RADIO ADVERTISING

CHICAGO 333" N. Michigan Avenue RATES AND DATA

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 |
| WILH | Lowell-Lawrence | MBS |
| WTMJ | Milwaukee | NBC |
| KSTP | MplsSt. Paul | NBC |
| WSM | Nashville | NBC |
| WSMB | New Orleans | NBC |
| WTAR | Norfolk | NBC |
| KOIL | Omaha | CBS |
| KGW | Portland, Ore. | NBC |
| WEAN | Providence | MBS |
| WRNL | 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 SULLISINESS 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 Payroll 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

PUBLISHED BY



260 261 265

304

STANDARD RATE & DATA SERVICE

WALTER E. BOTTHOF, President

ALBERT MOSS, Executive Vice-President

ALBERT WILLIAM MOSS. Vice-Pres. & See'y.

C. LAURY BOTTHOF, Vice-President & Assistant Treasurer

R. A. TRENKMANN, Treasurer

Vol. 15. No. 1

January, 1943

SUBSCRIPTION PRICE \$20.00 PER YEAR

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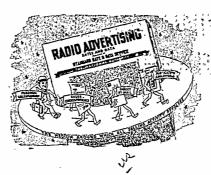
STANDARD RATE & DATA SERVICE, Inc.

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: : PUBLISHING OFFICE

2335 N. M.chigan Avenue, Chicago, Ill. Phone Randolph 5616-5617-5618-5619

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

LISTED RADIO STATIONS IN THE UNITED STATES

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

| KABCSan Antonio, Tex. |
|---|
| KABR Aberdeen, S. D. KADA Ada Okla. |
| KALB Alexandria, La. KALE Portland, Ore. |
| KALE Portland, Ore. |
| KAND |
| KARKLittle Rock, Ark. |
| KARM Fresno, Calif. |
| KAST Astoria, Ore. |
| KATEAlbert Lea, Minn. |
| KAVE |
| KBIZ Ottumwa, Iowa |
| KBKRBaker, Ore, KBNDBend, Ore. |
| KBON Omaha, Nebr. |
| KBPS Portland, Ore. |
| KBTM Jonesboro, Ark. |
| KBUR. Burlington, Iowa KBWD. Brownwood, Tex. |
| KBWD Brownwood, Tex. KCKN |
| KCMC Texarkana, Tex. |
| KCMO Kanasa City Mo. |
| KCRC Enid, Okia. KCRJ Jerome, Ariz. |
| KDAL Duluth, Minn |
| KDBSanta Barbara, Calif. |
| KDFN Casper, Wyo. KDKA Pittsburgh, Pa. |
| KDLR Devils Lake, N. D. |
| KDNT Denton, Tex. KDON Monterey, Calif. |
| KDRO Sedalla, Mo. |
| KDTH Dubuque, Iowa |
| KDYL Salt Lake City, Utah KECA Los Angeles, Calif. |
| KEEWBrownsville, Tex. KELACentralia-Chehalis, Wash. |
| KELDEl Dorado, Ark. |
| |
| KERN Las Vegas, Nev. KERN Bakersfield, Calif. |
| KEUBPrice, Utah |
| KELO |
| KEX |
| KFAC Los Appoles Calif |
| KEAM St. Cloud, Minn. |
| KFBB Great Fails, Mont. |
| KFBI Wichita, Kuns. |
| KFDAAmarillo, Tex. |
| KFDM Beaumont, Tex. Denver, Colo. |
| KFFQ |
| KFGQ Boone, Iowa KFII Wichita, Kans, |
| KFILos Angeles, Calif. |
| KFIZ |
| KEJI Klamath Falls, Ore |
| KFJZFort Worth, Tex |
| KFKU Lawrence, Kans. |
| KFNF Shenandoah, Iowa |
| KEOX Long Beach, Calif |
| REPY Spokane, Wash |
| KFRC |
| KFRE Fresno, Calif. KFRO. Longview, Tex |
| KFRU Columbia, Mo KFSD San Diego, Calif |
| KFSG Lon Angelen, Calif |
| KETTO St. Louis, Mo |
| KFQD Alterior Res. Alterior Res. Alterior Res. Alterior Res. Calif. KFRG Ban Francisco. Calif. KFRG Ironau Calif. KFRG Longiew, Tex. KFRU Columbia, Mo KFRD Ban Diago, Calif. KFRG Longing, Calif. KFRG Longing, N. M. KFTO Bt. Louis, Mo KTVD Long Angeleg, Calif. KFVG Cape Girarrigan, Mo KFWB Low Angeles, Calif. KFWB Low Angeles, Calif. KFWB Low Angeles, Calif. KFWB Cape Girarrigan, Mo KFWB Low Angeles, Calif. KFWB Low Angeles, Calif. KFWB Cape Girarrigan, Mo KFWB Low Angeles, Calif. KFWB Cape Girarrigan, Cape |
| KFXD Nampa, Idah |
| KFXJ Grand Junction, Colo KFXM San Bernardino, Calif |
| KTYO Inbluck, Tox KTYE Blamarck, N. D. KGA Sudana Wash |
| t GB . Ban Hego, Collf |
| KGBN Harlingen, Tex KGBX Springfield, Me KGGU Mendan, N. D |
| RGC3 Sldney, Mont |
| KODE Fergus Fulls, Minn KODM Blockton, Culf |
| KIEK Hterling, Colo |
| |

| KGERI | ong Beech Calif |
|--|--|
| TGERI | long Beach, Carit. |
| KGEZ | |
| KGFF | Shawnee, Okla. |
| KGFJ | Los Angeles, Calif. |
| KGFL | |
| | |
| KGFW | Kearney, Neb. |
| KGFX | Plerre, S. D. |
| KGGF | Coffeyville, Kans. |
| KGGMA | |
| | |
| KGHF | |
| KGHI | |
| KGHL | Billings, Mont. |
| KGIR | |
| | |
| KGIW | Alamosa, Colo. |
| KGKB | Tyler, Tex. |
| KGKL | San Angelo, Tex. |
| КСКО | Fort Worth, Tex. |
| KGKY | Contrablust Nob |
| NGN 1 | . Scottsblutt, Neb. |
| KGLO | |
| KGLU | Safford, Ariz. |
| KGMB | Honolulu, Hawaii |
| KGNC | |
| Tare . | I Amai Diesa Neb |
| KGNF | |
| KGNO | Dodge Clty, Kan. |
| KGOSan | Francisco, Calif. |
| KGU | Honolulu Hawaii |
| VOTO | Minoria Mandi |
| KQV0 | |
| KGW | Portland, Ore. |
| KGY | Olympia, Wash. |
| KHAS | Hastings, Neb. |
| KHBC | Tille Travell |
| KHBC | Hilo, Hawaii |
| КНВG | |
| КПЈ | Los Angeles, Callf. |
| КЦQ | Spokane, Wash. |
| КИМО | Hannibal Mo |
| | |
| KHSL | Chico, Calif. |
| KHUB | Watsonville, Calif. |
| KICA | |
| KICD | |
| KID | daho Falls, Idaho |
| | |
| KIDO | |
| KIEM | Eureka, Calif. |
| KIEV | |
| 17 17 4 | |
| ***** 0 | nond Books NO IX |
| KILOG | |
| KINY | Juneau, Alaska |
| KINYKIRO | Juneau, Alaska Seattle, Wash. |
| KINYKIRO | Juneau, Alaska Seattle, Wash. |
| KINYKIROKIT | Juneau, Alaska Scattle, Wasii. Yakima, Wasii. |
| KINYKIROKITKIUL | Juneau, Alaska Seattle, Wash. Yakima, Wash. Garden City, Kan. |
| KINY | Juneau, Alaska Seattle, Wash. Yakima, Wash. Garden City, Kan. Pecos, Tex. |
| KINY | Juneau, Alaska Seattle, Wash. Yakima, Wash. Garden City, Kan. Pecos, Tex. Durango, Colo. |
| KINY | Juneau, Alaska Seattle, Wash. Yakima, Wash. Garden City, Kan. Pecos, Tex. Durango, Colo. |
| KINY | Juneau, Alaska Seattle, Wash. Garden City, Kan. Pecos, Tex. Durango, Colo. Francisco, Calif. |
| KINY | Juneau, Alaska Seattle, Wash, Yakima, Wash, Garden City, Kan. Pecos, Tex. Durango, Colo, Francisco, Calif. Seattle, Wash. |
| KINY | Juneau, Alaska Seattle, Wash Yakima, Wash. Garden City, Kan Pecos, Tex Durango, Colo, Francisco, Calif Seattle, Wash La Grando, Ore. |
| KINY KIRO KIT KIUL KIUN KIUN KIUP KIUP KIUP KIUP KIBB KJR KLBM KLCN | Juneau, Alaska Seattle, Wasi Yakima, Wasi. Garden City, Kan Pecos, Tex. Durango, Colo, Francisco, Calif Seattle, WashLa Grande, Orc Blytheville, Ark. |
| KINY KIRO KIT KITO KIUL KIUL KIUL KIUN KIUP KIUR KJBS San KJR KLBM KLCN KLCN KLCN KLCN KLCN KLCN KLCN KLCN | Juneau, Alaska Seattle, Wash, Yakima, Wash, Garden City, Kan, Pecos, Tox Durango, Colo. Francisco, Callt Seattle, Wash, La Grande, Orc Blytheville, Ark, Ogden, Utah |
| KINY | Juneau, Alaska Seattle, Wash, Yakima, Wash, Garden City, Kan, Pecos, Tex. Durango, Colo, Francisco, Calif. Seattle, Wash, La Grande, Ore. Biytheville, Ark. Ogden, Utah Minot, N. D. |
| KINY | Juneau, Alaska Seattle, Wash, Yakima, Wash, Garden City, Kan, Pecos, Tex. Durango, Colo, Francisco, Calif. Seattle, Wash, La Grande, Ore. Biytheville, Ark. Ogden, Utah Minot, N. D. |
| KINY | Juneau, Alaska Seattle, Wash. Yakima, Wash. Garden City, Kan. Pecos, Tex. Durango, Colo. Francisco, Callf. Seattle, Wash. La Grande, Ore. Blytheville, Ark. Ogden, Utah Minot, N. D. Lilittle Rock, Ark. Onkland, Callf. |
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| KPPC Pasadena, Cai | ır. |
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| KPRO Riverside, Cal | 3X. |
| KINO Riverside, Cai | 11. |
| KQVPlttsburgh, F KQWSan Jose, Cal | a. |
| KRBA Lufkin, Te | |
| KRBC Abilene, Te | X. |
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| KRE Berkeley, Cal | lť. |
| KUCV Weslage To | |
| KRIC. Beaumont, To | ex. |
| KRISCorpus Christi, Te | ex. |
| KILLE City, Miles | It. |
| KRKDLos Angeles, Cal | if. |
| KRKO Everett, Was | m. |
| KRLD Dallas, Te | 110 |
| KRLH Midland, Te | . A. |
| ICRAID Shravenorf I | .a |
| KRNRRoseburg, O | re. |
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| KRODEl Paso, To | X. |
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| KROV Oakland, Cal KROY Sacramento, Cal | |
| KRRV Sherman, To | 3X. |
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| KSAC Manhattan, Kar | ıs. |
| KSAL Salina, Kan | 1S. |
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| KSTP Minneapolis-St. Paul, Mir | ın. |
| KSUN Blshee, Ar | iz. |
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| KTKC Visalia, Cal | iř. |
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| KTTS Springfield, M | 0. Iz |
| KTHU | in. |
| KTW Senttle, Was | h. |
| KUJ Walla Walla, Was | di. |
| KUOA Blload Springs, At | K. D |
| KIPA Salt Lake City, Ut | ah |
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| EXAMPLE PART LITTLE CHILBRED, URL | ٠ |
| KVFD Fort Dodge, Inv | VЦ |

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| KVIC | Great Bend, Kans |
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| A ** F I | Wichita Fails, Ter |
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| Λ W Δ | Shreveport. La |
| XWKW | Los Angeles, Calif |
| . W. L.C | Decoran, low: |
| VYLM | Willmar, Minn |
| L W NU | Winona, Minn |
| KWON | Bartlesville. Okla |
| KW 08 | Jefferson City, Mo |
| CWRC | Pendleton, Ore |
| KWTO | Fullman, wash |
| 07W | Sheridan, Wyo |
| KXA | Neattie, Wash |
| λ λ | Portland, Ore |
| XX0 | El Centro, Calif |
| XX0B | Sweetwater Tex |
| XXRO | Aberdeen, Wash |
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| XYCA | Prescott. Arlz |
| (YOS | Merced, Calif |
| CYUM | Mankato, Minn |
| XYW | Philadelphia, Pa |
| V A A B | Worcester, Mas |
| VAAT | Jersey City, N. J |
| VABC | New York City |
| VABY | Albany, N. Y |
| VACO | Waco, Tex |
| VAGA | Atlanta. Ga |
| VAGE | Syracuse, N. Y |
| VAGN | Presque Isle. Me |
| VAIM | Anderson, S. C |
| NA IR NA IT | Winston-Salem, N. C |
| VAJR | Morgantown, W. Va |
| VAKR | Akron, Ohi |
| VALB | Albany, Ga |
| VALL | Middletown, N. Y |
| VAOV | Vincennes. Ind |
| VAPI | Bellingham, Wast Moorhead, Minn Mock Springs, Wys Smits Be, N. M Arumore, Okis Vernoit, Ica Waitace, Idam Watertown, S. L Hutchinson, Kans House, N. M Hot Springs, N. M Sirevenort, Le Socokton, Calif Albany, Ore Globe, Ariz Portland, Ure St. Louis, Me Sirevenort, Le Los Angeles, Calif Decoran, Jow Longview, Wast Wilmar, Minn Popiar Bluff, Mc Bartlesville, Okia Jefferson City, Mc Portland, Ore Pulman, Wast Springfield, Mic Sheridan, Wyo Seatilo, Wash Waterloo, Jow Portland, Ore El Centro, Calif Sweetwater, Tex Abordeen, Wash Waterloo, Iow Portland, Ore El Centro, Calif Sweetwater, Tex Aberdeen, Wash Houston, Tex San Francisco, Calif Mankato, Minn Presque Isle, Me Addenson, S. C Winston, M. M Albany, N. Y Waterloon, Ol Atlanta, Ga Syracuse, N. Y Dothan, Ala Presque Isle, Me Anderson, S. C Winston-Schen, N. C Wingantown, W. Va Albany, Ga Middletown, N. Y Laurel, Miss Vincennes, Ind Birmingham, Ala Cintatanooga, Tenn Scranton, Pa Lafayette, Ind Atlanta, Ga Watertown, N. Y Waterbury, Conn Atlanta, Ga Watertown, N. Y Waterbury, Conn Atlanta, Ga Watertown, N. Y Waterbury, Conn |
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LISTED RADIO STATIONS IN THE UNITED STATES -Continued

| WBT | Charlotte, N. C. |
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| WBTH | Williamson, W. Va. |
| WBYN | Brooklyn, N. Y. |
| WCAE | Pittsburgh, Pa |
| WCAM | Camden, N. J. Baltimore, Md. |
| WCAP | Asbury Park, N. J. Pontiac, Mich. |
| WCAT | Rapid City, S. D. Philadelphia, Pa. |
| WCAX | Burlington, Vt. |
| WCBA | Allentown. Pa. Columbus, Miss. |
| WCBS | Baltimore, Ald. Springfield, Ill. |
| WCCO | |
| WCFL | Charleston, W Va. |
| WCHY | Charlottesville, Va. |
| WCLE | Cleveland, Ohio Janesville, Wis. |
| WCLS | Joliet, Ill. Ashiand, Ky. |
| WCNC | Elizabeth City, N. C. Pensacola, Fla. |
| WCOC | Meridian, Miss. Columbus, Onio |
| WCOP | Boston, Mass. Columbia, S. C. |
| WCOV | Montgomery, Ala. |
| WCPO | Greenwood, S. C. |
| WCSC | Charleston, S. C. |
| WDAE | Tampa, Fla. Kansas City, Mo. |
| WDAK | West Point, Ga. Danville, Ill. |
| WDAY | Philadelphia, Pa. Fargo, N. D. |
| WDBC | Escanaba, Mich. Roanoke, Va. |
| WDEL | Chattaneoga, Tenn. |
| WDEV | Waterbury, Vt. |
| WDLP | Panama City, Fla. Marquette, Mich. |
| WDNC | Durham, N. C. |
| WDOD | Chattanooga. Tenn. |
| WDOD WDRC WDSM | Chattanooga. Tenn. Hartford, Conn. Superior. Wis. |
| WDOD WDRC WDSM WDSU WDWS | Chattanoga. Tenn. Hartford, Conn. Superior. Wis. New Orleans, La. Champaign, Ill. Threeds, Ill |
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| WGBR | Goldsboro. N. C. Biloxi-Gulforri. Miss. Chicasco. Ill. Galnesville. Ga. Newport News. Va. Galesburg. Ill. Charleston. W. Va. Fort Wayne. Ind. Gastonia. N. C. Newburgh. N. Y. Valdosta. Ga. Albany. Ga. Buffalo. N. Y. Louisville. Ky. Greenwood. Miss. Alanta. Ga. Greenville. N. C. Wilson, N. C. Schenectady. N. Y. Madison, Wi. Greenfeld, Mass. Rochester. N. Y. Louisville. Ky. Fortille. Ky. Greenfeld, Mass. Rochester. N. Y. Louisville. Ky. Greenfeld, Mass. Rochester. N. Y. Louisville. Ky. Fortille. Ky. Fortille. Ky. Greenfeld. Mass. Rochester. N. Y. Louisville. Ky. Fortille. Ky. Greenfeld. Mass. Rochester. N. Y. Calumet. Miss. Memphis. Tenn. Anderson, Ind. Appleton. Wis. Jithaes. N. Y. Calumet. Mich. Boston. Mass. Olean, N. Y. Fortsmouth. N. H. Rochester. N. Y. Cleven. Ill. Dayton. Ohio Bluefield. W. Va. New Bern. N. C. Zaneaville. Ohio Greensburr. Pa. Cleveland. Ohio Columbus. Ohio Hickory. N. C. Jithaes. Joes Greensburr. Pa. Cleveland. Ohio Columbus. Ohio Hickory. N. J. Holpinsville. Ky. Harrisburg. Pa. Cookerille. Tenn. San Juan. P. R. Madison. Wis. Jackson, Mich. Port Huron. Mich. Fortille. Ry. Ashtabula, Ohio Bridgeport. Conn. Medford. Wis. St. Louis. Mo. Urbana, Ill. Winnington, Dila. Winnington, Ohio Bridgeport. Conn. Medford, Wis. St. Louis. Mo. Urbana, Ill. Winnington, Ohio Louisville. Ky. New York City Naynd. Dayton. Ohio Louisville. Ky. New York City Naynd. Cookerlile. Tenn. Louisville. Ry. New York City Naynd. Ohio Louisville. Ry. Louis Mich. Louisville. Ry. Louis Mich. Louisville. Ry. Louis Mich. Louisvil |
| WGES WGGA | Chicago, Ill. Gainesville, Ga. Newport News, Va. |
| WGIL: | Galesburg, Ill. Charleston, W. Va. |
| WGNC | Chicago, Ill. |
| WGNY WGOV WGPC | Newburgh, N. Y. Valdosta, Ga. Albany, Ga. |
| WGRC WGRK | Buffalo. N. Y. Louisville, Ky. Greenwood, Miss. |
| WGST WGTC | Atlanta, Ga. Greenville, N. C. |
| WGY | Schenectady, N. Y. Madison, Wis. |
| WHAN | Rochester, N. Y. Louisville, Ky. |
| WHAZ | Troy, N. Y. Kansas City, Mo. |
| WHBB WHBC WHBF | Selma, Aia. Canton, Ohio Rock Island. Ill. |
| WHBI WHBL WHBO | Newark, N. J. Sheboygan, Wis. Memphis, Tenn |
| WHBU | Anderson, Ind. Appleton, Wis. |
| WHDF | Calumet, Mich. Boston, Mass. |
| WHEE | Portsmouth, N. H. |
| WHIO WHIO | Dayton, Ohio Bluefield, W. Va. |
| WHIT WHIZ WHIR | New Bern, N. C. Zanesville, Ohio Greensburg, Pa. |
| WHKC | Cleveland, Ohio Columbus, Ohio |
| WHLD | Virginia, Minn. Niagara Falls. N. Y. |
| WHLSWHMA | Port Huron, Mich. |
| WHYN WHYN WHO | Holyoke, Mass. Des Moines, Iowa |
| WHOM WHOP | Jersey City, N. J. Hopkinsville, Ky. Harrisburg, Pa. |
| WHUB | Cookeville, Tenn. San Juan, P. R. Madison, Wis |
| WIBC | Indianapolis, Ind. Glenside, Pa. |
| WIBW | Poynette, Wis. Topeka, Kans. |
| WICA | Ashtabula, Ohio Bridgeport, Conn. |
| WILL | |
| WINC | Wilmington, Dela. Winchester, Va. Gary, Ind. |
| WING WINN | Dayton. Ohio Louisville, Ky. New York City |
| WINX | Washington, D. C. Miami, Fla. Dhiladalphia, Ba |
| WIRE | Indianapolis, Ind. |
| WISH | Indianapolis, Ind. Butler, Pa. |
| WITH | Baltimore, Md. Springfield, Ohio |
| WJAC WJAG | Johnstown, Pa. Norfolk, Neb. Providence, R. J. |
| WJAS WJAX WJBC | Pittsburgh, Pa. Jacksonville, Fia. Bloomington, Ill |
| WJBK WJBO | Detroit, Mich. Baton Rouge, La. New Orleans, La |
| WJBY | Gadsden, Ala. Jackson, Miss. Hagerstown Md |
| WJHL | Johnson City, Tenn. Opelika, Ala. |
| WJIM | New York City Washington, D. C. Milami, Fia. Philadelphia, Pa. Indianapolis, Ind. Columbia, S. C. Asheville, N. C. Indianapolis, Ind. Butler, Pa. Milwaukee, Wis. Baltimore, Md. Springfield, Ohio Johnstown, Pa. Norfolk, Neb. Providence, R. I. Pittsburgh, Pa. Jacksonville, Fia. Bloominston, Ill. Detroit, Mich. Baton Rouge, La. New Orleans, La. Gadsden, Ala. Jackson, Miss. Hagerstown, Md. Johnson City, Tenn. Opelifa, Ala. Lansing, Mich. Ghicago, Ill. Detroit, Mich. Bessemer, Ala. Beckley, W. Va. Covington, Va. Rice Lake, Wis. Ironwood, Mich. West Palim Beach, Fia. Hammond, Ind. Washington, Ill. West Palim Beach, Fia. Hammond, Ind. Washington, Ill. Green, Ill. G |
| WJLD | Bessemer, Ala. Beckley, W. Va. |
| WJMS | Rice Lake, Wis. |
| WJNO WJOB WJPA | West Palm Beach, Fla. Hammond, Ind. Washington, Pa. |
| WJPF | Herrin Ill. Greenville, Miss. Detroit Mich |

| WJWc WJZ | |
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| WJWC | Akron. Ohio Hammond, Ind. New York City Clarksville. Tenn. San Juan, P. R. East Lansing, Mich. Miami Beach. Fila. Dubuque, Iowa La Crosse, Wis. Youngstown. Ohio Harrisburg, Pa. Bichmond, Ind. Buffalo, N. Y. Muskegon, Mich. Griffin, G. Foughkeepsip, N. J. Kokomo, Ind. Keene, N. H. Kingston, N. Y. |
| | Hammond, Ind. |
| WJZM | Clarksville, Tenn. |
| WKAQ | San Juan, P. R. |
| WKAT | Miami Beach, Fla. |
| WKBB | Dubuque, Iowa |
| WKBN | Youngstown, Ohio |
| WKBO | Harrisburg, Pa. |
| WKBV | Buffalo, N. Y. |
| WKBZ | Muskegon, Mich. |
| WKEU | Poughkeensie, N. Y. |
| WKMO | Kokomo, Ind. |
| WKNE | Kingston, N. H. |
| WKOK. | Sunbury, Pa. |
| WKPA | New Kensington, Pa. |
| WKRC | Cincinnati, Ohio |
| WKRO | New Castle, Pa |
| WKWK. | Wheeling, W. Va. |
| WKZO. | Kalamazoo, Mich |
| WLAC | Nashville. Tenn. |
| WLAK | La Grange, Ga. |
| WLAP | Lexington, Ky. |
| WLAW. | Grand Rapids, Mich. |
| WLAY | Muscle Shoals City, Ala. |
| WLB | Minneapolis-St. Paul, Minn. |
| WLBJ | Bowling Green, Ky. |
| WLBZ | Stevens Point, Wis. |
| WLDS | Jacksonville, III. |
| WLEU | New York City |
| WLLH | Lowell, Mass. |
| WLNH | Daconia, N. H. Orlando, Fla. |
| WLOG | Logan. W. Va. |
| WLOK | Minneapolis, Minn. |
| WLPM | Suffolk, Va. |
| WLS | Lynchburg, Va. |
| WLW | Cincinnati, Ohio |
| WMAM. | Washington, D. C. |
| WMAN. | Mansfield, Ohio |
| WMAQ. | Springfield Mass |
| WMAZ. | Macon, Ga. |
| WMBD. | Richmond Va. |
| WMBH. | Joplin, Mo. |
| WMBI | Chicago, III. |
| WMBR. | Jacksonville, Fla. |
| WMBS | Memphis Tenn |
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| WMCA. | New York City |
| WMCA. WMEX. WMFD. | New York City Boston, Mass. Wilmington, N. C. |
| WMCA WMEX. WMFD WMFF | New York City Boston, Mass. Wilmington, N. C. Plattsburg, N. Y. Hibbing, Ming. |
| WMCA WMEX. WMFD WMFF WMFJ | New York City Boston, Mass. Wilmington, N. C. Plattsburg, N. Y. Hibbing, Minn Daytona Beach, Fla. |
| WMCA WMEX WMFD WMFG WMFJ WMFJ | Mem Vork City New York City Boston, Mass. Wilminston. V. Platteburs, N. V. Hibbing, Minn. Daytona Beach, Fla. Hish Point, N. C. |
| WMCA WMEX WMFD WMFF WMFG WMFJ WMFR WMGA WMIN | New York City Boston, Mass. Wilmington, N. C. Plattsburg, N. Y. Hibbling, Minn. Daytona Beach, Fla. High Point, N. C. Moultrle, Ga. Minneapolis-St. Paul, Minn. |
| WMCA. WMEX. WMFD. WMFF. WMFG. WMFJ. WMFR. WMGA. WMIN. WMIS. | New York City Boston, Mass. Wilmington N. C. Plattsburg, N. Y. Hibbing, Minn. Daytona Beach, Fla. Hish Point, N. C. Moultrie, Ga. Minneapolis-St. Paul, Minn. Natchez, Miss. |
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| WMCA. WMEX. WMFD. WMFG. WMFG. WMFG. WMIR. WMIN. WMIN. WMIN. WMOB. | Mem. Vor. City ——————————————————————————————————— |
| WMICA WMIEX WMIED WMIEG WMIE WMIE WMIEA WMIN WMIS WMIN WMIS WMIM WMOB WMOB | New York City Boston, Mass. Wilmington, N. C. Plattsburg, N. Y. Hibbing, Minn. Daytona Beach, Fis. Hish Point, N. C. Moultrle, Ga. Minneapolis-St. Paul, Minn. Natchez, Miss. Cordele, Ga. Fairmont, W. Ya. Mobile, Ala. Brunswick, Ga. Lapeer, Mich. |
| WMICA WMIEX. WMIED. WMIEG. WMIEG. WMIEG. WMIM. WMIM. WMIM. WMIM. WMIM. WMOG. WMPC. WMPC. | New York City Boston, Mass. Wilmington, N. C. Plattsburg, N. Y. Hibbing, Minn. Daytona Beach, Fla. Hish Point, N. C. Moultrle, Ga. Minneapolis-St. Paul, Minn. Natchez, Miss. Cordele, Ga. Fairmont, W. Ya. Brunsvick, Ga. Brunsvick, Ga. Lapeer, Mich. Memphis, Tenn. Greenville, S. C. |
| Whica. Whiex. Whiff. Whiff. Whiff. Whifk. Whis. Whin. Whis. Whim. Whob. Whob. Whips. Whir. Whir. Whir. | New York City Boston, Mass. Wilmington N. C. Plattsburg, N. Y. Hibbing, Minn. Daytona Beach, Fla. Hish Point, N. C. Moultrle, Ga. Minneapolis-St. Paul, Minn. Natchez, Miss. Cordele, Ga. Fairmont, W. Va. Mobile, Als. Brunswick, Ga. Lapeer, Mich. Memphis, Tenn. Greenville, S. C. Levistown, Pa. Levistown, Pa. |
| WMCA WMEX WMED WMFF WMFF WMIF WMIF WMIN WMIN WMIN WMOB WMOC WMPS WMRN WMRN | Mem Vor. City New Vor. City New Vor. City New Vor. City Manager Platteburg, N. Y. Hibbing, Minn Daytona Beach, Fla. Histo Point, N. C. Moultrie, Ga. Minneapolis-St. Paul, Minn Natchez Miss. Natchez Miss. Pairmont, W. Va. Brinswick, Ga. Lapeer, Mich. Memphis, Tenn Greenville, S. C. Leveistown, Pa. Marion, Ohio Aurora, Ill. |
| WMCA. WMEX. WMEP. WMFP. WMPF. WMPF. WMIPA. WMIPA. WMIN. | Poughkepsie, N. Y. Kokomo, Ind. Keene, N. H. Klingston, N. Y. Sunbury, Pa. New Kensington, Pa. Ringsport, Tenn. Clincinnati, Ohio Cairo, Ill. New Castle, Pa. Wheeling, W. Va. Oklahoma City, Okla. Kalamazoo, Mich. Nashville, Tenn. La Grange, Ga. Lakeland, Fia. Lakeland, Fia. Larington, Ky. Grand Rapids, Mich. Lawrence, Mass. Muscle Shoals City, Ala. Minneapolis-St. Paul, Minn. Morel, Ind. Bowling Green, Ky. Stevens Polnt, Wis. Banger, Me. Stevens Polnt, Wis. Losan, W. Va. Orlando, Pla. Lowell, Mass. Jaconta, N. H. Orlando, Pla. Colleago, Ill. Lynchburg, Va. Clincigno, Ill. Lynchburg, Va. Clincigno, Ill. Springfield, Mass. Macon, Ga. Peoria, Ill. Richmond, Va. John, Ga. Peoria, Ill. Richmond, Va. John, Manneld, Ohio Chicago, Ill. Richmond, Va. John, Manneld, Ohio Chicago, Ill. Richmond, Va. Jesksonville, Fia. Uniontown, Pa. Macon, Ga. Peoria, Ill. Richmond, Va. John, Mass. Macon, Ga. Peoria, Ill. Richmond, Va. John, Mass. Macon, Ga. Peoria, Ill. Richmond, Va. John, Mass. Macon, Ga. Peoria, Ill. Richmond, Va. Jacksonville, Fia. Uniontown, Pa. Macon, Ga. Peoria, Ill. Richmond, Va. Jacksonville, Fia. Uniontown, Pa. Macon, Ga. Peoria, Ill. Richmond, Va. Jacksonville, Fia. Uniontown, Pa. Macon, Ga. Peoria, Ill. Richmond, Va. Jacksonville, Fia. Uniontown, Pa. Memphis, Tenn. New York City Boston, Mass. Wilmington, N. C. Plattsburg, N. Y. Hibbling, Minn. Daytona Beach, Fia. High Point, N. C. Collel, Ga. Mobille, Ala. Brunswick, Ga. Lapeer, Mich. Memphis, Tenn. Orenville, S. C. Colled, Ga. Mobile, Ala. Brunswick, Ga. Lapeer, Mich. Memphis, Tenn. Orenville, S. C. Levistown, Pa. Matron, Ohio Checter, All. |
| WMCA. WMEX. WMEP. WMFP. WMPP. WMIPS. WMIPS. WMIN. WMIN. WMIN. WMIN. WMOB. WMOG. WMPC. WMPC. WMRC. WMRC. WMRC. WMRO. WMRO. WMRO. WMRO. | New York City Boston, Mass. Wilmington, N. C. Plattsburg, N. Y. Hibbing, Minn. Daytona Beach, Fla. Hibbing, Minn. Minneapolis-St. Paul, Minn. Natchez, Miss. Cordele, Ga. Fairmont, W. Va. Mobile, Ala. Brunswick, Ga. Eaper, Mich. Memphis, Tenn. Greenville, S. C. Lewistown, Pa. Marlon, Ohio Aurora, Ill. Decatur, Ala. Ccdar Raplds, Iowa Manchester, N. H. |
| WMCA. WMEX. WMEP. WMFF. WMFG. WMFF. WMFR. WMGA. WMIN. | New York City Boston, Mass. Wilmington, N. C. Plattsburg, N. Y. Hibbing, Minn. Daytona Beach, Fla. Hish Point, N. C. Moultrle, Ga. Minneapolis-St. Paul, Minn. Natchez, Miss. Cordele, Ga. Fairmont, W. Ya. Brunsvick, Ga. Fairmont, W. Ya. Brunsvick, Ga. Lapeer, Mich. Memphis, Tenn. Greenville, S. C. Lewistown, Pa. Martin, Ohio Aurora, Ill. Decatur, Ala. Codar Rapids, Iova. Manchester, N. A. Martinsville, V. A. Martinsville, N. A. Martinsville, |
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| WMCA WMEX WMFP. WMFFG. WMFFI. WMIS WMIN. WMIM. WIM. W | Memory Colly Boston, Mass. Wilminston, N. C. Platteburg, N. Hibbing, Minn. Daytona Beach, Fia. Hish Prolin, M. C. Hish Prolin, M. C. Moulirle, Ga. Minneapolis-St. Paul, Minn. Natchez, Miss. Cordele, Ga. Fairmont, W. Va. Moulirle, Ala. Fairmont, W. Va. Moulis, Ala. Brunswick, Ga. Lapeer, Mich. Memphis, Tenn. Greenville, S. C. Lewistown, Pa. Marion, Ohlo Aurora, Ill. Decaute, Ala. Cedae Rapids, Ioya Manchester, N. Martinsville, Va. Bridgeport, Conn. Boston, Mass. Norman, Okias. |
| WMICA. WMIED. WMIPD. WM | New York City Boston, Mass. Wilmington, N. C. Plattsburg, N. Y. Hibbing, Minn. Daytona Beach, Fis. Hibbing, Minn. Minneapolis-St. Paul, Minn. Natchez, Miss. Cordele, Ga. Fairmont, W. Ya. Mobile, Ala. Brunswick, Ga. Eaper, Mich. Memphis, Tenn. Greenville, S. C. Lewistown, Pa. Marchaelle, S. C. Lewistown, Pa. Marchaelle, S. C. Lewistown, Pa. Martin, Ohido Aurora, Ill. Decatur, Ala. Cedar Raplds, Iowa Manchester, N. H., Martinsville, Va. Bridgeport, Conn. Boston, Mass. Norman, Okla. Yankton, S. D. Hartford, Conn. |
| WAICAL WAIFD WAIFT WAIFT WAIFT WAIFT WAIFT WAIFT WAIFT WAITA | New Tork Citty Boston, Mass. Wilmington, N. C. Plattsburg, N. Y. Hibbing, Minn. Daytona Beach, Fla. Hibbing, Minn. Daytona Beach, Fla. Hish Point, N. C. Moultrle, Ga. Minneapolis-St. Paul, Minn. Natchez, Miss. Cordele, Ga. Fairmont, W. Va. Mobile, Ala. Brunswick, Ga. Eaper, Mich. Memphis, Tenn. Greenville, S. C. Lewistown, Pa. Marlon, Ohio Aurora, Ill. Decatur, Ala. Cedar Rapids, Jowa Manchester, N. H., Martinsville, Va. Bridgeport, Conn. Boston, Mass. Norman, Okia. Yankton, S. D. Hariford, Conn. Binshamton, N. Y. |
| WAICA. WMICA. WMIPD. WMIPD. WMIPG. WM | Memburster Memburster Memburster Memburster Mass. Wilm Inston Mass. Wilm Beach Fig. History Mark. Moultrie Ga. Moultrie Ga. Moultrie Ga. Moultrie Ga. Moultrie Ga. Moultrie Ga. Fairmont W Ye. Farm Mobile. Als. Funswick. Ga. Lapeer, Mich. Memphis, Tenn. Greenville. S. C. Lewistown Pa. Marion. Ohio Aurora, Ill. Decatur, Als. Cedar Rapids, Jowa. Marinsville. Va. Bridgeport. Conn. Boston, Mass. Norman. Okla. Yankton. S. D. Hartford, Conn. Binghamton, N. Y. New Bedford, Mass. Saranac Lake, N. Y. |
| WAIGA. WAIGTO WAIFT WAIF | Membrus Vor. City Boston, Mass. Wilmaston, N. S. Pattoton, Mass. Wilmaston, N. S. Pattoton, N. S. Pattoton, N. S. Hibbas, Minn. Day Ona Basch, Fla. Hibbas, Minn. Day Ona Basch, Fla. Hibbas, Minn. Maches, Minn. Natches, Mins. Cordele, Ga. Fairmont, W. Ya. Mobile, Ala. Bunswick, Ga. Mobile, Ala. Bunswick, Ga. Mobile, Ala. Bunswick, Ga. Mobile, Ala. Bunswick, Ga. Moron, Hill. Mornhills, Sen. Cear Itanids, Iowa Manchester, N. H. Martinstille, Va. Bridgeport, Conn. Boston, Mass. Soronan, Okis. Norman, Okis. Norman, Okis. Norman, Okis. Sankon, Mass. Sarana, Okis. Sarana, N. Y. New Beford, Mass. Sarana, Okis. Sarana, Okis. New Beford, Mass. |
| WMICA. WMIEX. WMIEX. WMIPD. WMIPG. WM | New York City Boston, Mass Wilminston. N. C. Plattsburg, N. Y. Hibbing, Minn. Daytona Beach, Fla. Hish Piolite, M. G. Hish Point, N. C. Moultrle, Ga. Minneapolla-St. Paul, Minn. Natchez, Miss. Cordele, Ga. Fairmont, W. Va. Mobile, Ala. Brunswick, Ga. Brunswick, Ga. Lapeer, Mich. Memphis, Tenn. Green'elle, S. C. Levistown. Pa. Martinston. Ohlo Aurora, Ill. Decautr, Ala. Codar Rapids, Iowa Manchester, N. H., Martinsville, Va. Bridgeport, Conn. Boston, Mass. Norman, Okla. "Yankton. S. D. Hatford, Conn. Blanshamton, N. Y. New Bedford, Mass. Saranac Lake, N. Y. San Juan, P. R. New York City New Lordon, Cont. |
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| WMICA. WMICA. WMED. WMED. WMED. WMED. WMIPG. | Mem Vor City New Vor City New Vor City New Vor City Minston Mass. Wilm Inston Mass. Wilm Mass. Description Market Mass. Minneapolis-St. Paul, Minn. Natchede Ga. Minneapolis-St. Paul, Minn. Natchede Ga. Fairmont, W. Va. Mobile, Ala. Euner, Mich. Memphis, Tenn. Greenville, St. C. Lewistown Pa. Marion. Ohio Aurora, Ill. Decatur, Ala. Cedar Rapids, Iowa. Marinsville, Va. Bridgeport. Conn. Boston, Mass. Norman, Okla. Yankton, S. D. Hartford, Conn. BinShamton, N. Y. New Bedford, Mass. Saranac Lake, N. Y. San Juan, P. R. New York City New London, Conn. New Orleans, La. Knoxylle, Tenn. New Orleans, La. Knoxylle, Tenn. New Orleans. La. Knoxylle, Tenn. |
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| WMICA. WM | New York City Boston, Mass. Wilminston. N. C. Plattsburg, N. Y. Hibbing, Minn. Daytona Beach, Fla. Hibbing, Minn. Daytona Beach, Fla. Hibbing, Minn. Matchez, Miss. Cordele, Ga. Fairmont, W. Va. Moulti-le, Ga. Fairmont, W. Va. Mothle, Ala. Brunswick, Ga. Lapeer, Mich. Memphis, Tenn. Greenville, S. C. Lewistown, Pa. Marton, Ohido Aurora, Ill. Decautr, Ala. Cedar Rapids, Iowa Manchester, N. H. Martinsville, Va. Bridgeport, Conn. Boston, Mass. Norman, Okla. "Yankton, S. D. Hartford, Conn. Binshamton, N. Y. New Bedford, Mass. Saranac Lake, N. Y. San Juan, P. R. New York City New London, Conn. New Orleans, La, Knoxylllo, Tenn. New York City San Antonto, Tex. Davenport, Iowa Cape Cod, Mass. Ames, Iowa Albauy, N. Y. Washington, D. C. Syracuse, N. Y. Syracuse, N. Y. Washington, D. C. Owensboro, K.Y. Manttowce, Wis, WASH, Grand Rapids, Mich. |
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| WAIGA. WMIEX. WMIEX. WMIPD. WMIPG. WM | New York City Boston, Mass. Wilminston, N. C. Plattsburg, N. Hubbing, Minn. Daytona Beach, Fla. Hibbing, Minn. Daytona Beach, Fla. Hibbing, Minn. Minneapolis-St. Paul, Minn. Natchez, Miss. Cordele, Ga. Fairmont, W. Va. Mobile, Ala. Brunswick, Ga. Lapeer, Mich. Memphis, Tenn. Greenville, S. C. Lewistown, Pa. Martin, Ohilo Aurora, Ill. Deadur, Ala. Cedar Rapids, Iowa Manchester, N. H., Martinsville, Va. Bridgeport, Conn. Boston, Mass. Norman, Okia. Yankton, S. D. Hatford, Conn. Binghamton, N. Y. New Bedford, Mass. Saranac Lake, N. Y. San Juan, P. R. New York City New City New London, Conn. New Orleans, La, Knoxville, Tenn. New York City San Anonio, Tez. Davenport, Jowa Cape Cod, Mass. Ames, Jown Albauy, N. Y. Washington, D. O. Syracuse, N. Y. Syracuse, N. Syracuse, N. Y. Syracuse, N. |

| WOSU | Columbus, Ohlo New York City Omaha, Neh New York City Omaha, Neh Ponce, P. R. Paducah, Ky. Parkersburg, V. V. Porkersburg, V. Mayaguez, P. R. Providence, R. I. Raleigh, N. C. Miami, Fla. Scranton, Pa. Vicksburg, Miss. New York City Williamsport, Pa. Raleigh, N. C. Reading, Pa. Columbus, Ga. Washington, D. C. Augusta, Me. Augusta, Me. Augusta, Ga. Memphis, Tenn. Lawrence, Kan. Rome, Ga. Rache, Wiss. Toccoa, Ga. Richmond, Va. Rockford, Ill. Knoxville, Tenn. Dallas, Tex. Washington, N. C. Warren, Ohio Gainesville, Flan. Richmond, Va. Richmond, Va. Rockford, Ill. Knoxville, Tenn. Dallas, Tex. Washington, N. C. Warren, Ohio Gainesville, Flan. Richmond, Va. Cincinnati, Ohio Grove City, Pa. Saginaw, Mich. Allentown, Pa. Portsmouth, Va. Fall River, Mass. Wausau, Wis. Savannah, Gs. Rochester, N. Y. Huntington, W. Va. Allentown, Pa. Portsmouth, Pa. Portsmouth, Pa. Portsmouth, Pa. Rochester, N. Y. Huntington, W. Va. Allentown, Pa. Nashville, Tenn. Winston-Saiem, N. C. Mocomb, Miss. Rochesterd, N. Y. Jackson, Miss. Rochestour, N. Y. Jackson, Miss. Codensburg, N. Y. Charlotte, N. C. Henderson, Ky. Charlotte, N. C. Henderson, Ky. Lestur, Mich. Decetur, Ill. Decetur, Ill. Decetur, Ill. Lesturgher, N. C. Charlotte, N. C. Henderson, Ky. Charlotte, N. C. |
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| WOWO | Omaha, Neh. |
| WPAB | Poduceh Wa |
| WPAR | Parkersburg, W. Va. |
| WPAX | Thomasville, Ga. |
| WPAY | Portsmouth, Ohio Jacksonville, Fla. |
| WPENWPIC | Philadelphia, Pa. |
| WPID | Movement P R |
| WPRO | Providence, R. I. |
| WOAM | Miami, Fla. |
| WQBC | Vicksburg, Miss. |
| WRAK | New York City Williamsport, Pa. |
| WRAW | Raleigh, N. C. |
| WRBL | Columbus, Ga. |
| WRDO | Augusta, Me. |
| WREC | Memphis, Tenn. |
| WRGA | Lawrence, Kan. Rome, Ga. |
| WRJN | Racine, Wis. |
| WRNL | Richmond, Va. |
| WROL | Knoxville, Tenn. |
| WRRF | Washington, N. C. |
| WILUF | Gainesville, Fla. |
| WSAI | Richmond, Va. |
| WSAJ | Grove City, Pa. |
| WSAN | Allentown, Ps. |
| WSAR | Fall River, Mass. |
| WSAY | Savannah, Ga. |
| WSAZ | Rochester, N. Y. -Huntington, W. Va. |
| WSBA | |
| WSBC | Chicago, Ill. |
| WSFA | Montgomery, Ala. |
| WSIX | Nashville, Tenn. |
| WSKB | McComb, Miss. |
| WSLI | Ogdensburg, N. Y Jackson, Miss. |
| WSLS | |
| WSNY | New Orleans, La Schenectady, N. Y. |
| WSNY WSOC WSOO Sat WSOY WSPA WSPA WSPA WSPA WSPA WSPA WSPD WSPR WSPR WSRR WSRR WSTP WSTY WSTY WSTY | Charlotte, N. C. |
| WSOOSat | ilt Ste. Marie, Mich. |
| WSPA | Spartanburg, S. C Sarasota, Fla. |
| WSPD | Toledo, Ohio |
| WSRR | Springfield Mass. Stamford, Conn. |
| WSTV | Stamford, Conn. Salisbury, N. C. Steubenville, Ohio Jowa City, Iowa St. Petersburg, Fla. Harrisonburg, Va. Rutland, Vt. Syracuse, N. Y. Quincy, Ill. Worcester, Mass. Tallahassee, Fla. Clevelland, Ohio |
| WSUI | Iowa City, IowaSt. Petersburg, Fla. |
| WSVA | Harrisonburg, Va. |
| WSYR | Syracuse, N. Y. |
| WTAG | Worcester, Mass. |
| WTAM | Cleveland, Ohio |
| WTAR | |
| WTAX | College Station, Tex. Springfield, Ill. |
| WTBO WTCM | Cumberland, Md. Traverse City, Mich. |
| WTCNMinnea WTEL | polis-St. Paul, Minn. Philadelphia, Pa |
| WTHT | Hartford, Conn. |
| WTJS | Jackson, Tenn. |
| WTMC | Ocala, Fla. |
| WTMV | East St. Louis, III. |
| WTOC | |
| WTRC | Toledo, Ohio Elkhart, Ind. |
| WTRY WTSP | St. Petersburg, Fla. |
| WTTM | Washington, D. C. |
| WWJ | Detroit, Mich. |
| WWNC | Asheville, N. C. |
| WWPGPalm Be | ach-Lake Worth, Fla. |
| WWSR | St. Albans, Vt. |
| WWVA. | Quincy, Ill. Worcester, Mass. Tallahassee, Fla. Cleveland, Ohio Green Bay, Wis. Norfolk, Va. College Station, Tex. Springfield, Ill. Cumberland, Md. Traverse City, Mich. polis-St. Paul, Minn. Hartford, Conn. Hartford, Conn. Jackson, Tenn. Jackson, Tenn. Charleston, S. C. Milledue, Wis. East. Lois, Ill. Trenton, N. J. Savannah, Ga. Toledo, Ohio Elkhart, Ind. Troy, N. Y. St. Petersburg, Fla. Trenton, N. J. Washington, D. C. Dotroit, Mich. New Orleans, La. Asheville, N. C. Watertown, N. Y. ach-Lake Worth, Fla. New York City St. Albans, Vt. Plitsburgh, Pa. Weeling, W. A. Dotrott, Mich. |
| WAYZ | Detroit, Mich. |
| FREQUENCY MO | DULATION (FM) & |

Radio Stations—arranged according to frequency

| | | | | | |
|--|--------------------------|---|---------------------------------|---|---------------------------|
| 550 KILOCYCLES | | 700 KILOCYCLES | NV-1-1- | 930 KILOCYCLES | Nights |
| Days | Nights 1,000 1,000 | Ohio-Cincinnati (WLW)50,000 | Nights 50.000 | Alaska—Ketchikan (KTKN) 1,000 California—Los Angeles (KHJ) 5,000 Florida—Jacksonville (WJAX) 5,000 | 1,000 |
| Arizona—Phoenix (KOY) 1,000 Missouri—St. Louis (KSD) 5,000 New York—Buffalo (WGR) 5,000 North Dakota—Bismarck (KFYR) 5,000 Olio—Cincinnati (WKRC) 5,000 | 1,000 5,000 | 710 KILOCYCLES California_Los Angeles (KMPC) | 10,000 | | |
| Ohio—Gheinnati (WKRO) 5.000 Oregon—Corvallis (KOAC) 5.000 Texas—San Antonio (KTSA) 5.000 Vermont—Waterbury (WDEY) 1.000 Virginia—Waterbury (WSVA) 1.000 | 1,000 1,000 1,000 | California—Los Angeles (KMPC) 10.000 New York—New York (WOR) 50.000 Washington—Seattle (KIRO) 50.000 | 50,000 | Illinois—Quincy (WTAD) 1,000 Maryland—Frederick (WFMD) 500 New Jersey—Paterson (WPAT) 1,000 | 500 |
| Vermont—Waterbury (WDEV) | 1 | 720 KILOCYCLES Illinois—Chicago (WGN)50,000 | 50,000 | New York—Buffalo (WBEN) | 5,000 |
| 560 KILOCYCLES | 1,000 | 740 KH OCYCLES | | New York—Buffalo (WBEN) 5.000 North Carolina—Washington (WRRF) 1.000 Oklahoma—Oklahoma City (WKY) 5.000 West Virginia—Huntington (WSAZ) 1.000 Wisconsin—Stevens Point (WBL) 5.000 | 1,000 |
| California - San Frâncisco (KSFO) 5,000 Colorado-Denver (KLZ) 5,000 Florida-Miami (WQAM) 1,000 Indiana-Gary (WIND) 5,000 Maine-Portland (WGAN) 5,000 Missouri-Springfield (KWTO) 5,000 Pennsylvania-Philadolphia (WFIL) 1,000 South Carolina-Columbia (WFIL) 1,000 Texas-Beaumont (KFDM) 1,000 | 5,000 1,000 | California—San Jose (KQW) 5,000 Texas—Houston (KTRH) 50,000 | 50,000 | 940 KILOCYCLES | |
| Maine—Gary (WIND) 5,000 Maine—Portland (WGAN) 5,000 Missouri—Springfield (KWTO) 5,000 | 5,000 5,000 | 750 KILOCYCLES Georgia—Atlanta (WSB) | 50,000 | California—Visalia (KTKC) | 5,000 5,000 |
| Pennsylvania—Philadelphia (WFIL) 1,000 South Carolina—Columbia (WIS) 5,000 | 1,000 5,000 | Georgia—Atlanta (WSB) 50,000 Nebraska—Grand Island (KMMJ) 1,000 New Hampshire—Portsmouth (WHEB) 1,000 Oregon—Portland (KXL) 10,000 | 1,000 | 950 KILOCYCLES | |
| Texas—Beaumont (KFDM) 1,000 Washington—Wenatchee (KPQ) 1,000 | 1,000 1,000 | 760 KILOCYCLES | | Colorado—Denver (KFEL) 5,000 Illinois—Chicago (WAAF) 1,000 | 5,000 1,000 1,000 |
| 570 KILOCYCLES California—Los Angeles (KMTR) 1,000 | 1,000 | Hawaii—Honolulu (KGU) | 2,500 50.000 | Michigan—Detroit (WWJ) 5,000 Pennsylvania—Philadelphia (WPEN) 5,000 | 5,000 5,000 1,000 |
| California | 5,000 5,000 1,000 | 770 KILOCYCLES Minnesots—Minneapolis-St. Paul (WJR) 5.000 | ******* | Colorado-Denver (WAEL) 1,000 | 5,000 5,000 |
| Ohio—Youngstown (WKBN) 5,000 South Dakota—Yankton (WNAX) 5,000 | 500 1,000 | 770 KILOCYCLES | 1,000 | 960 KILOCYCLES | 0.000 |
| Texas—Ft. Worth (KGKO) 5,000 Utah—Sait Lake City (KUTA) 5,000 Washington—Tacoma (KVI) 5,000 Wisconsin—Marinette (WMAM) 250 | 5,000 5,000 5,000 | New Mexico—Albuquerque (KOB)50,000 New York—New York (WJZ)50,000 Washington—Seattle (KXA) | 25,000 50,000 1,000 | Alabama—Birmingham (WBRC) 5,000 California—Oakland (KROW) 1,000 Connecticut—New Haven (WELI) 1,000 | 5,000 1,000 |
| | | 780 KILOCYCLES | | Connecticut—New Haven (WELI) 1,000 Indiana—South Bend (WSBT) 1,000 Iowa—Shenandoah (ICMA) 5,000 Virginia—Roanoke (WDBJ) 5,000 | 500 1,000 1,000 |
| 580 KILOCYCLES California—Fresno (KMJ) | 5,000 5,000 | Illinois—Chicago (WBBM) | | Virginia—Roanoke (WDBJ) | 5.000 |
| C2!ifornia—Fresno (KMJ) 5.000 Fforida—Orlando (WDBO) 5.000 Illinois—Urbana (WJLL) 5.000 Kansas—Manhattan (KSAC) 1.000 Kansas—Topeka (WJBW) 5.000 Massachusetts—Worcester (WTAG) 5.000 Massachusetts—Worcester (WTAG) 5.000 | 5.000 500 5,000 | 790 KILOCYCLES Alaska—Anchorage (KFQD) 250 California—Los Angeles (KECA) 5,000 | 250 | 970 KILOCYCLES Florida—Tampa (WFLA) | 1,000 |
| Massachusetts—Worcester (WTAG) | 5.000 | Montana—Los Angeles (RECA) | 5,000 5,000 1,0 00 | Florida | 1,000 5,000 1,000 |
| Puerto Rico—San Juan (WIAC) 5,000 West Virginia—Charleston (WCHS) 5,000 | 5,000 5,000 | Pennsylvania—Sharon (WPIC) 1,000 Rhodo Island—Providence (WEAN) 5,000 | 5,000 | North Dakota—Farro (WDAY) | 5,000 |
| 590 KILOCYCLES Georgia—Atlanta (WAGA) | 5,000 5,000 | California—Bos Angeles (RECA) 5.000 Montana—Billings (KGHL) 5.000 New York—Watertown (WWNY) 1.000 Pennsylvania—Sharon (WPIC) 1.000 Rhodo Island—Providence (WEAN) 5.000 Tennessee—Memphis (WMC) 5.000 Virginia—Norfolk (WTAR) 5.000 Wisconsin—Eau Claire (WEAU) 5.000 | 5,000 5,000 5,000 | Oregon—Portland (KOIN) 5,000 Wisconsin—Madison (WHA) 5,000 | 5,000 5,000 |
| Georgia—Atlanta (WAGA) 5,000 | 5.000 5.000 | 810 KILOGYCLES | | 980 KILOCYCLES California—Los Angeles (KFWB) 5,000 | 5,000 |
| Nebraska—Omaha (WOW) 5,000 Pennsylvania—Uniontown (WMBS) 1,000 Washington—Spokana (KHO) 5,000 | 5,000 1,000 5,000 | California—San Francisco (KGO) | 7,500 50,000 | California—Los Angeles (KFWB) | 5,000 5.000 1.000 |
| 600 KILOCYCLES | | 820 KILOGYCLES | | New York—Troy (WTRY) | 5,000 |
| California—San Diego (KFSD) | 1,000 500 5,000 | Illinois—Chicago (WAIT) | ******* | 990 KILOCYCLES | |
| Maryland—Baltimore (WCAO) 5,000 North Carolina—Winston-Salem. (WSJS) 250 | 5,000 250 100 | Texas—Dallas (WFAA) 50,000 Texas—Fort Worth (WBAP) 50,000 | 50.000 50,000 | Pennsylvania—Glenside (WIBG) 1.000 Puerto Rico—Mayaguez (WPRA) 5,000 Tennessee—Knoxville (WNOX) 10,000 | 1.000 5.000 10,000 |
| Maryland—Baltimore (WCAO) 5,000 North Carolina—Winston-Salem (WSJS) 250 North Distonal Managaran (KSJB) 250 Tennossee—Memplis (WIEC) 5,000 Terata—El Paso (KROD) 1,000 | 5,000 500 | 830 KILOCYCLES Minn.—Minneapolis-St. Paul (WCCO)50,000 | | 1000 KILOCYCLES | |
| 610 KILOCYCLES | | New York—New York (WNYC) 1,000 | 1,000 | Illinois—Chicago (WCFL) 10,000 New York—New York (WINS) 1,000 | 10,000 |
| Alabama—Birmingham (WSGN) 5,000 Alaska—Fairbanks (KFAR) 5,000 California—San Francisco (KFRC) 5,000 | 1,000 5,000 5,000 | 840 KILOCYCLES KentuckyLouisville (WHAS)50,000 | 50,000 | Washington—Seattle (KJR) | 5.000 |
| Alaska—Fairbanks (TCFAR) 5,000 | 5,000 1,000 | 850 KILOCYCLES Colorado—Denver (KOA)50,000 | 50,000 | Arkansas-Little Rock (KLRA)10.000 | 5,000 |
| N. H.—Manchester (WMUR) | 5,000 1,000 1,000 | Massachusetts—Roston (WHDH) 5,000 | 5,000 5,000 | 1020 KILOCYCLES California—Los Angeles (KFVD) | 1,000 |
| Minnesota—Dillutin (RDAI) 1,000 Missouri—Kansas City (WDAF) 5,000 N. H.—Manchester (WMUR) 5,000 North Carolina—Charlotte (WAYS) 1,000 Ohio—Cloveland (WCLE) 500 Pennsylvania—Prilladelphia (WIP) 5,000 | 500 5,000 | Missouri—St. Louis (KFUO) 5,000 Pennsylvania—Reading (WEEU) 1,000 | 1,000 | 1030 KILOCYCLES | 50,000 |
| 000 MH 00M01 F0 | 5,000 | 860 KILOCYCLES California—Modesto (KTRB) | | Massachusetts—Boston (WBZ) | 50,000 1.000 |
| Arizona—Phoenix (KTAR) 5,000 Florida—St. Petersburg (WSUN) 5,000 Maine—Bangor (WLBZ) 1,000 New York—Syracuse (WAGE) 1,000 Oregon—Portland (KGW) 5,000 Pennsylgania—Greensburg (WHIR) 250 Pennsylgania—Greensburg (WHIR) 2,000 Pennsylgania—June (WGA) 5,000 | 5.000 500 1,000 | 870 KILOCYCLES | | 1040 KILOCYCLES | |
| Oregon—Portland (KGW) | 5,000 250 | California—Glendale (KIEV) | | Iowa—Des Molnes (WHO)50,000 | 50,000 |
| Puerto Rico-San Juan (WICAQ) | 5,000 500 1,000 | New York-Ithaca (WHCU) 1.000 | ******* | Illinois—Tuscols (WDZ) 1,000 New York—New York (WHN) 50,000 | 50,000 |
| Vermont—Burlington (WCAX) 1.000 Wisconsin—Milwaukee (WTMJ) 5,000 | 1.000 5,000 | Missouri—Kansas City (WHB) | B0,000 | 1060 KILOCYCLES | |
| 630 KILOCYCLES Colorado—Denver (KVOD) 5 000 | £,000 | 800 KILOCYCLES | | Pemisylvania—Philadelphia (KYW)50,000 | 50,000 |
| Colorado—Denver (KVOD) 5,000 Dist. of Columbia—Washington (WMAL) 5,000 Missouri—St. Louis (IXXOE) 5,000 Novada—Itono (KOH) 1,000 Bloods Jaland—Providence (WPRO) 5,000 South Dakota—Pleoric (KOFX) 200 | 5.000 5.000 | Illinois—Chicago (WENR) | | 1070 KILOCYCLES California—Los Angeles (KNX)50.000 | 50.000 |
| Nevada—Reno (KOII) | 1,000 5,000 | Arkansas—Blythevillo (KLCN) | | California—Los Angeles (KNX) 50,000 Indiana—Indianapolis (WIBO) 5,000 Kansas—Wichita (KFBI) 5,000 | 1,000 1,000 |
| 040 KILOCYCLES | | 810 KILOCYCLES California—Oakland (KLX) | 1,000 | 1080 KILOCYCLES | |
| California—Los Angeles (ICIT) 50,000 Iowa—Ames (WOI) 5,000 Obio—Columbus (WIIIC) 500 Oklahoms—Norman (WNAD) 1,000 | 50,000 500 | Colorado—Denver (KPOF) | 1,000 1,000 1,000 | Connecticut—Hartford (WTIO) | 50,000 100 1,000 |
| Oklahoma—Norman (WNAD) | ********* | Maine—Bangor (WABI) 266 Michigan—Flint (WFDF) 1,006 | 250 1,000 | | 80,000 |
| Tennessee-Nashville (WBM)50,000 | B0,000 | Pleastailphi—storidan (WCOC) 1,000 1,000 Ponnsylvania—Scranton (WGRI) 1,000 Ponnsylvania—Scranton (WGAN) 1,000 | 1,000 500 500 | Arkansas—Hot Springs (KTHS) | 1,000 |
| 660 KILOCYCLES Nebraska—Omaha (KOWII) | 50,000 | California Oakland (ICIX) 1.00 | 1,000 | Arkansas—Hot Springs (KTHS) 10,000 Maryland—Baltimore (WBAL) 50,000 Nebrasias—Norfolk (WIAG) 1,000 Washington—Seattle (KEPVR) 250 | 250 |
| Toxas-Dallas (KHKY) 1,000 | ****** | Washington—Vancouve (IVAN) B00 | 6,000 600 | 1100 KILOCYCLES | |
| Illinols-Chicago (WMAQ)50,000 | 50,000 | Arkansas—Little Rock (ICARK) | 5,000 | California—San Francisco (KJBS) | 500 50.000 |
| California—San Francisco (KPO) | F 600 | Goording—Hanni Junetini (KFXJ) 1,000 Goording—Atlanta (WHRT) 5,000 Indiana—Jafayeth (WHAA) 5,000 Inwa—Shenandoni (KFWN) 1,000 Naw Jersey—Tenton (WTPM) 1,000 Naw Jersey—Tenton (WTPM) 1,000 | 1,000 5,000 | III0 KILOCYCLES | |
| Massouri—St. Joseph (RFEQ) | 5,000 5,000 50,000 | Now Jersey—Trenton (WTPM) | 1,000 | California—Pasadona (KPAS) | 10,000 8,000 80,000 |
| 690 KILOGYCLE8 | | New Jersey—Prenion (WITES) 1.001 North Carolina—Burlinston (WITES) 1.002 Rindo Island—Providence (WIAII) 5.004 Houth Dakota—Vermillion (RUHD) 500 Washington—Ripokane (RIFFY) 5.000 Wost Virinia—Pairmont (WMSN) 5.000 | 5,000 800 5,000 | 1120 KILOCYCLES | 3, 2011 |
| Kanzas-Coffeyville (KCICH') | 1,000 | West Virginia—Fairment (WMMN) 5,000 | 1,000 | MissouriBt. Louis (KMOX)50,000 | 50,000 |
| | | | | | |

Radio Stations—arranged according to frequency (continued)

| | | | _ | | |
|--|--------------------------|--|-------------------------|--|---------------------------------|
| II30 KILOCYCLES | | 1240 KILOCYCLES | | Daya | Nights |
| | lights 1,000 | Days A Alabama—Gadsden (WJBY) 250 | Nights 250 | New York—Binghamton (WNBF) 5,000 New York—Niagara Falls (WHLD) 1,000 | 5,000 |
| Louislana—Shreveport (KWKH) | 50,000 | Alabama—Gausderi (WCOV) 250 Arlzona—Globe (KWJB) 250 Arlzona—Yuma (KYUM) 250 Arlzona—Yuma (KYUM) 250 | 250 250 | North Carolina—Hickory (WHKY) 5,000 Ohio—Dayton (WHIO) 5,000 | 1,000 5,000 |
| California—Stockton (KGDM) 1,000 Louislana—Shreveport (KWKH) 50,000 Michigan—Pontiac (WCAR) 1,000 Minnesota—Minneapolis (WDGY) 5,000 New York—New York (WNEW) 10,000 | 500 10,000 | Arizona—Yuma (KYUM) 250 Colifornia—Monterey (KDON) 250 | 250 250 | New York—Binghamton (WNBF) 5,000 | 1,000 |
| 1140 KILOCYCLES | | California—Sacramento (KROY) 100 | 100 250 | 1300 KILOCYCLES | |
| South Dakota—Sloux Falls (KSOO) | 50.000 | California—San Bernardino (Ab Ash) 250 Florida—Fort Myers (WFDY) 250 Florida—St. Augustine (WFOY) 250 Georgia—Augusta (WGAC) 250 Georgia—Gainesville (WGGA) 250 Georgia—La Grange (WLAG) 250 | 250 250 | Calcado Colorado Sprince (KVOR) 1 000 | 1,000 5,000 |
| | | Georgia—Augusta (WGAC) 250 Georgia—Gainesville (VGGA) 250 | 250 250 | 10va | 5,000 |
| California - Los Angeles (KFSG) 2,500 | | Georgia—Macon (WBML) 250 Georgia—Macon (WBML) 250 | 250 250 | Mississippi—Jackson (WJDX) | 5,000 1,000 |
| Delaware—Wilmington (WDEL) 5,000 Kansas—Salina (KSAL) 1,000 | 5,000 1,000 | | 250 100 | (ROL) | 5,000 |
| Louislana—Baton Rouge (WJBO) 5,000 Vassachusetts—Boston (WCOP) 500 | 5.000 500 | Georgia - Thomasville (WPAX) 230 101 | | | 1.000 |
| Oklahoma—Lawton (KSWO) | | Illinois—Harrisburg (WEBQ) 250 Illinois—Springfield (WTAX) 100 | 250 100 | California—Oakland (KLS) 1,000 Indiana 1,000 Massachusetts—Worcester (WORC) 1,000 Montana—Great Fails (KFBB) 5,000 New Jersey—Asbury Park (WCAP) 500 New Jersey—Trenton (WCAM) 500 New Jersey—Trenton (WTNJ) 500 New York—New York (WEVD) 5,000 Texas—Dallas (WIRR) 5,000 Wisconsin—Madison (WIBA) 5,000 | 1,000 1,000 |
| Tennessee—Chattanooga (WAPO) | 1,000 | Indiana—Anderson (WHBU) 250 | 250 | Montana—Great Falls (KFBB) | 5,000 500 |
| Temessor | 1,000 | Iowa—Decoran (KWLC) 250 Iowa—Ottumwa (KBIZ) 250 | 250 100 | New Jersey—Camden (WCAM) | 500 500 |
| Wisconsin-Milwaukee (WISN) 5,000 | 5,000 | Towa - Ottumwa (KBIZ) | 100 | New York—New York (WEVD) | 5,000 5,000 |
| | 20,000 | Kentucky—Louisville (WINN) | 250 250 250 | Texas—Dallas (WRR) 5,000 Wisconsin—Madison (WIBA) 5,000 | 5,000 5,000 |
| Utah—Salt Lake City (KSL)50,000 | 50,000 | Maine—Lordeton (WCOIII) 25II | 250 250 | | |
| Alabama—Birmingham (WAPI) | 5,000 | Maryland—Hagerstown (WJEJ) 250 Massachusetts—Cape Cod (WOCB) 250 Massachusetts—Greenfield (WHAI) 250 | 250 250 250 | Connecticut—Waterbury (WATR) 1,000 | 1,000 250 |
| | 25,000 50,000 | | 250 | Minnesota—Duluth (WEBC) 5,000 | 5,000 |
| II80 KILOCYCLES Illinois—Jacksonville (WLDS) 250 | | Minnesota—Hibbing (WMFG) 250 Mississippi—Biloxi-Gulfport (WGCM) 250 | 250 250 | Pennsylvania—Pittsburgh (WJAS) 5,000 Punsylvania—Pittsburgh (WJAS) 5,000 | 5,000 5,000 |
| New York—Rochester (WHAM) 50,000 | 50,000 | Minnesota Hibbins (WAIFG) 250 Mississippi Bloxi-Gulfport (WGCM) 250 Mississippi Greenood (VGRM) 250 Mississippi Greenood (VGRM) 250 Missouri Jefferson City (KWOS) 250 Montana Helena (KFFA) 250 250 Montana Helena (KFFA) 250 | 250 250 | Utah—Salt Lake City (KDYL) 5,000 | 5.000 |
| 1190 KILOCYCLES | 10,000 | Montana—Helena (KPFA) 250 Nebraska—Lincoln (KFOR) 250 | 250 100 | (000 I/II 00)/01 E0 | 1,000 |
| New York—New York (WLIB) 1,000 | 1,000 | Montana—Hetena (RPFA) 250 | 250 100 | 1330 RILUCYCLES | 1,000 5,000 |
| 1200 KU OCYCLES | | New Mexico—Carlsbad (KAVE) 250 New Mexico—Clovis (KICA) 250 | 250 250 | Minnesota—Minnespolis (WLOL) 1,000 | 1,000 |
| Texas—San Antonio (WOAI)50,000 | 50,000 | New York—Freeport (WGBB) 100 New York—Jamestown (WJTN) 250 | 100 250 | New York—Troy (WHAZ) 1,000 | 1,000 |
| 1210 KILOCYCLES Pennsylvania—Philadelphia (WCAU)50,000 | 60,000 | New York—Schenectady (WSNY) 250 | 250 250 | Oregon Portland (KALE) | 5,000 5,000 |
| | , | New York—Watertown (WATN) | 250 250 | Wisconsin—Sheboygan (WHBL) | 250 |
| New York—Newburgh (WGNY) | | North Carolina—Charlotte (WSOC) 250 North Carolina—Raleigh (WRAL) 250 | 250 250 | 1340 KILOCYCLES | 950 |
| 1230 KILOCYCLES Alabama—Huntsville (WBHP)100 | 100 | North Dakota—Devils Lake (KDLR) 250 Ohio—Akron (WJW) | 250 250 | Arizona—Jerome (KCRJ) 250 Arkansas—Hot Springs (KWFC) 250 California—Presno (KFRE) 250 | 250 250 2 50 |
| Alabama—Nobile (WAIOB) | 250 250 | Ohio—Lima (WLOK) 250 Ohio—Zanesville (WHIZ) 250 | 250 250 | Galifornia Watsonville (WHITE) 250 | 250 |
| ArizonaPhoenix (KPHO) | 250 250 | Oklahoma—Ardmore (KVSO) 250 Oklahoma—Elk City (KASA) 100 | 100 100 | Colorado—Denver (KMYR) 250 | 250 250 |
| Arkansas—Jonesboro (K.BTAI) 230 | 250 250 | Oklahoma—Okmungee (KHBQ) 250 Oregon—Albany (KWIL) 250 | 250 250 | Florida—Lakeland (WLAR) Fla.—Palm Beach-Lake Worth (WWPG) Florida—Tallahassee (WTAL) 250 | 250 250 100 |
| California—Los Angeles (KGFJ) | 100 250 | Oregon—Klamath Falls (KFJI) | 100 250 | Georgia—Athens (WGAU) 250 | 250 |
| Arkansas—Little Rock (KGHI). 200 California—Los Angeles (KGFJ). 100 California—Redding (KVCV). 250 California—San Luis Obispo (KVEC). 250 California—Stockton (KWG). 100 Colorado—Sterling (KGEK). 100 Connecticut—Hartford (WTHT). 250 | 250 100 | Ohlo—Akron (WJW) 250 Ohlo—Lima (WLOK) 250 Ohlo—Zanesville (WHIZ) 250 Oklahoma—Ardmore (KVSO) 250 Oklahoma—Okmungee (KHRG) 250 Oklahoma—Okmungee (KHRG) 250 Oregon—Albany (KWLL) 250 Oregon—Falmath Falls (KFJI) 100 Oregon—Pendleton (KWRC) 250 Pennsylvania—Sunbury (WKOK) 250 Pennsylvania—Wilkes-Barre (WBAX) 100 South Dakota—Watertown (KWAT) 250 | 250 100 | Georgia—Athens (WGAU) 250 | 250 250 |
| Colorado—Sterling (KGEK) 100 Connecticut—Hartford (WTHT) 250 | 100 250 | South Dakota—Watertown (KWAT) 250 Tennessee—Knoxville (WBIR) 250 Texas—Harlingen (KGBS) 250 | 250 250 | Georgia—West Point (WDAK) | 250 250 |
| Florida—Orlando (WLOF) 250 Florida—Panama City (WDLP) 250 | 250 10 0 | Texas—Harlingen (KGBS) 250 Texas—Kilgore (KOCA) 250 | 250 25 0 | Illinois—Herrin (WJPF) 250 Illinois—Joliet (WCLS) 250 | 250 250 |
| Colorado—Sterling (KGER) 100 Connecticut—Hartford (WTHT) 250 Florida—Orlando (WLOF) 250 Florida—Panama City (WDLP) 250 Florida—West Palm Beach (WJNO) 250 Georgia—Columbus (WRBL) 250 Constant Delton (WRIL) 250 | 250 250 | Texas—Harlingen (KOCA) 250 Texas—San Antonio (KMAC) 250 Texas—Sweetwater (KXOX) 250 Texas—Sweetwater (KXOX) 250 | 250 250 | Indiana—Elkhart (WTRC) | 250 250 250 |
| Georgia—Dalton (WBLJ) 250 Georgia—Waycross (WAYX) 250 | 250 250 | Utah—Provo (KOVO) 250 Virginia—Petersburg (WPID) 250 Washington—Olympia (KGY) 100 | 250 250 | Kansas—Kansas City (KCKN) 250 | 250 |
| Georgia - Wayross (WAYX) 250 Georgia - Wayross (WAYX) 250 Hawaii - Hilo (KHBC) 250 Idaho - Nampa (KFXD) 250 | 250 250 | Washington—Olympia (KGY) 100 West Virginia—Beckley (WJLS) 250 | 100 250 | Kentucky—Ashland (WCMI) 250 Kentucky—Bowling Green (WLBJ) 250 | 250 250 |
| Illinois—Bloomington (WJBC) 250 | 250 100 | Pexas—Sweetwater (KXXX) 250 Utah—Provo (KOVO) 250 Virginia—Petersburg (WPID) 250 Washinkton—Olympia (KGY) 100 Wisconsin—Manitowee (WOMT) 100 Wisconsin—Pornette (WIBU) 250 Wysomlng—Cheyenne (KFBC) 250 | 100 250 | Kentucky—Ashland (WCMI) 250 Kentucky—Bowling Green (WLBJ) 250 Louisiana—Lafayette (KVOL) 250 Louisiana—Shreveport (KRMD) 250 | 250 250 250 |
| Indiana—Terra Haute (WBOW) 250 Iowa—Marshalltown (KFJB) 250 | 250 250 | Wisconsin—Rice Lake (WJMC) 250 Wyoming—Cheyenne (KFBC) 250 | 250 250 | Louisiana—Shreeport (KRMD) 250 | 250 |
| Kentucky—Hopkinsville (WHOP) 250 Louisiana—Monroe (KMLB) 250 | 250 250 | 1950 KILOCYCLES | | Massachusetts—Fittsheid (WBRK) 250 Michigan—Grand Rapids (WLAV) 250 | 250 250 |
| Louislana—New Orleans (WJBW) 250 Maryland—Baltimore (WITH) 250 | 250 250 | California - Santa Barbara (KTAIS) 1.000 Florida - Tampa (WDAE) 5.000 Kansas - Lawrence (KFKU) 1.000 Kansas - Lawrence (WREN) 5.000 South Carolina - Charleston (WTMA) 1.000 South | 1,000 5,000 | Michigan—Marquette (WDMJ) 250 Michigan—Royal Oak (WEXL) 50 Minneads—Moorhead (KVOX) 250 | 250 50 |
| Maryland—Salisbury (WBOC) 250 Massachusetts—Salem (WESX) 250 | 250 250 | Kansas—Lawrence (KFKU) | 1,000 1,000 | Minnesota—Rochester (KROC) 250 | 250 25 0 |
| Michigan—Lapeer (WMPC) | 250 100 | Pennsylvania—Pittsburgh (WCAE) | 5,00 0 1,000 | Minnesota - Wilmar (KWLM) 250 Mississippi - Greenville (WJPR) 250 Mississippi - Laurel (WAML) 250 Missouri - Hannibal (KHMO) 250 | 250 250 250 |
| Minnesota—Fergus Falls (KGDE) 250 Minnesota—Mankato (KYSM) 250 | 100 250 | Texas—Port Arthur (RPAC) | 500 5.000 | Missouri—Hanibal (KHMO) 250 Missouri—Poplar Bluff (KWOC) 250 | 250 |
| Minnesota—Winona (KWNO) 250 Mississippi—McComb (WSKB) 250 | 250 250 250 | LACA VILACVOLEC | 1.000 | Missouri—Poplar Bidli (RW007 230 Montana—Kalispell (RGEZ) 100 Montana—Miles City (KRJF) 250 | 250 100 250 |
| Indiana—Hammond (WJOB) 100 101 | 250 | California—San Francisco (KYA) | 1,000 1,000 | Nebraska-Kearney (KGFW)250 | 250 |
| New Mexico—Las Vegas (KFUN) 250 New York—Elmira (WENY) 250 | 250 250 | Indiana—Indianapolis (WFBM) 5,000 | 5,000 | New Hampshire—Laconia (WLNH) | 100 |
| New York—Utica (WIBX) 250 North Carolina—Asheville (WISE) 250 | 250 250 | 1008—Boone (KFGQ) 100 10 | 1,000 5,000 | New York—Buffalo (WEBR) | 250 |
| North Carolina—High Point (WMFR) 250 North Carolina—Kinston (WFTC) 250 | 250 250 250 | New Mexico-Albuquerque (KGGM) 1,000 | 1.000 | New York—Plattsburg (WMFF) 250 North Carolina—Wilson (WGTM) 250 | 250 |
| North Carolina—Roanoke Rapids (WORT) 250 Ohlo—Canton (WHRC) 250 Ohlo—Columbus (WCDL) 250 Ohlo—Columbus (WCOL) 250 Ohlo—Roales (WYOL) 250 | 259 250 | Tiorida—Jacksonville (WPDQ) 5,000 1daho—Twin Falls (KTFI) 1,000 1llinois—Rock Island (WHBF) 5,000 Massachusetts—Springfeld (WSPR) 5,000 Michigan—Detroit (WXYZ) 5,000 North Dakota—Mandan (KGCU) 250 Texas—Fort Worth (KFJZ) 5,000 | 5,000 | North Carolina—Winston-Salem (WAIR) 250 Ohio—Springfield (WIZE) 250 | 250 |
| Onto-One-linet (WOLO) | 250 | Idaho—Twin Falls (KTFI) 1,000 Illinois—Rock Island (WHBF) 5,000 | 1.000 5.000 | Ohio—Steubenville (WSTV) 250 Oklahoma—Oklahoma City (KOCY) 250 | 250 |
| Ohlo—Toledo (WTOL) 250 Oklahoma—Ada (KADA) 250 | 250 250 | Massachusetts—Springfield (WSPR) | 500 5,000 | Oklahoma—Tulsa (KOME) 250 Oregon—Bend (KBND) 250 | 250 |
| Oklahoma—Ponca City (WBBZ) 250 Oregon—Astorla (KAST) 250 | 250 250 | North Dakota—Mandan (KGCU) | 250 5,000 | Oregon—Grants Pass (KUIN) | 250 |
| Oregon—The Dalles (KOOL) 250 Oregon—Marshfeld (KOOS) 250 Pennsylvania—Du Bols (WCED) 250 | 100 250 250 | 1280 KILOCYCLES | | Pennsylvania—Grove City (WSAJ) | 100 |
| Pennsylvania—Harrisburg (WKBO) 250 South Carolina—Anderson (WAIM) 250 | 250 | California | 1,000 1,000 | Onito—Springfield (W1ZE) 220 | 100 |
| South Carolina—Florence (WOLS) | 250 | Louisiana—New Orleans (WDSU) 1,000 | 1.000 | Pennsylvania—Wilkes-Barre (WBRE) 250 Puerto Rico—Ponco (WPAB) 1,000 | 250 |
| South Dakota—Sioux Falls (KELO) 250 Texas—Amarillo (KFDA) 250 | 250 | New Jersey—Newark (WHBI) | 1.000 | South Carolina—Sumter (WFIG) 250 Texas—Corsicana (KAND) 250 | 250 |
| Texas—Midland (KFIJA) | 250 | Pennsylvania—New Castle (WKST) | 1,000 | Texas—Lubbock (KFYO) 250 Texas—Lukin (KRBA) 250 | 250 |
| Virginia—Lynchburg (WLVA) 250 Washington—Bellingham (KVOS) 250 | 250 | 1290 KH OCYCLES | 1,000 | Texas—Panna (RRBA) 100 Texas—Victoria (RVIC) 250 | 100 |
| Washington—Spokane (KFIO) 250 West Virginia—Logan (WLOG) 250 | 250 | Arizona—Tucson (KVOA) 1,000 Arkansas—Siloam Springs (KUOA) 5,000 | 1.000 | Utah—Cedar City (KSUB) | 100 |
| West Virginia—Morgantown (WAJR) 250 Wisconsin—Appleton (WHBY) 250 | 250 | California—Chico (KHSL) 1,000 Georgia—Sayannah (WTOC) | 500 1.000 | Vincinia-Navnort Nava (WCH) 250 | 250 |
| Wisconsin—Appeton (WASI) | 250 | 1290 KILOCYCLES | 1,000 1,000 5,000 | West Virginia-Welch (WBRW) 250 | 250 250 250 250 250 |
| Onto—Columbus (WCOLI) 250 Onto—Columbus (WCOLI) 250 Onto—Toledo (WTOLI) 250 Onto—Toledo (WTOLI) 250 Oklahoms—Ada (KADA) 250 Oklahoms—Ponca (Ity (WBZ)) 250 Oregon—Astoria (KAST) 250 Oregon—Astoria (KAST) 250 Oregon—Marshfield (KOOS) 250 Oregon—Marshfield (KTPA) 250 Oregon—Marshfield (KTPA | | New Hampshire—Reene (WKNE) 5.000 | 5,000 | Wisconsin—Milwaukee (WEMP) 250 Wisconsin—Wisconsin Rapids (WFHR) 250 | 250 |
| · | | | | | |

Radio Stations—arranged according to frequency (continued)

| | | | | | _ |
|---|--------------------------|--|----------------------|---|---------------------------------|
| 1350 KILOCYCLES | Nights | Days Nig | ghts | Days Nie | tite 000 |
| | 000, I 600 | Washington—Longview (KWLK) 250 West Virginia—Clarksburg (WRLK) 250 | 250 250 250 | Tennessee-Memphis (WMPS) I.000 Washington-Everett (KEVE) 500 | 500 500 |
| California Santa 1,000 | 500 5,000 5,000 | West Virginia—Wheeling (WRWR) 250 West Virginia—Williamson (WBTII) 250 | 250 250 100 | 1470 KILOCYCLES | 000 |
| Ohlo—Akron (WDAC) | 5,000 1,000 | Wisconsin—Racine (WIJN) 250 Wisconsin—Wausqu (WSAU) 250 | 250 250 | Illinois—Peoria (WMBI) 5,000 1,0 | 000 |
| (Allfornia—San Diego (KGB) | 1,000 | Wyoming—Rock Springs (KVHS) 250 Wyoming—Sheridan (KWYO) 250 | 250 250 | Pennsylvania—Allentown (WCHA) 500 Pennsylvania—Allentown (WSAN) 500 | 500 500 000 |
| California | 5.000 5.000 5.000 | 1410 KILOCYCLES Alabama—Mobile (WALA) | ,,000 | Washington—Centralis Chehalis (KELA) 1,000 1,000 Wyoming—Casper (KDPN) 1,000 1,0 | 000 |
| Texas—Corpus Christi (KRIS) 1,000 Washingino—Tacoma (KMO) 5,000 | 1.000 5.000 5.000 | Connections Mantford (WNDC) 5 000 K | ,000 ,000 ,000 | [480 KILOCYCLES] California—Eureka (KIEM) | 000 |
| 1370 KILOCYCLES | - | Pennsylvania-Pittsburgh (KQV) 1,000 1, | ,000 | Georgia—Augusta (WRDW) 5.690 5.6 Louislana—Shreveport (KTBS) 1.000 1.0 | 000 000 |
| Florida—Pensacola (WCOA) | 500 1.000 250 | 1420 KILOCYCLES 10wa—Davenport (WOC) | .000 | Missouri—Kansas City (KCMO) 5.000 5.0 Montana—Sidney (KCMO) 1.000 1.0 | 000 000 |
| | 5,000 5, 0 00 | Ohio-Cleveland (WHK) 5,000 5, | ,000 ,000 | New Jersey-Jersey City (WHOM) 1.000 | 500 000 |
| New Hampshite—Manchester (WFEA) 5,000 Ohlo—Tolcdo (WSPD) 5,000 Texas—Longview (KFRO) 1,000 | 5,000 1,000 | Vermont-St. Albana (WWSR) 1.000 | .000 | 1490 KILOCYCLES Alabamu—Selma (WHBB) | 100 |
| Florida—St. Petersburg (WTSP) | 500 1.000 | 1430 KILOCYCLES | ,0 00 | Arizona—Prescott (KYCA) 250 2 Arkansas—Helena (KFFA) 250 2 | 250 250 250 |
| Idaho | 1,000 1,000 | California—Los Angeles (KWKW) 1,000 | .000 | Arkansas—Pine Ridit (KOTN) | 100 250 |
| | 5,000 500 500 | Oklahoma—Tulsa (KTUL) 5,000 5, | 500 ,000 | California—Sonta Rachara (KDR) | 250 250 250 |
| Texas—El Paso (KTSM) 1,000 Vermont—Rutland (WSYB) 1,000 Virginia—Richmond (WMBG) 5,000 | 1.000 5.000 | 1440 KILOCYCLES | **** | Florida—Ocala (WTMC) 100 1 | 100 100 |
| 1390 KILOCYCLES California—Long Beach (KGER) | 5,000 | Illinois-Rockford (WROK) | 500 500 ,000 | Georgia—Rome (WRGA) 250 2 | 100 250 250 |
| Mississippi—Vicksburg (WQBC) | 5,000 1,000 5,000 | Michigan—Bay City (WBCM) | 500 500 | Illinois—Cairo (WKRO) 250 2 Illinois—Dart Gla Louis (WENO) 250 2 | 250 250 250 |
| North Delecte-Affinet (IZI-DM) 1 000 | 1,000 1,000 1,000 | Oregon—Medford (KMED) 1,000 1,700< | .000 | Indiana—Richmond (WKBV) 100 1 Iowa—Burlington (KBUR) 250 | 100 250 |
| Oklahoma—Enid (KCRC) 1,000 Oregon—Salem (KSLM) 1,000 South Carolina—Charleston (WCSC) 1,000 Tennessee—Jackson (WTJS) 1,000 | 500 1.000 | West Virginia—Bluefield (WHIS) 1,000 | 500 | Kentucky—Owenshoro (WOMI) 250 2 | 250 250 250 |
| 1400 KILOCYCLES Alabama—Bessemer (WILD) | 250 | Alabama—Anniston (WHMA) 250 Alabama—Muscle Shoals City (WLAY) 250 | 250 250 | Alichiean—Detroit (WJBK) | 250 250 250 |
| Alabama—Decatur (WAISL) 250 Alabama—Decatur (WAISL) 250 Alabama—Dothan (WAISL) 250 Alabama—Opelika (WJHO) 250 Arizona—Tucson (KTUC) 250 Arkansas—El Dorado (KELID) 250 Arkansas—Fort Smith (KCPW) 250 Arkansas—Fort Smith (KCPW) 250 | 250 250 100 | California—Marysville (KMYC) 250 | 250 250 ,000 | Missouri—Sedalia (KDRO) 250 2 | 250 250 |
| Arizona—Tucson (KTUC) 250 Arkansas—El Dorado (KELD) 250 Arkansas—Fort Smith (KFLV) 250 | 250 250 250 | California—San Diego (KFMB) | 250 250 250 | Nebraska—Omaha (KBON) 250 2 Nebraska—Scottsburf (KGKY) 250 2 New Jersey—Atlantic City (WBAB) 250 2 | 250 250 250 |
| California—Berkeley (KRE) 250 Colorado—Durango (KIUP) 250 | 250 250 | Connecticut—Bridgeport (WNAB) 250 Delaware—Wilmington (WILM) 250 | | New York—Kingston (WKNY) 250 2 | 100 250 250 |
| Colorado-Durango (KIUP) 250 Colorado-Durango (KIUP) 250 Colorado-La Junta (KOKO) 250 Connecticut-Stamford (WSIR) 250 Florida—Fort Lauderdale (WFTL) 250 Florida—Jacksonville (WMBR) 250 | 250 250 250 | Florida—Sarasota (WNFJ) | 250 250 250 | North Carolina—Durham (WDNC) | 250 250 250 250 250 |
| Georgia—Atlanta (WATL) 250 | 250 250 250 | Congle Calma (11777711) | 250 250 | North Carolina—Durham (WDNC) | 250 250 250 250 |
| Illinois Champolan (MIDITE) 250 | 250 250 | Georgia—Valdosta (WGOV) 250 Idaho—Wallace (KWAL) 250 | 250 250 | Oklahoma—Muskogee (KBIX) 250 2 Oregon—Baker (KBKR) 250 2 Oregon—Rosehurg (KRNR) 250 1 | 250 250 100 |
| | 250 250 250 | Illinois—Cicero (WHFC) 250 Illinois—Springfield (WCBS) 250 Indiana—Fort Wayne (WGL) 250 | 250 250 250 | Pennsylvania—Erie (WERC) 250 2 Pennsylvania—Lancaster (WGAL) 250 2 | 250 250 250 |
| Kaness—Emporio (KTSW) 250 | 250 250 250 | Indiana—Lafayette (WASK) | 250 250 | Pennsylvania—Pettsburgh (WWSW) 250 2 South Carolina—Greenville (WMRC) 250 | 250 250 |
| Kentucky—Louisville (WGRC) | 250 100 | Kansas—Atchison (KVAK) 100 Kansas—Hutchinson (KWHW) 250 | 100 250 | Tennessee—Bristol (WOPI) 250 2 Texas—Austin (KNOW) 250 2 Texas—Rig Springs (KRST) 100 1 | 250 250 100 |
| Massachusetts—Lowell (WLLH) 250 | 250 250 250 | Kentucky—Lexington (WLAP) 250 | 250 | Texas—Brownsville (KEEW) 250 2 | 100 250 250 |
| Michigan—Calumet (WHDF) 250 | 250 250 250 | Maine—Fresque Isle (WAGM) | 250 100 250 | Texas—Huntsville (KSAM) 250 | 50 |
| Michigan—Saginaw (WSAM) 250 Michigan—Traverse City (WTCM) 250 | 100 250 | Michigan—Jackson (WJMS) 250 | 250 250 250 | Texas—Paris (KPLT) 250 2 Texas—Tyler (KGKB) 250 1 Texas—Vernon (KVWC) 250 1 | 250 100 250 |
| Michigan—Betroit (WJLB) 250 Michigan—Saginaw (WSAM) 250 Michigan—Traverse City (WTCM) 250 Minn.—Minneapolis-St. Paul (WMIN) 250 Minnesota—Virginia (WHLB) 250 Missiscippi—Columbus (WCBI) 250 Missiscippi—Hattlesburg (WFOR) 250 Missouri—Cape Girardeau (KFVS) 250 Missouri—Cape Girardeau (KFVS) 250 Missouri—Columbia (KFRU) 250 | 250 250 250 | Minnesota—Nort Huron (WHLS) 250 Minnesota—Albert Lea (KATE) 250 Minnesota—St. Cloud (KFAM) 250 | 250 250 250 | Virginia—Portsmouth (WSAP) | 250 |
| Mississippi—Hattlesburg (WFOR) 250 Missouri—Cape Girardeau (KFVS) 250 Missouri—Columbia (KFRU) 250 | 250 250 250 | Mississippi | 250 250 250 | Washington—Tacoma (KTBI) 250 2 West Virginia—Charleston (WGKV) 250 2 Wisconsin—Medford (WIGM) 250 2 | 250 250 250 250 250 |
| Missouri—Springfield (KTTS) 250 Nebraska—Fremont (KORN) 250 | 250 250 | New York—Olean (WHDL) 250 New York—Olean (WHDL) 250 | | Wisconsin—Oshkosh (WOSH) 250 2 | 250 |
| Nevada—Las Vegas (KENO) 250 New Mexico—Roswell (KGFL) 100 New Mexico—Tucumcari (KTNM) 250 | 250 100 250 | North Carolina—Fayetteville (WFNC) 250 North Carolina—Gastonia (WGNC) 250 | 250 250 250 | D. C.—Washington (WJSV) | 00 |
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WCAM-Standard
Jersey City
WAAT-World
WHOM-NAB-Lang-Worth

Paterson: WPAT—Associated

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

NEW MEXICO

Albuquerque KGGM—World: C. P. Mac-Gregor KOB-NBC Thesaurus Clovis: KICA—Associated Las Vegas:

KFUN—Standard

Roswell:

KGFL—C. P. MacGregor

KGFL--C. P. Mactiregor Santa Fe: KVSF--World; C. P. Mac-Gregor Tucumeari: KTNM--Standard

NEW YORK

NEW YORK
Albany:
WABY-NAB-Lang-Worth;
Standard
WOKO-NAB-Lang-Worth;
Standard

Auburn: WMBO—Standard Batavia: WBTA—NAB-Lang-Worth

Balavia:
WBTA—NAB-Lang-Worth
Binkhamion:
WNBF—C, P. MacGregor:
NAB-Lang-Worth; World
Buffalo:
WBEN—NBC Thesarus; NAB-Lang-Worth
WBRN—NBC Thesarus of Copyrights; NBC Thesarus;
Standard
WGR—Associated; World
WKBW—Associated: World
Elmira:
WENY—World
FreeDort:

FreeDort: WGBB-NBC Thesaurus Ithaca: WHCU-World

WHOO-WARD
Jamestown:
WJTN-NAR Bureau of Copyrights; NAB-Lang-Worth;
Associated

Kingston: WKNY-C. P. MacGregor Newburgh:
WGNY-World
New York:
WABC-Associa

WUNY-World

WABC-Associated; NABLang-Worth
WEAK-NBC Theeaurus
WEVD-NAB-Lang-Worth
WINS-NAB-Lang-Worth
World; Standard
WILIB-Associated
WNEW-World
WOR-World
WOR-World
WOW-World
WOV-NAB-Lang-Worth;
Associated
WVVN-WWORLD
ASSOCIATED
WONT-WORLD
WONT-WORLD
WONT-WORLD
F M

W 71 NY—Associated
Niagara Falls:
WHI.D—C. P. MacGregor;
Standard; NAB-Lang-Worth;
Associated
Ogdensburg.

Ogdensburg: WSLB-NBC Thesaurus

WSLB—NBO Olean: WHDL—World; Standard Poughkeopsie: WKIP—Standard WKIP—Standard
Rochester:
WHAM—World: NAB-Lang-

Worth WHEC-Associated: Standard W51R-NAB-Lang-Worth

Saranac: WNBZ—Standard WNBZ—Standard
Schenectady:
WGY—NBC Thesaurns
WSNY—NAB-Lang-Worth

W 47 A-World; Associated

WFBL-World WSYR-Associated; NAB-Lang-Worth

Troy: WTRY-World; NAB-Lang-Worth

Worth
Utica:
WIBX—World
Watertown:
WATN—Standard
WWNY—World
White Plains:
WFAS—NAB-Lang-Worth:
World

NORTH CAROLINA

Asheville:
WISE—NBC Thesaurus
WWNC-C. P. MacGregor;
NAB-Lang-Worth; Associated

NAB-Lang-Worth; Assoc Charlotte: WAYS--NAB-Lang-Worth WBC--NBC Thesaurus; Standard Durham: WDNC--NAB-Lang-Worth Elizabeth City: WCNC--World Gestonia;

Gastonia: WGNC-C. P. MacGregor Goldshoro: WGBR-Standard

WGBR-DERBURG Greenshoro: WBIG-World: NAB-Lang-Worth; Standard WGBG-NAB-Lang-Worth Greenville: WGTC-NAB-Lang-Worth WGROT-NAB-Lang-Worth

Hickory: WHKY—NBC Thesaurus

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

WHIT—NAB-Lang-vousin
Raletch:
WPTF—NBC Thesaurus: NAB-Lang-Worth
WRAL—NAB-Lang-Worth
Rocky Mount:
WEED—NAB Bureau of Copyrights
WGTM—NAB Bureau of Copyrights; NAB-Lang-Worth
windon-Salem:

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

NORTH DAKOTA

Bismarck:
KFYR-NAB-Lang-Worth;
NBC Thesaurus
Devlis Lake:
KDLR-World Fargo: WDAY—NBC Thesaurus Grand Forks: KILO—NAB-Lang-Worth Mandan.

KGCU-C. P. MacGregor

Minot.

KLPM-World

Akton:
WADC-Standard
WAKR-NBC Thesaurus
WJW-NAB-Lang-Worth
Ashtabula:
WJCA-Standard

WICA—Standard
Canton:
WHEC—NBC Thesaurus
Cincinnati.
WCRY—NAB Bureau of Copyrichts; Standard; NAB-Lang-Worth;
C. P. MacGregor; Standard;
Associated
WKRC—NAB-Lang-Worth
WSAI—World; NAB-Lang-Worth
Cieveland;

WSA1—The World
Worth
Cleveland:
WGAB—NAB Bureau of Copyrights; World
WHKN-NAB-Lang-Worth
WTAM—NBC Thesaurus;
Standard
Columbus:
WBNS—NAB-Lang-Worth;
World: Standard
WCO1—NBC Thesaurus; C. P.
MacGregor
WHRC—NAB-Lang-Worth
WOSU—NAB-Lang-Worth
Daylon:

Dayton: WIIIO-Standard WING-NAB-Lang-Worth Findlay: WFIN-NAB-Lang-Worth: Standard

Standard Lima: WLOK.—Standard; NAB-Lang-Worth Manfield: WALAN.—Standard

WAIAN—Standard
Marion:
WAIRN—NBC Thesaurus
Portsmouth
WPAY—NAB-Lang-Worth
Springfield:
WIZE—NAB-Lang-Worth
Steubenville:
WSTV—NAB-Lang-Worth
Toledo:

oledo:
WSPD-NBC Thesaurus; NABLang-Worth
WTOL-Associated; Standard

Warren: WRRN-NAB-Lang-Worth

WRRN-NABLAME-VOLL
YOUNGALOW:
WKBN-World; NAB-LangWorth
WFMJ-Standard; C. P. MacGregor; NAB-Lang-Worth
Zanesville;
WHIZ-Standard; NAB-LangWorth
OKLAHOMA

1.

OKLAHOMA

Bartlesville:

KWON—NAB-Lang-Worth

Enid: KCRC-World

KCRU— the Lawton;
KSWO—Standard
Okiahoma City;
KOCY—C. P. MacGregor;
KAB-Lang-Worth; Associated;
Grandard

NAB-Leng-Worn; Associated
KOMA—Associated
KTOK—NAB-Leng-Worth;
World
WKY—Standard
Okmulgee:
KHBG—NAB-Leng-Worth

Albany: OREGO

Astoria:

KAST-NAB Bureau of Copyrights; Standard Baker: KPKR-C. P. MacGregor

Bend: KBND-Standard

KBND-Standard
Eugene:
KORE-C. P. MacGregor
Grants Pass:
KUIN-C. P. MacGregor; World
Klamath Fells:
KFJI-World
La Grande:
KLBM-Standard
Medford:
KMED-NBC Thesaurus
Pendletor:

Mediord:

KMED—NBC Thesaurus

Pendleton:

KWRC—NAB-Lang-Worth

Portland:

KALE—NAB-Lang-Worth;

Associated

KEX—NBC Thesaurus; NABLang-Worth

KGW—NBC Thesaurus; NABLang-Worth; Associated

KOIN—World; NAB-Lang
Worth; Associated

KWJI—Standard

KXL—C. P. MacGresor; NABLang-Worth; Standard

Roseburg;

KRNR—Standard

Salem:

KSLM—NAB-Lang-Worth

TRANSCRIPTION LIBRARY SERVICES-continued

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

PENNSYLVANIA

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WSAN—World; NAB-LangWorth
WFBG—World; NAB-LangWorth

Butler: WISR—World

DuBols: WCED—Standard; NAB-Lang-Worth

Easton: WEST-NAB-Lang-Worth; NBC Thesaurus

WERC—Standard; Associated;
NAB-Lang-Worth
WLEU—World; NBC Thesaurus
Oreensburg:
WHJB—NAB-Lang-Worth
Harrisburg:
WHP—NAB-Lang-Worth;
Standard
WKBO—World
Hazleton:
WAZI—NAB-Lang-Worth;
NBC Thesaurus; C. P. MacGregor
Johnstown:

Gresor
Johnstown:
WJAC-NBC Thessurus; NAB-Lang-Worth

Lang-Worth
Lancaster: WGAL—NAB-Lang-Worth;
NBC Thesaurus
Lewistown: WMIF—C. P. MacGregor;
NBC Thesaurus
New Castle:
WKST—NBC Thesaurus;
Standard
New Kansington:

WKST—NEG Thesaurus;
Standard
New Kensington;
WKPA—NAB-Lang-Worth
Philadelphia:
KTW—Standard
WCAU—NAB-Lang-Worth
WDAS—NAB-Lang-Worth
WFIL—Associated
WHAT—NAB Bureau of Copyrights
WIP—World
WPEN—NAB-Lang-Worth
Pittsburgh:
KDKA—NBC Thesaurus;
Standard
KQY—Standard; NAB-Lang-Worth
—

KQV—Standard; NAB-Lang-Worth
WCAE—World
WIAS—NAB Bureau of Copy-rights
WWSW—Standard; Associated
Reading;
WEEU—NAB-Lang-Worth;
Standard; C. P. MacGregor
WRAW—NBC Thesaurus; NAB-Lang-Worth
Scranton

wanton
WARM—NBC Thesaurus
WGBI—NAB-Lang-Worth;
World

Sharon: WPIC—Associated

WF10—ABBOARD
Sunbury:
WKOK—NAB Bureau of Copy
rights; C. P. MacGregor;
NAB-Lang-Worth
Uniontown:
WMISS—MBC Thesaurus

gton: A-NAB-Lang-Worth

WJPA—NAB-Lang-Worth Wilkes-Barre: WBAX—NAB-Lang-Worth; WBAX—NAB-Lang-Worth; Associated WBRE—NAB-Lang-Worth; C. P. MacGregor

Williamsport: WRAK—Standard

WORK-NAB-Lang-Worth; Standard WSBA-Associated; World

PUERTO RICO

San Juan: WIAC-Standard WKAQ-Associated WNEL-NAB-Lang-Worth

RHODE ISLAND

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

SOUTH CAROLINA

Anderson:
WAIM—NAB-Lang-Worth;
World; C. P. MacGregor
Charleston:
WCSO—NBC Thesaurus
WTMA—Standard; C. P
MacGregor
Columbia:

Columbia: WCOS—Associated; C. P. Mac-

WCOS—Associated; C. P. Mac-Gregor WIS—NBO Thesaurus Greenville; WFBC—NBC Thesaurus; O. P. MacGuszar WMRO—World

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

SOUTH DAKOTA

KABR—C. P. MacGregor Rapid City:
KOBH—C. P. MacGregor;
NAB-Lang-Worth
Sioux Falls:
KSOB—NBC Thesaurus
Vankton: Yankton: WNAX—Standard; NAB-Lang-Worth

TENNESSEE

Bristol: WOPI-NBC Thesaurus Bristol:
WOPI—NBC Thesaurus
WAPO—NBC Thesaurus
WDF—Standard
WDOD—NAB-Lang-Worth;
C. P. MacGresor; Associated
WJZM—Standard
WJZM—Standard
WJZM—Standard
WHUB—Standard
Jackson:
WHUB—Standard
Jackson:
WORLD—NBC Thesaurus;
WHUB—Standard
Jackson:
WHUB—Standard
Jackson:
WORLD—NBC Thesaurus;
WHUB—Standard
Jackson:
WHUB—Standard

Cookeville:

WHUB—Standard
Jackson:

WTIS—World; Standard
Johnson City:
WJHL—Standard
Kinssport:

WikPT—World; NAB-LangWorth; Standard
Knoxville:
WBIR—Associated
WNOX—Standard; NAB-LangWorth
WROL—C. P. MacGregor; NBC
Thesaurus
Membils:
WHBQ—NAB-Lang-Worth
WMC—NBC Thesaurus; NABLang-Worth; C. P. MacGresor
WMPS—NAB-Lang-Worth;
Standard
WREC—World; NAB-LangWorth
Nashville:
WLAC—World; C. P. MacGregor; NAB-Lang-Worth
Nashville:
WLAC—World; C. P. MacGregor; NAB-Lang-Worth;
Associated
WSIX—C. P. MacGregor:
Standard; NAB-Lang-Worth;
Associated

TEXA8

Amarillo: KGNC— World -NAB-Lang-Worth

Austin: KNOW-NAB-Lang-Worth; KNOW-NAB-Lang-Wortn;
Beatmont:
Beatmont:
Beatmont:
KETDM-NBC Thesaurus
KERC-World; C. P. MacGregor
Big Spring:
KBST-Standard
Brownwood:
KBWD-NBC Thesaurus
Corpus Christi:
KEYS-Standard; NBC Thesaurus

KEYS—Standard; NBC T saurus KRIS—NAB-Lang-Worth orsicana; KAND—Standard

KAND-Doming-Ballare KGKO-NAB-Lang-Worth KSKY-Associated WFAA-NAB-Lang-Worth; NBC Thesatrus KRLD-Standard El Paso;

| Page; | KROD---Associated | KTSM---NBO Thesarus; C. | | MacGregor; NAB-Lang-Worth | ort Worth

KGKO—World KFIZ—Stendard WBAP—NAB-Lang-Worth; World

Galveston: KLUF—Standard Harlingen: KGBS—Associated

nuston: KPRC-NETRIC Thesaurus
KYYZ—NAB-Lang-Worth
KTRH—World

NTRH—World
Longview:
KFRO—NAB-Lang-Worth;
C. P. MacGregor
Lubbock:
KFYO—NAB-Lang-Worth;
C. P. MacGregor; World
Lufkin;
KRD0

KRBA-Standard KRLH-C. P. MacGregor; NAB-Lang-Worth

Palestine: KNET—Standard Pampa: KPDN—World

KPLT-Standard
Port Arthur
KPAC-Standard

San Antonio:

KONO—C. P. MacGregor;

NAB-Lang-Worth

KTSA—World; NAB-Lang-Worth

WOAI—NAB-Lang-Worth;

Standard

Sweetwater:

KXOX—NBC Thessurus

mple: KTEM—C. P. MacGregor

yler: KGKB—C. P. MacGregor; Standard

Weslaco: KRGV-World; NAB-Lang-Worth Worm
Victoria:
KVIC—Standard
Wichita Falls:
KWFT—C. P. MacGregor;
Standard

UTAH

WCAX—Associated; C. P. MacGregor

Rutland: WSYB—NAB-Lang-Worth St. Albans: WWSR-NBC Thesaurus VIRGINIA

WIRGINIA
Charlottesville
WCHV-NAB-Lang-Worth;
Associated
Covington:
WJMA-NBC Thesaurus
Danville:
WBTM-C, P. MacGregor:
NBC Thesaurus
Harrisonburg:
WSVA-World
Lynchburg:
WLVA-NAB-Lang-Worth;
C, P. MacGregor; Standard
Martinsville:
WHVA-NAB-Lang-Worth
Newport News
Standard
Norfolk:
WHAB-NAB-Lang-Worth;
Standard
Norfolk:
WHAB-NAB-Lang-Worth;
WHAB-NAB-Lang-Worth;

Standard
Norfolk:
WTAR—NAB-Lang-Worth;
Standard
Petersburg:
WPID—Standard
Richmond:
WMBG—NBC Thesaurus; C. P.
MacGregor; NAB-Lang-Worth
WRNJ—Associated; NABLang-Worth
WRVA—World; NAB-LangWorth
Roanoke

WOTH ROADSE!
WDBJ-World; NAB-Lang-Worth
WSLS-NBC Thesaurus; C. P.
MacGregor; NAB-Lang-Worth
Suffolk;
WLPM-NBC Thesaurus

WASHINGTON

Aberdeen : KXRO-Standard RANG-Standard
Bellingham:
KVAS-C. P MacGregor
NAB-Lang-Worth; NBC The-

saurus
Centralia:
KELA—NAB-Lang-Worth;
C. P. MacGregor
Everett: KEVE-World KRKO-Standard

REVE—World
KIKKO—Standard
Longview:
KWUK—C. P. MacGregor;
NBC Thesaurus
Seatile:
KEVR—Standard; World; NABLang-Worth
KAR—NBC Thesaurus
KRO—NAB-Lang-Worth;
C. P. MacGregor; Associated
KOMO—NBC Thesaurus
KRSC—NAB-Lang-Worth;
Associated; C. P. MacGregor
KAA—NAB-Lang-Worth
Snobaus;
KFFY—NAB-Lang-Worth
C. P. MacGregor; Standard
KGA—NAB-Lang-Worth
KFFY—NAB-Lang-Worth
KFFO—C. P. MacGregor; LangWorth; NBC Thesaurus
KHQ—Associated
Teoms
KHQ—Associated
Teoms
KHQ—NAB-Lang-Worth
KHQ—Associated
Teoms

Broms .

KMO-NAB-Lang-Worth;

World

KTBI-Standard

KVI-C. P. MacGregor; Associated; NAB-Lang-Worth

Vancouver:

KVAN—Standard; NAB-LangWorth
Walla Walla:

KUJ—World; NAB-LangWorth; C. P. MacGregor
Wenatchee*
KFQ—NBC Thesaurus
Takima:

KIT—NAB-Lang-Worth; World

WEST VIRGINIA

BRITISH COLUMBIA
Kamloops:

CFIC—Standard
Kelowra:

CKOV—NBC Theeaurus
CKLN—Standard
Trail:
CXAT—NBC Thesaurus
CIOR—NBC Thesaurus
CKWX—World
Victoria:

WEST VIRGINIA

Beckley:
WILS—NBC Thesaurus; Associated
Bluefield:
WHIS—World; NAB-LangWorth
Charleston:
WCHS—Standard
WGKV-NBC Thesaurus
Clarksburg
WBLK—NBC Thesaurus;
Standard
Falrmont;

Fairmont: WMMN—Standard; NAB-Lang-

Worth
Huntington:
WSAZ-NAB-Lang-Worth;
World

World
Logan:
WLOG—Standard
Morgantown:
WAJR—World
Parkersburg:
WPAR—Standard
Weich:
WBRW—Associated

Wheeling WRWK—Standard WWVA—NBC Thesaurus; NAB-Lang-Worth Williamson: WBTH-World

WISCONSIN

Appleton: WHBY-Standard

Eau Claire:
WEAU-C. P. MacGregor;
NBC Thesaurus

Fond du Lac:
KFTZ—Standard
Green Bay:
WTAQ—Associated
Janesville:
WCLO—Standard

WKBH—NAB-Lang-Worth; Standard Madison WHA—NAB-Lang-Worth; Standard WHBA—World; Associated

Marinette: WMAM—Associated

Willwaukee:
WISN-World; NAB-LangWorth; Standard
WEMP-NAB Bureau of Copy-WTMJ-Associated: NAB-Lang-Worth

W 55 M-World; Associated

Oshkosh:
WOSH—Standard
Poynette:
WIBU—Standard

WIBU-SISHUAL
RacIne:
WRIN-NAB-Lang-Worth;
C.P. MacGregor
Rice Leke:
WJMC-Standard
Shebrygan:
WHRL—Standard

WHIL—Standard
WASAU—C. P. MacGregor;
Associated
Wisconsin Rapids:
WFHR—Standard

WYOMING

KPOW—Standard
Rock Springs;
KVRS—C. P. MacGregor;
NBC Thesaurus
Sherfian:
KWYO—C. P. MacGregor:
Standard

CANADA

ALBERTA

alcary

CFAC—NBC Thesaurus; World

CFCN—Standard; C. P. MsaGregor; NAB-Lang-Worth

CJCJ—Lang-Worth

CFRN—NAB-Lang-Worth;

Standard;

Crich—NAB-Lang-Worth;
Standard
CICA—NBC Thesaurus; World

CIOC-NBC Thesaurus

Victoria: CJVI—NBC Thesaurus MANITOBA

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

NEW BRUNSWICK

Fredericton:
CFNB—NBC Thesaurus
Moncton:
CKCW—World
Saint John:
CHSJ—World

NOVA SCOTIA

Halifax:
CHNS—NBO Thesaurus; NABLang-Worth
Sydney:
CICB—NBC Thesaurus

Yarmouth:
CILS—NAB-Lang-Worth

ONTARIO Brantford:
CKPC—World
Fort William:
CKPR—NBC Thesaurus

CKPR-NBC Thesaurus
Hamilton:
CHML—Standard; Associated
CKOC—NBC Thesaurus; World
Kinston:
CKWS—NBC Thesaurus
Kirkiand Lake:
CKLI—NBC Thesaurus;
Associated
London:
CFFI—NBC Thesaurue
North Bay:
CFCH—NBC Thesaurue
Ottawa:

Ottowa: Ottowa

idbury: CKSO—NBC Thesaurus; World

rimmins; CEGB—NBC Thesaurus

Toronto-CFRB—NAB-Lang-Worth; NBC Thesaurus CKCL—World Windsor CKLW—NAB-Lang-Worth; World

PRINCE EDWARD ISLAND

Charlottetown CFCY—NAB-Lang-Worth; Standard

OUEBEC Montreal:
CFCF—NBC Thesaurus
CKAC—World; NAB-LangWorth
CHLP—Standard

uebec: CHRO—NAB-Lang-Worth CKCV—World

Roupn:
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
Review:

eglna: CKCK.—NBC Thesaurus; C. P. MacGregor; Standard CJRM—World; NAB-Lang-Worth

Saskatoon: CFQC—NBC Thesaurus: Stand-ard; NAB-Lang-Worth

Yorkton: CIGX—World

NEWFOUNDLAND t. John's: VONF—Standard; NAB-Lang-Worth: Associated VOCM—NBC Thesaurus

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NETWORK AND GROUP LISTINGS

ARIZONA BROADCASTING COMPANY, INC.

For rates and data see listing under Arizona.

ARIZONA NETWORK, THE

For rates and data see listing under Arizona.

ARROWHEAD NETWORK

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.

Hates effective August 1, 1942.

Basic Stations:
WNEW—New York
WCOP—Boston
WFEL—Philadelphia
WFCL—PawtucketProvidence
WNBC—Hartford
WBDC—Salisbury
(*) Supplementary stations
WBOC—Salisbury
WEJ—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.

agencia.

of month following control of the control

| WNEW | 645.00 | 387.00 | 258.00 | 160.00 |
|----------------|---------------|----------|---------------|--------|
| WFBR | | 180.00 | 120.00 | 60.00 |
| WPEN | 200.00 | 130.00 | 75.00 | 30.00 |
| WFCI | | 96.00 | 64.00 | 32.00 |
| WCOP | 150.00 | 90.00 | 50.00 | 22.00 |
| WNBC | 120.00 | 72.00 | 48.00 | 24.00 |
| | 100.00 | 60.00 | 40.00 | 20.00 |
| WWDC | 100.00 | 60.00 | 40.00 | 20.00 |
| Total 8 stati | | 1.075.00 | 695.00 | 368.00 |
| | NORTH | UNIT | | |
| WNEW | 645.00 | 387.00 | 258.00 | 160.00 |
| WFCI | | 96.00 | 64.00 | 32.00 |
| WCOP | 150.00 | 90.00 | 50.00 | 22.00 |
| WNBC | | 72.00 | 48.00 | 24.00 |
| WELI | 100.00 | 60.00 | 40.00 | 20.00 |
| Total 5 stati | ons 1,175.00 | 705.00 | 460.00 | 258.00 |
| | SOUTH | UNIT | | |
| | 645.00 | 387.00 | 258.00 | 160.00 |
| | 300.00 | 180.00 | 120.00 | 60.00 |
| | 200.00 | 130.00 | 75.0 0 | 30.00 |
| WWDC | 100.00 | 60.00 | 40.00 | 20.00 |
| | | 757.00 | 493.00 | 270.00 |
| | stations, W. | | WJEJ, | may be |
| | ic Network or | | | |
| Both stations. | | 97.50 | 62.50 | 30.00 |
| | to 6:00 p.m. | | . 8:00 a | .m. |
| to 1:00 p | .m. Sundays, | and 11:0 | 00 p.m. | to |
| | 12:00 midnie | | | |
| | BASIC NE | | | |
| WNEW | 375.00 | 225.00 | 150.00 | 94.00 |
| | | | | |

| WFBR 150.00 | 90.00 | 60.00 | 30.00 |
|---------------------------|--------|----------|--------|
| WPEN 140.00 | 85.00 | 50.00 | 18.50 |
| WFCI 80.00 | 48.00 | 32.00 | 16.00 |
| WCOP 100.00 | 80.00 | 35.00 | 16.00 |
| WNBC 60.00 | 36.00 | 24.00 | 12.00 |
| WELI 50.00 | 30.00 | 20.00 | 10.00 |
| WWDC 70.00 | 42.00 | 28.00 | 15.00 |
| | | | |
| Total 8 stations 1.025.00 | 616.00 | 399.00 | 211.50 |
| NORTH | UNIT | | |
| WNEW 375,00 | 225,00 | 150.00 | 94.00 |
| WFCI 80.00 | 48.00 | 32.00 | 16.00 |
| WCOP 100.00 | 60.00 | 35.00 | 16.00 |
| WNBC 60.00 | 30.00 | 24.00 | 12.00 |
| WELI 50.00 | 30,00 | 20.00 | 10.00 |
| Martal F. L. L. Gar An | | | |
| Total 5 stations 665.00 | 399.00 | 201.00 | 148.00 |
| SOUTH | UNIT | | |
| WNEW 375.00 | 225.00 | 150.00 | 94,00 |
| WFBR 150.00 | 90,00 | 60.00 | 30.00 |
| WPEN 140.00 | 85.00 | 50.00 | 18.50 |
| WWDC 70.00 | 42.00 | 28.00 | 15.00 |
| Total 4 stations 735.00 | 442.00 | 288.00 | 157.50 |
| Supplementary stations, W | | WIEL | |
| added to Basic Network of | | | may be |
| | | Init at: | |
| Both statlens 110.00 | 70.00 | 46.50 | 25.00 |
| | | | |

| | | IBCO | | | |
|-----|-------|--------|------|--------|---------|
| | | ısle N | | | |
| 13 | timos | 25% | 156 | tImes | 42-1/2% |
| 26 | times | 30% | 208 | Limes | 45% |
| 52 | times | 35% | 260 | t.lmes | 50% |
| 104 | times | 40% | | | |
| | North | | outh | Unite | |
| 13 | times | 15% | 156 | Unes | 32-1/2% |
| 26 | Urnes | 20% | 208 | times | 35% |
| 52 | Umen | 25% | 260 | times | 40% |
| | times | | | | |

BLUE NETWORK COMPANY, INCORPORATED



NETWORK BLUE



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

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

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. to 6:00 p.m. to 6:00 p.m. to 6:00 p.m. (seclusive of Sunday afternoon)—one-half gross rates.

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.

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

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 ellents.

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

WEEKLY VOLUME DISCOUNTS*

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

Weekly Gross Contracted Value of Network

Time

1,000.3,000.8,000.10,000.15,000.

Time 3,000 6,000 10,000 15,000 1,000 to 3,000 Split Basic 2.5% Full Basic..... 5% to 6.000 5% 7.5% to to 10,000 15,000 7.5% 10% 10% 12.5%

Split Basic 2.5% 5.00 10,000 15,000 more Split Basic 2.5% 5.00 10% 12.5% 12.5% Full Basic plus:

1 group 7.5% 10% 12.5% 15% 15% 17.5% 20% 22.5% 25.00 10% 12.5% 15% 17.5% 20% 22.5% 25.00 20.00

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, except on such facilities as are discontinued prior to the end of the rebate-fiscal year. The rebate-fiscal prior to the end of the rebate-fiscal year except on such facilities as are discontinued prior to the end of the rebate-fiscal year. The received of the end of the rebate of the rebate is a such as the rebate of the rebate.

Discounts from No. 10 prior to the contract of the rebate.

ANNUAL DISCOUNTS*

Agency Commission

An advertising agency commission of 15% will be allowed on gross billing less applicable rebate and discounts and less the east 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 tereoralized 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.]

| 410 00 /0 (| | | | | |
|---|-------------|--------------|----------|-------------------------------|----------------|
| | BASIC | BLUE | NETWO | RK | |
| | | | 1 hr. | 1/2 hr. | 1/4 hr. |
| New York | (WJZ) | | 1.250.00 | 750.00 | 500,00. |
| Northeast | Group: | | | | |
| Bacton | WHDH) | 1 | | | |
| Contras | id (WSP | 25 | | | |
| Springae | | | | | |
| rrovider | ce-Pawtu | cket | 1 000 00 | 636.00 | 424.00 |
| _ (WFC | 1) | · } | 1,060.00 | 636.00 | 924.00 |
| Hartford | (WNBC | | | | |
| Manches | ter (WM | UR) | | | |
| New Ha | ven (WE | I.I) I | | | |
| Bridgepo | ort (WN | AB) | | | |
| Philadelph Baltimore Washingto Winchester Richmond | ia (WFI | L) | 400.00 | 240.00 | 16 0.00 |
| Baltimore | (WCBM) | | 160.00 | 96,00 | 64.00 |
| Washingto | n (WMA) | 7.) | 200.00 | 120.00 | 80.00 |
| Winchasta | . Ve (| VINC | =00.00 | N | o charge |
| Diebmand | (WDNT) | 7 11 0 / | 140 00 | 84 00 | 56.00 |
| Troy-Alba | (Marian) | otodu | 140.00 | 01.00 | 20,00 |
| Troy-Aloa | ny-senene | ctauy | 100 00 | 96.00 | 64.00 |
| (WTRY **Saranac L: Plattsburg | '. ···· | | 100.00 | Anall | 01.00 |
| **Saranae L | ake (WIN | 32/ | Mocusi | ge. Avan | ableonly |
| Plattsburg | (WMFF) | · : | when w | THY IS U | isea. |
| | | | | 102.00 | |
| Rochester | (WHAM) |) | 400.00 | 240.00 | 160.00 |
| Buffalo (V | VEBR) . | | 120.00 | 72.00 | 48.00 |
| Pittsburgh | (KQV) | | 240.00 | 144.00 | 96.00 |
| Wheeling | (VVVVA |) | 320.00 | 192.00 | 128.00 |
| Akron (W | AKR) | | 140.00 | 84.00 | 56.00 |
| Clareland | (NUTITE) | | 340 00 | 204.00 | 136.00 |
| Buffalo (V Pittsburgh Wheeling Akron (W Cleveland Detroit (V | ひいマクン | | 400.00 | 204,00 240.00 Incinnati | 180.00 |
| Cincinnati | ALLI, | |) One C | Incinnati | station |
| Cincinnati | | ******** | listed b | elow must | he used |
| Donator (| ***** | | 140 00 | 84.00 | Ke on |
| Dayton (| VING) . | | 140.00 | 3 / 54.00 | 30.00 |
| | | | | (0.) | |
| Springfield | (WIZE) | | | ge. Avail | |
| rabi menere | 1 (11123457 | | wnen w | /ING is u 108.00 132.00 | sea. |
| Indianapol | is (WIS | H.) | 180.00 | 108.00 | 72.00 |
| Fort Way | ne (WOV | VO) | 220.00 | 132.00 | 88.00 |
| Chicago (| WENR-W | /LS) | 750.00 | 450.00 | 300.00 |
| Fort Way Chicago (St. Louis | (KXOK) | | 340.00 | 204.00 | 136.00 |
| ~ | | | } Nochar | ge. Avail | able only |
| Columbia | (KFRU). | • | when K | XOK is u | sed. |
| Davenport Moline MinnSt. | Rock Isl | and- | | | |
| Moline | (WOC) | | 180.00 | 108.00 | 72.00 |
| Minn -St | Paul (W | TCN) | 220.00 | | |
| Waterlee | OCTETA | 1011) | 300.00 | 180.00 | 120.00 |
| Waterioo | (14,4111) | *********** | Nocher | ga Avail | able aply |
| Burlington | (KBUR) | | ribon K | VEL to 1 | eod only |
| Dea Main | . (TEON) | | 100 00 | 100 00 | 79 00 |
| Des Mon | 7200 | TATE TO AT | 100.00 | 100.00 | 72.00 |
| Lawrence, | Wau' (A | KEN) | 180.00 | 108.00 | 12.00 |
| MinnSt. Waterloo Burlington Des Moin Lawrence, Kansas C. | ity (KCA | 10/ | 200.00 | 120,00 | 50.00 |
| TOTALIO | r aroub at | 31 SIA- | | | |
| tions w | thout Cin | cinnati | 8,440.00 | 5,064.00 | 3.376.00 |
| Cincinnati | (TVSAT) | | 240.00 | 144.00 | |
| Cincinnati Cincinnati | (VICTAV) | ************ | 1.080.00 | 720.00 | 480.00 |
| | | | | | |
| BA | SIC BLU | E SUP | PLEMEN | TARIES | |
| | | | | | |

88.00 132.00 144 00 96.00 48.00 32.00 48.00 32.00 64.00 56.00 20.00 48.00 32.00 48.00 96.00 72.00 48.00 72.00 48.00 96.00 84.00 84.00 72.00 48.00 72.00 .2.660.00 1,590.00 1,064.00

BLUE SOUTHEASTERN GROUP
Available only as a group with Basic Network:
Charlotte, N. C. (WAYS)
Johnson City (WJHL)...
"Greenstlower (WGBG)...
Augusta (WGAC)...
Columbia (WGOS)...
Spartanburg (WOILD)...
Greenville, S. C. (WMRC)...
Iligh Point (WMFR)...
Wilministen (WAIFD)...
Ilickery (WIIKY)...
Gastonia (WGRC)...
Iloancko Rapids (WGBT)
Ilockey Mount (WFEED)...
Kinston, N. C. (WITC)...
Winston-Salem (WGIR)...
"Washinston, N. C. (WITC)...
Sumter (WFIG)
(**) Daytime.

(This listing continued on next page) BLUE SOUTHEASTERN GROUP 266,00

(This listing continued on next page)

| BLUE NETWOR | K COM | IPANY | |
|---|------------------------|-------------------------|-------------------------|
| Contin | | | |
| Available only as a group | | Network | k: |
| Jacksonville (WJHP) | 120.00 | 12.00 | 48.00 56.00 |
| Jacksonville (WJHP) Miami (WKAT) Tampa-St. Petersburg | 140.00 | 84.00 84.00 | 56.00 |
| (WSUN) Ocala (WTMC) Olaytona Beach (WMFJ) Orlando (WLOF) Lake Worth (WWPG) | No charge when WJ | Availal | ole only |
| Daytona Beach (WMFJ) | 60.00 | 36.00 36.00 36.00 | 24.00 24.00 |
| Lake Worth (WWPG) | 60.00 | 36.00 | 24.00 |
| Total for Florida Group | 580.00 | 348.00 | 232.00 |
| Total for both groups (22 stations)1 | .230.00 | 738.00 | 490.00 |
| BLUE SOUTHCEN Individually available with New Orleans (WDSU) Atlanta (WAGA) Birmingham (WSGN) Hot Springs (RTHS) Memphis (WMPS) Baton Rouge (WJBO) Streeport (KEMD) | TRAL GR | OUP | |
| New Orleans (WDSU) | 180.00 | 108.00 120.00 | $72.00 \\ 80.00$ |
| Birmingham (WSGN) | 160.00 | 96.00 72.00 | 64,00 48.00 |
| Memphis (WMPS) | 140.00 | 84.00 60.00 | 56.00 |
| Shreveport (KRMD) Anniston (WHMA) | 80.00 | 48.00 | 40.00 32.00 |
| Anniston (WHMA) | when gro | up is used | l. |
| *Little Rock (KGHI) | | 96.00 30. 00 | $64.00 \\ 20.00$ |
| Total for group (10 stations) (*) Effective January 12, Supplementary to Blue Soul Greenwood Miss. (WGRM) / Jackson, Miss. (WSLI) / Alexandria (KALB) | 190.00 | 714.00 | 476.00 |
| Supplementary to Blue Sout | hcentral: | | |
| Jackson, Miss. (WSLI) | 80.00 | 48.00 | 32.00 |
| Monroe (KMLB) | | 48.00 | 32.00 |
| **Vicksburg (WQBC) | when K | e. Availa ALB and | KMLB |
| El Dorado (KELD) | are used. No charg | e. Availa | ble only |
| (**) Daytime. | when gro | oup is use | ed. |
| BLUE SOUTHWES Individually availbale with | TERN G | ROUP | |
| Individually availbale with Ft. Worth-Dallas (KGKO) Ifouston (KXYZ) Wiehita, Kans. (KFBI) Beaumont (KFDM) Oklahoma Network: †Tulsa (KOME) †Oklahoma City (KTOK) Enid (KCRC) | 240.00 | 144.00 | 96.00 80.00 |
| Wiehita, Kans. (KFBI) | 180.00 | 108.00 | 80.00 72.00 48.00 |
| Oklahoma Network: | . 120.00 | ,12.00 | 40.00 |
| †Oklahoma City (KTOK) | | | |
| Shawnee (KGFF) | 440.00 | 264.00 | 176.00 |
| Ada (KADA) | | | |
| San Antonio (KABC) | 050.00 | 150.00 | 100.00 |
| Shanoma City (KTOK) Enid (KCRC) Shawnee (KGFF) Muskogee (KGEX) Ada (KADA) Ardmore (KYSO) San Antonio (KAEC) Austin (KNOW) Waco (WACO) Total for group | 250.00 | 150.00 | 100.00 |
| | 1,430.00 | 858.00 | 572.00 |
| rately at their evening i | may be hour rate | of 120.0 | l sepa- 0 each. |
| BLUE MOUNTA Available only as a group Pacific Coast Group: | AIN GRO | UP with B | asle or |
| Pacific Coast Group: Denver (KVOD) Pueblo (KGHF) Cheyenne (KFBC) Salt Lake City (KUTA) | 200.00 | 120.00 | 80.00 |
| Cheyenne (KFBC) | when K | e. Availa VOD is us | ible only sed. |
| Total for Broad | | | |
| (4 stations) | 360,00 COAST G | 216.00 ROUP | 144.00 |
| BLUE PACIFIC (For use with Mountain G Basic Network. When use gram production in San | froup in d separate | conjuncti ly, speci | on with ial pro- |
| gram production in San studios required: | Francisc | o or H | ollywood |
| studios required: Los Angeles (KECA) San Francisco (KGO) Seattle (KJR) Spokane (KGA) Portland. Ore. (KEX) San Diego (KFSD) Fresno-Visalia (KTKC) Santa Barbara (KTMS) Sacramento (KFBK) Stockton (KWG) Rakersfield (KERN) Reno (KOH) | 300.00 290.00 | 180.00 174.00 | 120.00 116.00 |
| Seattle (KJR) Spokane (KGA) | 200.00 160.00 | 120.00 96.00 | 80.00 64.00 |
| Portland, Ore. (KEX) San Diego (KFSD) | 160.00 140.00 | 96.00 84.00 | 64.00 56.00 32.00 |
| Fresno-Visalia (KTKC) Santa Barbara (KTMS) | 80.00 80.00 | 48.00 48.00 | 32.00 32.00 |
| Sacramento (KFBK) Stockton (KWG) | 260.00 | 156.00 | 104.00 |
| Reno (KOH) | } | | |
| Total for group | .1.670.00 | 1.006.00 | 668.00 |
| Total for group (12 stations) Supplementary to Blue Pa Wenatchee (KPQ) | eific Coast 40.00 | Group: 24.00 | 16.00 |
| Wenatchee (KPQ) OTHER STATIONS AV BLUE NE BASIC SUPPLI | AILABLE TWORK | WITH | THE |
| BASIC SUPPLE Individually available with | EMENTAI Basic N | RIES etwork: | |
| Bangor (WLBZ) | 120.00 60.00 | 72.00 36.00 | 48.00 24.00 |
| Wilkes-Barre (WBRE) Allentown (WSAN) | 120.00 | $72.00 \\ 72.00$ | 48.00 48.00 |
| BASIC SUPPLI Individually available with Bangor (WUBZ) Augusta (WRDO) Wilkes-Barre (WBRE) Allentown (WSAN) York (WORK) Lancaster (WGAL) Hartisburg (WKBO) | 120.00 Nochar | 72.00 ge. Avail | |
| Harrisburg (WKBO) | when W 100.00 | ge. Avail | 1sed. 40.00 |
| (Available only when V | ORK 18 | useu,, | |
| Johnstown (WJAC) | 140.00 | 81.00 | 56.00 |
| Charleston (WGKV) Bluefield (WHIS) | 5 140.00 80.00 | 84.00 48.00 | 56.00 32.00 |
| Zanesville (WHIZ) Columbus (WCOL) | 60.00 | 36.00 72.00 | 24.00 48.00 |
| Grand Rapids (WOOD) Terre Haute (WROW) | 120.00 | 72.00 | 48.00 |
| Evansville (WGBF) | \$ 160.00 140.00 | 96.00 84.00 | 64.00 56.00 |
| Eau Claire (WEAU) Minnesota Network: | 80.00 | 48.00 | 32.00 |
| Mankato (KYSM) Rochester (KROC) | 120.00 | 72.00 | 48.00 |
| Lancaster (WGAL) Harrisburg (WKBO) (Available only when V Altoona (WFBG) Jolmstown (WJAC) Clarksburg (WBLK) Charleston (WGKV) Bluefield (WHIS) Zenesyille (WHZ) Columbus (WOOD) Terre Haute (WBOW) Evansville (WGBC) Terre Haute (WBOW) Evansville (WGBC) Altonomy (WBAC) Eau Claire (WEAU) Minnesota Network: Mankato (KYSM) Rochester (KROC) St. Cloud (KFAM) Duluth-Superlor (WBBC) Hibbing (WMFG) Virginia (WHLS) (When WMFG) (When WMFG and W hour rate for WBBC is Sloux Falls (KSOO) | 140.00 | 84.00 | 56.00 |
| Hibbing (WMFG)Virginia (WHLB) | Availal WEBC | ble only | with |
| (When WMFG and W. | HLB are 160.00.) | used the | |
| itout late for 11 table is | | 84.00 | 56.00 |

| Sioux Falls (KELO) |
|---|
| Sioux Falls (KELO) |
| Sioux Falls (KELO) 80.00 48.00 32.00 (KELO available only when KSOO is off the air.) Springfield, Mo. (KGBX) 120.00 72.00 48.00 La Crosse (VKBH) 120.00 72.00 48.00 |
| NORTHWESTERN GROUP |
| Individually available with Basic Network: Fargo (WDAY) |
| MIDSOUTH SERVICE |
| MIDSOUTH SERVICE If available may be used with Blue Southcentral: Nashrille (WSM) — 400.00 240.00 160.00 SOUTHWESTERN SUPPLEMENTARIES |
| SOUTHWESTERN SUPPLEMENTARIES |
| Pittsburg, Kans. (KOAM) 120.00 72.00 48.00 |
| Corpus Christi (KRIS) 100.00 60.00 40.00 Weslaco (KRGY) 100.00 60.00 40.00 |
| NORTH MOUNTAIN GROUP |
| Weslace (IRIGY) 100.00 60.00 40.00 NORTH MOUNTAIN GROUP Available only as a group for use with Mountain or Pueiffe (vost Groun) 120.00 72.00 48.00 Butte (KGIR) Nobarte Available only Maleria (KERA) |
| Pacific Coast Group: |
| Billings (KGHL) |
| Pocatello (KSE1) Nocharge. Available only |
| Total for group |
| SOUTH MOUNTAIN SERVICE |
| Available with Mountain Group: El Paso (KTSM) |
| PACIFIC SUPPLEMENTARIES |
| Individually available with Pacific Group: Medford (KMED) |
| ADIZONA CROUD |
| Phoenix (KTAR) 160.00 96.00 64.00 |
| Safford (KGLU) Yuma (KYUM) Nocharge. Available only when KTAR is used. |
| |
| Individually available for use with Basic Network: Toronto (CBL) |
| (CBF, French language station. When used with CFCF the combination evening hour rate is 325.00.) |
| |
| OVERSEAS SERVICE (Full rates apply for all periods, day and night.) Individually available with Basic Network: Havana (CMX) |
| Havana (CMX) 200.00 120.00 80.00 |
| Nonolulu (KGU) |
| DISCOUNTS. COMMISSIONS AND RATE CLASSIFICATIONS ON "OTHER STATIONS AVAIL- |
| ABLE WITH THE BLUE NETWORK" AND |
| DISCOUNTS. COMMISSIONS AND RATE CLAS- SIFICATIONS ON "OTHER STATIONS AVAII- ABLE WITH THE BLUE NETWORK" AND STATION WLW Weekly Discounts for 13 or more Consecutive Weeks Network Broadcasting (Weekly Gross Contracted value of petungs time). |
| of network time): Lase than 1 000 00 None |
| of network (ime): Less than 1,000,00 |
| 6,000.00 or more but less than 10,000.00 7-1/2% |
| 15,000.00 or more but less than 15,000.00 10% |
| except contracts taking Blue Pacific regional dis- |
| discount rate. |
| Orsecount 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 |
| 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. |
| weekly discounts applicable to the advertiser's Isine 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 VLW only will be reduced 5%. For example: 12-1/2% becomes 7-1/2%; 25% becomes 20%. Annual Reliate for 5% Consequitive Weeks of Network |
| Where WLW is used on network programs between |
| ly rate of discount (or the annual discount) for |
| 12-1/2% becomes 7-1/2%; 25% becomes 20%. 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 |
| 23% Annuar Discount: A discount of 23% in flet 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. |
| Cash Discount and Agency Commission: Refer to |
| "Discounts and Commissions" for Blue Network sta- |
| 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. PAN-AMERICAN SERVICE Blue Network advertisers interested in Central and |
| 12:00 noon to 4:00 p.m. Sundays only is three- quarters of the gross rates. |
| Terms of Use and Production Services: See explana- tion at beginning of listing. |
| PAN-AMERICAN SERVICE |
| Blue Network advertisers interested in Central and South American markets have available the Pan-American broadcasting services of short wave inter- |
| A Dan-American program may be broadcast almyl |
| taneously with the domestic program over the Blue |
| broadcasts may be arranged at hours most suitable |
| ransonisty with the domestic program over the Blue Network if the language period permits, or delayed broadcasts may be arranged at hours most sultable for the markets to be reached. Bates and details on request. |
| DAY RATES (8:00 a.m. to 6:00 p.m. week days 11:00 |
| p.m. to 12:00 midnight week days and Sun- days, and 8:00 a.m. to 12:00 peop Sundays) |
| ISunday afternoon (4:00 p.m. to 6:00 p.m.) rates are 50% greater than day rates 1 |
| DAY RATES (8:00 a.m. to 6:00 p.m. week days, II:00 p.m. to 12:00 midnight week days and Sundays, and 8:00 a.m. to 12:00 noon Sundays) [Sunday afternoon (4:00 p.m. to 6:00 p.m.) rates are 50% greater than day rates.] BASIC BLUE NETWORK 1 hr. 1/4 hr. 1/2 hr. |
| BASIC BLUE NETWORK 1 hr. 1/4 hr. 1/2 hr. New York (VJZ) |
| Boston (WHDH) |
| Donaldonas Donaturios |
| (WFCI) 530.00 318.00 212.00 Hartford (WNBC) |
| Manchester (WMUR) New Haven (WELI) |
| Trovidence - Tavulcenct (WFCI) 530.00 318.00 212.00 Hartford (WNBC) Manchester (WMUR) New Haven (WELI) Bridgeport (WNAB) |
| |

| Distribute (WET) | 1 hr. | 1/2 hr. 120.00 | 1/4 hr. 80.00 |
|--|----------------------------|--|-------------------------|
| Philadelphia (WFIL) Baltimore (WCBM) Washington (WMAL) Winehester, Va. (WINC) Richmond (WRNL) Troy, Alleany Scheneckady | 80.00 | 48.00 60.00 | 32.00 40.00 |
| Winehester, Va. (WINC) | 70.00 | No | charge |
| Troy-Albany-Schenectady | 80.00 | 48.00 | 32.00 |
| Plattsburg (WMFF) { **Saranac Lake (WNBZ) { | Nochara when W | e. Avalla TRY is | ble only used. |
| Syracuse (WAGE) Rochester (WHAM) | 110.00 200.00 | 66.00 120.00 | $44.00 \\ 80.00$ |
| Buffalo (WEBR) Pittsburgh (KQV) | 60.00 120.00 | 36.00 72.00 | 24.00 48.00 |
| Richmond (WRNL) Troy. Albany-Schenectady (WTRY) **Saranac Lake (WNBZ) \$yracuse (WAGE) Rochester (WHAM) Huffalo (WEDR) Pittsburgh (KGO*) Wheeling (WWWA) Akron (WAKR) Cleveland (WHK) Detroit (WXYZ) | 160.00 70.00 | 96.00 42.00 | 64.00 28.00 |
| Detroit (WXYZ) | 170.00 200.00 | 102.00 | 80.00 |
| Cincinnati | listed used. | neinnati below. m | ust be |
| Dayton (WING) | 70.00 | 42.00 | 28.00 |
| Springfield (WIZE) | Nochar | d.) ge. Availa ING is us 54.00 | ble only ed. |
| Indianapolis (WISH) Fort Wayne (WOWO) Chleago (WENR-WLS) | 90.00 110.00 | 54.00 66.00 | 44.00 |
| Chicago (WENR-WLS) St. Louis (KXOK) | 110.00 450.00 170.00 | 66.00 270.00 102.00 | 180.00 68.00 |
| St. Louis (KXOK) | Nochar when K | ge, Avalla XOK is us | ible only sed. |
| Davenport-Rock Island- Moline (WOC) | | 54.00 | 36.00 |
| MinnSt. Paul (WTCN) Waterloo (KXEL) | 110.00 150.00 | 66.00 90.00 | 44.00 60.00 |
| Waterloo (KXEL) Burlington (KBUR) | when K | 90.00 ge. Availa XEL is us 54.00 54.00 | ble only |
| Des Moines (KSO) | 90.00 | 54.00 54.00 60.00 | 36.00 36.00 40.00 |
| Total for group of 37 sta- | .295 00 | | 1,718.00 |
| | 120.00 540.00 | 2.577.00 72.00 360.00 | 48.00 240.00 |
| RASIC SUPPLE | MENTA | RIES | |
| | Basic N 20.00 | Tetwork: | 8.00 |
| Poughkeensie (WKIP) Stamford (WSRR) Charlottesville, Va. (WCHV) Jamestown (WJTN) | 25.00 20.00 40.00 | 15.00 12.00 24.00 | 10.00 8.00 |
| Olean (WHDL) | No char | 24.00 ge. Availa JTN is us 36.00 | 16.00 able only |
| | when \\ 60.00 | 36.00 36.00 36.00 | 24.00 24.00 |
| Erie (WLEU) Newport News (WGH) Roanoke (WSLS) Lynchburg (WLVA) Danville (WBTM Scranton (WARM) | 110.00 | 66.00 | 44.00 |
| Danville (WBTM) Scranton (WARM) | 40.00 | 24.00 | 16.00 |
| Toledo (WTOL) | 50.00 60.00 | 30.00 36.00 | 20.00 24.00 |
| Michigan Network (availa Detroit): | ble onl | y with | WXYZ. |
| | 700.00 | #a 00 | 40.00 |
| Battle Creek (WELL) | 120.00 | 72.00 | 48.00 |
| Louisville (WINN) | 60.00 | 36.00 24.00 | $24.00 \\ 16.00$ |
| Milwaukee (WEMP) | 60.00 | 36.00 24.00 | 24.00 16.00 |
| Omaha (KOWH) | 80.00 70.00 | 48.00 42.00 | 32.00 28.00 |
| Sioux City (KSCJ) Oshkosh (WOSII) | 70.00 25.00 | 42.00 15.00 | 28.00 10.00 |
| St. Joseph (KFEQ) Lincoln (KFOR) | 60.00 40.00 | 36.00 24.00 | 24.00 16.00 |
| Montreal (CFCF) | . 60.00 . 120.00 | 36.00 72.00 | 24.00 48.00 |
| Lanshing (WJIM) Jackson (WIBM) Battle Creek (WELL) Bay City (WBCM) Louisville (WINN) Springfield, Ill. (WCBS) Miliwaukee (WEMP) Dublique (WKBB) Omaina (KOWH) Shenandoah (KMA) Sioux City (KSCT) Oshkosh (WOSII) St. Joseph (KFEQ) Lincoln (KFOR) Toronto (CBY) Montreal (CFCF) Total for group (30 stations) BLUE SOUTHEAS | 1,330.00 | 798.00 | 532.00 |
| Available only as a group of | with Bas | de Netwo | rk: |
| Johnson City (WJHL) | | | |
| Augusta (WGAC) Columbia (WCOS) | | | |
| Spartanburg (WORD) | | | |
| High Point (WMFR) | 325.00 | 195.00 | 130.00 |
| Montreal (CPCF) Total for group (39 stations) RLUE SOUTHEAS Available only as a group v Charlotte, N. C. (WAYS) Johnson City (WJHL) Greensboro (WGRG) Augusta (WGAC) Columbia (WGAC) Columbia (WGAC) Greensboro (WGRD) Spartanburg (WORD) Spartanburg (WORD) High Point (WAIFR) Wilmington (WHFP) High WHKY) Gastonia (WGNC) Roanoke Rapids (WGBT) Rocky Mount (WEED) Kinston, N. C. (WFTC) Winston-Salem (WAIR) *Washington, N. C. (WAIR) Sumter (WFIG) | | | |
| Rocky Mount (WEED) | | | |
| Winston-Salem (WAIR). | | | |
| **Washington, N.C. (WRRF) Sumter (WFIG) (**) Daytime. | | | |
| Sumter (WFIG) (**) Daytime. BLUE FLORII Available only as a group Jacksonville (WJHP) Miami (WKAT) Tampa-St. Petersburg (WSIN) | DA GRO | OUP slc Netwo | or k: |
| Jacksonville (WJHP) Miami (WKAT) | 60.00 70.00 | 36.00 42.00 | 24.00 28.00 |
| (WSUN) | 70.00 Noche | 42.00 | 28.00 lable only |
| (WSUN) Ocala (WTMC) Daytona Beach (VMEJ) | when V | VĴHP is u 18.00 | |
| Daytona Beach (WMFJ) Orlando (WLOF) Lake Worth (WWPG) | | 18.00 18.00 18.00 | 12.00 12.00 |
| Total for Florida Group. | 290.00 | 174.00 | 116.00 |
| Total for both groups (22 stations) | 615.00 | 369.00 | 246.60 |
| 10tal 10r both groups (22 stations) | VTRAL Basic | GROUP Network: | |
| New Orleans (WDSU) | 90.00 100.00 | 54.00 60.00 | 36.00 40.00 |
| Birmingham (WSGN) Hot Springs (KTHS) | 80.00 60.00 | 48.00 36.00 42.00 | 32.00 24.00 |
| Baton Rouge (WJBO) | 70.00 50.00 | 42.00 30.00 | 28.00 20.00 |
| Baton Rouge (WJBO) Shreveport (KRMD) Anniston (WHMA) Nashville (WSIX) | 40.00 Nocha | rge. Avai rge. Avai | lable only |
| Nashville (WSIX) *Little Rock (KGHI) Total for group | 80.00 25.00 | 48.00 15.00 | 32.00 10.00 |
| (10 stations) | . 595.00 | 357.00 | 238.00 |
| (*) Effective January 12 (This listing continu | , 1943. ied on n | | |
| | | | |

15 19 1

1.5 :4

The second secon

| BLUE NETWOR | | MPAN | Y | | | |
|--|--|------------------------|----------------------------------|--|--|--|
| —Conti | | 1/2 hr. | 1/4 hr. | | | |
| Supplementary to Blue Sout Greenwood, Miss. (WGRM) / Jackson, Miss. (WSLI) | ncentral: | 24.00 | 16.00 | | | |
| Alexandria (KALB) | 40.00 | 24.00 | 16.00 | | | |
| Vicksburg (WQBC) | No charg | e. Availa ALB and | KMLB | | | |
| El Dorado (KELD) | No charg | i. ge. Avail: | able only | | | |
| BLUE SOUTHWES | TERN G | ROUP | ;u• | | | |
| Ft. Worth-Dallas (KGKO). Houston (KXYZ) | . 120.00 . 100.00 | 72.00 60.00 | 48.00 40.00 | | | |
| Individually available with Ft. Worth-Dallas (KGKO). Houston (KXYZ) Wichita, Kans. (KFBI) Beaumont (KFDM) Oklahoma Network: Tulsa (KOME) Oklahoma (City (KTOK) Enid (KCRC) Shawnee (KGFF) Muskogee (KBIX) Ada (KADA) Ardmore (KVSO) San Antonio (KABC) Austin (KNOW) Waco (WACO) Total for group (14 Stations) BLUE MOUNTA Available only as a group Pacific Coast Network: Denver (KVOD) Pueblo (KGHF) Cheyenne (KFBC) Sait Lake City (KUTA) Total for group (4 stations) Sait Lake City (KUTA) Total for group (4 stations) | . 60.00 | 54.00 36.00 | 24.00 | | | |
| Tulsa (KOME) | | | | | | |
| Enid (KCRC) Shawnee (KGFF) | 220.00 | 132.00 | 88.00 | | | |
| Ada (KADA) | | | | | | |
| San Antonio (KABC) | 125.00 | 75.00 | 50.00 | | | |
| Waco (WACO) | | 100.00 | | | | |
| BLUE MOUNTA | AIN GRO | 429.00 UP | 286.00 | | | |
| Pacific Coast Network; Denver (KVOD) | . 100.00 | 60.00 | 40.00 | | | |
| Pueblo (KGHF) | Nochari when K | e. Avail | able only used. | | | |
| Salt Lake City (KUTA) Total for group | 80.00 | 48.00 | 72.00 | | | |
| BLUE PACIFIC C | OAST G | ROUP conjuncti | on with | | | |
| Sait Lake City (KUTA) Total for group (4 stations) BLUE PACIFIC C For use with Mountain G Basle Network. When user gram production in San studios is required: Los Angeles (KECA) San Francisco (KGO). Seattle (KJR) Spokane (KGA) Portland, Ore. (KEX) San Diego (KFSD) Fresno-Visalia (KTKC) Sacramento (KFSD) Sacramento (KFSD) Stockton (KWG) Bakersfield (KERN) | Beparate Francisc | ely spec | lal pro- ollywood | | | |
| studios is required: Los Angeles (KECA) | . 150.00 | 90.00 | 60.00 | | | |
| San Francisco (KGO) Seattle (KJR) | . 145.00 . 100.00 | 87.00 60.00 | 58.00 40.00 32.00 32.00 | | | |
| Portland, Ore. (KEX) | . 80.00 . 70.00 | 48.00 42.00 | 32.00 28.00 | | | |
| Fresno-Visalia (KTKC) | 40.00 | 24.00 | 16.00 | | | |
| Stockton (KWG) Bakersfield (KERN) | 130.00 | 78.00 | 52.00 | | | |
| Reno (KOH) Santa Barbara (KTMS) | 40.00 | 24.00 | 16.00 | | | |
| Total for group (12 stations) Supplementary to Blue Pac | . 835.00 lific Coast | 501.00 Group: | 334.00 | | | |
| 12 stations) Supplementary to Blue Pac Wenatchee (KPQ) OTHER STATIONS AVA BLUE NE | . 20.00 ILABLE | 12.00 WITH | $^{8.00}_{\rm THE}$ | | | |
| Branch Offices | HOUNDIA A | THILD VIEW | | | | |
| Chicago-Merchandise Mart Detroit-Fisher Bldg., Tris | , Delawa | re 1900. | | | | |
| Chicago—Merchandise Mart Detroit—Fisher Bldg., Trin Hollywood—Sunset Blvd. & San Francisco—Taylor & | Vine St O'Farrell | Sts., G | de 8231. Fraystone | | | |
| 6565. | | | | | | |
| BLUE NETWORK COMPANY, INCORPORATED | | | | | | |
| PACIFIC COAST BLUE | | | | | | |
| Hollywood—Sunset Blvd. and Vine St., Hollywood 6161. San Francisco—Taylor and O'Farrel Sts., Sutter 1920. | | | | | | |
| San Francisco—Taylor and O'Farrel Sts., Sutter 1920. Rate card dated October 1, 1942. (Card No. 2.) Agency Commission 15% to recognized agencies on gross billing, less applicable rebate and discounts and less the cash discount, whether it is earned or not, From the annual rebate, if any, the company shall deduct any excess agency commission previously allowed. No commission on program charges. Two points of each discount listed under paragraph pertaining to 12 or more consecutive weeks of network broadcasting 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. | | | | | | |
| 15% to recognized agenci | es on gr | oss billi | ng, less | | | |
| discount, whether it is e | arned or | not. F | rom the | | | |
| excess agency commission commission on program cha | previous | sly allow | ved. No | | | |
| pertaining to 13 or more co | nt listed nsecutive | weeks of | nctwork | | | |
| on or before 12th day of which broadcast occurred. I | month fol | lowing n | nonth in | | | |
| or special facilities. General Advertising | ificatio | יאס | | | | |
| RATE CLASS All rates quoted on local not apply to Honolulu, 5:00 p.m. to 11:00 p.m.—1 12:00 noon to 4:00 p.m., gross rates, 4:00 p.m. to 6:00 p.m. Su gross evening rates, 11:00 p.m. to 12:00 midnl p.m. (exclusive of Sunday rates. | tlme. Fr | actional | rates do | | | |
| 6:00 p.m. to 11:00 p.m.— 12:00 noon to 4:00 p.m. | ross rate Sundays | s as list only—tv | ed. vo-thirds | | | |
| gross rates. 4:00 p.m. to 6:00 p.m. Su | ndays on | y-three | quarters | | | |
| 11:00 p.m. to 12:00 midnl | ght and g | :00 a.m. | to 6:00 | | | |
| rates. 12:00 midnight to 8:00 a. | m.—one-t | hird gro | ns rates. | | | |
| 12:00 midnight to 8:00 a. Hervice available only if gram precedes or follows Heter for periods longer th | n rokular , , an ana lu | iy senedi nur in ov | ect nro- | | | |
| Itates for periods longer the portion to corresponding of DISCOU | io light ri | ite. | act pro- | | | |
| Weekly discounts for 13 or | mare con | *ccutivo | weeks of | | | |
| Group 1-two or three Paci | flo Blue i | tations: | 2.1/2% | | | |
| 1,000.00 to 1,000.00 | | | 7-1/2% | | | |
| 860,00 to 1,000,00 | to Itha | tatlone | 10% 12-1/ 2% | | | |
| 300 00 to 600.00 | | CRC1197IN; | 5% 7-1/2% | | | |
| 1,000,00 to 1,500.00 | ***************** | | 10% 12-1/2% | | | |
| Group 3-41x or neven Pael | No Blue i | tations: | 15% 7_1/0# | | | |
| 600.00 to 1,000.00 1,000.00 to 1,500.00 | ······································ | | 10% 12-1/2% | | | |
| Group 2—four or five Paci 200 00 to 600,00 609.00 to 1,000,00 1,009.00 to 1,000,00 1,509.00 to 2,100,00 2,100.00 or more. 2,100.00 or more. 2,100.00 to 600.00 600.00 to 1,000,00 1,509.00 to 1,500.00 1,509.00 to 2,100,00 2,100,00 or more. | ./ | **************** | 15% 17-1/2% | | | |
| | | | | | | |

| ADIO ADVEKTISING |
|--|
| Group 4—eight or nine Pacific Blue stations: 300.00 to 600.00 |
| 300.00 to 600.00 |
| 1 000 00 4- 1 500 00 |
| 1 500 00 to 9 100 00 17-1/9% |
| 2.100.00 or more 20% |
| Group 5-complete Pacific Blue Network: |
| 300.00 to 600.00 |
| 600.00 to 1.000.00 |
| 1,000.00 to 1,500.00 |
| 1,000.00 to 2,100.00 |
| Group 6—complete Pacific Rive Network and Rive |
| Mountain Group: |
| 300.00 to 600.00 15% |
| 600.00 to 1,000.00 17-1/2% |
| 1,000.00 to 1,500.00 |
| 1,500.00 to 2,100.00 |
| 2,100.00 or more |
| verticer (except contracts teling Plus National dis- |
| counts) may be combined to determine the weekly |
| gross contracted value. The exact discount for each |
| contract is determined by the total gross (card rate) |
| for all contracts and the nmber of Blue Pacific sta- |
| tions covered by that contract. For example: an ad- |
| vertiser with two contracts, one for Group II with |
| nve stations and the other for Group v with com- |
| count of 10% on the first contract and 17-1/9% on |
| the second |
| In Groups I. II. III. and IV bonus stations are not |
| included in determining number of stations. |
| If the Mountain Group is used with Groups I, II, |
| III, or IV, an additional 2-1/2% discount shall be |
| added to the discounts indicated in the above sched- |
| count of 10% on the first contract and 17-1/2% on the second. In Groups I, II, and IV bonus stations are not included in determining number of stations. If the Mountain Group is used with Groups I, II, III, or IV, an additional 2-1/2% discount shall be added to the discounts indicated in the above schedule for such split Pacific Networks. Rebates for 26, 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; and in lieu of 5% and 7-1/2%, a rebate of 12-1/2% of the gross billing will apply on all facilities used during the first 39 weeks of the gross billing will apply on all facilities used during the rebate-fiscal year. The 5%, 7-1/2%, or 12-1/2% rebate shall apply only to such facilities as are not discontinued prior to the end of the 26 weeks, the 39 weeks or the full rebate year, respectively. Each rebate will be due and payable at the end of its governing period or if the period is firm, the rebate will be paid currently. Interruptions of the series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the rebate. |
| Rebates for 26, 39, and 52 consecutive weeks |
| Of network broadcasting |
| all facilities used during the first 26 weeks of the |
| rehate-fiscal year: in lieu of 5%, a rehate of 7-1/2% |
| of the gross billing will apply on all facilities used |
| during the first 39 weeks of the rebate-fiscal year; |
| and in lieu of 5% and 7-1/2%, a rebate of 12-1/2% |
| of the gross billing will apply on all facilities used |
| during the rebate-fiscal year. The 5%, 7-1/2%, or |
| as are not discontinued prior to the end of the 96 |
| weeks, the 39 weeks or the full rehate year, respec- |
| tively. Each rebate will be due and payable at the |
| end of its governing period or if the period is firm. |
| the rebate will be paid currently. Interruptions of |
| the series necessitated by the broadcasting of special |
| events of importance will not affect the advertiser's |
| right to the redate. |
| Applicable to North Mountain Group, South Mountain Service, and the Pacific Supplementaries only. Weekly discounts for 13 or more consecutive weeks of network broadcasting. |
| tein Service and the Positic Supplementaries only |
| Weekly discounts for 13 or more consecutive weeks |
| of network broadcasting. |
| Weekly gross contracted value of network time. |
| 300.00 to 600.00 2-1/2% |
| 600.00 to 1,000.00 |
| 1,000.00 to 1,500.00 |
| 9 100 00 or more 10 1/90 |
| All Pacific Blue Network contracts for the same ed- |
| vertiser (except contracts taking Blue National dis- |
| counts) may be combined to determine the weekly |
| rate of discount. |
| When any of the North Mountain Group, South |
| Mountain Service, and the Pacific Supplementary |
| stations are included in a Pacific Blue Network con- |
| to the gross rate for Docide Dive Noticely and Dive |
| Mountain stations shall be used to determine the |
| weekly discounts applicable to the advertiser-Rive |
| Weekly discounts for 13 or more consecutive weeks of network broadcasting. Weekly gross contracted value of network time. 300.00 to 600.00 |
| |

as well as non-Blue stations.

TERMS OF USE

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

Programs are subject to program policies and approval of this Blue Network Company.

Split Pacific Networks must have approval of sales department before acceptance.

Closing date is three weeks in advance of initial programs. Electrical transcriptions are acceptance for broadcast.

program. Electrical transcriptions are acceptance for broadcast.

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

No special charge is made for facilities when programs originate in Blue Network advertisers.

No special charge is made for facilities when programs originate in Blue Network advertisers in the broadcast of the program originates is included in the Network facilities ordered. Special charge, subject to agency commission, but not to discount or rebate, made for facilities when program origination does not conform to these conditions—and for programs requiring special production.

NIGHT RATES

*PACIFIC COAST BLUE NETWORK

| | 1 hr. | 1/2 hr. | 1/4 hr. |
|--|----------|-------------|---------|
| Los Angeles (KECA) | 800,00 | 180.00 | 120,00 |
| San Francisco (KGO) | 200.00 | 174.00 | 110.00 |
| Seattle (KJR) | 200.00 | 120.00 | 80.00 |
| Spokane (ICGA) | 140.00 | 90.00 | 64.00 |
| Portland, Ore. (KEX) | 100.00 | 00.00 | 04.00 |
| San Diogo (KFSD) | 140.00 | 84.00 | 50.00 |
| Recence Visalia (RUDICC) | 80 00 | 48.00 | 32.00 |
| Hacramento (KFBK) | | 10.00 | 32.00 |
| Stockton (KWG) | 200.00 | 150.00 | 104.00 |
| Bakersfield (KEILN) | | 100100 | 101.00 |
| Iteno (KOII) | | | |
| Wenniches (KPO) | 40.00 | 24.00 | 16.00 |
| Banta Barbara (KTMS) | 80.00 | 40 00 | 32.00 |
| Total for group | | 10.00 | 52.00 |
| (18 stations)1 | .710.00 | 1.026.00 | 684.00 |
| (*) See Pacific Coast Bu | to Notsy | ork diecor | inte |
| | | | |
| *BLUE MOUNTA | MIN OR | OUP | |
| Available only as a group Coast Blue Network: | . POF | uae with | 1'acine |
| Thenway (ICVOIN) | 040.00 | 100.00 | |
| Denver (ICVOI) | 200.00 | 120.00 | 80.00 |
| Pueblo (KOHF) | to char | go. Avalla | preouta |
| Chest Take City (151701) | when K | YOD IN I | tsed. |
| Bult Luke City (KUTA) | 100.00 | 20.00 | 04,00 |
| Total for group (4 stations) | 1100 00 | 1110.00 | 244.00 |
| (#) Con The (for Chank Till) | 800.00 | 216,00 | 144.00 |
| (*) See Pacific Coast Bli | no Meth | ULK (JIRCU) | HITH. |
| | | | |

| Available only as a group Network; Butte (KGIR) Helena (KPFA) | AIN GE | OUP | |
|---|--------------|------------|----------------|
| Available only as a group | for use | with the | Pacific |
| Network: | 1 hr. | 1/2 hr. | 1/4 hr. |
| Butte (KGIR) | 120.00 | 72.00 | 48.00 |
| Helena (KPFA) | Nochari | ge. Availa | ble only |
| Bozeman (KRBM)) | When K | G1R 19 US | ea. |
| Roles (KIDO) | 120.00 | 72.00 | 48.00 |
| Poctaello (KSEI) | Nochari | re. Availa | bleonly |
| Twin Falls (KFTI) | when gr | oup is us | ed. |
| Total for group | 360.00 | 216.00 | 144.00 |
| Total for group(‡) See Special Discounts. | 000.00 | 210.00 | 211.00 |
| \$SOUTH MOUNTA | TN SEED | VICE | |
| Available with Mountain Gr. | יזנים יידני | VICE | |
| Available with Mountain Gr Albuquerque (KOB) El Paso (KTSM) | 160.00 | 96.00 | 64.00 |
| El Paso (KTSM) | 120.00 | 72.00 | 48.00 |
| Total for group | | | |
| (2 stations)(‡) See Special Discounts. | 280.00 | 168.00 | 112.00 |
| | | | |
| \$PACIFIC SUPPLI | MENTA | RIES | |
| Individually available with | Pacific 1 | letwork: | 00.00 |
| Medford (KMED) | | | 32.00 |
| Phoenix (KTAR) | 160 00 | 06.00 | 84.00 |
| Tucson (KVOA) | 100.00 | 50.00 | 04.00 |
| Safford (KGLU) | Nocharg | e Availa | ble only |
| Yuma (KYUM) | when K | rak is u | sed. |
| Phoenix (KTAR) Tucson (KVOA) Safford (KGLU) Yuma (KYUM) (‡) See Special Discounts. | | | |
| toverse s | TO THE OTHER | D* | |
| Honolulu (KGU) Full rates apply for all per (‡) See Special Discounts. | 160.00 | 96.00 | 84.00 |
| Full rates apply for all per | iods, day | y and nig | ht. |
| (1) See Special Discounts. | | | |
| (‡) See Special Discounts, DAY RA' *PACIFIC COAST BI Los Angeles (KECA) | TES | | |
| *PACIFIC COAST BI | UE NE | TWORK | |
| Los Angeles (KECA) | 150.00 | 90.00 | 60.00 |
| San Francisco (KGO) | 100 00 | 80.00 | 58.00 40.00 |
| Snokane (KGA) | 80.00 | 48 00 | 32.00 |
| Portland, Ore (KEX) | 80.00 | 48.00 | 32.00 |
| San Diego (KFSD) | 70.00 | 42.00 | 28.00 |
| Fresno-Visalia (KTKC) | 40.00 | 24.00 | 16.00 |
| Sacramento (KFBK) | | | |
| Stockton (KWG) | 130.00 | 78,00 | 52.00 |
| Pana (KOH) | | | |
| Santo Rarbore (KTMS) | 40.00 | 94.00 | 16.00 |
| Wenatchee, Wash. (KPQ) | 20.00 | 12.00 | 8.00 |
| Reno (KOH) Santa Barbara (KTMS) Wenatchee, Wash. (KPQ) Total for group | | | |
| (13 stations) | 855.00 | 513.00 | 342.00 |
| | | | ts. |
| *BLUE MOUNTA | IN GRO | UP_ | |
| Available only as a group for work: | | | |
| Work: | 100.00 | 60.00 | 40.00 |
| Pueblo (KGHE) | Nochera | a Arailai | 4U.UU |
| Chevenne (KFRC) | when K | VOD is n | sed |
| Salt Lake City (KUTA) | 80.00 | 48.00 | 32.00 |
| Total for group | | | |
| (4 stations) | 180.00 | 108.00 | 72.00 |
| Work: Denver (KVOD) Pueblo (KGHF) Cheyenne (KFBC) Salt Lake City (KUTA) Total for sroup (4 stations) (*) See Paelfic Coast Blu Closing Time | e Networ | K discoun | ts. |
| Closing lime Closing date is three week | | | |
| | | TANCE U | mini |
| Branch Offices | | | |
| New York-RCA Bldg., Rad | lie City. | | |
| Chicago-Merchandise Mart. | • | | |
| program. Branch Offices New York—RCA Bldg., Rac Chicago—Merchandise Mart. Detroit—802 Fisher Bldg. Hollswood—6285 Sunset Bly | , | | |
| Hollywood—6285 Sunset Blve San Francisco—Taylor & O' | | 200 | |
| San Francisco—Thytor & O | rairell 2 | ats. | |
| | | | |

COLUMBIA BROADCASTING SYSTEM, INC.



Columbia Broadcasting System Bidg., 485 Madison Ave., New York City, Wickersham 2-2000. Rates effective July 15, 1942. (Card No. 29.)

Columbia Broadcasting System Bidg.. 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 (after deducting all discounts) and on any line charges (after deducting all discounts) and on any line charges (after deducting all discounts) and on any line charges (after deducting all discounts) and on any line charges (after deducting all discounts) and on any line charges (after deducting all discounts) and on any line charges (after deducting all discounts) and line charges (after deducting all discounts) and line against the satisfactory arrangements are made for monthly payments, allowance of the first 2% of gross billing included in the aggregate amount of discount to which any program may be entitled will be contingent in respect of broadcast subsequent to July 14, 1943, upon payment of charges therefore on or before the 15th day of the month following date of broadcast.

General Advertising

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

Sunday afternoon rates (12:00 noon to 6:00 p.m.) are two-thirds of the night rate. After midnight rates for those stations.

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

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

STATION HOUR DISCOUNT

The following station hour discounts, computed on gross weekly billing for time, will be allowed to each advertiser u

(This listing continued on next page)

COLUMBIA BROADCASTING SYSTEM—Continued

COLUMBIA BROADCASTING
SYSTEM—Continued

(Thus, in computing station hour discounts, 1/2 hour and 1/4 hour periods are given a weight equivalent, respectively, to their proportioned cost—60% and 40% of full hour rate.) Bonus stations do not affect station hour discount rate. Two stations soid 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 pazahle 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.

If an advertiser broadcasts weekly for a period long-or than 52 weeks, but shorter than 104 weeks, he will be paid the maximum discount, under the foregoing terms, for any consecutive 52 weeks during the period of his byperature. Juscounts

An over-all discount of 20%, computed on gross weekly billing for station time, will be allowed in lieu of station and annual discounts to advertisers who use a minimum of 8,750 station hours (computed as provided under station hour discount set may be a minimum of 8,750 station hours (computed as provided under station hour discount set may be a bellowed in accordance with the network's histus policy then current.

FULL NETWORK DISCOUNT

A full network discount of 15% will be allowed on the net billing.

If more than three stations are thus unavailable, either on a simultaneous or delayed basis, for any program ordering the full network discount will network discount will network discount will network discount will period involved and the probable availability of the full network during the term of the contract.

RATES FOR BASIC NETWORK

In one than three stations are thus unavailable, a pro rata share of the 15% full network discount will be allowed on the actual net billing.

If more than three stations are t

| Night Rates | | |
|--|----------|----------|
| (6:00 p.m. to 11:00 p.m | .) | |
| 1 hr. | 1/2 hr. | 1/4 hr. |
| New York (WABC)1,350.00 | 810.00 | 540.00 |
| Akron (WADC) 190.00 | 114.00 | 76.00 |
| Baltimore (WCAO) 300.00 | 180.00 | 120.00 |
| Boston (WEET) 475.00 | 285.00 | 190.00 |
| Boston (WEEI) 475.00 *Buffalo (WKBW) 400.00 | 240.00 | 160.00 |
| Cedar Rapids (WMT) 250.00 | 150.00 | 100.00 |
| Chicago (WBBM) 825.00 | 495.00 | 330.00 |
| Cincinnati (WCKY) 425.00 | 255.00 | 170.00 |
| Cleveland (WGAR) 350.00 | 210,00 | 140.00 |
| Des Moines (KRNT) 220.00 | 132.00 | 88.00 |
| Detroit (WJR) 700.00 | 420.00 | 280.00 |
| Hartford (WDRC) 190.00 | 114.00 | 76.00 |
| Indianapolis (WFBM) 225.00 | 135.00 | 90,00 |
| Kansas City (KMBC) 325.00 | 195.00 | 130.00 |
| Lincoln (KFAB) 200.00 | 120.00 | 80.00 |
| Louisville (WHAS) 475.00 | 285.00 | 190.00 |
| Omaha (KOIL) 175.00 | 105.00 | 70.00 |
| Philadelphia (WCAU) 600.00 | 360.00 | 240.00 |
| Pittsburgh (WJAS) | 225.00 | 150.00 |
| Providence (WPRO) 240.00 | 144.00 | 96.00 |
| St. Louis (KMOX) 575.00 | 345.00 | 230.00 |
| Syracuse (WFBL) 220.00 | 132.00 | 88.00 |
| Washington (WJSV) 375.00 | 225.00 | 150.00 |
| *Worcester (WORC) 200.00 | 120.00 | 80.00 |
| Plus at least three of the following | optional | cities: |
| Albany (WOKO) 175.00 | 105.00 | 70.00 |
| Columbus (WBNS) 175.00 | 105.00 | 70.00 |
| Dayton (WHIO) 175.00 | 105.00 | 70.00 |
| Harrisburg (WHP) 175.00 | 105.00 | 70.00 |
| Harrisburg (WHP) | 105.00 | 70.00 |
| Total 27 stations10,185.00 6 | | 1.074.00 |
| 0-1 11 54441011011-1-1-10,100,00 0 | -14-4 | 1,017.00 |

Only three optional cities are included in these totals,

Day Rates

| (7:00 a.m. to 6:00 p.m. and 11 12:00 midnight) | :00 p.m. | to |
|---|-----------|-----------|
| New York (WABC) | 405.00 | 270.00 |
| Akron (WADC) 95.00 | 57.00 | 38.00 |
| Baltimore (WCAO) 150.00 | 90.00 | 60.00 |
| Boston (WEEI) 238.00 | 143.00 | 95.00 |
| *Buffalo (WKBW) 200.00 | 120.00 | 80.00 |
| Cedar Rapids (WMT) 125.00 | 75.00 | 50.00 |
| Chicago (WBBM) 413.00 | 248.00 | 165.00 |
| Cincinnati (WCKY) 213.00 | 128.00 | 85.00 |
| Cleveland (WGAR) 175.00 | 105.00 | 70.00 |
| Des Moines (KRNT) 110.00 | 66.00 | 44.00 |
| Detroit (WJR) 350.00 | 210.00 | 140.00 |
| Hartford (WDRC) 95.00 | 57.00 | 38.00 |
| Indianapolis (WFBM) 113.00 | 68.00 | 45.00 |
| Kansas City (KMBC) 163.00 | 98.00 | 65,00 |
| Lincoln (KFAB) 100.00 | 60.00 | 40.00 |
| Louisville (WHAS) 238.00 | 143.00 | 95.00 |
| Omaha (KOIL) 88.00 | 53.00 | 35.00 |
| Philadelphia (WCAU) 300.00 | 180.00 | 120.00 |
| Pittsburgh (WJAS) 188,00 | 113.00 | 75.00 |
| Providence (WPRO) 120.00 | 72.00 | 48.00 |
| St. Louis (KMOX) 288.00 | 173.00 | 115.00 |
| Syracuse (WFBL) 110.00 | 66.00 | 44.00 |
| Washington (WJSV) 188.00 | 113.00 | 75.00 |
| **Worcester (WORC) 100.00 | 60.00 | 40.00 |
| Plus at least three of the followin | g optiona | l cities: |
| Albany (WOKO) 88.00 | 53.00 | 35.00 |
| Columbus (WBNS) 88.00 | 53.00 | 35.00 |
| Dayton (WHIO) 88.00 | 53.00 | 35.00 |
| Harrisburg (WHP) 88.00 | 53.00 | 35.00 |
| Rochester (WHEC) 88.00 | 53.00 | 35.00 |
| Total 27 stations | 3,062.00 | 2,037.00 |

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 WORC on or before April 1, 1943. BASIC SUPPLEMENTARY GROUP

Twenty-eight stations available individually Basic Network.

Night Rates

| (6:00 p.m. to 11:00 p. | m.) | |
|----------------------------------|----------|----------|
| 1 hr. | 1/2 hr. | 1/4 hr. |
| Atlantic City (WBAB) 100.00 | 60.00 | 40.00 |
| Bangor (WABI) 125.00 | | 50.00 |
| Binghamton (WNBF) 150.00 | | 60.00 |
| Burlington (WCAX)-Keene, | | |
| N. H. (WKNE) 150.00 | 90.00 | 60.00 |
| Charleston (WCHS) 170.00 | 102.00 | 68.00 |
| Erie (WERC) 125.00 | 75.00 | 50.00 |
| Evansville (WEOA) 125.00 | 75.00 | 50.00 |
| Fairmont (WMMN) 125.00 | 75.00 | 50.00 |
| Ithaca (WHCU) 100.00 | 69.00 | 40.00 |
| Kalamazoo-Grand Rapids | | |
| (WKZO) 150.00 | 90,00 | 60.00 |
| Lawrence (WLAW) 100.00 | 60.00 | 40.00 |
| Milwaukee (WISN) 265.00 | 159.00 | 106.00 |
| Parkersburg (WPAR) 100.00 | 60.00 | 40.00 |
| Peoria (WMBD) 175.00 | 105.00 | 70.00 |
| Portland (WGAN) 150.00 | 90.00 | 60.00 |
| Quincy, Ill. (WTAD) 125.00 | 75.00 | 50.00 |
| Richmond (WRVA) 350.00 | 210.00 | 140.00 |
| Scranton (WGBI) 175.00 | 105.00 | 70.00 |
| South Bend (WSBT) 125.00 | 75.00 | 50.00 |
| Springfield, Mass. (WMAS) 150.00 | 90.00 | 60.00 |
| Topeka (WIBW) 200.00 | 120.00 | 80.00 |
| Uniontown (WMBS) 125.00 | 75.00 | 50.00 |
| Utica (WIBX) 125.00 | 75.00 | 50.00 |
| Waterbury (WBRY) 125.00 | 75.00 | 50.00 |
| Wheeling (WKWK) 100.00 | 60.00 | 40.00 |
| Wichita (KFH) 175.00 | 105.00 | 70.00 |
| Youngstown (WKBN) 170.00 | 102.00 | 68.00 |
| Group total4,055.00 | 2,433.00 | 1,622.00 |
| Gloup total | 2,100.00 | 2,022.00 |

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

| Atlantic City (WBAB) | 50.00 | 30.00 | 20.00 |
|---------------------------------|---------|----------|--------|
| Bangor (WABI) | 63.00 | 38.00 | 25.00 |
| Bangor (WABI) Binghamton (WNBF) | 75.00 | 45.00 | 30.00 |
| Burlington (WCAX)-Keene. | | | |
| N. H. (WKNE) | 75.00 | 45.00 | 30.00 |
| Charleston (WCHS) | 85.00 | 51.00 | 34.00 |
| Erie (WERC) | 63,00 | 38.00 | 25.00 |
| Evansville (WEOA) | 63.00 | 38.00 | 25.00 |
| Fairmont (WMMN) | 63.00 | 38.00 | 25.00 |
| Ithaca (WHCU) | 50.00 | 30.00 | 20.00 |
| Kalamazoo-Grand Rapids | | | |
| (WKZO) | 75.00 | 45.00 | 30.00 |
| Lawrence (WLAW) | 50.00 | 30.00 | 20.00 |
| Lawrence (WLAW) | 133.00 | 80.00 | 53.00 |
| Parkersburg (WPAR) | 50.00 | 30.00 | 20.00 |
| Peoria (WMBD) | 88.00 | 53.00 | 35.00 |
| Portland (WGAN) | 75.00 | 45.00 | 30.00 |
| Quincy. Ill. (WTAD) | 63.00 | 38.00 | 25.00 |
| Richmond (WRVA) | 175.00 | 105.00 | 70.00 |
| Scranton (WGBI) | 88.00 | 53.00 | 35.00 |
| South Bend (WSBT) | 63.00 | 38.00 | 25.00 |
| Springfield, Mass. (WMAS) | 75.00 | 45.00 | 30.00 |
| Topeka (WIBW) | 100.00 | 60.00 | 40.00 |
| Uniontown (WMBS) | 63.00 | 38.00 | 25.00 |
| Utica (WIBX) | 63.00 | 38.00 | 25.00 |
| Waterbury (WBRY) | 63.00 | 38.00 | 25.00 |
| Wheeling (WKWK) | 50.00 | 30.00 | 20.00 |
| Wichita (KFH) | 88.00 | 53.00 | 35.00 |
| Youngstown (WKBN) | 85.00 | 51.00 | 34.00 |
| Gruop total2 | .034.00 | 1,223,00 | 811.00 |
| | | | |

SOUTHWESTERN GROUP

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

Night Rates

| (6:00 p.m. to 11:00 p. | .m.) | |
|-----------------------------|----------|--------|
| Dallas (KRLD) 400.00 | 240.00 | 160.00 |
| *Houston (KTRH) 250.00 | 150.00 | 100.00 |
| Oklahoma City (KOMA) 225.00 | 135.00 | 90.00 |
| San Antonio (KTSA) 225.00 | 135.00 | 90.00 |
| Shreveport (KWKH) 275.00 | 165.00 | 110.00 |
| Tulsa (KTUL) 165.00 | 99.00 | 66.00 |
| Wichita Falls (KWFT) 125.00 | 75.00 | 50.00 |
| Group total1,765.00 | 1,059.00 | 706.00 |

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

| 12:00 mlan | ignt) | | |
|--|------------------------|----------------|--------|
| Dallas (KRLD) | 200.00 | 120.00 | 80.00 |
| Houston (KTRH) | 125.00 | 75.00 | 50.00 |
| Oklahoma City (KOMA) | 113.00 | 68.00 | 45.00 |
| San Antonio (KTSA) | 113.00 | 68.00 | 45.00 |
| Shreveport (KWKH) | 138.00 | 83.00 | 55.00 |
| Tulsa (KTUL) | 83.00 | 50.00 | 33.00 |
| Wichita Falls (KWFT) | 63.00 | 38.00 | 25.00 |
| Group total | 835.00 | 502.00 | 333.00 |
| (*) When station increase nighttime hour rate will | ses opera be 350.00 | ting pow). | er the |

SOUTHEASTERN GROUP

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

Night Rates

| (0:00 p.m. to 11:00 p. | n.) | |
|-----------------------------------|--------|-------|
| Anderson (WAIM) 100.00 | 60.00 | 40.00 |
| Asheville (WWNC) 125.00 | 75.00 | 50.00 |
| Augusta (WRDW) 100.00 | 60.00 | 40.00 |
| Charleston, S. C. (WCSC)., 100.00 | 60.00 | 40.00 |
| Charlotte (WBT) 350.00 | 210.00 | 140.0 |
| Durham (WDNC) 100.00 | 60.00 | 40.0 |
| Greensboro (WBIG) 125.00 | 75.00 | 50.00 |
| Reanoke (WDBJ) 125.00 | 75.00 | 50.0 |
| Savannah (WTOC) 150.00 | 90.00 | 60.0 |
| Spartanburg, S. C. (WSPA) 125.00 | 75.00 | 50.0 |
| Group total1.400 00 | 840.00 | 560.0 |

| Day | Rates |
|-----|-------|
|-----|-------|

| (7:00 a.m. to 6:00 p.m. | | :00 p.m. | to |
|---------------------------|--------|----------|---------|
| 12:00 midn | ight) | | |
| | I hr. | 1/2 hr. | 1/4 hr. |
| Anderson (WAIM) | 50.00 | 30.00 | 20.00 |
| Asheville (WWNC) | 63.00 | 38.00 | 25.00 |
| Augusta (WRDW) | 50.00 | 30.00 | 20.00 |
| Charleston, S. C. (WCSC) | 50.00 | 30.00 | 20.00 |
| Charlotte (WBT) | 175.00 | 105.00 | 70.00 |
| Durham (WDNC) | 50.00 | 30.00 | 20,00 |
| Greensboro (WBIG) | 63.00 | 38.00 | 25.00 |
| Roanoke (WDBJ) | 63.00 | 38.00 | 25.00 |
| Savannah (WTOC) | 75.00 | 45.00 | 30.00 |
| Spartanburg, S. C. (WSPA) | 63.00 | 38.00 | 25.00 |
| Group total | 702.00 | 422.00 | 280.00 |
| COTIMITOTENING (| T 070 | **** | |

SOUTHCENTRAL GROUP Thirteen stations available individually with Basic

| Metwork. | | |
|-----------------------------|----------|--------|
| Night Rates | | |
| (6:00 p.m. to 11:00 p.r | n.) | |
| Atlanta (WGST) 225.00 | 135.00 | 90.00 |
| Birmingham (WAPI) 175.00 | 105.00 | 70.00 |
| Chattanooga (WDOD) 140.00 | 84.00 | 56.00 |
| Columbus (WRBL) and | | |
| _ Albany, Ga. (WGPC) 100.00 | 60.00 | 40.00 |
| Knoxville (WNOX) 175.00 | 105.00 | 70.00 |
| Little Rock (KLRA) 165.00 | 99.00 | 66.00 |
| Macon (WMAZ) 125.00 | 75.00 | 50.00 |
| Memphis (WREC) 250.00 | 150.00 | 100.00 |
| Meridian (WCOC) 100.00 | 60.00 | 40.00 |
| Montgomery (WCOV) 100.00 | 60.00 | 40.00 |
| Nashville (WLAC) 300.00 | 180.00 | 120.00 |
| New Orleans (WWL)400.00 | 240.00 | 160.00 |
| Group total2,255.00 | 1,353.00 | 902.00 |
| | | |

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

| 12:00 midnight) | | |
|--------------------------|--------|--------|
| Atlanta (WGST) 113.00 | 68.00 | 45.00 |
| Birmingham (WAPI) 88.00 | 53.00 | 35.00 |
| Chattanooga (WDOD) 70.00 | 42.00 | 28.00 |
| Columbus (WRBL) and | | |
| Albany, Ga. (WGPC) 50.00 | 30.00 | 20.00 |
| Knoxville (WNOX) 88.00 | 53.00 | 35.00 |
| Little Rock (KLRA) 83.00 | 50.00 | 33.00 |
| Macon (WMAZ) 63.00 | 38.00 | 25.00 |
| Memphis (WREC) 125.00 | 75.00 | 50.00 |
| Meridian (WCOC) 50.00 | 30.00 | 20.00 |
| Montgomery (WCOV) 50.00 | 30.00 | 20.00 |
| Nashville (WLAC) 150.00 | 90.00 | 60.00 |
| New Orleans (WWL) 200.00 | 120.00 | 80.00 |
| Group total1,130.00 | 679.00 | 451.00 |
| | | |

FLORIDA GROUP

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

Night Rates

| (6:00 p.m. to | 11:00 p.m. |) | |
|-----------------------|--------------|-----------|---------|
| Jacksonvillo (WMBR) | | 78.00 | 52.00 |
| Miami (WQAM) | 165.00 | 99.00 | 66,00 |
| Orlando (WDBO) | 125.00 | 75.00 | 50.00 |
| St. Augustine (WFOY)B | onus station | with Fla. | . Group |
| Tampa (WDAE) | 165.00 | 99.00 | 66.00 |
| W. Palm Beach (WJNO)B | onus statior | with Fla. | Group |
| | | | |
| Croup total | EOE OO | 257 00 | 004 00 |

| Day I | Rates | | |
|------------------------|--------------|-----------|--------|
| (7:00 a.m. to 6:00 p.r | n. and 11:0 | 00 p.m. t | 0 |
| 12:00 mi | dnight) | | |
| Jacksonville (WMBR) | 65.00 | 39.00 | 26.00 |
| Miami (WQAM) | 83.00 | 50.00 | 33.00 |
| Orlando (WDBO) | 63.00 | 38.00 | 25.00 |
| St. Augustine (WFOY)B | onus station | with Fla. | Group |
| Tampa (WDAE) | 83.00 | 50.00 | 33.00 |
| W. Palm Beach (WJNO)B | onus station | with Fla. | Group |
| Group total | 294.00 | 177.00 | 117.00 |
| | | | |

NORTHWESTERN GROUP

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

Night Rates

| (6:00 p.m. to 11:00 p.; | m.) | |
|----------------------------------|--------|--------|
| Duluth_(KDAL) 125.00 | 75.00 | 50,00 |
| Green Bay (WTAQ), 125.00 | 75.00 | 50.00 |
| Mason City (KGLO) 125.00 | 75,00 | 50.00 |
| Minneapolis (WCCO) 525.00 | 315.00 | 210.00 |
| Sioux City-Yankton (WNAX) 250.00 | 150.00 | 100.00 |
| Group total1,150.00 | 690.00 | 460.00 |
| | | |

Day Rates

| (7:00 a.m. to 6:00 p.m. | | :00 p.m. | to |
|---------------------------|--------|----------|--------|
| 12:00 mid: | ight) | | |
| Duluth (KDAL) | 63.00 | 38.00 | 25.00 |
| Green Bay (WTAQ) | | 38.00 | 25.00 |
| Mason City (KGLO) | 63.00 | 38.00 | 25.00 |
| Minneapolis (WCCO) | 263.00 | 158.00 | 105.00 |
| Sloux City-Yankton (WNAX) | 125.00 | 75.00 | 50.00 |
| Group total | 577 00 | 947 00 | 220 00 |

MOUNTAIN GROUP

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

Night Rates (6:00 p.m. to 11:00 p.m.) (6:00 p.m. to 11:00 p.m.) Available individually with Basic Network: Denver (KUZ) and Colorado Springs (KYOR). 250.00 150.00 Sait Lake City (KSL). \$50.00 210.00 Available with Detwer. Albuquerque (KGGM) and Santa Fe (KYSF). 100.00 60.00 El Paso (KROD). 125.00 75.00 Available with Pacific Group. Great Fails (KFBB). 100.00 60.00 Missoula (KGVO). 100.00 60.00 Missoula (KGVO). 140.00 84.00 (KOY-INTUC). 140.00 84.00 Group total 1,165.00 600.00 150.00 210.00 100.00 140.00 60.00 60.00 84.00 56.00

(This listing continued on next page)

..1.165.00

690.00

466.00

Group total ...

COLUMBIA BROADCASTING SYSTEM—Continued

| Day 1 | lates |
|-------|-------|
|-------|-------|

| (7:00 a.m. to 6:00 p.m. | | 1:00 p.m. | to |
|-------------------------------|--------|---------------|---------------|
| 12:00 mldr | | | |
| Denver (KLZ) and Colo- | 1 hr. | 1/2 hr. | 1/4 hr. |
| rado Springs (KVOR) | | 75.00 | 50.00 |
| Salt Lake City (KSL) | 175.00 | 105.00 | 70.00 |
| Available with Denver. | | | |
| Albuquerque (KGGM) and | | | |
| Santa Fe (KVSF) | 50.00 | 30.00 | 20. 00 |
| El Paso (KROD) | 63.00 | 38.00 | 25.00 |
| Available with Pacific Group. | | | |
| Great Falls (KFBB) | 50.00 | 30.00 | 20.00 |
| Missoula (KGVO) | 50.00 | 30.0 0 | 20.00 |
| Phoenix-Tucson | | | |
| (KOY-KTUC) | 70.00 | 42.00 | 28.00 |
| Group total | 583.00 | 350.00 | 233.00 |
| | | | |

PACIFIC COAST GROUP

Eight stations, available only as a group. Night Rates

| (6:00 p.m. to 11:00 p.: | m.) | |
|---------------------------------|------------|---------|
| Los Angeles (KNX) 575.00 | 345.00 | 230.00 |
| Fresno (KARM) 100.00 | 60.00 | 40.00 |
| Portland (KOIN) 240.00 | 144.00 | 96.00 |
| Sacraniento (KROY) 50.00 | 30.00 | 20.00 |
| San Francisco (KQW) 290.00 | 174.00 | 116.00 |
| Scattle (KIRO) 325.00 | 195.00 | 130.00 |
| Spokane (KFPY) 175.00 | 105.00 | 70.00 |
| Stockton (KGDM)Bonus station wi | ith P. Coa | st Grp. |
| Group total1.755.00 | 1,053.00 | 702.00 |
| TO . TO . | | |

Day Rates

| (7:00 a.m. to 6:00 p.m. 12:00 mid | | 00 p.m. | to |
|--------------------------------------|-------------|----------------|---------|
| 12:00 1810 | msm) | | |
| Los Angeles (KNX) | . 288.00 | 173.00 | 115.0 |
| Fresno (KARM) | . 50.00 | 30.00 | 20.0 |
| Portland (KOIN) | . 120.00 | 72.00 | 48.0 |
| Sacramento (KROY) | . 25.00 | 15.00 | 10.0 |
| San Francisco (KQW) | . 145.00 | 87.00 | 58.0 |
| Scattle (KIRO) | . 163.00 | 98.00 | 65.0 |
| Spokane (KFPY) | . 88.00 | 5 3.0 0 | 35.0 |
| Stockton (KGDM)Bonus | station_wit | h P. Co | ast Grp |
| Group total | 879,00 | 528.00 | 351.0 |
| CANADIAN | GROUP | | |

†Two stations available individually with the Basic Network.

| | | Nig | slit R | ates | | |
|---------------------|--------|---------|--------|--------------------|----------|------------------|
| Montreal Toronto | (CK. | AC) | | 11:00 P. 250.00 | 150.00 | 100.00 130.00 |
| | | | | | 345.00 | 230.00 |
| | | Da | ıy Ra | ites | | |
| (7:00 | a. 111 | to 6:00 | p.m. | . and 11 | :00 p.m. | to |

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

| Montreal (CNAC) | | 413,00 | 90.00 |
|-------------------|----------------|-----------|-----------|
| Toronto (CFRB) | 163.00 | 98.00 | 65.00 |
| Group total | 288 00 | 173.00 | 115.00 |
| (†) In addition i | o Montreal and | Toronto. | the sta- |
| tions of the Cana | | g Corpora | ation are |
| available to CBS | advertisers. | | |

HAWAHAN GROUP Two and one-half hours earlier than Pacific War

| Time. Day | rates | apply t | o Sunday | afternoon. | |
|----------------------|-------|---------|----------|------------|--------|
| ** | -21 | Night | Rates | | |
| Honolulu-H KGMB-K | HBC | | 220.00 | 140.00 | 100.00 |

Day Rates 90.00

PUERTO RICO One hour later than Eastern War Time.

| San Juan | (WKAQ) 125.00 | 75.00 | 50.00 |
|----------|---------------|-------|-------|
| | Day Dates | | |

San Juan (WKAQ)...... 63.00

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

Rates shown include line charges. Permanent lines are maintained.

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

Rates and discounts listed herein apply to all classes of seceptable accounts and advertising provided the metworks used are of a size satisfactory to network. The number of stations constituting a satisfactory network may vary with different time perfods. For efficies with the transition of for programs, products and constituting a satisfactory network may vary with different time perfods. Posterior and program balance may affect neceptability of program, product or continuity for specific time periods. Network will discuss such acceptability of program, product or continuity for specific time periods in advance of receipt of order. The network endeavors to maintain a separation of 15 inhurks or more between programs for competing products, but reserves the right to place such programs advanced to each other.

It also another than the product of the programs advanced to each other. It is almost to be broadcast on network promises in New York, Thiengo, Los Angeles or Washington. Audioned achilities and a special origination charge is made when programs originate at bolints other than network studies in New York, Chicago. Los Angeles or Washington, Network reserves the right to change studio facilities furnished by it at its discretion.

Closing Time.

Clasing Time Closing Time (losing factors) and factors of the for inclusion in general publicity and printed program announcements is 23 days in advance of broadcast on all but special publicity.

Branch Offices

New York—485 Madison Ave.

Boston—182 Tremont St.

Chicago—410 N. Michigan Are.

Detroit—902 Fisher Bidg.

St. Louis—Twelfith and Spruce Sts.

Charlotte—Wilder Bidg.

Minneapolls—625 Second Avenue South.

Washington—817 Earle Bidg.

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 | | |
|-------------------------|------------------|-----|
| WEEI-Boston | WKNE-Keene, N. | И, |
| WPRO—Providence | WGAN-Portland | |
| WDRC—Hartford | WABI-Bangor | |
| WORC-Worcester | WBRY-Waterbury | |
| WMAS—Springfield, Mass. | WCAX-Burlington, | Vt. |
| WLAW-Lawrence, Mass. | · · · · | |

Waw—Dawrence, Mass.

Wave—Power—Time
See Individual listings.

Agency Commission
15% to recognized agencies on net station time
charges and on any line charges. No cash discount.
Charges for facilities are payable immediately after
each broadcast.

Charges for facilities are payable immediately after each broadcast.

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 aftermoon 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

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

| 1 hr. | 1/2 hr. | 1/4 h |
|---------|--|---|
| | 285,00 | 190.0 |
| 240.00 | 144.00 | 96.0 |
| 190.00 | 114.00 | 76.0 |
| 175.00 | 105.00 | 70.0 |
| 125.00 | 75.00 | 50.0 |
| 150.00 | 90.00 | 60.0 |
| 150.00 | 90.00 | 60.0 |
| 150.00 | 90.00 | 60.0 |
| 125,00 | 75.00 | 50.0 |
| 100.00 | 60.00 | 40.0 |
| .880.00 | 1,128.00 | 752.0 |
| tes | | |
| | 1 hr. 475.00 240.00 190.00 175.00 125.00 150.00 150.00 150.00 100.00 | 475.00 285.00 240.00 144.00 190.00 114.00 175.00 105.00 125.00 75.00 150.00 90.00 150.00 90.00 125.00 75.00 100.00 90.00 125.00 75.00 100.00 60.00 880.00 1,128.00 |

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

| 12:00 midn | ight) | | |
|--|--------|--------|--------|
| Boston (WEEI) | 238.00 | 143.00 | 95.00 |
| Providence (WPRO) | | 72.00 | 48.00 |
| Hartford (WDRC) | 95.00 | 57.00 | 38.00 |
| Worcester (WORC) | 88.00 | 53.00 | 35.00 |
| Waterbury (WBRY) | 63.00 | 38.00 | 25.00 |
| Springfield, Mass. (WMAS) | 75.00 | 45.00 | 30.00 |
| Burlington (WCAX) } Keene, N. H. (WKNE) } | 75.00 | 45,00 | 30.00 |
| Portland, Me. (WGAN) | 75.00 | 45.00 | 30.00 |
| Bangor (WABI) | 63.00 | 38.00 | 25.00 |
| Lawrence (WLAW) | 50.00 | 30.00 | 20.00 |
| Total | 942.00 | 566.00 | 376.00 |

| rer week: | |
|---|-----------|
| Less than 10 station hours per week | . Net |
| 10 or more but less than 15 station hours | |
| 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 70 station hours | . 10% |
| 70 or more station hours | . 12-1/2% |
| Citation Louis mill be a louisted as follows: | |

45 or more but less than 70 station hours... 10% 70 or more station hours... 10. 12-1/2% Sintion 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 ... 6 station hour 1/4 hour (day or night) on 1 station ... 6 station hour (Thus, in computing station hour discounts, 1/2 and 1/4 hour portois are fiven a weight equivalent. respectively, to their proportioned cost—80% and 40% of the full hour rate. Annual Discounts

At the end of 52 consecutive weeks of broadcasting there will be due and rayable to the advertisor an additional discount on Columbia New England Network time, computed as follows:

25 times 12-1/2% or the largest amount of weekly gross billing that has run consecutively for 52 weeks. It as advertisor broadcasts weekly for longer than 52 weeks, but sheeter than 104 weeks, he will be paid the maximum discount, under the forceoing terms for proceeding the paid the maximum discount. under the forceoing terms for the redenething.

Not accepted. SERVICE. FACILITIES

Complete supplementary service available for advertising agreedes and readle advertisers through the following: Continuity decurinant, promotion and research thepartment, program department, program department, program department, program department, program department, program department, sales services department, studion relations department.

Contracts and Other Reguleromits

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

Representatives

Columbia inreadcasting System, Inc.

Radio States.

COLUMBIA PACIFIC NETWORK

Columbia Square. Los Angeles, Calif. Palace Hotel, San Francisco, Calif. Rates effective September 15, 1942. (Card No. 6.)

CALIFORNIA NETWORK
Los Angeles KQW—San Francisco
(Fresno KGDM—Stockton

PACIFIC NETWORK
ngeles KARM—Fresno
rancisco KIRO—Seattle
and KFPY—Spokane
amento KGDM—Stockton KNX—Los Angeles KQW—San Francisco KOIN—Portland KROY—Sacramento

RGDI—Sacramento
RGDI—Stockton

RGL—Salt Lake City
KSU—Salt Lake City
KVOR—Colorado Springs
KVUR—Colorado Springs
KTUC—Tueson
KFBB—Great Falls

KFBB—Great Talls

Wave-Power-Time See individual listings.

Agency Commission
15% to recognized agencies on net station time charges and on any line charges. No cash discount. Charges for facilities are payable immediately after each broadcast.

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

BASIC CALIFORNIA GROUP

Night Rates

Available only as a group.

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

Los Angeles (KNX). 575.00 345.00 230.00

San Francisco (KGW). 290.00 174.00 116.00

Stockton (KGDM). Round Station with Basic

Stockton (KGDM). Page 100.00 50.00 40.00

Sacramento (KRGV). 50.00 30.00 20.00

Portland (KORN). 324.00 144.00 96.00

Sacramento (KRGW). 175.00 105.00 70.00

Spokane (KFPY). 175.00 105.00 70.00

Group total 1.755.00 1,053.00 702.00

Total 1.755.00 1,053.00 702.00

Angeles (KNX). 288.00 173.00 115.00

Stockton (KGDM). Round 11.00 p.m. to

Stockton (KGDM). Page 11.00 p.m. to

Stockton (KGDM). Spoken Station with Basic

Fresno (KARM). Spoken Station With Basic

Fresno (KIROV). 25.00 15.00 10.00

Spokane (KFFY). 38.00 58.00 65.00

Spokane (KFFY). 38.00 58.00 65.00

Spokane (KFFY). 38.00 58.00 35.00

Group total. 879.00 58.00 35.00

Sunday afternoon (12:00 noon to 6:00 p.m.) rates are

These stations may be added individually to the Columbia Pacific Network except where otherwise noted. noted.
Tueson (KTUC) added without cost when Phoenix (KOY) is used; Hilo (KHBC) added without cost when Honolulu (KGMB) is used.

Night Rates

| (0:00 p.m. to 1 | I TOU P. | ш., | |
|--------------------------|----------|----------|--------|
| Phoenix-Tucson (KOY- | | | |
| KTUC) | 140.00 | 84.00 | 56.00 |
| \$Missoula (KGVO) | 100,00 | 60,00 | 40,00 |
| SGreat Falls (KFBB) | 100.00 | 60.00 | 40.00 |
| Salt Lake City (KSL) | | 210.00 | 140.00 |
| *Denver-Colorado Springs | | - 1 | |
| (KLZ-KVOR) | 250,00 | 150.00 | 100.00 |
| Albuquerque-Santa Fe | | | |
| (KGGM-KVSF) | 100.00 | 60.00 | 40.00 |
| El l'aso (KROD) | 125.00 | 75.00 | 50.00 |
| †Honolulu-Hilo (KGMB- | | 1,71111 | |
| KIIBC) | 220.00 | 140.00 | 100.00 |
| | | | |
| Day Ra | | | |
| | | :00 p.m. | to |
| 12:00 mldn | ignt) | | |
| Phoenix-Tueson (KOY- | | | |
| KTUC) | 70.00 | 42.00 | 28.00 |
| | | | |

50.00

195.00 DO.00

(This listing continued on next page)

Ę

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 KLZ, Denver, is used.

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

15 or more but less than 25 station hours
weekly when the station hours weekly with the station hours weekly with the station hours weekly of the station hours weekly or the station hours weekly or the station hours with the station hour station hours one station hour one station shour one station shour the station hour or many the station hour 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.

If an advertiser broadcasts weekly for longer than 52 weeks, but shorter than 104 weeks, he will be paid the maximum discount under the foregoing terms for any consecutive 52 weeks during the period of his broadcasting. Network broadcasting and spot broadcasts more any station may not be combined for discount purposes. These discounts do not apply to broadcasts which are part of, or a rebroadcast of, coast-to-coast broadcasts.

ELECTRICAL TRANSCRIPTIONS

ELECTRICAL TRANSCRIPTIONS Not accepted.

Not accepted.

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, promotion department, research 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.

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 Itapids-Waterloo
KRNT—Des Moines WNAX—Yankton-Sioux City

Wave-Power-Time

See individual listings.

Agency Commission

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

General Advertising

eneral Advertising
These rates are for programs and announcements on
WMIT, WNAX and either KSO or KRNT. When both
KSO and KRNT are used add 20% to the following
rates. Lines are available without charge, booking up
Des Molnes. 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.

CLASS "A".

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

1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 260 ti. 1

1 bour... 450.00 427.50 405.00 382.50 360.00 337.30 1/2 hour... 270.00 236.50 243.00 229.50 250.00 202.30 1/4 hour... 160.00 152.00 142.00 136.00 128.00 120.00 5 minutes 80.00 76.00 72.00 68.00 64.00 66.00

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 6:30 p.m. Sundays)

| Stindays| | 1 ti. | 13 ti. | 26 ti. | 52 ti. | 104 ti. | 260 ti.

CLASS "C"

(9:00 a.m. to 11:35 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 10:00 p.m. Sundays)

1 hour... 265.00 231.75 238.50 225.25 212.00 198.75 1/2 hour... 155.00 147.25 139.50 131.75 124.00 116.25 1/4 hour... 95.00 90.25 85.50 80.75 76.00 71.25 5 minutes 50.00 47.50 45.00 42.50 40.00 37.50

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)

1 hour.... 242.00 229.90 217.80 205.70 193.60 181.50 1/2 hour... 136.00 129.20 122.40 115.60 108.80 102.00 1/4 hour... 82.00 77.90 73.80 69.70 65.00 61.50 5.00 15.50 minutes 41.00 38.95 36.90 34.85 32.80 30.75

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 | 1/2 min. | 100 | 1 min. |
| | | 60 word | s trans. | words | trans. |
| 1 | time | 35.00 | 40.00 | 45.00 | 55.00 |
| 13 | times | 33.25 | 38.00 | 42.75 | 52.25 |
| 26 | times | 31.50 | 36.00 | 40.50 | 49.50 |
| 52 | times | 29.75 | 34.00 | 38.25 | 46.75 |
| 104 | times | 28.00 | 32.00 | 36.00 | 44.00 |
| 300 | times | | 30.00 | 33.75 | 41.25 |
| 500 | times | 24.50 | 28.00 | 31.50 | 38.50 |
| 750 | times | 22,75 | 26.00 | 29.25 | 35.75 |
| 000,1 | times | 21.00 | 24.00 | 27.00 | 33.00 |
| | | CLASS | I3., | | |

For rates on news. sports. markets, special events and other special features, consult stations or The Katz Agency.

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.

Linc 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. The stations reserve the right to discontinue any programs or announcements for satisfactory reasons. Programs subject to change of time upon 28 days' notice. Proposals are subject to prior booking of time.

Discounts are retroactive as carned within 52 weeks. 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. double turntables for vertical and lateral cut recordings.

Personnel Commercial Manager—Craig Lawrence. National Sales Manager—Ted Enns.

Représentatives 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 | S "A" | |
| (6:00 p.m. t | o 11:00 p.m.) | |
| 1 hr. | | 5 min. |
| 1 time 135.0 | 0 78.00 47.25 | 27.00 |
| 13 times 129.6 | | 25.91 |
| 26 times 124.2 | 0 71.47 42.86 | 24.82 |
| 39 times 120.3 | 0 69.34 41.14 | 23.74 |
| 52 times 116.4 | 0 67.20 39.60 | 23.02 |
| 104 times 112.5 | 0 65.25 38.62 | 22,12 |
| 156 times 108.6 | 0 62.92 37.27 | 21.60 |
| 260 times 103.2 | 0 59.47 35.17 | 20.70 |
| CLAS | | |
| (6:00 a.m. | | |
| 1 time 92.2 | 5 52.69 31.39 | 19.12 |
| 13 times 88.3 | | 18.22 |
| 26 times | | 17 32 |
| 39 times 81.6 | | 16.61 |
| 52 times | | 15.90 |
| 104 times 75.9 | | 15.19 |
| 156 times 73.9 | | 14.66 |
| 260 times 70.0 | | 13.57 |
| | | 20 |
| | CEMENTS | |
| CL | ASS "A" CLASS | |
| (*· | | (†) |
| 1 time 13.8 | 7 9.79 9.94 | 8.14 |
| 13 times 13.2 | | 7.84 |
| 26 times 12.7 | | 7.54 |
| 39 times 12.3 | | 7.24 |
| 52 times 11.8 | | 6.94 |
| 104 times 11.5 | 5 8.44 8.21 | 6.71 |
| 156 times 11.3 | | 6.49 |
| 260 times 10.8 | 5 7.99 7.57 | 6.19 |
| 624 times 10.3 | | 6.00 |
| | 0 words. | |
| (†) Thirty seconds or | 40 words. | |
| Line Charges | | |
| Rates shown include lin | e charges. Permanent | lines |
| maintained. | | |
| Representatives | | |
| Burn-Smith Company, I | ncornorated | |
| Southeast—Harry S. Cur | nmings. | |
| Southeast - Harry B. Cur | ************************************** | |
| | | |

DON LEE BROADCASTING SYSTEM

Don Lee Bldg., 5515 Melrose Ave., Hollywood, Calif.; San Francisco Office: 1000 Van Ness Ave. Affil-inted with Mutual Broadcasting System. Rates effective October 1, 1942.

This system is comprised of the following groups:
SOUTHERN CALIFORNIA
KHJ-Los Angeles
KGB-San Diego
KDB-Santa Barbara
KFXM-San Bernardino
KXO-El Centro
KVEC-San Luis Obispo

NORTHERN
NORTHERN
NORTHERN
KFRC—San Francisco
KMYC—Marysville
KFRE—Fresno
KDON—Monterey
KVCS—Redding
KYOS—Merced

KYÓS—Merced
KYÓS—Merced
KOS—Merced
KOS—Merced
KOS—Merced
KOS—Merced
KOS—Merced
KOS—Merced
KWIL—Albany
KFII—Klamath Falls
KORE—Eugene

KOKE—Busene

KOO—Tacoma
KET—Yakima
KFI—Yakima
KFIO—Spokane
KRKO—Everett
KXRO—Aberdeen
KVLK—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.

Complete Northwest ... 446.00 288.00 1. (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 fundisth daily)
Complete Coast Network... 925.00 210.00 18. Southern Calif. Network... 49.00 210.00 18. Northern Calif. Network... 297.00 178.00 17. Complete Calif. Network... 590.00 354.00 20.00 12. Complete Northwest ... 335.00 201.00 1 119.00 236.00

(This listing continued on next page)

DON LEE BROADCASTING SYSTEM—Continued

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

| | 1 hr. | 1/2 hr. | 1/4 hr. |
|------------------------------|----------|-----------|----------|
| Complete Coast Network | 617.00 | 370,00 | 247.00 |
| Southern Calif. Network | 233.00 | 140.00 | 93.00 |
| Northern Calif. Network | 198.00 | 118.00 | 80.00 |
| Complete Calif. Network | 393.00 | 236.00 | 157.00 |
| Complete Northwest | 224.00 | 134.00 | 90.00 |
| KGMB, Honolulu, and KH | BC, Hil | o, may b | e added |
| to Don Lee Network at the | followi | ng rates. | subject |
| to the same discounts as ap- | ply on I | on Les s | chedule: |
| Minhs Dasse | • | **-4 | |

| | 30,00 |
|------|-------|
| •••• | |

DISCOUNTS
Gross time rates are subject to the following weekly discouts when advertisers broadcast for 13 or more consecutive weeks.
Discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast.

 first broadcast.

 Complete Coast
 None

 2-1/2%
 2-1/2%

 370.00
 2-1/2%

 740.00
 110.00
 5%

 1,110.00
 5%

 1,110.00
 7-1/2%

 1,480.00
 7-1/2%

 1,480.00
 10%

 2,220.00
 12-1/2%

 2,220.00
 15%

| 2,240.0 to 2,000.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00

Complete California Network: Less than 236.00

| 1.10.0 to 1.02.00 to

Additional Discounts

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

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

POLITICAL ADVERTISING
Subject to regular station time rates and policies;
payable in advance.
Stand-by charge on network programs 15.00.

TALENT

Rates on request.

SERVICE FACILITIES
Producers, writers, vocalists and musicians are available for presentation of any type of program desired.
Program ideas, lists of talent, and prices on request.

Line Charges

Rates shown include line charges. Permanent lines are maintained.

Contract and Other Requirements

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

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

Representatives
John Blair & Company.

CEORGIA 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. ed or:

KMPC—Los Angeles

KFOX—Long Beach

KTMS—Santa Barbara

KFSD—San Diego

KXO—El Contro

KPRO—Riverside

Wave-Power-Time See individual listings.

Agency Commission
15% allowed to recognized advertising agencies. No cash discount. Bills due and payable when rendered.

 3 times
 1,822.22
 1,120.50
 790.87
 451.25

 BASIC NORTHERN CALIFORNIA NETWORK (KSFO, KFEK, KWG, KMJ)

 (6:00 p.m. to 10:30 p.m.)
 10:30 p.m.)
 11:0.00

 3 times
 1,287.88
 816.07
 555.75
 313.71

 5 times
 2,020.91
 1,251.62
 885.00
 496.37

 (8:00 a.m. to 6:00 p.m. and 10:30 p.m. to
 12:00 mldnight)
 1
 1times
 260.00
 155.00
 100.00
 55.00

 3 times
 703.46
 430.70
 285.19
 160.87
 5times
 1.080.62
 681.03
 451.25
 254.72

 RASIC SOUTHERN CALIFORNIA NETWORK

 5 times.
 1,080,62
 681.03
 451.25
 254.

 BASIC SOUTHERN CALIFORNIA NETWORK (KMPC, KERN, KFSD, KFOX)
 (6:00 p.m. to 10:30 p.m.)
 1 times.
 420.00
 250.00
 160.00
 90.

 3 times.
 1,674.94
 676.41
 444.80
 256.

 5 times.
 1,645.87
 1,039.06
 703.00
 416.

 (8:00 a.m. to 6:00 p.m. and 10:30 p.m. to
 12:200 midnight)
 1

 1 times.
 258.54
 256.48
 228.15
 131.

 5 times.
 383.54
 356.48
 228.15
 131.

 5 times.
 387.75
 564.06
 370.50
 223.

 INTERIOR CALIFORNIA NETWORK
 250.00
 245.00
 245.00
 245.00

POLITICAL ADVERTISING Regular one time rate applies plus 15.00 stand-by

Regular one time rate applies plus 15.00 stand-by charge.
Contract and Other Requirements
All programs, announcements, adsertising, talks, etc., are subject to acceptance by the management and must conform to network policy.
The management reserves the right to refect or discontinue any advertising, announcements, or programs for reasons sufficient to fixelf. No periods are sold in bulk for resale.
No contracts will be accepted for more than one year. Contract renewals are subject to rates and discounts in effect at time of renewal.
Charges quoted herein are time charges only.
Personnel
Manager—David H. Bandeberg.
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.

W. King St., Lancaster, Pa., telephone :

Comprised of:

*WDEL—Wilminton, Del.

*WILM—Wilmington, Del.

WORK—York, Pa.

WGAL—Lancaster, Pz.

WKBO—Harrisburg, Pa.

WAZL—Hazleton, Pa.

(*) Choice of either Wilmington station.

Rates effective May 1, 1942. Rates received May 29, 1942.

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

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.

The following rates are for national advertising. No restrictions on frequency of broadcasting.

CLASS "A"

CLASS "A"

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

1 13 26 52 104 156 260
ttl. tl. tl. tl. tl. tl. tl. tl.
1 lir 612.75 587.05 561.50 535.75 510.25 484.50 435.00
1/2 hr 380.00 385.75 351.50 337.25 232.00 308.75 279.00
1/4 hr 240.00 231.25 222.75 214.25 203.75 197.00 170.00
5 min 131.50 127.25 123.00 118.75 114.50 109.50 100.00

CLASS "I"

(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.
1 hr 422.75 402.75 382.75 363.00 343.00 323.00 280.00
1/2 hr 180.50 137.35 166.25 150.00 182.20 140.00 124.00
1/4 hr 180.50 173.50 166.25 150.00 182.00 140.00 124.00
5 min 88.50 83.50 8.075 78.00 72.25 67.00
To earn discounts, programs must be used within a

IN 12 month period.

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' sales-

to trade, personal assistance to manufacturers' sales-men.
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 Manufacturer Clair R. McCollough

Personnel
General Manager—Clair R. McCollough.
Sales Manager—J. Robert Gulick.
Promotion Manager—Paul C. Rodenhauser.
Technical Director—J. E. Mathlot.
Representatives
Paul E. Raymer Company.

| MICHIGAN RADIO NETWORK For rates and data see listing under Michigan. | Power Kilo- Eve. (watts) cycles hour | Gross Power Kilo- Eve. (watts) cycles hour York (WORK) |
|--|---|--|
| MINNESOTA RADIO NETWORK For rates and data see listing under Minnesota. | Denver (KFEL) | Columbia (WCOS) 250 1400 70.00 Greenville (WMRC) 250 1490 70.00 Chattanooga (WDEF) 250 1400 100.00 Knoxville (WBIR) 250 1240 100.00 Memphis (YMIPS) 1,000 D 1460 140.00 |
| MUTUAL BROADCASTING SYSTEM Tribune Tower, Chicago, Ill., Whitehall 5060. Sales Office—1440 Broadway, New York City, Penn- sylvania 6-9600. | Worcester (WAAB) | Nashville (WSIX) |
| Rates effective August 1, 1942. (Card No. 10.) Agency Commission 15% is allowed recognized agencies on network sta- | Rock Island-Darenport- 5,000 1270 130.00 Moline (WHBF) 500 1340 65.00 Fresno (KFRE) 250 1340 65.00 Plus at least six of the following Yankee Network | Beaumont (KPAC) |
| tion 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 follow- | Stations: Lowell-Lawrence (WLLH) 250 1400 120.00 Fall River (WSAR) 1,000 1480 120.00 | Danville (WBTM) 250 1400 80.00 Lynchburg (WLVA) 250 1230 80.00 Norfolk-Portsmouth (WSAP) 250 1230 75.00 |
| ing the month in which the broadcast occurred. General Advertisins MUTUAL NETWORK RATE CLASSIFICATIONS Units of Time | Manchester (WFEA), 5,000 1370 100.00 | Richmond (WRNL) 5,000 910 170.00 Roanoke (WSLS) 250 1490 80.00 Poynette-Madison (WIBU) 250 1240 70.00 Racine (WRJN) 250 1400 80.00 |
| 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 accord- ing to this table: | Fitchburg (WEIM) 250 1340 80.00 Bangor (WLBZ) 1,000 D 620 120.00 | Racine (WRJN) 250 1400 80.00 Sheborgan (WHBL) 1,000 D 1330 90.00 Complete "B" group (72 cities) gross full night hour 7.552.00. |
| 96 of hr. of hr. rate rate 45 minutes | New London (WNLC) | ALASKA—HAWAII—CANADA (Individually with basics) The facilities of the Canadlan Broadcasting Corpora- |
| 1/2 hour | Chico (KHSL) | tion interconnect with those of the Mutual Network by international exchange. They can be added on commercial hookups at regular CBC rates. KGMB- KHBC, Honolulu-Hilo, Hawaii, KGBU. Kotchikan. Alaska, other markets in the U. S. and beyond, can |
| 6:00 p.m. to 10:30 p.m. nightly2/3 evening rate 10:30 p.m. to 11:00 p.m. nightly2/3 evening rate | El Centro (KXO) 100 1490 Eureka (KIEM) 1000 D 1480 CP 1,000 N | be added upon request. |
| 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. datly. 1/3 evening rate All classifications are local time. Frequency Discounts | Merced (KYOS) 250 1490 Monterey (KDON) 250 1240 Redding (KVCV) 250 1230 San Bernardino (KFXM) 250 1240 | "C" MARKETS (Individually available with basics) Minimum of 14 "C" and/o" "B" markets, in addition to 42 Basic "A" markets required to earn volumn discounts. Decatur (WMSL) 250 1400 35.00 |
| (Yolume 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 | San Luls Oblspo (KVEC) 250 1230 Santa Ana (KVOE) 250 1490 Wallaco (KWAL) 250 1450 Albany, Ore. (KWIL) 250 1240 Astoria (KAST) 250 1230 | 100 N 100 N Selma (WHBB) |
| 26 times. 25% 208 times. 45% 52 times. 35% 260 times. 50% 104 times. 40% | Eugene (KORE) 250 1450 Klamath Falls (KFJI) 100 1240 Marshfield (KOOS) 250 1230 Roseburg (KRNR) 250 D 1490 | Grand Junction (KFNJ) 1.000 D 920 50.00 |
| Additional Discounts (Volume plan users only) Whenever 100 stations or more (including 42 "A" markets) are used the following extra volume dis- counts apply to the gross rates, in addition to the | Aberdeen (KNRO) | Greeley (KFKA) 1.000 910 70.00 Gainesville (WRUF) 5.000 850 75.00 Daytime station (local sunset). Rate applies day or |
| Total number of 'A'' 'B'' 'C'' | Longview (KWLK) 250 1400 Olympia (KGY) 100 1240 Spokane (KFIO) 250 1230 Yakima (KTT) 1,000 1280 | Albany (WALB) 1.000 1590 60.00 Dalton (WBLJ) 250 1230 50.00 Valdosta (WGOV) 250 1400 60.00 |
| $ \begin{array}{c ccccccccccccccccccccccccccccccccccc$ | Minimum 'A' group (41 cities) gross full night hour 8,910,00. Complete 'A' group (74 cities) gross full night hour 10,415,00, , "B' MARKETS (Individually available with basics) | West Point (WDAR) 250 1340 60.00 Fort Dodge (KVFD) 250 1400 60.00 Shenandoah (KMA) 5.000 D 960 130.00 Coffeyrille (KGGF) 1.000 690 75.00 Emporla (KTSW) 250 1400 50.00 Great Dend (KVGB) 250 1400 50.00 Salina (KSAL) 1.000 1150 75.00 |
| "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: "A" "B" "C" | Minimum of 14 "B" and/or "C" markets, in addition to 42 Basic "A" markets required to earn volume discounts. | Bowling Green (WLBJ) |
| Markets Markets Markets Maximum | Birmingham (WSGN) 5.000 D 610 160.00 Gadsden (WJBY) 250 1240 60.00 Mobile (WMOB) 250 1230 95.00 Little Rock (KGBH) 250 1230 50.00 | Ironwood (VVIMS) |
| (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 | Little Rock (KGHI) | Winona (KWNO) 250 1230 75.00 Jefferson City (KWOS) 250 1240 60.00 Burlington (WBBB) 1,000 920 50.00 Daytime station (local sunset). Rate applies day or |
| above: 13 times | Lake Worth-Palm Beach (WVPG) 250 1340 75.00 St. Petersburk- Tampa (WTSP) 1,000 D 1380 80.00 | night whenever station is on the air. Elizabeth City (WCNC) |
| "A" MARKETS (BASIC) (Minimum 42 clities) Including the following 36 stations: Power Kilo- Free Free | 500 N Atlanta (WATL) | Greenville (WGTC) 250 1490 60.00 Salisbury (WSTP) 250 1490 58.00 Wllson (WGTM) 250 1340 50.00 Bismarck-Mandan (KGCU) 250 1270 50.00 Devlis Lake (KDLR) 250 1240 50.00 |
| Control Cont | Solux City (KTRI) | Grand Forks (KILO) |
| Detroit-Windsor (CKLW) | Ashland- Huntington (WCMI) | Minot (KLPM) 100 N Minot (KLPM) 1,000 1390 75.00 Aberdeen (KABR) 5,000 1420 100.00 Clarksville (WJZM) 250 1400 50.00 Jackson (WTJS) 1,000 1390 80.00 Abilene (KRBC) 250 1450 50.00 Big Spring (KRST) CP 250 1490 45.00 |
| Dt. Hours (111/11/11/11/11/11/11/11/11/11/11/11/11 | New Orleans (WNOE) 250 1450 120.00 Hagerstown (WJEJ) 250 1240 90.00 | Midland (KRLH) 250 1230 70.00 Paris (KPLT) 250 1490 45.00 |
| Washington, D. C. (WOL), 1,000 1260 180.00 Buffalo (WGR) | Jophin (WAIRH) 250 1450 75.00 Springfield (ICTTS) 250 1400 66.00 Lincoln (ICFOR) 250 1400 100.00 | Sherman-Denison (KRRV) |
| 1,000 N Providence (WEAN) | Elmira (WENY) 250 1230 80,00 Syracuse (WAGE) 1,000 620 200.00 | Weslaco (KRGV) 1,000 1290 100.00 Price (KEUB) 250 1450 20.00 Provo (KOVO) 250 1240 38.00 Appleton (WHRY) 250 1230 70.00 Ashland (WATW) 100 1400 60.00 Fond du Lac (KFIZ) 250 1250 70.00 Innesville (WCLO) 250 1230 70.00 Wavenu (WSAII) 250 1230 70.00 |
| WHB, Kansas City, operates part time, KXKX, Kansas City, 1,000 waits, 1590 kilocycles, supplied after 7:00 p.m. (Eastern War Time) plus playback on WHB at rate shown, Hartford (WTHT) | Asheville (VIXE) 250 1230 80.00 Charlotte (VAXE) 1,000 610 120.00 Raleigh (WRAL) 250 1240 72.00 Winston-Salem (WAIR) 250 1340 80.00 Fargo-Moorhead (KVOX) 250 1340 85.00 | |
| Indianapolis (WIBC) | Charlotte (WAYS) 1,000 610 120,00 | Wisconsin Rapids (WFIIR) 250 1340 70.00 Complete "C" group (60 cittes) gross full night hour 3.618.00. TOTAL ALL CITIES LISTED (200), |
| Rochester (WSAY) 250 1240 160.00 | Harrisburg (WKBO) 250 1230 125.00 | gross full night hour |
| Portland (KALE) CP 1.000 1870 150.00 1610 150.00 1610 150.00 1610 150.00 1610 150.00 1610 150.00 1610 1610 1610 1610 1610 1610 1610 | Hazleton (VAZL) | 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, Chleago, Hollywood Philadelphia, Boston, Detroit, Pittsburgh, San Francisco, Cleveland, Baltimore, Washington, Buffait Cincinnati without line charge when originating station is included in hookup.

Personnei
Chairman of Board—Alfred J. McCosker.
President—W. E. Macfarlane.
Executive Vice-Presidents:
T. C. Streibert. Lewis Alien Weiss.
Secretary and Treasurer—E. M. Antrim.
General 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. Ridg., 30 Rocketeller Plaza. New York City. Rates effective Dec. 15, 1941 (Card No. 29), revised. General Advertising RATE 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.—sross 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., Sundars 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.

rates.
12:00 midnight to 8:00 a.m.—one-third gross rates.
Service available only is a regularly scheduled program precedes or follows.
Rates for Deriods longer than one hour in exact proportion to corresponding one hour rate.

portion 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 billing:
Less than 2,000.00 per week.

2,000.00 or more but less than 4,000.00
per week

4,000.00 or more but less than 4,000.00
per week

2-1/2%

per week 4,000.00 or more but less than 8,000.00

4.000.00 or more but less than 8,000.00 per week 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 per week 8.000.00 or more but less than 18,000.00 per week 18,000.00 or more per week 12.000.00 or more per week 12.00.00 or more per week 12.00.00 or more per week 12.1/2% Itate of discount will be reduced 5% on network programs broadcast beween 8:00 p.m. and 10:00 p.m. New York time, and on their rebroadcasts. (For example, 12-1/2% becomes 7-1/2%) of the gross billing on all facilities used during the contract year, except on such facilities as a re 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 the 25% annual discount: A discount of 25% in the 10 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 advertise the subject to an advertising according to the company shall deduct any excess agency commission of 15%. From the annual rebate, if any, the commany shall deduct any excess agency commission previously allowed. Commissions allowed only to recognized advertising agencies.

Full network discount: All NRC advertisers contracting for and using the complete NRC network dura minimum of 13 consecutive weeks will be allowed can additional 10% on the net price of such facilities. this discount to be computed after all other discounts and/or rebates.

Minimum period sold is 15 minutes. No periods are

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 broadcast.

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

Servicez of the NRC Program and Talent Sales Department in arranging and presenting programs are included without extra cleary.

No special charge is made for facilities when pregrams originate in NRC studies in New York City, Chicago, Woshington, 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 againty commission but not to discount or reinte, made for facilities when program origination does not conform to those candillors and for programs requiring special production.

NIIC NETWORK RATES

Night Rates (6:00 p.m. fo 11:00 p.m.)

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

| BASIC | NETW | ORK |
|----------|------|------|
| Tractorn | Time | Zone |

| DESIG MET | II O II IL | | |
|---|------------|------------------|----------|
| Eastern Time | Zone | | |
| | 1 hr. | 1/2 hr. | 1/4 hr. |
| New York (WEAF)1, | | 840.00 | |
| Baltimore (WBAL) | 420.00 | 252.00 | |
| | | | 040.00 |
|) | Nachare | e Availa | ble only |
| Springfield (WBZA) | when WI | IZ is used | 1. |
| Buffalo (WBEN) | 320,00 | 192.00 | 128.00 |
| *Cincinnati (WLW) 1. | 080.00 | 720.00 | 480.00 |
| *Cincinnati (WLW)1. Cleveland (WTAM) | 520.00 | 312.00 | 208.00 |
| Detroit (WWJ) | 420.00 | 252.00 | 168.00 |
| Hartford (WTIC) | 400.00 | 240.00 | 160.00 |
| | 480.00 | 288.00 | 192.00 |
| Pittsburgh (KDKA) | 480.00 | 288.00 | 192.00 |
| | 160.00 | 96,00 | 64.00 |
| Providence (WJAR) | 200.00 | 120.00 | 80.00 |
| Schenectady (WGY) | 400.00 | 240.00 | 160.00 |
| Syracuse (WSYR) | 240.00 | 144.00 | 96.00 |
| Toledo (WSPD) | 220.00 | 132.00 | 88.00 |
| Washington (WRC) | 240.00 | 144.00 | 96.00 |
| Wilmington (WDEL) | 120.00 | 72.00 | 48.00 |
| Worcester (WTAG) | 180.00 | 108.00 | 72.00 |
| (Through April 14, 1943, only) |) | | |
| Central Time | | | |
| | 800.00 | *** | 000 00 |
| | 520.00 | 480.00 | 320.00 |
| Indiananalla (WIDE) | 020.00 | 312.00 | 208.00 |
| Indianapolis (WIRE) Kansas City (WDAF) | 220.00 | 132.00 240.00 | 88.00 |
| Ransas City (WDAT) | 400,00 | 132.00 | 160.00 |
| Louisville (WAVE) | 220,00 | 216.00 | 88.00 |
| Minn,-St. Paul (KSTP) | 400.00 | 210.00 | 144.00 |
| | | 240.00 | 160.00 |
| Omaha (WOW) | 340.00 | | 136.00 |
| | | 216.00 | 144.00 |
| Total for network11, | 500.00 6 | .972.00 4 | .648.00 |
| (*) WSAI, Cincinnati, is | optional | to WLW. | . When |
| WSAI is used, WING, Day | | WIZE, S | Spring- |
| field, Ohio, may also be u | ised. | | |
| Cincinnett (SYCAT) | 040.00 | 114 00 | 00.00 |

BASIC SUPPLEMENTARIES Individually available with Basic Network: Eastern Time Zone

| Individually available with Basic Network: Eastern Tine Zone | Allentown (WSAN) | 120.00 | 72.00 | 48.00 | Altoona (WFBG) | 140.00 | 84.00 | 56.00 | Lowistown (WARC) | 140.00 | 84.00 | 56.00 | Lowistown (WMRF) Bonus station with WFBG, WJAC Augusta (WRDO) | 60.00 | 36.00 | 24.00 | (WRDO available only when WLBZ is used.) | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.00 | 120.00 | 72.00 | 48.

72.00 48.00 is off the air.)
84.00 56.00
72.00 48.00
20.0 24.00

) Combination rate, WRDO, WLBZ, WFEA 200.00

| Variable | Variable

SOUTHEASTERN GROUP Available in a group of not less than tions: than five pay sta-

80.00 48.00 32.00
120.00 72.00 48.00
140.00 83.00 56.00
Nocharge, Available with WIS through Jan. 23.
1043, only.
Nocharge, Available only whon WIS and WFRC are used.
140.00 84.00 50.00 Florence (WOLS)..... Greenwood (WCRS)......

| FLORIDA (IROUP | Available only as a group for uso with Southeastern ar Southeastern in Houtheastern | 10,00 | 00,00 | 01,00 | 00,00 | 01,00 | 00,00 | 01,00 | 00,00 | 01,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00 | 00,00

SOUTHCENTRAL GROUP

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

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 sta-AVAILABLE IN A SLOUP OF TACHER OF TA 72.00 48.00 84.00 144.00 192.00 72.00 168.00 0 40.00 ailable only Total for group 2,060.00 1,236.00 824.00

40.00

NORTHWESTERN GROUP

 $80.00 \\
64.00$ 216.00 144.00 MOUNTAIN GROUP

| Available only as a group. For use with Basic or Pacific Coast Network: | 300.00 | 180.00 | 120.00 | 80.00 | Total for group. | 500.00 | 300.00 | 200.00 |

NORTH MOUNTAIN GROUP

| Available with Mountain or Pacific Coast Network: Albuquerque (KOB) | 160.00 | 96.00 | 64.00 | El Paso (KTSM) | 120.00 | 72.00 | 48.00 | Arlzona Group: Phoents (KTAR) | 160.00 | 96.00 | 64.00 | Safford (KGLU) | No charge, Available only Yuma (KYUM) | No charge, Available only Yuma (KYUM) | No charge | N

PACIFIC COAST NETWORK

| 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: Frostic (KMJ) | 160,00 | 90,00 | 94,00 | 170,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 | 90,00 688.00 32.00

CANADIAN SERVICE

| Location | Carabian | Carabian

SPECIAL SERVICE

For use with Hasic Network:
Havana (CMN) Network:
Havana (CMN) Network:
Havana (CMN) 120.00 120.00 80.00
Available with Pacific Coast Network:
Honoluth (KGU) 160.00 96.00 64.00
Clein (KZRIC) Temporarily not available
Manila (KZRII) Proceed Service apply for all periods, day and night except KGU. For delayed broadcasts Honoluth evening rates in effect between 5:00 p.m. and 11:00 p.m. Hawailan Time. Rutes between 12:00 midnight and 3:00 a.m., Hawailan Time are 50% of the evening rates.

Branch Offices
Chicago—Merchandisc Mart.
Checolomd—815 Superior Ave., N. E.
Denver—1625 California St.
Hallywood—Sanget Hivd. & Vine St.
San Francisco—Paylor & O'Farroll Sts.
Washington, D. C.—Trans-Laix Bidg.

1

16.00

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 non 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

Pates, 200 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.

portion to corresponding 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 gross billing:
Less than 2,000.00 rore but less than 4,000.00 per week
4.000.00 or more but less than 3,000.00 per week
8.000.00 or more but less than 12,000.00 5%

Some state of the per week gross billing:

2-1/2%
8.000.00 or more but less than 12,000.00 5%

Der week gross than 12,000.00 5%

per week 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 7-1/2% 18,000.00 or more per week 18,000.00 or more per week 12,000.00 or more per week 12-1/2%

per week 10.7%

Annual rebate for 52 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 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 with be allowed currently to advertisers whose contracted gross billing causis 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 agencies. No 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

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

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 or rebate, 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

| | 41444 | 01016 | |
|-----------------------------|---------|-----------|---------|
| | 1 hr. | 1/2 hr. | 1/4 hr. |
| Fresno (KMJ) | 160.00 | 96.00 | 64.00 |
| Los Angeles (KFI) | 520.00 | 312.00 | 208.00 |
| Portland, Ore. (KGW) | | 132,00 | 88.00 |
| San Francisco (KPO) | | 252.00 | 168.00 |
| Seattle (KOMO) | 240.00 | 144.00 | 96.00 |
| Spokane (KHQ) | 160.00 | 96.00 | 64.00 |
| Total for group of six 1 | .720.00 | 1,032.00 | 688.00 |
| Individually available with | Pacific | Coast Net | work: |
| Medford (KMED) | 80.00 | 48 00 | 32.00 |

SOUTH MOUNTAIN GROUP

| Albuquerque (KOB)El Paso (KTSM) | 160.00 120.00 | $96.00 \\ 72.00$ | 64.00 48.00 |
|----------------------------------|------------------|------------------|----------------|
| Arizona Group: Phoenix (KTAR) | | 96.00 | 64.00 |
| Safford (KGLU) | Nochargo | . Availa | ble only |
| Tuma (ILI Oni)) | when KT. | | |
| Total for group of six | 440.00 | 264.00 | 176.00 |

MOUNTAIN GROUP

| MOUNTAIN | GIVO OI |
|------------------------------------|----------------------|
| Denver (KOA) Salt Lake City (KDYL) | 200.00 120.00 80.00 |
| Total for group of two | 500.00 300.00 200.00 |

| NORTH MOUNT | AIN | GROUP | |
|---------------------------|---------|---------------|-----------|
| Billings (KGHL) | . 120.0 | 0 72.00 | 48.00 |
| Boise (KIDO) | . 120,0 | 0 72.00 | 48.00 |
| Butte (KGIR) | . 120.0 | 0 72.00 | 48.00 |
| Bozeman (KRBM) | Nocl | sarge, Availa | ble only |
| Helena (KPFA) | when | KGIR is us | ed. |
| Pocatello (KSEI) | Noch | narge. Availa | able only |
| Twin Falls (KTFI) 5 | when | full group | is used. |
| (Data) tan mana at assess | 000.0 | 010.00 | |

SPECIAL SERVICE

Honolulu (KGU) Cebu (KZRC) Manila (KZRH) 96.00 Hononius (AND).

Hononius (AND).

Manila (KZRH).

Manila (KZRH).

All rates under Special Service apply for all periods, day and night, except KGU. For delayed broadcasts Honolulu evening rates in effect between 1900 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. 160.00

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

Wave-Power-Time

Operating power—50,000 watts.
WRCA—9670 and 17780 kilocycles.
WNHI—6100, 11890. 13150 and 21630 kilocycles.
Operates on Eastern War Time.
Stations operate simultaneously eight hours dally.
Transmitter—Bound Brook, N. J.

Agency Commission

gency commission 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

hour.....hour...

Programs can be rebroadcast over any NBC Pan-American network station in any part of Latin Amer-Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

SPANISH CLASS "A"

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

| $\frac{1}{1/2}$ | hour hour | 300.00 180.00 120.00 |
|-----------------|--|----------------------------|
| 1 | CLASS "B" (4:00 p.m. to 5:15 p.m.) | 225.00 |
| 1/4 | hour | 90.00 |
| 1 | CLASS "C" (11:00 p.m. to 12:00 midnight) | 150 00 |

PORTUGUESE CLASS "A"

| 1 | (5:15 p.m. to 7:00 p.m.) | 180.00 |
|-----|--------------------------|--------|
| 1/2 | hour | 108.00 |

ENGLISH CLASS "A" (10:00 p.m. to 11:00 p.m.)

1 hour 200.00
1/2 hour 180.00
1/4 hour 120.00

REBATES FOR CONSECUTIVE WEEKS to 38 weeks.

Regular rates apply.

Contract and Other Requirements

Minimum contract is 13 weeks. No periods are sold in bulk for re-sale. Advertisers cooperating in group broadcasts are reduired 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 two 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. WCSI
WTIC—Hartford, Conn.
WJAR—Providence, R. I. WCSH-Portland, Mc. WLBZ-Bangor, Mc.

Supplementary Stations: WFEA-Manchester, N. H. WRDO-Augusta, Mc.

Wave-Power-Time See individual listings.

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

General Advertising

Total for

CLASS "A"

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

| WBZ WTIC WJAR WCSH WLBZ | 1 hr. 460.00 400.00 200.00 160.00 120.00 | 1/2 hr. 276.00 240.00 120.00 96.00 72.00 | 1/4 hr. 184.00 160.00 80.00 64.00 48.00 | 10 min. 138.00 120.00 60.00 48.00 36.00 | 5 min. 92.00 80.00 40.00 32.00 24.00 |
|-------------------------------------|---|---|--|--|---|
| Total for group 1 | ,340.00 | 804.00 | 536.00 | 402.00 | 268.00 |
| | Sup | plementary | Station | S | |
| WFEA WRDO | 100.00 60.00 | 60.00 36. 00 | $\frac{40.00}{24.00}$ | 30.00 18.00 | 20.00 12.00 |
| Total for | 160.00 | 96.00 | 64.00 | 48.00 | 32.00 |
| Total for stations | au 1,500.00 | 900.00 | 600.00 | 450.00 | 300.00 |
| | | | | | |

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)

Basic Stations

| WBZ WTIC WJAR WCSH WLBZ | 230.00 200.00 100.00 80.00 60.00 | 138.00 120.00 60.00 48.00 36.00 | 92.00 80.00 40.00 32.00 24.00 | 69.00 60.00 30.00 24.00 18.00 | 46.00 40.00 20.00 16.00 12.00 |
|-------------------------------------|--|---|---|---|---|
| Total for group | 670.00 | 402.00 | 268.00 | 201.00 | 134.00 |
| WFEA | Supp 50.00 | plementary 30.00 | Station: | 15.00 | 10.00 |
| WRDO | 30.00 | 18.00 | 12.00 | 9.00 | 6.00 |

48.00 450.00

group 80.00 Total for all stations 750.00 300.00 CLASS "C"

32.00

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

| | | Basic St | ations | | |
|-------------------------------------|---|---|---|--|---|
| WBZ WTIC WJAR WCSH WLBZ | 345.00 300.00 150.00 120.00 90.00 | 207.00 180.00 90.00 72.00 54.00 | 138.00 120.00 60.00 48.00 36.00 | 103.50 90.00 45.00 36.00 27.00 | 69.00 60.00 30.00 24.00 18.00 |
| Total for | | | 400.00 | 207 50 | 201.00 |

group 1,005.00 Supplementary Stations 75.00 45.00 $\frac{45.00}{27.00}$ 30.00 18.00 $\frac{22.50}{13.50}$ $\frac{15.00}{9.00}$ WRDO....

Total for 24.00 group 120.00 Total for all stations 1,125.00 72.00 337 50 225.00 675.00 450.00 CLASS "D"

daily)

(12:00 mldnight to 8:00 a.m. Basic Stations 92.00 80.00 40.00 32.00 62.00 54.00 27.00 22.00 46.00 40.00 20.00 16.00 31.00 27.00 13.00 11.00 12.00 8.00 Total for group 181.00 90.00 449.00 268.00 134.00

Supplementary Stations 10.00 6.00 $\frac{5.00}{3.00}$ Total for group 40.00 Total for all 8.00 24 00 16.00 12.00 292.00 197.00 146.00 98.00

DISCOUNTS

Personnel Chairman-Paul W. Morency.

Representatives Weed & Company.

| | · |
|--|--|
| NORTH CENTRAL BROADCASTING SYSTEM, INC. | CLASS "A" (6:00 p.m. to 10:00 p.m. and 12:00 noon to 1:00 p.m.) |
| Executive Offices-Commodore Hotel, St. Paul, Minn. | 1 hour: (1) (2) (8) (4) (5) (6) (7) |
| Comprised of: KEY MARKETS GROUP WLOL-Minneapolis WDSM-Duluth RED RIVER VALLEY GROUP | 1 11, 285,00 140,00 8180,00 144,00 180,00 120,00 188,00 120,00 188,00 120,00 188,00 120,00 188,00 120,00 188,00 120,00 188,00 180,00 18 |
| KVOX-Moornead KILO-Grand Forks | 260:t1. 144.00 42.00 08.00 72:00 141.00 72:00 84.00 |
| DAKOTA GROUP KSJB—Jamestown KDLR—Dovils Lake KGCU—Mandan KABR—Aberdoon KLPM—Minot | 1/2 hour: 1 tl, 140,00 84,00 186,00 144,00 106,00 96;00 105;00 13 tl, 133.00 50,40 111,80 86.40 106.00 72.00 00.00 26 tl, 126,00 42.00 03.00 72.00 100.70 62.40 82.50 |
| MINNESOTA GROUP | 52 t1. 119.00 87.80 83.70 64.80 97.95 57.60 74.25 |
| KATE—Albert Lea KWNO—Winona KWLM—Willmar KGDE—Forgus Falls | 104 tl. 105:00 31:55 60:76 54:05 95:40 56:40 61:95 150 tl. 98:00 20:40 65:10 60:40 88:80 48:00 57:70 105:11 93:25 27:25 60:45 60:45 88:80 48:00 57:70 67:55 |
| BRIDGES GROUP | 260 ti. 85.75 25.20 55.80 43.20 83.00 48.20 49.50 |
| WEAU—Eau Claire WHLB—Virginia WMFG—Hibbing | 1/4 hour: 1 tt. 85.00 50.00 124.00 96.00 59.00 57.00 96.00 18 tt. 80.75 23.60 74.40 57.80 50.00 42.75 57.60 |
| IOWA GROUP | 26 tl. 76.50 28.00 62.00 48.00 56.05 87.05 48.00 |
| KVFD—Fort Dodge KTRI—Sloux City MICHIGAN-COPPER GROUP WATW—Ashland *WDMJ—Marquette WJMS—Ironwood *WDBC—Escanaba *WHDF—Calumet (*) Siridons available by transcription only | 52 tl. 72.25 25.20 5.80 48.20 64.58 34.20 48.20 78 tl. 68.00 22.40 49.60 38.40 58.10 31.35 88.40 104 tl. 63.75 21.00 46.50 36.00 53.10 20.05 36.00 105 tl. 50.50 10.00 43.40 38.60 48.95 28.50 33.60 195 tl. 66.25 18.20 40.30 31.20 48.95 27.10 31.20 29.05 10.50 37.20 28.80 40.00 25.65 28.80 |
| NORTH CENTRAL BROADCASTING SYSTEM, INC. Executive Offices—Commedore Hotel, St. Paul, Minn. Comprised of: KEY MARKETS GROUP. WLOL—Minnespolls WDSM—Duluth RED RIVER VALLEY GROUP KVOX—Moorhead KILO—Grand Forks DAKOTA GROUP KSJB—Jamestown KABR—Aberdoen KLPM—Minot KABR—Aberdoen KLPM—Minot KABR—Aberdoen KLPM—Minot KABR—Aberdoen KLPM—Minot WHAE—Forgus Falls BRIDGES GROUP WEAU—Eau Claire WHLB—Virginia WHGG—Forgus Falls TOWA GROUP KVFD—Fort Dodge KTRI—Sloux City MICHIGAN-COPPER GROUP WATW—Ashland *WDBC—Escanaba WHIDF—Calumet (*) Stations available by transcription only. 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 | 11. 08.76 42.00 03.00 72.00 30.40 42.75 70.50 13.11 00.56 25.20 55.80 43.20 80.40 82.05 42.80 26.11 07.30 21.00 46.60 30.00 87.43 27.80 35.25 52.1. 54.19 18.98 41.85 32.45 36.45 25.65 31.75 78.1. 01.00 16.80 87.20 23.80 85.46 22.50 27.85 104 11. 47.81 16.75 34.00 27.05 85.46 22.50 27.85 106 11. 44.63 14.75 32.50 25.25 25.75 21.40 24.80 155 11. 42.10 13.65 30.80 23.45 22.75 20.85 28.05 200 11. 80.00 12.00 27.00 21.00 80.80 19.25 21.15 |

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.

| | | | | Jai | nuai | ry, t | 745 |
|---|---|---|---|--|---|--|--|
| . , il. | | (2) | (3) | ¿ ⁽ (4). | (5) | (0) | (7) |
| 5 mlnut 1 ti. 18 ti. 26 ti 52 ti. 78 ti. 104 ti. 105 ti. 200 ti. | 42.50 40.87 88.25 86.12 84.00 81.87 29.5 28.12 26.00 | 25.20 15.10 12.60 11.25 10.10 9.45 8.85 8.20 7.55 | 55.80 88.50 27.00 25.10 22.30 21.00 19.55 18.20 16.75 | 48.20 25.00 21.60 19.45 17.80 16.25 15.15 14.10 12.05 | 26.10 26.10 24.80 24.14 23.49 21.71 21.71 20.40 | 28.50 21.40 18.55 17.10 15.70 15.00 14.25 13.55 12.85 | 46.50 27.90 28.25 20.85 18.60 17.60 16.35 15.20 13.05 |
| (7:3 p.m. | | to 12 | 43 1 1 1 5 | | D p.m. week d | to 2:0 | |
| 1 hour: | | 1.0 | o 8:00 | p.m. | Sunday | s) | - 1 |
| 1 ti. 13 ti. 26 ti. 52 ti. 78 ti. 104 ti. 156 ti. 195 ti. 260 ti. | 05.00 90.25 85.50 80.75 76.00 71.25 86.50 63.25 58.50 | 84.00 50.40 42.00 87.80 81.55 29.40 27.35 25.20 | 186,00 111,60 93,00 83,70 74,40 09,75 65,10 58,45 55,80 | 144.00 80.40 72.00 65.05 57.60 54.05 60.40 46.85 48.20 | 00.00 90.00 85.50 83.25 81.00 81.00 75.00 70.50 | 130.00 97.50 84.50 78.00 71.50 68.25 65.00 61.75 58.50 | 195.00 117.00 07.50 87.75 78.00 78.20 68.25 68.45 58.50 |
| 1 tl. 18 tl. 20 tl. 52 tl. 78 tl. 104 tl. 156 tl. 105 tl. 260 tl. | 57.50 54.62 51.75 48.87 46.00 48.12 40.25 88.25 85.87 | 50.40 80.25 25.20 22.70 20.15 18.05 17.65 16.40 15.10 | 111.60 66.95 55.80 50.20 44.65 41.85 30.05 86.25 83.50 | 86.40 61.85 43.20 82.90 84.55 82.45 80.25 28.10 25.00 | 58.00 53.00 50.85 49.08 47.70 47.70 44.15 41.50 | 78.00 58.50 50.40 46.80 42.90 40.95 89.00 37.05 35.10 | 111.00 66.60 55.50 49.95 44.40 41.70 88.85 86.15 83.80 |
| 1 ti. 18 ti. 26 ti. 52 ti. 78 ti. 104 ti. 156 ti. 105 ti. 260 ti. | 36.00 84.20 32.40 80.60 28.80 27.00 25.20 23.90 22.10 | 83.60 20.15 16.80 15.10 13.45 12.60 11.75 10.85 10.10 | 74.40 44.65 87.20 83.50 29.75 27.90 26.05 24.20 22.30 | 57.60 84.55 28.80 25.90 23.05 21.60 20.15 18.70 17.30 | 29.50 20.50 28.08 27.20 26.55 24.48 24.48 23.00 | 46.80 35.10 80.40 28.10 25.75 24.60 23.40 22.25 21.05 | 76,50 45,90 88,25 34,50 80,60 28,80 26,85 24,75 22,95 |
| 10 minu 1 ti. 18 ti. 26 ti. 52 ti. 78 ti. 104 ti. 105 ti. 260 ti. | 27.00 25.64 24.30 23.22 21.60 20.25 18.00 17.08 16.57 | 25.20 15.10 12:00 11.35 10.10 0.45 8.85 8.20 7.55 | 55.89 88.50 27.00 25.10 22.80 21.00 10.55 18.20 16.75 | 25.00 21.60 19.45 | 19.70 19.70 18.72 18.28 17.65 17.65 16.89 16.89 15.40 | 35.10 26.85 22.85 21.05 19.36 18.45 17.55 16.70 15.80 | 55.50 88.80 27.75 25.05 22.20 20.90 19.50 18.20 16.65 |
| 5 minut 1 ti. 13 ti. 20 ti. 52 ti. 78 ti. 104 ti. 156 ti. 195 ti. 260 ti. | 18:00 17:10 16:20 15:30 14:40 18:50 12:60 11:95 11:05 | 15.10 9.05 7.55 6.80 6.05 5.70 6.80 4.90 4.90 | 38.50 20.15 16.75 15.15 13.85 12.65 11.80 10.85 10.85 | 25.90 15.55 12.95 11.70 10.85 9.10 8.40 8.40 | 13,25 13,25 12,59 12,26 11,98 11,03 11,02 11,02 11,02 | 28.40 17.55 15.20 14.05 12.85 12.80 11.70 11.15 10.55 | 34.80 20.90 17.40 15.70 18.90 13.10 12.20 11.80 10.77 |
| (10:00 | p.m. t lays and | C1 g-7:80 | a.m | ''C'' 2:00 p. | m. to | 5:00 p. Sunday | m. |
| 1 tt. | 65.00 | 70:00 | 155.00 | 120.00 | 70.00 | 100.00 1 | 55.00 |
| 13 tl. 20 tl. 59 tl. 78 tl. 104 tl. 156 tl. 195 tl. 200 tl. | 52.00 48.75 45.50 48.25 40.00 | 21.00 | 93.00 77.50 69.75 63.00 58.25 54.25 50.45 46.50 | 42.05 439.05 | 70.00 66.50 64.75 68.00 63.00 58.00 58.00 58.00 | 75.00 65.00 60:00 55.00 52.50 50.00 47.50 45.00 | 93.00 77.50 69.75 62.00 59.85 54.80 50.50 46.50 |
| 200 tl. | 44.00 41.80 30.00 37.40 35.20 88.00 28.60 26.40 | 42.00 25.20 21.00 18.95 10.80 15.75 14.75 13.65 12.60 | 08.00 55.80 46.50 41.85 87.20 84.95 82.55 80.80 27.00 | 48.20 56.00 82.45 28.80 27.05 25.25 28.45 21.60 | 43:09 48:00 40:85 39:78 88:70 88:70 85:05 85:05 88:50 | 39.00 86.00 88.00 31.50 80.00 28.50 27.00 | 90.00 54.00 45.00 40.50 80.00 83.80 83.80 91.50 20.80 27.00 |
| 26 tl. 52 tl. 78 tl. 104 tl. 156 tl. 105 tl. 260 tl. | 80.00 28.00 27.00 25.50 24.00 22.50 21.00 19.00 18.10 | 11.20 10.55 9.80 9.15 | 82.00 87.20 81.00 27.90 24.80 28.25 21.70 24.15 18.00 | 48.00 28.80 24.60 21.60 19.20 18.05 16.80 14.40 | 24.50 24.50 23.28 22.66 22.05 20.28 20.28 10.00 | \$5.60 20.70 28.15 21.85 19.60 18.70 17.80 16.00 | 60.50 36:30 80:25 27:30 24:20 22:80 21:25 19:70 |
| | 21.50 20.48 19.85 18:29 17.20 16.18 15.05 14.22 18.15 | 21,00 12,60 10,55 0,45 8,40 7,85 7,85 0,80 6,85 | 46.50 27.00 28.25 21.00 18.60 17.45 16.85 15.20 18.95 | 90.00 21.60 18.05 16.25 14.40 13.45 12.65 11.70 10.85 | 15.58 15.58 14.70 14.38 18.00 | 26.70 20.05 17.40 16.00 14.70 14.05 18.85 12.70 | 45.00 27.00 22.50 20.80 18.00 16.85 15.80 14.65 18.50 |
| 5 minute 1 tl. 18 tl. 20 tl. 52 tl. 78 tl. 104 tl. 150 tl. 105 tl. 200 tl. | 14.00 18.30 19.00 11.80 11.20 10.50 0.80 9.25 | 6.75 4.75 4.40 4.40 | 11.15 10.65 0.85 0.85 0.85 | 8.15 7.60 7.60 7.60 7.60 | 10.50 10.50 9.08 9.72 9.45 8.08 8.08 8.10 | 9:40 8:00 8:50 8:00 | 28:50 17:10 14:25 12:85 11:40 10:75 10:10 0:05 |
| ٠., | | | , | | 1.5 | | |

NORTH CENTRAL BROADCAST-ING SYSTEM—Continued

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

| | | | to 1:00 | p.m.) | | |
|-----|-------|---------|---------|---------|---------|--------|
| | | 1 hr. | 1/2 hr. | 1/4 hr. | 10 min. | 5 min. |
| 1 | time | 1545.00 | 921.00 | 573.00 | 423.40 | 267.80 |
| 13 | times | 1105.25 | G49.40 | 405.70 | 298.51 | 190.27 |
| 26 | times | 971.50 | 578.60 | 355.60 | 261,37 | 166.05 |
| | times | 898.75 | 535,10 | 328.43 | 241,29 | 154.11 |
| 78 | times | 826.00 | 491.80 | 301.25 | 220.96 | 141.49 |
| | times | 786.10 | 468.10 | 286.30 | 211.07 | 134.6G |
| | times | 734.00 | 436.90 | 267.15 | 196.13 | 125,61 |
| | times | 695.00 | 416.00 | 253.20 | 135.74 | 119.08 |
| 260 | tlmes | 648.00 | 385.65 | 235.25 | 172.30 | 110.45 |
| | | | CT.ASS | "TR" | | |

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 | G:00 p. | .m. Sunda; | ys) | | |
|------|---------|----------|---------|-------------|---------|--------|--|
| 1 | time | 924.00 | 547.90 | 354.40 | 261.50 | 163.95 | |
| 13 | times | 643.15 | 381.77 | 244.05 | 179.49 | 113.55 | |
| 26 | times | 560.00 | 332,20 | 211.88 | 155.72 | 98.64 | |
| 52 | times | 516.30 | 306.45 | 194.99 | 143.45 | 90.96 | |
| 78 | times | 472.10 | 280.35 | 177.95 | 130.50 | 82.83 | |
| 104 | times | 449.05 | 266,72 | 169.05 | 123.95 | 78.98 | |
| 156 | times | 419.65 | 249.20 | 157.88 | 115.89 | 73.72 | |
| 195 | times | 396,10 | 236,35 | 149.13 | 109.72 | 69.57 | |
| 260 | times | 370.20 | 219.77 | 138.80 | 101.67 | G6.87 | |
| | | | CLASS | c., | | | |
| - /1 | 10.00 2 | m to 7.5 | 10 n m | 9 · 0 0 n m | to 5:00 | n m | |

CLASS "C"
(10:00 p.m. to 7:30 a.m. 2:00 p.m. to 5:00 p.r.
week days; 6:00 a.m. to 12:00 p.m. to 5:00 p.r.
week days; 6:00 a.m. to 12:00 p.m. to 5:02 p.r.
1 time 735:00 444.00 28.60 212:83 1
13 times 506.75 308:00 198:80 145.11
26 times 400.00 267.95 172.68 125.86
52 times 405.10 246.93 158.91 115.67
78 times 370:00 225.70 145.05 105.20
104 times 333.15 214.75 137.90 99.68
156 times 328.65 200.50 128.58 93.39
195 times 331.50 188.45 121.68 38.11
260 times 331.50 189.45 121.68 38.11
260 times 289.50 176.00 112.95 81.92
Sports and market reports—rates on request.
POLITICAL
One time rate applies for each group.
SERVICE FACILITIES
Complete merchandisting service available.

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.

Representatives For rates, ti For rates, time clearance, schedules data and other information telephone the North Central Broadcasting System, Dale 6595, St. Paul, Minn., collect or wire same office collect.

NORTHWEST NETWORK

KSTP—MinneapolisSt. Paul
KROC—Rochester, Minn.
KYSM—Mankato, Minn.
KFAM—St. Cloud, Minn.
WDAY—Fargo, N. D.

363 St. Peter St. St. Paul. Minn,

Comprised of;

St. Paul

KSTP—MinneapollsSt. Paul

KROC—Rochester, Minn.

KYSM—Mankato, Minn.

KYSM—Mankato, Minn.

WDAY—Fargo, N. D.

WEBC—Duluth-Superior,

WMFG—Hibbing, Minn.

WDAY—Fargo, N. D.

WEAU—Eau Claire, Wis.

Wave-Power-Time See individual listings.

See individual listings.

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,

General Manager—Stanley E. Hubbard. Treasurer—Kenneth M. Hance. Sales Manager—Ray C. Jenkins. Sales Promotion Manager—Sam L. Levitan.

Representatives Edward Petry & Company, Inc.

OKLAHOMA NETWORK, THE

For rates and data see listing under Oklahoma.

PACIFIC BROADCASTING COMPANY

914 Broadway, Tacoma, Wash.

Comprised of:

Comprised of:

NORTHWEST (Oregon)

KRNR-Roseburg KOOS—Marshfield

KALE-Portland KWIL—Albany

KPII—Klamath Falls KAST—Astori a

NORTHWEST (Washington)

KIO—Tacoma KUL—Seattle

KIT—Yakiman KUL—Seattle

KIT—Sherdeen KRIA—Centralia

KWI.K—Longview NORTHWEST (Washington)
KMO—Tacoma KOL—Seattle
KIT—Yakima KUY—Olympia
KFRO—Spokana KELA—Centralia
KXRO—Aberdeen
KWIK—Lonsylev
RWKO—Everett
RWKIK—Boas Station: KWAI, 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.

| Complete Northwest | 178.00 | 107.00 | 178.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00 | 107.00

 consecutive weeks:

 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%

 670.02 to 804.00 weekly.
 12-1/2%

 804.00 or more weekly.
 15%

 Weekly Naturals
 804.00 or more weekly 15%

Washington Network 2-1/2%

Less than 94.00 weekly. 2-1/2%

188.00 to 188.00 weekly. 5%

282.00 to 376.00 weekly. 7-1/2%

376.00 to 470.00 weekly. 10%

470.00 to 504.00 weekly. 12-1/2%

564.00 or more weekly. 15%

Less than 54.00 weekly. None

| Company | Comp

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 broadbroadcast. Contracts and copy subject to approval.

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

Representatives
John Blair & Company,

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.

Radlo Bick., Comprised of:

GROUP 1
WKRC—Cincinnati, O. WLAP—Lexington, Ky.
WGRC—Louisville, Ky.
WSIX—Nashville, Tenn.
GROUP 2
WKRC—Cincinnati, O.
WGRC—Louisville, Ky.
WSIX—Nashville, Tenn.
WGRC—Louisville, Ky.

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, Loxinston. Ky. Southern Network programs may originate from any member station.

CLASS "A"

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

GROUP 1

1 ti. 1811. 96 ti. 52 ti. 1041. 2001.
1 hour... 670.00 498.69 459.37 421.24 382.61 339.98
1/2 hour... 395.00 295.36 272.29 240.12 226.05 200.48
1/4 hour... 252.50 184.90 169.65 164.40 139.15 122.30
GROUP 2

GROUP 5

1 hour.... 493.00 405.70.871.75 387.75 303.75 265.75 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

174 hour.... 545.00 403.50 309.87 306.24 302.01 264.08 1/2 hour.... 545.00 403.50 309.87 306.24 302.01 264.08 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 hour... 410.00 294.07 274.19 252.71 231.23 296.35

1/2 hour... 242.50 175.30 162.32 149.88 136.44 121.50

1/4 hour... 141.00 105.28 97.32 149.88 136.44 121.50

1/4 hour... 141.00 105.28 97.32 149.88 136.44 121.50

1/4 hour... 175.00 222.97 206.07 188.17 170.27 148.97

1/2 hour... 165.00 134.23 123.33 112.43 101.53 89.03

1/4 hour... 105.00 31.42 2123.33 112.43 101.53 89.03

1/4 hour... 195.00 31.42 2123.33 112.43 101.53 89.03

1/4 hour... 197.50 141.06 129.22 118.71 183.23 161.33

1/2 hour... 335.00 37.07 29.19 291.71 813.23 161.33

1/2 hour... 197.50 141.06 129.22 118.71 813.23 161.33

1/2 hour... 197.50 141.06 129.22 118.73 107.64 94.90

1/4 hour... 119.00 85.28 70.32 71.86 65.40 57.66

CLASS CO p.m.)

(100 p.m. to 5:00 p.m.)

(100 p.m. to 5:00 p.m.)

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

1/2 hour... 197.00 117.23 108.92 100.60 92.28 83.30

1/4 hour... 197.00 117.23 108.92 100.60 92.28 83.30

1/4 hour... 195.00 86.23 70.47 72.70 65.92 58.50

1/4 hour... 25.00 43.00 132.80 121.70 110.60 97.90

1/2 hour... 25.00 143.00 132.80 121.70 110.60 97.90

1/2 hour... 25.00 143.00 132.80 121.70 110.60 97.90

1/4 hour... 152.00 94.43 87.32 80.20 73.08 65.30

1/4 hour... 92.00 94.43 87.32 80.20 73.08 65.30

1/4 hour... 92.00 94.43 87.32 80.20 73.08 65.30

1/4 hour... 92.00 94.43 87.32 80.20 73.08 65.30

1/4 hour... 31.00 299.74 214.17 198.50 182.93 164.86

1/4 hour... 32.00 93.81 23.82 99 336.86 310.73 279.60

1/2 hour... 31.00 299.74 214.17 198.50 182.93 164.86

1/4 hour... 31.00 299.74 214.17 198.50 182.93 164.86

1/4 hour... 290.00 176.23 103.33 150.43 137.53 122.23

1/4 hour... 120.50 107.15 98.90 90.15 82.93 72.15

CROUP 2

1 hour... 37.00 029.74 214.17 198.50 182.93 164.86

1/4 hour... 190.20 007.74 182.90 90.15 82.93 72.15

For other Sunday rates see Class "A" and "D"

1 hour... \$10

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.

are maintained.

DISCOUNTS

No retroactive discounts given. When contracts are renewed without interruption previous contracts will be credited toward discounts on future contracts.

renewed without interruption Previous contracts will be credited toward discounts on future contracts.

Contract and Other Requirements
No contract accorded 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 cach 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. Frograms 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; WGRC. Louisville, is also available for central clearance source. Information on open time also available from individual stations; national representatives.

Clacing Time Closing Time
Time programs, one week in advance; announcements,
24 hours in advance.

Personnel
President—Glimore N. Nunn.
Vice-President—J. Lindsay Nunn.
Secretary-Treasurer—Warren G. Davis.
Production Manager—Ted Grizzard.
Chief Engineer—Sanford Helt.

Representatives
Burn-Smith, Incorporated.

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 rata 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) (WICC)
Worcester (WAAB)
Portland (WCSH)
Lowell-Lawrence (WLLH)
Fall River (WSAR)
Bangor (WLBZ)
Hartford (WTHT)
Waterbury (WATR)
Manchester (WFEA) New Bedford (WNBH)
Pittsfield (WBRK)
Holyoke-Springfield (WHYN) field (WHYN)
New London (WNLC)
Fitchburg (WEIM)
Laconia (WLNH)
Augusta (WRDO)
Lewiston-Auburn (WCOU)
Greenfield (WHAI)
Rutland (WSYB)

Wave-Power-Time

See individual listings.

Agency Commission 15% on net station time only to recognized adver-tising agencies; no cash discount. Charges for facili-ties are payable immediately after each broadcast.

General Advertising

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

| | (0.00 | p.m. to | TO MO D | .14.) | |
|----------|----------|----------|----------|----------|--------|
| | 1 hr. | 3/4 hr. | 1/2 hr. | 1/4 hr. | 5 min. |
| WNAC | 440.00 | 352.00 | 264.00 | 176.00 | 88.00 |
| WEAN | 200.00 | 160.00 | 120.00 | 80.00 | 40.00 |
| WICC | | 128.00 | 96.00 | 64.00 | 32.00 |
| WAAB | | 128.00 | 96.00 | 64.00 | 32.00 |
| WCSH | 160.00 | 128.00 | 96.00 | 64.00 | 32.00 |
| WLLH | | 96.00 | 72.00 | 48.00 | 24.00 |
| WSAR | | 96.00 | 72.00 | 48.00 | 24.00 |
| WLBZ | | 96.00 | 72.00 | 48.00 | 24.00 |
| WTHT | | 80.00 | 60.00 | 40.00 | 20.00 |
| WATR | | 80.00 | 60.00 | 40.00 | 20.00 |
| WFEA | | 80.00 | 60.00 | 40.00 | 20.00 |
| WNBH | | 80.00 | 80.00 | 40.00 | 20.00 |
| WBRK | 100.00 | 80,00 | 60.00 | 40.00 | 20.00 |
| WHYN | . 80.00 | 64.60 | 48.00 | 32.60 | 16.00 |
| WNLC | | 64.00 | 48.00 | 32.00 | 16.00 |
| WEIM | | 64.00 | 48.00 | 32.00 | 16.00 |
| WLNH | | 48.00 | 36.00 | 24.00 | 12.00 |
| WRDO | | 48.00 | 36.00 | 24.00 | 12.00 |
| wcou | | 48.00 | 36.00 | 24.00 | 12.00 |
| WHAI | | 48.00 | 36.00 | 24.00 | 12.00 |
| WSYB | . 60.00 | 48.00 | 80.00 | 24.00 | 12.00 |
| Total 21 | | | | | |
| stations | 2.520.00 | 2.016.00 | 1.512.00 | 1.008.00 | 504.00 |

(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)

| | | midnight | (maily) | | |
|----------|----------|----------|-----------------------|--------|--------|
| WNAC | 220.00 | 176.00 | 132.00 | 88.00 | 44.00 |
| WEAN | 100.00 | 80.00 | 60.00 | 40.00 | 20.00 |
| WICC | . 80.00 | 64.00 | 48.00 | 32.00 | 16.00 |
| WAAB | 80.00 | 64.00 | 48.00 | 32.00 | 16.00 |
| WCSH | | 64.00 | 48.00 | \$2.00 | 16.00 |
| WLLH | 60.00 | 48.00 | 36.00 | 24.00 | 12.00 |
| WSAR | | 48.00 | 36.00 | 24.00 | 12.00 |
| WLBZ | 60.00 | 48.00 | 36.00 | 24.00 | 12.00 |
| WTHT | | 40.00 | 30.00 | 20.00 | 10.00 |
| WATR | | 40.00 | 30.00 | 20.00 | 10.00 |
| WFEA | | 40.00 | 30.0U | 20.00 | 10.00 |
| WNBH | | 40.00 | 3 0.0 0 | 20.00 | 10.00 |
| WBRK | . 50.00 | 40.00 | 30.00 | 20.00 | 10.00 |
| WIIYN | | 32.00 | 24.00 | 16.00 | 8.00 |
| WNLC | | 32,00 | 24.00 | 16.00 | 8.00 |
| WEIM | | 32.00 | 24.00 | 18.00 | 8.00 |
| WLNH | | 24.00 | 18.00 | 12.00 | 6.00 |
| WRDO | | 24.00 | 18.00 | 12.00 | 6.00 |
| wcou | | 24.00 | 18.00 | 12.00 | 6.00 |
| W1IAI | | 24.00 | 18.00 | 12.00 | 6.00 |
| WSYB | 30.00 | 24.00 | 18.00 | 12.00 | 6.00 |
| Total 21 | | | | | |
| stations | 1,260.00 | 1,008,00 | 756.00 | 504.00 | 252.00 |
| | | | | | |

(1:00 p.m. to 6:00 p.m. Sunday) WNAC.... 330.00 264.00 198.00 132. 132.00

| WEAN | | 120.00 | 9 0 .00 | 60.00 | 80.0 |
|-----------|----------|----------|----------------|--------|-------|
| WICC | 120.00 | 96.00 | 72.00 | 48.00 | 24.0 |
| WAAB | 120.00 | 00.00 | 72.00 | 48.00 | 24.0 |
| WCSII | | 90.00 | 72.00 | 48.00 | 24.0 |
| WLLII | | 72.00 | 54.00 | 86.60 | 18.0 |
| WSAR | | 72.00 | 54.00 | 86.00 | 18.0 |
| WLBZ | | 72.00 | 54.00 | 86.00 | 18.0 |
| WTIIT | | 60.00 | 45.00 | 80.00 | 15.0 |
| WATR | | 60.00 | 45.00 | 80.00 | 15.0 |
| WFEA | | 60.00 | | | |
| | | | 45.00 | 30.00 | 15.0 |
| WNBII | | 60.00 | 45.00 | 80.00 | 15.0 |
| WBRK | | 00.00 | 45.00 | 30.00 | 15.0 |
| WIIYN | | 48.00 | 36.00 | 24.00 | 12.0 |
| WNLC | 60.00 | 48.00 | 20.00 | 24.00 | 12.0 |
| WEIM | . 60.00 | 48.00 | 36.00 | 24.00 | 12.0 |
| WLNH | . 45.00 | 86.00 | 27.00 | 18.00 | 9.0 |
| WILDO | 45.00 | 80.00 | 27.00 | 18.00 | 9.0 |
| WCOU | | 36.00 | 27.00 | 18.00 | 0.0 |
| WHAL | | 36.00 | 27.00 | 18.00 | 9.0 |
| WHYB | | 36.00 | 27.00 | 18.00 | 9.0 |
| Total 21 | , 10.00 | 20.00 | 21.00 | 25.00 | |
| stations | 1,800.00 | 1,512.00 | 1.134.00 | 756.00 | 878.0 |
| Benevious | 1,000,00 | 17012.00 | 1,101.00 | 100,00 | 010.0 |
| | | | | | |

| (12:00 mld | night to | 8:00 a.t | n. daily) | |
|-------------------|----------------|----------------|----------------|----------------|
| • | 1 hr. | 3/4 hr. | 1/2 hr. | 1/4 hr. |
| WNAC | 147.00 | 118.00 | 88.00 | 50.00 |
| WEAN | 67,00 | 54.00 | 40.00 | 27.00 |
| WICC | 54.00 | 43,00 | 82.00 | 22.00 |
| WAAB | 54.00 | 48.00 | 82,00 | 22.00 |
| WCSII | 51.00 | 43.00 | 32.00 | 22.00 |
| WIJII | 40.0D | 82.00 | 24.00 | 16.00 |
| WHAR | 40.00 | \$2.00 | 24.00 | 16.00 |
| WLBZ | 40.00 | 32.00 | 24.00 | 10.00 |
| WTIIT | 34.00 | 27.00 | 20.00 | 14.00 |
| WATH | 34.00 34.00 | 27.00 27.00 | 20.00 20.00 | 14.00 |
| WFEA | | 27.00 | 20.00 | 14.00 14.00 |
| WN1111 | 34.00 | 27.00 | 20.00 | 14.00 |
| WIRK | 27.00 | 22.00 | 16.00 | 11.00 |
| WNIX | 27.00 | 22.00 | 10.00 | 11.60 |
| WEIM | 27.00 | 22.00 | 10.00 | 11.00 |
| WI.NII | 20.00 | 10.00 | 12.00 | 8.00 |
| WHI)() | 20.00 | 16.00 | 12,00 | 8.00 |
| WCOU | 20,00 | 10.00 | 12.00 | 8,00 |
| WHAL | 20.00 | 16.00 | 12,00 | 8.00 |
| WHYB | 20,00 | 16.00 | 12.00 | 8.00 |
| Total 21 stations | 847.00 | 678.00 | 504.00 | 848.00 |

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

ews Services:
Dally 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 announceannouncements daily. Per participating announcement 155.00.
Daily, 1:00 p.m. to 1:15 p.m. Limited to three announcements daily. Per participating announcement 155.00.
Daily except Sundays, 8:00 p.m. to 8:15 p.m.; Sundays 6:30 p.m. to 8:45 p.m. Limited to three announcements daily. Per participating announcement 3 daily. Per participating announcement 3 daily. Per participating announcement 155.00.

TALENT

ment 155.00.

TALENT

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

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 origi-nating 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.

Clasing Time

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

66.00

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

Agency Commission

15% to recognized agoustes; no cash discount.

General Advertising

| For combination rates see | Blue Network Company (Blue Southcentral Group). | Music copyright foes are not included in rates. | 14, 13 ti. 26 ti. 52 ti. 106 ti. 300 ti. 1 hour.... 50.00 47.50 45.00 42.50 40.00 37.00 1/2 hour.... 28.50 27.07 25.65 24.22 22.80 21.87 1/4 hour... 18.00 17.10 10.20 16.30 14.40 18.00 findings 7.50 7.12 0.70 6.37 6.20 8.62

ANNOUNCEMENTS 100 words.... 3.00 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 reduest:
News, daily sports review, WHMA Saturday Jamboree, WHMA Variety Hour, housekeepers cliat, baseball games, studio organ, and stock reports.

TALENT
TALENT

Rates on request.

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

quest.

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

Rates quoted are for station time only; talent and line charges are net, extra.

Closing Time

All continuity must be received 24 hours prior to broadcast.

Mechanical Program Equipment

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

1

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

Representatives

Sears & Ayer, Inc.

BESSEMER

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. Operaties on Central War Time.
Operating schedule: Sundays 7:30 a.m. to 10:00 p.m.;
week days 6:00 a.m. to 11:00 p.m.

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

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

Accepted only when subject matter is, in the opinion of station management, of genuino 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.

Centract and Other Requirements

Advertising of alcoholic bevorages, 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 brondensts and contracts are subject to station owner's approval and governmental regulations.

Clasing Time

Contracts close 24 hours in advance of first broad-cast. Announcements and transcriptions close 24 hours in advance. Talks close one hour in advance.

Mochanical 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 Bidg., Birming-ham, Ala., telephone 3-8116.

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.

Anency Commission

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

4 General Advertising

For combination rates see Columbia Broadcasting System (Southcentral 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)

| | | | | | | 5 days | |
|---|---------|-------|-------|--------|--------|--------|--------|
| | | | | | | 720.00 | |
| | hour | | | | | 433.33 | |
| | hour | | | | | 286.65 | |
| 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)

hour.... 80.00 160.00 216.00 288.00 360.00 384.00 hour... 48.00 96.00 130.00 173.32 216.65 230.00 hour... 32.00 64.00 86.00 114.67 143.33 154.00 minutes 24.00 48.00 65.00 86.67 108.33 115.00 CLASS "C

CLASS 'C'.

(2:00 p.m. to 5:00 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 84.00 113.00 150.07 188.33 202.00
1/4 hour... 28.00 66.00 76.00 101.82 126.65 134.00
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

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 could be adverted to the contract is cancelled.

not be prejudiced.

When an advertiser contracts for one or more broadcasts in a rate classification in "General Broadcastlng 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 clarge
per period (one time per week rate, shown under
"General Broadcasting Time Rates") for the additional broadcast does not exceed the comparable gross
time clarges per period already beling charged.

Weekly Dollar Volume Discount

Weekly Dollar Volume Discount
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 con-secutive 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

| | | | | | | Bross 1 | | |
|--------|----|------|-----|------|------|---------|--------|---------|
| | | | | | | | ·•··· | None |
| 80.00 | or | more | but | less | than | 145.00 | weekly | 2-1/2% |
| 145.00 | or | more | but | less | than | 205.00 | weekly | 5% |
| 205.00 | OF | more | but | less | than | 265.00 | weekly | 7-1/2% |
| 265.00 | or | more | but | less | than | 325.00 | weekly | 10% |
| 325.00 | or | more | but | less | than | 385.00 | weekly | 12-1/2% |
| 385.00 | or | more | wee | klv | | | | 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 more remediable contracts:

| | | non-cancellable contracts: | |
|-----|--------|---|--------|
| Les | s than | 13 weeks | None |
| 13 | to 25 | weeks | 5% |
| 26 | to 51 | weeks | 7-1/2% |
| 52 | weeks | *************************************** | 10% |

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 ti. 13 ti. 26 ti. 52 ti. 1 minute live and transcribed announcements... 19.20 18.00 16.80 15.60 100 words., 16.00 15.00 14.00 13.00

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

1 minute live and transcribed announce-ments..... 14.40 13.20 12.00 10.80 100 words.. 12.00 11.00 10.00 9.00

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.

as, per week 31.30. (ews Programs: Available for sponsorship at card ates plus a charge for news service—rates on request. (ews Bulletins: Service availabilities and prices on groups.)

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

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

annotingement participation at regular rate.

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

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

REMOTE CONTROL
Programs originating outside the studios are subject to special charges.

TRANSCRIPTIONS

Accepted at regular rates except one minute transcriptions—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.

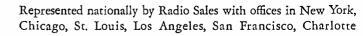
approval. Acceptable accounts are subject to the same rates according to the time classification into which they fall. Lectures and talks (except political talks) are not accepted between 7:00 p.m. and 10:30 p.m. No connervial broadcasts consisting of straight talks (except political talks) are acceptable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

Mechanical Program Equipment
Equipped to hundle 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

WAPI BIRMINGHAM has carried at least twice as much national spot time as the other two local stations combined for **5** consecutive years!

BIRMINGHAM · CBS NETWORK





ALABAMA—Continued

BIRMINGHAM—Continued

WBRC

(Established 1925)



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

Business office and Studio—WBRC Bidg., Birming-ham, 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 mld-night; week days 6:00 a.m. to 12:00 mldnlght.

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 (Southcentral 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 to 26 to 52 to 104 to 13 tt. 25 tt. 51 tt. 103 tt. 298 tt. 172 hour... 96:00 90 00 87:00 800 75:00 1/4 hour... 61:00 60:00 55:00 40:00 43:00 80:00 75:00 5 mlautes. 30:00 28:00 26:00 24:00 22:00 1/2 hour... 48:00 45:00 60:00 1/4 hour... 48:00 45:00 42:00 22:00 1/4 hour... 32:00 30:00 27:00 24:00 22:00 1/4 hour... 32:00 30:00 27:00 24:00 21:00 1/4 hour... 32:00 30:00 27:00 24:00 21:00 1/4 hour... 32:00 30:00 27:00 24:00 21:00 5 mlnutes 15:00 14:00 13:00 12:00 11:00 30:00 1

of night right. ANNOUNCEMENTS (6:00 p.m. to 10:30 p.m.) 12:00 10:00 words. 15:00 14:00 13:00 12:00 15:00 words and network breaks... 12:00 11:00 10:00 9:00 (Before 6:00 p.m. and after 10:30 p.m.) 100 words. 9:00 8:50 8:00 7:50 50 words and network breaks... 6:00 5:90 5:75 5:50

8.00 7.00 5.00 TALENT

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
18 hours in advance of broadcast.
Amouncements, talks, recorded programs close 21
hours in advance of programs.

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

Personnel
Business Manager—J. C. Bell.
Assistant Manager—John M. Connolly.

Exclusive National Representatives Paul II. Raymer Company.

WSGN (Established 1927)



Itates effective November 1, 1942, (Card No. 5.) Affiliated with the Birmingham News and Age-Herald.

Business Office and Studio—Dixle Carlton. Third and 23rd Sts.. Birmingham. Ala., telephone 4-3134. Transmitter—Alabama State Fair Grounds, Birming-ham. Ala.

Wave—Power—Time
Operating power—5.000 watts days; 1,000 watts nights.
401.8 meters; 510 kilocycles.
Licensed to operate full lime. 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.

count. No commission on talent or wire charges. Payment date—15th of month following broadcast.

General Advertising
For combination rates see Blue Network Company (Blue Southeentral 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 12.00

13 times 144.00 86.40 57.60 43.20 23.80 14.40 11.40

26 times 336.00 81.60 54.40 48.00 27.20 13.60 10.80

39 times 128.00 76.80 57.60 43.20 23.80 14.00 12.00

13 times 129.00 72.00 48.00 36.00 24.00 12.00 9.60

6104 times 112.00 67.20 44.80 33.60 24.00 12.00 9.60

156 times 96.00 57.50 38.40 28.80 19.20 9.60 7.80

312 times 88.00 52.80 35.20 26.40 17.60 8.80 7.20

CLASS "B"

(All other time)

88.00 52.80 35.20 26.40 17.60 CLASS "B" (All other time) (All other time) 50.00 48.00 32.00 24.00 16.00 72.00 43.20 28.80 21.65 14.40 68.00 40.80 12.20 20.40 13.60 64.00 38.40 25.60 19.20 12.80 66.00 38.00 24.00 18.00 12.00 56.00 38.00 22.40 16.80 11.20 52.00 31.20 20.80 15.60 10.40 48.00 28.80 19.20 14.40 9.60 44.00 26.40 17.60 13.20 8.80 minute transcription. words or less. 10.00 9.50 9.00 8.50 8.00 7.40 7.00 6.50 6.00 time.. times times times

SPECIAL WEEKLY RATES Rates for consecutive weeks:

CLASS "A"

| (0.00) | ,.m. to | 10.50 P.1 | 44.7 | |
|-------------------|---------|------------|---------|---------|
| | | ——Per v | reek | |
| One hour: | 13 wks | | 39 wks. | 52 wks. |
| 3 times | 321.00 | 288.00 | 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 | 355.80 | 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 | 145.00 |
| 6 times | 237.60 | 213.00 | 188.40 | 163.80 |
| Ten minutes: 3/4 | of 1/4 | hour rate. | | |
| Rive minutes: 1/9 | of 7/4 | hour rate | | |

| Ten minutes: 3/4 Five minutes: 1/2 | of 1/4 h | our rate. | | |
|---------------------------------------|-----------|-----------|--------|--------|
| | CLASS | | | |
| | III other | | | |
| 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 | | 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 cer-(This listing continued on next page)

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

5,000 WATTS DAY & NIGHT BIRMINGHAM

BIRMINGHAM—Continued W S G N—Continued

WS G N—Continued

Untract 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.
Contracted rates not affected by changes in rate until expiration of contract. Quoted rates subject to change without notice.
Contracts are automatically void if the first broadcast is not made within 30 days of the signing of contract. Contracts cancelled by the advertiser before date of expiration are subject to any short rate accruing to the date of cancellation. Right is reserved to refuse or discontinue any advertising.

to relies or discontinuo any 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 Proin. & Pub. Mgr.—Bob Venn.
Program Manager—Bill Terry.
Chief Engineer—P. B. Cram.

Representatives
Headley-Reed Company.

DECATUR (Morgan County)

WMSL

WMSL
(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

Agency Commission

10% 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.

and payaue 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.

I hour

| | nour | *************************************** | 35.00 |
|-------------|---|---|-------|
| $1/\bar{2}$ | hour | | 18.00 |
| 1/4 | hour | | 10.00 |
| 5 | minutes | | 6.00 |
| | | | |
| | WEEKLY | FREQUENCY RATES | |
| | *************************************** | | |
| | | Per week | |

| Four weeks: | 1 ti. | 2 ti. | 3 ti. | 6 ti. |
|-------------------|--------|------------------|-------|-------|
| 1 hour | 33.25 | 31.50 | 29.75 | 26.25 |
| . 1/2 hour | 17.10 | 16.20 | 15.30 | 13.50 |
| 1/4 hour | 9.50 | 9.00 | 8.50 | 7.50 |
| 5 minutes | 5.70 | 5.40 | 5.10 | 4.50 |
| 100 words | 2.85 | 2.70 | 2.55 | 2.25 |
| Thirteen weeks: | | | | |
| 1 hour | 31.50 | 28.00 | 26.25 | 22.75 |
| 1/2 hour | | 14.40 | 13.50 | 11.70 |
| 1/4 hour | 9.00 | 8.00 | 7.50 | 6.50 |
| 5 minutes | 5.40 | 4.80 | 4.50 | 3.90 |
| 100 words | 2.70 | 2.40 | 2.25 | 1.95 |
| Twenty-six weeks: | | | | |
| 1 hour | 29.75 | 26.25 | 24.50 | 21.00 |
| 1/2 hour | | 13.50 | 12.60 | 10.80 |
| 1/4 hour | 8.50 | 7.50 | 7.00 | 6.00 |
| 5 minutes | | 4.50 | 4.20 | 3.60 |
| 100 words | | 2.25 | 2.10 | 1.80 |
| Fifty-two weeks: | | | | |
| 1 hour | 28.00 | 24.50 | 22.75 | 19,25 |
| 1/2 hour | .14.40 | 12.60 | 11.70 | 9.90 |
| 1/4 hour | | 7.00 | 6.50 | 5,50 |
| 5 minutes | | 4.20 | 3.90 | 3.30 |
| 100 words | 2.40 | 2.10 | 1.95 | 1.65 |
| | | OT A MITTER A ST | | |

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.

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. Vickre;
Program Director—Lewis Blizzard,
Chief Engineer—Colloway Callicott.

Representatives
Headley-Reed Company.

DOTHAN

(Houston County)

WAGF (Established 1932)

Rates received June 14, 1937.

Owned and operated by Dothan Broadcasting Co.

Business Office and Studlo—204-1/2 E. Main St.,

Dothan, Ala,

Transmitter —

Dothan, Ala,

Southeast Alabama Fair Grounds,

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.

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

| General Advertising | | | | |
|-------------------------|---------|----------|----------|-------|
| The following rates | are for | national | advertis | |
| I ti. | 13 ti. | 26 ti. | 52 ti. | 78 ti |
| 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 10.00 | 9.50 | 9.00 | 8.50 | 8.00 |
| 5 minutes 5.00 | 4.75 | 4.50 | 4.25 | 4.0 |
| ANN | OUNCE | MENTS | | |
| 70 1 Av. 12- 11 - 11-11 | 44.3 m | 1 1 | | 4 * |

Price quoting permitted. To be broadcast at any time. 100 words.... 3.00 2.85 2.70 2.55 2.40 TALKS

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. Moselcy.

Representatives
Headley-Reed Company.

GADSDEN (Etowah County)

WJBY (Established 1928)

(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.
Wove—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

General Advertising
For combination rates see Mutual Broadcasting System.
The following rates are for national advertising.

| | (After 6:00 p.m.) | | | | | | - | | |
|-----|-------------------|-------|----------------|--------|---------|---------|--------|--|--|
| | | 1 ti. | 13 ti. | 51 ti. | 101 tl. | 201 ti. | 201 15 | | |
| - | L | | | | | | | | |
| . 4 | hour | 60.00 | 57.00 | 54.00 | 51.00 | 48.00 | 45.00 | | |
| 1/2 | hour | 35.00 | 3 3, 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 | 14.50 | 13.78 | 13.05 | 12.33 | 11.60 | 10.88 | | |
| 5 | minutes | 8.75 | 8.31 | 7.88 | 7.44 | 7.00 | 6.28 | | |
| | | (Be | efore 6: | 00 p.n | n.) | | | | |
| 1 | hour | 36.00 | 34.20 | 32.40 | 30.60 | 28.80 | 27.00 | | |
| 1/2 | hour | 21.00 | 19.95 | 18.90 | 17.85 | 16.80 | 15.75 | | |
| 1/4 | hour | 12.00 | 11,40 | 10,80 | 10,20 | 9.60 | 9.00 | | |
| 10 | minutes | 8.70 | 8.27 | 7.83 | 7.38 | 6.96 | 6.53 | | |
| 5 | minutes | 5.25 | 4.99 | 4.73 | 4.46 | 4.20 | 3.94 | | |
| | ANNOUNCEMENTS | | | | | | | | |

ANNOUNCEMENTS
(After 6:00 p.m.)
100 words... 6.00 5.70 5.40 5.10 4.30 4.
(Before 6:00 p.m.)
100 words... 3.60 3.42 3.24 3.06 2.88 2.
SPECIAL FEATURES
Market reports. 15 minutes—regular rates apply.
Weather reports. one minute daily; minimum cotract three months—regular rates apply.

Presonnel
President—B., H. Hopson.
Representatives
Sears & Ayer, Inc.

HUNTSVILLE

(Madison County) (Established 1937)

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

Transmitter—Two miles west of Huntsville, Ala.

Transmitter—Two miles west of Huntsville. Ala.

Wave—Power—Time
Operating power—100 watts.
243.9 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.

| General Advertising | 1 ti. | 13 ti. | 26 ti. | 52 tî. |
|---------------------|-------|--------|--------|--------|
| 1/2 hour | 28,00 | 22.00 | 18.00 | 16.00 |
| 1/4 hour | 15.00 | 12.00 | 10.00 | 8.00 |
| ANN | OUNCE | EMENTS | | |
| 5 minutes | 5,00 | 4.00 | 3.00 | 3.00 |
| 100 word announce- | | | | |
| ments | 3.00 | 2.75 | 2.50 | 2.25 |
| | | | | |

3.00 2.75 2.50 2.25

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.

station studios.

Contract and Other Regulrements

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 83-1/3 and 78 r.p.m. turntables.

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

MOBILE

(Mobile County)

WALA
(Established 1930)

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

naues enective 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., 106 St. Joseph St. Mobile. Ala. Dexter 5893. Transmitter-Tensas Bridge Head, Baldwin County,

Wave—Power—Time
Operating power—5.000 watts.
212.8 meters; 1410 kilocycles.
Licensed to operate full time. Operates on Central
War Time.

War Time.
Operating schedule: Sundays 8:00 a.m. to 11:00 p.m.;
week days 6:00 a.m. to 11:00 p.m.

Agency Commission

15% on charges for station time to recognized advertising agencies on national accounts only. No commission on talent charges. Cash discount 2%—10 days.

mission on talent charges. Cash discount 2%—10 days. General Advertising
For combination rates see National Broadcasting Company (additional to Southcentral 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 WALA-Continued

| | | | p.m. to | | p.m.) | | |
|-----|---------|--------|---------|--------|--------|---------|---------|
| | | 1 ti. | 13 ti. | 26 ti. | 52 ti. | 104 ti. | 156 ti. |
| 1 | hour | 120.00 | 114.00 | 108.00 | 102.00 | 96.00 | 90.00 |
| 1/2 | liour | 72,00 | 68.00 | 04.80 | 61.20 | 57.60 | 54.00 |
| 1/4 | hour | 48.00 | 45.60 | 43.20 | 40.80 | 38.40 | 36.00 |
| 5 | minutes | 22.50 | 21.38 | 20,25 | 19.13 | 18.00 | 16.88 |
| | | (6:00 | a.m. to | 6:00 | p.m.) | | |
| 1 | hour | 60.00 | 57.00 | 54,00 | 51.00 | 48,00 | 45.00 |
| 1/2 | hour | 36.00 | | 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 | 11.25 | 10.69 | 10.13 | 9.56 | 9.00 | 8.44 |
| | | AN | NOUNC | EMEN | TS | | |
| | | (0:00 | p.m. to | 11:00 | p.m.) | | |
| 1 | minute | 12.50 | | 11.25 | 10.63 | 10.00 | 9.38 |
| | | (6:00 | a.m. to | 6:00 | p.m.) | | |
| 1 | minute | 8.12 | | 7.31 | 6.90 | 8.50 | 6.09 |
| | | SPE | CIAL F | EATU | RES | | |

I minute SPECIAL FEATURES
Hates on request.
POLITICAL
Same as regular rates, with unlimited time.
TALENT
Facilities and talent are extra—details on request.
REMOTE CONTROL
Additional charges are made for programs originating outside the studios, and for programs requiring special production.

outside the studios, and for programs requiring special Production.

TRANSCRIPTIONS
Regular time charges apply, Not restricted to cer-

Regular time charges apply, Not restricted to certain hours.

Contract and Other Requirements
Advertishing of alcoholic beverages accepted.

Itates cover only broadcasting time; all expense of programs, artists, etc., is additional thereto. The program department will assist the advertiser in securing talent and arranging programs, but acts only as the advertiser's agent.

Station reserves the right to omit or alter programs not acceptable to the management.

Any contract for radio advertising is subject to all authorized 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. Available hours, contract forms and additional information will be sent upon request.

Closing Time
Ten days in advance.

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

Personnel

General Manager—W. O. Pape.
Commercial Manager—H. K. Martin.
Studio Director—Charles Saunders.

Representatives

Ileadley-Reed Company.

WMOB (Established 1939)



Rates received August 10, 1942. Rates received August 10, 1942.
Owned and operated by S. B. Quigiey.
Business Office and Studio — 600 St. Louis St.,
Mobile, Ala.
Transmitter—600 St. Louis St., Mobile. Ala.
Wave—Power—Time
Operating Power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate full time on local channel. Operaties on Central War Time.

Agency Commission
15% to recognized advertising agencies; cash discount 2%. Bills rendered 1st of month, payable 15th of month.

| 15/6 to recognized advertising agencies; cash discount 2%. Bills rendered 1st of month, payable 15th of month, p

TALENT Local talent available.

REMOTE CONTROL
Facilities available, subject to extra charges for line
and mechanical costs. Mobile unit available.
THANSCRIPTIONS
Transcription library service available. Regular rates

apply.

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

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

Closing Time

of last program.

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

Mochanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.b.m. double turnlables
for vertical and laferal cut recordings.

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

Representatives Sears & Ayer, Inc.

MONTGOMERY

(Montgomery County)

WCOV

(Established 1939)

Rates effective January 1, 1939. Owned and operated by Capital Broadcasting Com-pany, Inc. Montgomery, Ala. Business Office and Studio—Exchange Hotel, Munt-

gomery, Ala. Transmitter—Narrow Lane Road, Montgomery, Ala.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

Operating scinedure, 0.00 and.

Agency Commission

15% to recognized advertising agencies on not charges for station time, No commission on program charges. Rates otherwise are net; bills due and payable 10th of month following broadcast.

ANNOUNCEMENTS

SPECIAL FEATURES
News service, time signals, weather reports, temperature reports, man on the street, quiz program, and other service—rates on request.

TALENT
Electric organ in studio—rates on request.

REMOTE CONTROL

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

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

to exceed one year's unmanon, here at the standard continue only.

All business accepted subject to the standard conditions governing contracts and orders for spot broadcasting adopted by the National Association of Broadcasters and rules and resultations 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 turniables.

Personnel
Pres. & Gen'1 Mgr.—G. W. Covington, Jr.
Program Director—Joe Byars.
Production Manager—John C. Hughes.
Commercial Manager—R. B. Raney.
Secretary—E. B. Robinson.

Representatives
Howard H. Wilson Company.

WSFA (Established 1930)

Rates effective October 1, 1940.

Rates effective October 1, 1940.

Owned and operated by the Montgomery Broadcasting Company Inc.
Business Office and Studio—Jefferson Davis Hotel, Montgomery, Ala.

Transmitter—Narrow Lane Road, Montgomery, Ala.

Wave—Power—Inc.

One Transmitter—Narrow Lane Road, Montgomery, Ala.

Wave—Power—Inc.

One Ala.

One Ala.

One Company Com

Agency Commission

15% on station time to recognized advertising agen-cles; no cash discount. Commission does not apply on talent. Invoices mailed monthly; due and payable first of month following broadcast.

first of month following broadcast.

General Advertising
For combination rates see National Broadcasting
Compuny Continents Group).

When WHFA is purchased in combination with
WHGN. Birmingham, and WALA, Mobile, an additional discount of 10% on all three stations it allowed. Providing that identical units of time or
dollar volume are used on each station.

CLASH "A"

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

| | | (6:00 | p.m. to | 10:30 | p.m.) | | |
|-----|--------|--------|----------|--------|-------|-------|---------|
| | | 1 | 1/2 | 1/4 | 10 | 5 | 1 min. |
| | | ht. | br. | hr. | min. | min. | or less |
| 1 | time | 100.00 | | 40.00 | 80.00 | 20.00 | 10.00 |
| 13 | times | 95.00 | 57.00 | 38.00 | 28.50 | 19.00 | 9.50 |
| 26 | times | 90,00 | 54,00 | 36,00 | 27.00 | 18.00 | 9,00 |
| 39 | times | 85.00 | 51.00 | 34.00 | 25,50 | 17.00 | 8.75 |
| 52 | times | 80.00 | 48.00 | 32.00 | 21.00 | 16.00 | 8.50 |
| 104 | times | 75.00 | 45.00 | 20.00 | 22.50 | 15.00 | 8.00 |
| 156 | times | 70.00 | 42.00 | 28.00 | 21.00 | 14.00 | 7.50 |
| 260 | times | 65.00 | 37.50 | 25.00 | 18.75 | 12.50 | 7.00 |
| 312 | times | 60.00 | 36.00 | 24.00 | 18.00 | 12.00 | 6.50 |
| | | | CLASS | "B" | | | |
| | | (6:00 | 8.m. t | 0 6:00 | p.m.) | | |
| 1 | time | 60.00 | 86.00 | 20.00 | 16.00 | 12.00 | 6.50 |
| 13 | times | 57.50 | 34.50 | 19.00 | 15.25 | 11.50 | 6.25 |
| 26 | times | 55.00 | 33.00 | 18.00 | 14.50 | 11.00 | 6.00 |
| 39 | tlines | 52.50 | 31.50 | 17.00 | 13.75 | 10.50 | 5.75 |
| 52 | times | 50,00 | 30.00 | 16.00 | 13.00 | 10,00 | 5.50 |
| 101 | times | 47,50 | 28.50 | 15.00 | 12.25 | 9,50 | 5.00 |
| 156 | times | 45.00 | 27.00 | 14.00 | 11.50 | 9.00 | 4.75 |
| 260 | times | 40.00 | 24.00 | 12.00 | 10.00 | 8.00 | 4.25 |
| 312 | times. | 37.50 | 22,00 | 11.00 | 0.25 | 7.50 | 4.00 |
| | | RDE | CTAT. IN | CATIL | 224 | | |

SPECIAL FEATURES
Leased wire news service. Rates on request. TALENT

Rates on request.

REMOTE CONTROL

REMOTE CONTROL Arrangements can be made for remote control broad-casts; 10.00 service charge plus telephone lines at cost.

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

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

form letters, displays, etc., which will be furnished at actual cost.

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

Closing Time

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

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

Personnel Pres. & Gen'l Mgr.-Howard E. Pill.

Representatives
Hendley-Reed Company.

MUSCLE SHOALS CITY

WLAY

(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.

Transmitter—620 E. Second St., Muscle Shoals, Ala.

Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles,
Licensed to operate full time on local channel. Operates on Central War Time.
Operating schedule: 6:45 a.m. to 11:00 p.m.

Agency Commission

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

General Advertising
The following rates are for national advertising.
Maximum time between programs to arrive at rate is
one week. 10:45 am to 11:00 pm \

| | (6:40 % | m. w 11 | Livo pim. | | |
|-----|---------------|-----------|-----------|--------|--------|
| | • | 1 ti. | 13 ti. | 26 ti. | 52 tl. |
| 1/2 | hour | 25.00 | 22.50 | 20,00 | 17.50 |
| 1/4 | hour | 17.50 | 17.00 | 15.00 | 10.00 |
| 5 | minutes | 8.75 | 8.50 | 7.50 | 5.00 |
| | (This listing | continued | d on next | page) | |

MUSCLE SHOALS CITY-Con'd

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 colit, 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)
WJHO
(Established 1940)

Rates effective February 1, 1942.

Owned and operated thy Opelika-Auburn Broadcasting Company,
Business Office and Studio—1400 Auburn Road,
Opelika, Ala., Radio 1400.
Other Studios—Pitts 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"

| | | 1 nr. | 1/2 hr. | 1/4 hr. | 5 min. |
|-----|----------|---------|------------|---------|--------|
| 1 | time | 45.00 | 27.00 | 15.00 | 7.50 |
| 13 | times | 42.75 | 25.65 | 14.25 | 7.15 |
| 26 | times | 40.50 | 24.30 | 13.50 | 6.75 |
| 52 | times | 38.25 | 22.95 | 12.75 | 6.40 |
| 104 | tlmes | 36,00 | 21.60 | 12.00 | 6.00 |
| 156 | times | 33.75 | 20.50 | 11.25 | 5.60 |
| | | T A DO | | 11.20 | 3.00 |
| | | LASS | "B" | | |
| | (6:00 -8 | a.m. to | 6:00 p.m.) | | |
| 1 | time | 30.00 | 18.00 | 10.00 | 6.00 |
| 13 | times | 28.50 | 17.00 | 9.50 | 5.70 |
| 26 | times | 27,00 | 16.00 | 9.00 | |
| 52 | times | | | | 5.40 |
| | times | 25.50 | 15.00 | 8.50 | 5.10 |
| 104 | times | 24.00 | 14,00 | 8.00 | 4.80 |
| 156 | times | -22.50 | 12.50 | 7.50 | 4.50 |
| | | | | | |

ANNOUNCEMENTS CLASS "A"
(6:00 p.m. to 11:00 p.m.)

| 1 13 26 52 104 150 300 | time | 3.80 3.60 3.40 3.20 3.00 2.75 | 2.50 2.40 2.25 2.15 2.00 1.90 1.75 | 1.50 1.45 1.35 1.30 1.20 1.15 |
|--|---------|--|--|--|
| 1.000 | times | 2.25 | 1.50 | 1.00 |
| | CLASS " | 'R'' | | |

| | (6:00 a.m. to 6: | 00 p.m.) | | |
|-------|------------------|----------|------|------|
| 1 | time | 3.50 | 2.00 | 1.25 |
| 13 | times | 3.35 | 1.90 | 1.20 |
| 26 | times | 3.15 | 1.80 | 1.15 |
| 52 | times | 3.00 | 1.70 | 1.10 |
| 104 | times | 2.85 | 1.60 | 1.05 |
| 150 | times | 2.65 | 1.50 | 1.00 |
| 300 | times | 2.50 | 1.40 | .90 |
| 1,000 | tlmes | 2.00 | 1.25 | .75 |
| | | | | |

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

(Eslablished 1935)

Rates effective December 1, 1939.

Owned and operated by Selma Broadcasting Co., Inc. Business Office—1', O. Box 26, Selma, Ala. Studio—299 Washington St., Selma, Ala. Transmitter—Edgewood, Selma, Ala. Wave—Power—Time Operating Dower—100 watts.
201.3 meters; 1490 kilocycles. Licensed to operate unlimited time. Operates on Central War Time.

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

General Advertising
For combination rates see Mutual Broadcasting System. Rates effective December 1, 1939,

| | , (| 6:00 | p.m. | to 1 | ւս։սս ք.ու | ., | |
|------|------------|------|------|------|------------|--------|--------|
| | | | - | | 1 ti. | 13 ti. | 26 tl. |
| 1/2 | hour | | | | . 30.00 | 25.00 | 20.00 |
| | hour | | | | | 15.00 | 12.50 |
| -, 2 | minutes. | | | | . 8.00 | 7.50 | 6.75 |
| | | | | | 3:00 p.m.) |) | |
| 1/2 | hour | | | | | 18.00 | 15.00 |
| 1/4 | hour | | | | | 10.00 | 9.00 |
| - 5 | minutes. | | | | . 6.00 | 5.00 | 4.50 |
| - | | AN | NOU | VCE | MENTS | | |
| | - 3 **** . | | | | | | |

ANNOUNCEMENTS
No additional charge for requested times if available. (6:00 p.m. to 10:00 p.m.)
1 til. 13 til. 26 til. 52 til. 104 til. 150 words... 5.00 4.25 3.25 2.75 2.25 (7:00 a.m. to 6:00 p.m.)
150 words... 3.50 2.75 2.25 1.75 1.50 SPECIAL FEATURES
News: Leased wire service—rates on request.
Per minute 100

esentatives ars & Ayer, Inc.

TUSCALOOSA

(Tuscaloosa County) WJRD

(Established 1936)



Rates received October 15, 1937.

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

Wave—Fower—Imme 250 watts.
(Operates) 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.

11/2 hour.... 12.50 11.88 11.25 10.63 10.00
1/4 hour.... 12.50 11.88 11.25 10.63 10.00
5 minutes 5.00 23.75 22.50 21.75 18.00
1/4 hour.... 12.50 11.88 11.25 10.63 10.00
5 minutes 5.00 4.75 4.55 4.25 4.00
SPECIAL FEATURES
News broadcasts sports review, housekeepers chats, weather reports, time signals—information on request. Breekfast Club: 7:00 a.m. to 3:00 a.m., regular rates apply.

Grab Bag: 8:00 a.m. to 9:00 a.m.
Surinke Jamborce: 6:00 a.m. to 7:00 a.m.
Surinke Jamborce: 6:00 a.m. to 7:00 a.m.
Surinke Jamborce: 6:00 a.m. to 3:00 a.m., regular rates apply.

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

Surinke Jamborce: 6:00 a.m. to 7:00 a.m.
Surinke Jamborce: 6:00 a.m. to 3:00 a.m., 1.00 a.m. o. 85 0.00

FOLITICAL

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

TALENT

REMOTE CONTROL

Facilities available. Expense charked at cost.

submitted to station before broadcast.

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 turptables 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 Bidg., Phoenix. Ariz.

Comprised of:

Comprised of:

PRIMARY STATIONS

KYAR—Phoenix

KYOA—Tueson KYUM—Yuma

KUOA—Tueson KGLU—Safford

SUPPLEMENTARY STATIONS

KWJB—Globe KCRI—Jerome

KYCA—Prescott

Rates effective Sptember 1, 1940.

Wave-Power-Time See Individual listings.

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

of the 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. Whee service available to supplementaries at resular 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.in. to 10:30 p.m. week days and 12:00 noon to 10:30 p.m. Sundays)

1 13 26 39 52 104 250

PRIMARY STATION RATES

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

1 13 06 39 12 104 250

1 1 18 10 10 17 1.00 162.00 153.00 144.00 135.00 126.00

1/2 inr 198.00 102.60 97.20 91.88 86.48 81.00 75.60

1/4 hr 72.00 68.40 64.80 61.20 57.60 54.00 50.40

2 1 1 1 30.00 34.20 32.40 30.50 28.30 27.00 25.20

(All other time)

1 1 1 30.00 34.20 32.40 30.50 28.30 27.00 25.20

5 min 18.00 17.10 16.20 15.30 14.40 13.50 12.60

300 time program order is at 32-1/2% and 355 time order is at 35% discount from one time rate if used within one year.

ANNOUNCEMENTS

ANNOUNCEMENTS (Nighttime)

1 minute or less 31.00 29.45 27.90 26.35 24.80 23.35 21...3 (Daytime)

1 infinite or less 16.50 14.73 13.95 13.18 12.40 11.68 10.85 All announcements, transcribed or otherwise, to be handled by individual stations.

ANNOUNCEMENTS

ANNOUNCEMENTS

One minute:

1 station
2 stations
5.00 2.85 2.70 2.55 2.40 2.25 2.11
2 stations
5.00 4.75 4.50 4.25 4.00 3.75 3.51
3 stations
7.50 7.12 6.75 6.37 6.00 5.62 5.23

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

1 13 26 30 52 104 250
1 Nights
31.00 29.45 27.90 26.35 24.80 28.25 21.70
DAYS.

DAYS.

On contract for call of the state of the state

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

Rates on request.

REMOTE CONTROL

Address.

Rates on request.

REMOTE CONTROL

Rates and details on request.

TRANSCRIPTIONS

Music library services available—rates on request.

SERVICE FACILITIES

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

Line Charges

Rates shown include line charges for primary stations. Permanent lines are maintained. Regular utility charges apply on lines to supplementary stations.

(This listing continued on next page)

ARIZONA—Continued

ARIZONA BROADCASTING COMPANY—Continued

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; tailent 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, appainneements, adventising to the contractions.

Supplementary network stations used a constituer. All programs, announcements, advertising talks, etc., subject to acceptance by management, and inust conform to network policy. Right reserved to relect or discontinue any advertising, announcements or programs. Contracts stiblect 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 cuncellation, plus all amounts due to that date. Contracts are not transferable.

cliser will have used to date of cancellation, plus all amounts due to that date. Contracts are not transferable. Any and all time allotted to advertiser may be taken for broadcasting other programs or events which, in the judgment of the management, are of greater value or service to network or public. The management shall endeaver to notify advertiser in advance of any such appropriation of advertiser's time and will allot other time to compensate, or allow a pro rata reduction of charse 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 fall to pay as aforesaid, if the advertiser becomes insolvent, makes an as signment 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 prefudice 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
Equipment allows in the program is by electrical transcription, using 33-1/3 and 78 t.p.m. double turntables for vertical or lateral cut recordings.

Manager—Dick Lewis.

Representatives
1 aul II. Raymer Company.

ARIZONA NETWORK, THE

836 N. Central Ave., Phoenix, Ariz.

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

KOY—Phoentx Comprised of:
KSUN—Bisheo
KTUC—Tucson

ROY—Pricenx

RTUC—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 charks only cash discount 2% of the charks of a new part of the charks of the control of the charks of the char

| | | | , | MOON | 11 11117 | | | |
|-----|-------|---------|----------|---------|----------|---------|--------|--------|
| | | (6 | | m. to | 10:00 | p.m.) | | |
| | | 1 | 13 | 26 | 39 | 52 | 104 | 260 |
| | | ti. | ti. | 11. | ti. | tt. | t1. | tl. |
| 1 | hour | 150.00 | 142.50 | 135,00 | | 120.00 | 112.50 | 105.00 |
| | hour | | 85.50 | | | 72.00 | 67,50 | 63.00 |
| 1/4 | hour | | 57.00 | 54.00 | 51.00 | 48.00 | 45.00 | 42.00 |
| 5 | mln. | | 28.50 | | | 24.00 | 22,50 | 21.00 |
| | | (12: | 00 nooi | n to 6: | 00 p.m. | Hunds | LYH) | |
| 1 | hour | 112.50 | | | 95.63 | 90.00 | 84.38 | 78.75 |
| 1/2 | | | | | 67.38 | 54.00 | 50.63 | 47.25 |
| 1/4 | hour | 45.00 | | | | 36.00 | 38.75 | 81,60 |
| ī, | ının. | 22.50 | 21.38 | 20.25 | 10,13 | 18.00 | 16.88 | 15.75 |
| | (10 | :00 p.m | i. to 6: | :00 p.m | · excer | t 12:00 | noon (| (a |
| | | | 0:01 |) p.m. | Hunday | u) | | |
| • | 1.000 | 75.00 | 71 76 | 07 F.O | A4 7 E | 80 AA | # a n | |

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 ad-vertising copy to determine the rate applicable. Time signals or temperature reports: 35 words or less

 vertising 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.)
 1
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Rates on request.

RALENT

REMOTE CONTROL

Arrangements for remotes outside the studios of network stations may be made—rates on request.

TANSCRIPTIONS

Library service available—rates on request.

RERVICE FACULITIES

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 lotterles not consistent with station policies not accented. No time soid in bulk for resaile. Separate contracts must be written for programs and announcements. Programs and announcements may not be grouped for the purpose of obtaining lower rates.

saie. 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 United States, and the rules and regulations of the United States, and the rules and regulations of the United States, and the rules and regulations of the United States, and the rules and regulations of the United States, and the rules and regulations of the United States, and the rules and regulations of the United States, and the rules and regulations of the United States, and the rules and regulations of the United States, and the rules and regulations of the United States, and the rules and regulations of the United States, and the rules and times time to time have jurisdiction. No contract accepted for ionger than one year. Contracts, unless otherwise agreed, sulject to cancellation on 30 days' written united and delivered to the station at least 24 hours before the time of each broadcast by announcing the name, address and business of the advertiser and pitting on any available program 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 on breakage, etc. Station has no deadline on closing time of contracts but prefers one week in advance.

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

Menancer of Operation—John R. Williams, Station KOY, Pheenix, Ariz.

Representatives

BISBEE

(Cochlse County) KSUN

(Established 1933)

(Established 1933)

Rates effective November 1, 1937, Owned and operated by Copper Electric Co., Inc. Business Office and Studio—Copper Electric Bidg., Lowell Station, Bisbee, Ariz.

Transmitter—Naco Road, Bisbee, Ariz.

Wave—Power—Time
Oberating power—250 wats.
243.9 inotors; 1230 kilocycles.
Oberates on Momitain War Time.
Oberating schedule: 7:30 a.m. to 10:30 p.m. daily.
Agoncy Commissifion
15% on net station time to recognized agencies.
Terms net—16th prox.
General Advortising
For combination rates see Arizona Network.
Itates for 10 minute neriods are three-fearths the
15 minute rate.

(8:300 p.m. to 10:30 p.in.)
(8:300 p.m. to 10:30 p.in.)

| | | 1 tl. | 13 tl. | 26 tl. | 52 ti. | 100 ti. | 200 tl. |
|-----------------|---|-------|----------|---------|--------|---------|---------|
| 1 | hour | 40,00 | 28.00 | 30.00 | 34.00 | 32.00 | 30.00 |
| 1/2 | hour | 24.00 | 22,80 | 21.60 | 20.40 | 10.20 | 18.00 |
| 174 | hour | 16.00 | 15.20 | 14.40 | 13.60 | 12.80 | 12,00 |
| Ğ | minutes | 8.00 | 7.00 | 7.20 | 0.80 | 0.40 | 6.00 |
| | *************************************** | | | r time | | , | |
| 1 | hour | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 | 22.50 |
| $1/\frac{1}{2}$ | hour | | 17.10 | 10.20 | 15.30 | 14.40 | 13.50 |
| i/ī | hour | | 11,40 | 10.80 | 10.20 | 0.00 | 6.00 |
| ំ | minates | 0.00 | 5.70 | 5.40 | 5.10 | 4.80 | 4.50 |
| .,, | minuten | | NOŬŇC | | | 21114 | 1,00 |
| | - (| | ı.m. to | | p.m.) | | |
| 60 | words | 3.50 | 3,25 | 3.00 | 2.75 | 2.50 | 2,25 |
| | | | | | | | |
| 120 | words | 4.50 | 4.25 | 4,00 | 3.75 | 3.50 | 3.25 |
| | | (/ | VII othe | r time: |) | | |
| 00 | words | 2,08 | 2.44 | 2,25 | 2.06 | 1.88 | 1.00 |
| 120 | words | 3.38 | 3.10 | 3.00 | 2.81 | 2.03 | 2.44 |
| | | | CIĂL K | | | | |
| | | | | | | | • |

News broadensts, stock market reports, special features—rates on request.

PEROTAL FEATURES

News broadensts, stock market reports, special features—rates on request.

PEROTE CONTROL

Programs may originate from any Arlzona Network affiliated studion without extra charge.

Cantract and Other Requirements

Cantract and Other Requirements

Contract and Requirements

Contract and Reversals by electrical transcription, natural 33-1/3 and 78 r.p.m. (protables for both vortical and lateral cut recordings,

Personnol

Monuscr—Carleton W, Morris,

Hoprovoitatives

John High & Company,

GLOBE KWJB

K W JB

Rates effective July 15, 1939.
Owned and operated by Sims Broadcasting Company.
Business Office and Studio—South Globe. Ariz., telehone 41.
Transmitter—South of Globe, Ariz.
Wave—Power—Time
Operating power—250 wats.
241.9 meters; 1240 kilocycles,
Licensed to operate unlimited time. Operates on
Mountain War Time.
Operating sclieddie: 8:00 a.m. to 10:00 p.m.
Agency Commission
13% 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)

1 /13 26 39 52 104 250
(Day or Night)
1 /1 hour... 25.00 23.75 22.50 21.25 20.00 18.57 17.50
1/2 hour... 15.00 14.25 13.50 12.75 12.00 11.25 10.50
1/4 hour... 15.00 14.25 13.50 12.75 12.00 11.25 10.50
1/4 hour... 15.00 14.25 13.50 12.75 12.00 11.25 10.50
1/4 hour... 15.00 7.12 6.75 6.37 6.30 5.62 5.25
SPOT ANNOUNCEMIENTS
Announcements are accepted with the understanding
that Drograms take precedence and that if time is
sold for programs, announcements may be re-scheduled
at an equally advantageous period.
Independent announcements hay be moved to other
periods if available and as arranged by station on
24 hours' notice.

(Day or Night)

I minute or
less.......... 3.00 2.85 2.70 2.55 2.40 2.25 2.10

Rates on request.

TALENT

Rates on request.

TALENT

Remote Control

Programs originating outside the studios require an additional charge.

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 are subject to cancellations by either party on 15 and are subject to cancellations by either party on 5 and are subject to cancellations of actual time used. All facilities furnished in accordance with the terms of stations standard contract form. Closing Time

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

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

Personnel
Manager—Bartley Sims.

JEROME

(Yavapal County)

KCRJ (Established 1930)

Rates effective July 15, 1939. Owned and operated by Central Arizona Broadcasting Company, Business Office and Studio—711 Main St., Jorone,

Ariz, Transmitter—Lower Hogback, Highway 79, near Jer-

Transmitter—Lower Hogback, Highway 79, no onto, Artz.

Wave—Power—Time Operating power—250 watts. 223.0 meters; 1340 kilocycles, Operates on Mountain War Thuo. 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.

15% to recognized advertising agoneles; 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 lanse.

Antonneoments and programs may not be combined to curn frequency discounts.

(Day or Night)

1 13 26 30 52 104 250

11 13 26 30 52 104 250

11 1 15 25 00 25.75 25.00 21.25 20.00 11.25 20.50

1/2 hour... 15.00 14.25 13.00 12.75 12.00 11.25 20.50

1/4 hour... 15.00 16.05 0.00 8.50 8.50 8.50 7.50 7.60

5 minutes 7.50 7.12 6.75 6.37 6.00 5.62 5.25

SPOT ANNOUNCEMENTS

One minute maximum; langilsh or Spanish.

į. 1

TALENT

Rates on request. REMOTE CONTROL.

Remain broadcasts from Jerome without line charge.

Other facilities subject to line charges at cost, (This listing continued on next page)

JEROME—Continued K C R J-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.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription. using 33-1/3 and 78 r.p.m. double turntables.
Personnei
Manager—Howard Kuhn.
Representatives
None.

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.

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

Ariz.

_Time

Wave—Power—Time
Operating power—1,000 watts.
(100% modulation; antenna current raise, volume indicator and modulation meter.)
545.5 meters; 550 kilocycles.
Licensed to operate full time on regional channel.
Operates on Mountain War Time.

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

time charge for payment by 10th of month following broadcast.

General Advertising For combination rates see Columbia Broadcasting System (Mountain Group), Columbia Pacific Network (Supplementary Stations), and Arizona Network (Supplementary Stations), and Arizona Network Discounts are for broadcasts to be used within one year from start of schedule. Announcements and programs cannot be combined to earn frequency discounts. Rates include music copyright fees.

PROGRAMS

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

1 13 26 39 52 104 260

1 1 bour... 100.00 95.00 90.00 85.00 80.00 75.00 70.00

1/2 hour... 60.00 57.00 54.00 51.00 48.00 45.00 42.00

1/4 hour... 40.00 38.00 36.00 30.40 32.00 30.00 28.00

5 min... 20.00 10.00 18.00 17.00 16.00 15.00 14.00

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

1 hour... 45.00 42.75 40.50 38.25 36.00 33.75 31.50

1/4 hour... 30.00 28.50 27.00 25.50 24.00 22.50 21.00

2 min... 11.25 67.50 68.75 60.00 32.55 25.00

(10:00 p.m. to 6:00 p.m. secept 12:00 noon to 6:00 p.m. sundays)

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

1/2 hour... 30.00 28.50 27.00 25.50 24.00 22.50 21.00

1/4 hour... 20.00 28.50 27.00 25.50 24.00 22.50 21.00

1/4 hour... 30.00 28.50 27.00 25.50 24.00 22.50 21.00

1/4 hour... 30.00 28.50 27.00 25.50 24.00 22.50 21.00

1/4 hour... 30.00 28.50 27.00 25.50 24.00 22.50 21.00

1/4 hour... 30.00 28.50 27.00 25.50 24.00 22.50 21.00

1/4 hour... 30.00 28.50 27.00 25.50 24.00 20.50 37.50 7.00

ANNOUNCEMENTS

| 1/4 hour... | 20.00 19.00 18.00 17.00 16.00 12.00 25.00 1.00 15.00 17.00 16.00 17.00 16.00 15.00 17.00 16.00 15.00 17.00 16.00 17.00 16.00 17.00 16.00 17.00 16.00 17.00 16.00 17.00 16.00 17.00 16.00 17.00 16.00 17.00 16.00 17.00 16.00 17.00 16.00 17.

TALENT Rates on request:

REMOTE CONTROL Rates and details 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, arrancing and presenting programs. Talent charge is additional as arranged for in advance.

Contract and other Regulrements
Advertising of alcoholic beverages not accepted.
Direct selling or lotterles is not consistent with station policy.

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, liates are for station time only, including station facilities. Talent is extra. Right reserved to reject or discontinue any advertising or program. Broadcasting must be in compliance with the laws of the United

States, and the rules and regulations of the Federal Communications Commission, or any other body, local, state or national, which might from time to time have jurisdiction.

No contract accepted for learning

nave 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.

short rate that may apply.

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.

Recorded programs should be received one week in advance to protect on breakage, etc.

Station has no deadline on closing contracts, but prefers one week in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, 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.
Commercial Manager—John A. Reilly.
Manager of Operation—John R. Williams.
Business Manager—Albert Johnson.

Representatives
John Blair & Company.

KPHO (Established 1940)

Rates effective January 15, 1941.

Owned and operated by M. C. Reesc. Business Office—115 First National Bank Bldg., Phoenix, Ariz. Studio—24th Are, and Buckeye Road, Phoenix, Ariz. Transmitte—Two miles from Phoenix, Ariz.

Transmitty—Two miles from Phoenix, Ariz.

Wave—Power—Time
Operating power—250 watts,
248.9 meters; 1230 kilocycles,
Licensed to operate full time on local channel. Operates on Mountain War Time.
Operating schedule: 6:00 a.m. to 1:00 a.m.

Agency Commission 15% on station time only to recognized advertising agencies; cash discount none. Bills are due before the 10th of each month.

agencies; east obscount note. Brits are due before the 10th of each month.

General Advertising
The following rates are for local and national advertising and include music copyright fees.
1/2 hour. 22.50
1/4 hour. 15.00
5 minutes. 7.50
75 words. 3.00
50 words. 2.00
Station breaks and time breaks take 50 word rate.
Station breaks and subject to change on proper notice.

PREQUENCY DISCOUNTS

Applicable to time programs only:
1 to 12 times. 20%
26 to 52 times. 20%
27 times. 33-1/3%
156 or more times. 40%

To be used within one year.

SPECIAL FRATURES

SPECIAL FEATURES
"Merchants Special"—Daily '95 word spot, copy
change every ten days, per month 40,00.
News: Leased wire service—rates on request.

TALENT

Rates on request.

REMOTE CONTROL

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

Regular rates apply which include use of transcription library service.

Contract and after requirements Connects subject to cancellation on 15 days' written notice accompant to be certified check at short rate and the requirements. These include services in program of production task and the program of production task and the program for the production task and the production facilities. No periods are all the programs subject to approval. Unless otherwise specified, all accounts will be payable in advance of broadcast. Term contracts payable monthly in advance of broadcast.

monthly in advance.
Glosing Time
Contracts close one week in advance. Announcement
copy, transcriptions and talks close 48 hours in ad-

copy, transcriptions and talks close 48 hours in advance.

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

Personnel
Manager—M. C. Reese.
Representatives
None.

KTAR (Established 1922)



Rates effective March 15, 1939, (Card No. 1.)

Owned and operated by Arizona Republic and the Electrical Equipment Company.

Business Office and Studios—Alop the Heard Bldg., Phoenix. Ariz. telephone 4-4161.

Transmitter—Corner 36th 8t. and East Thomas Road, Phoenix. Ariz.

Wave—Power—Time
Operating power—5.000 watts, 483.6 meters; 620 kilocycles.
Licensed to operate full time on regional channel. Operates on Mountain War Time.

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

General Advertising
For combination rates see National Broadcasting
Company (Arlzona Group). Blue Network Company
(Pacific Supplementaries), and Arlzona Broadcasting
Company.
Discounts apply on station time charges only, and
are allowed only on programs or amouncements under contracts not exceeding one year's duration, and
without lapse.
Announcements and programs may not be combined
to care frequency discounts.

to car earn frequency discounts.

omin 28.00 26.60 25.20 23.80 22.40 21.00 19.60 (All other time)

1 hr 70.00 66.50 63.00 50.50 56.00 52.50 40.00
1/2 hr 42.00 30.90 37.80 35.70 83.00 31.50 29.40
1/4 hr 28.00 26.60 25.20 23.80 22.40 21.00 10.60
5 min 14.00 13.30 12.60 11.90 11.20 10.50 9.80
300 time program order is at 32-1/2% and 350 time order is at 35% discount from one time rate if used within one year.

ANNOUNCEMENTS

one a week under contract a

Nights 20.00 19.00 18.00 17.00 16.00 15.00 14.00 Days... 10.00 9.50 9.00 8.50 8.00 7.50 7.00 For periods consisting of one or more time signals on each of six consecutive week days:

Sundays signals (day or night) when available can be arranged for in addition to six week day periods at rate earned. Market reports, news, irrigation reports, road infor-mation and sports reviews—information and rates on request.

TALKS

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

TALENT

Rates on request. REMOTE CONTROL

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

Rates on request. No phonograph records used.

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

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.

Rates are for broadcasting from main studios and are for station time only, including station facilities, and paid newspaper advertising program listings.
All programs, anouncements, advertising talks, etc., subject to acceptance by management, and must conform to station policy. Right reserved to relect or discontinue any advertisement announcements, talks or Programs.

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

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

Station is not lighte to advertiser for any error or

advertiser fail to furnish matter for any portion or contract, station may prepare same to best of its ability.

Station is not liable to advertiser for any error or omission in broadcasting at any time except to the extent of allowing a pro rata reduction in charges no to exceed amount of time occupied by such error omission.

The station may terminate contract: Without notice if the advertiser shall fail to pay as aforesaid, without notice if the advertiser shall fail to pay as aforesaid, without notice if the advertiser shall fail to pay as aforesaid, without notice if the advertiser shall fail to pay as aforesaid, without notice if the advertiser is adjudged a bankrupt, or a receiver of the property of 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 prefudice to the rights of either party mfor to such termination date. Contract subject to laws, rules or regulations now existent or made in future by any duly constituted authority or governmental agency in relation to radio or kindred subjects.

Rechanical Program Equipment

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

for vertical and miscal con-personnel
General Manager—Dick Lewls.
Commercial Manager—J. R. Heath.
Program Director—J. Howard Pyle.
Chief Engineer—Harold Haughhawout.

Representatives
Paul II. Raymer Company.

ARKANSAS—Continued

EL DORADO—Continued K E L D—Continued

| (8:00 a.m. to 6:50 p.m.) | |
|---|-------|
| 1 hour | 37.50 |
| 1/2 hour | 22.50 |
| | 15.00 |
| 1/4 hour | |
| 5 minutes | 7.50 |
| 1 minute transcription or 100 words | 3.75 |
| I minute transcription of 100 words | |
| Chain break announcements (50 words) | 2.50 |
| (10:00 p.m. to 8:00 a.m.) | |
| | 25.00 |
| l hour | |
| 1/2 hour | 15,00 |
| 1/4 hour | 10.00 |
| | 5.00 |
| 5 minutes | |
| 1 minute transcription or 100 words | 3.75 |
| Chain break announcements (50 words) | 2,50 |
| Chain break announcements too words/ | 2.00 |
| DISCOUNTS | |
| Discounts allowed retroactively on the numb | er of |

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. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's direction.

ralent ty discount.

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 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 schedule preference.

Rates quoted are for commercial advertising; religious rates will be quoted on request.

Mechanical Program Equipment

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

For vertical and lateral cell recordings.

Personnel Vice-Pres. & Gen'l Mgr.—G. E. Zimmerman.
Station & Com'l Mgr.—Ewing, Canady.

Program Director—H. T. MacDonough.

Representatives

Cox & Tanz.

FORT SMITH

(Schastian County)

KFPW (Established 1930)

Rates effective November 15, 1938, (Card No. 6.)
Owned and operated by the Southwestern Hotel Co.
Business Office and Studio—Goldman Hotel, Fort
Smith, Ark, telephone 4106,
Namith, Ark, telephone 4106,
Namith, Ark, telephone 4106,
Namith, Ark, telephone 4106,
Namith, Ark,
Wave—Power—Time
Operating power—250 watts,
214.3 meters; 1400 kilocycles,
Licensed to operate unlimited time on local chaunel,
Operating scheciule: Sundays 9:00 a.m. to 9:30 p.m.;
werk days 0:30 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.
(LASHS "Ar"
(12:00 noon to 1:00 p.m. and after 0:00 p.m.
week days; after 12:00 noon Bundays)

111, 321, 2911, 524.

| | week | dars: | after 12:00 | 110011 15 | undays) | |
|-----|-----------|-------|-------------|-----------|---------|--------|
| | | | 1 11. | 13 tl. | 20 11. | 52 11. |
| 1/9 | hour | | 20.00 | 18.00 | 17.00 | 16.00 |
| 1/1 | luter. | | 14.00 | 12.00 | 11.00 | 10.00 |
| | minutes | | | 4.50 | 4.25 | 4,00 |
| ., | 101110168 | | CLASS " | 'R'' | *** | |
| | (6:30 u. | m. to | 11:50 a.m. | | 00_D.m. | to |

(6:39 n.in. to 11:59 a.m. and 1:00 b.in. to 5:59 p.m. week days; before 12:00 neon 12:10 12:00 1

week days; after 12:00 mon Sandays)

1 wk. 13 wks. 26 wks. 52

81x 1/4 hours. 50.00 45.00 40.00

Three 1/4 hours. 30.00 25.00 22.50

(1.ARS '11'

(6:30 a.m. to 11:50 a.m. and [:00].m. to 5:50 p.m. week days; before 12:100 noon Sundays)

91x 1/4 bour. 35.00 20.00 18:00

Three 1/4 hours. 22:00 20:00 18:00

ANNOHNEMENTS

(All Periods)

100 words. 11 11 26 14, 150 words. 20:00 18:00

100 words. 20:00 18:00 17:00

50 words. 10:00 2.75 2.50

50 words. 1.75 1.60 1.70

20 Extra words on any size announcement, .02 per vertice.

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.

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

Closing Time

For programs, one week in advance; for announce-ments, 24 hours in advance of broadcast.

Mechanical Program Equipment
Equipment tion, using 33-1/3 and 78 r.p.m. double turntables.

Personnel
General Manager—John A. England.
Station Manager—J. F. (Pat) Garner.
Advertising Manager—Bill Slates.

HELENA (Phillips County)

KFFA (Established 1941)

(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., Holena, Ark.
Transmitter—Business District, Helena, Ark.
Wave—Power—Time
Operating power—250 wats.
201.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel. Operating schedule: Sundays 7:00 a.m. to 11:00 p.m.; week days 6:00 a.m. to 11:00 p.m.; week days 6:00 a.m. to 11:00 p.m.

Agency Commission
13% to recognized agencies on station time only;
2% cash discount for advance payment, Bills fendered monthly; due first of each month.

| dered monthly; due first of each month.
| General Advertising | The following rates are for national advertising and include music copyright fees. |
| (All hours except Sundays) | 1tl. 13 tl. 20 tl. 52 tl. 100 tl. 300 tl. 1 hour..... 25.00 21.25 20.00 18.50 17.00 15.00 1/2 hour..... 15.00 13.75 12.75 11.75 11.00 10.00 1/4 hour..... 10.00 8.75 8.00 7.25 0.75 0.75 0.00 Hates based on one program weekly; 5% discount for three times weekly, 10% if used daily. Sunday and legal holiday rates on request.

ANNOUNCEMENTS 1 ti. 13 ti. 26 ti. 100 ti. 200 ti. 300 ti.

100 words or 1.50 1.40 1.25 1.00 .00

time of special events and other programs of public interest.

Announcements and programs may not be continued to carn kreater frequency discounts. Discounts allowed retroactively on broadcasts within a contract your.

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. Transcriptions and talks close 24 hours in advance. Beguipped to handle programs by electrical transcription, only 33-1/3 and 78 r.p.m. double turnships for vertical and lateral cut recordings.

Personnel Hatten Manuger—Bam W. Anderson, Representatives Gox & Turz.

HOT SPRINGS

(Garland County) (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.

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; 1990 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.

5 min 12.00 11.40 10.00 1 min. transcription or 100 words 6.00 5.70 5.40 5.10 4.80 4.50 4.20

1 mln. transcription or 100 words 6.00 5.70 5.40 5.10 4.80 4.50 4.20 50 words or less... 5.00 4.75 4.50 4.25 4.00 3.75 8.50 CLASS "C"

(11.00 p.m. to 8.90 a.m.)

1 lir 45.00 42.75 40.50 38.25 36.00 33.75 31.50 1.72 lir 27.00 25.65 24.30 22.95 21.60 23.75 11.50 1.74 lir 18.00 17.10 16.20 15.30 14.40 13.50 12.60 5 min 9.00 8.55 8.10 7.65 7.20 6.75 6.30 1 mln. transcription or 100 words 4.50 4.25 4.05 3.80 3.60 3.35 3.15 50 words or less... 3.75 3.55 3.35 3.20 3.00 2.80 2.60 REMOTE CONTROL

Additional charges to cover all costs, including lines. Contracts not accepted for longer than one year from date of first broadcast.

Mechanical Program Equipment Equipment Equipment Equipment Equipment than using 33-1/3 and 78 r.D.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.

KWFC (Established 1941)

Rates received June 16, 1941.
Owned and operated by Clyde Willson and Howard A.

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.
223.9 meters; 1340 kilocycles.
Licensed to operate full time on local channel. Operates on Central War Time.
Operating schedule: Sundays 7:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies on station time only;

1 time.....
3 times....
6 times....
20 words;
1 time..... $\begin{array}{c} 3.00 \\ 2.70 \\ 2.40 \end{array}$ $\frac{2.70}{2.40}$ $\frac{2.10}{2.10}$ 2.55 2.25 1.95 $2.40 \\ 2.10 \\ 1.80$ 2.10 1.80 1.50

(This listing continued on next page)

HOT SPRINGS—Continued

HOT SPRINGS—Continued

K W F C—Continued

Contract and Other Requirement:

No contracts for longer than one year. Announcement contracts accepted only for use not less than 13 days per month. No grouping of contracts to obtain larger discounts. No time sold for resale. Cony accepted subject to approval. Contracts subject to short rate if cancelled before expiration. Programs not subject to cancellation will receive two 50 word announcements without charge for each 15 minutes scheduled. Closing Time

Contracts close one week in advance of first broadcast; announcement copy 12 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 t.p.m. double turntables for vertical and lateral cut recordings.

Personnel
General Manager—Howard A. Shuman.
Sales Manager—Frank Rough.

JONESBORO

(Craighead County)

КВТМ

(Established 1930)



Rates received September 17. 1941.
Owned and operated by Regional Broadcasting Co.,
Jonesboro, Ark.
Studio-KETM Bldg., 603 Madison St., Jonesboro,
Ark.

1 hour 1/2 h (7:00 a.m. to 6:00 p.m.)
hour 21.00
hour 14.00
minutes 7.00
words 3.50
to 19 times 2.50

Net

TALENT

Rates on request.
TRANSCRIPTIONS

Regular rates apply.

Contract and Other Requirements
Rates quoted are for station time only, including service of staff.

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

ersonnel Station Manager—Mrs. Jay P. Beard. Commercial Manager—Roland Hughes. Production Manager—Marvin Clord. Traffic Manager—Beauton Wood.

LITTLE ROCK

(Pulaski County)

KARK ASSOCIATED STATION?

Rates received March I, 1937.
Owned and operated by Arkansas Radio and Equipment Company.
Business Office and Studio—Radio Center, 112-14 E.
Capitol Ave., Little Rock, Ark., Lid 224.
Transmitter—on U. S. Highway No. 67, two miles
northeast of Little Rock, Ark.
wave—Power—Ilme
Operating power—5,000 watts,
325.1 meters; 220 kilocycles,
Licensed to operate full time.
Operates on Central War Time.
Operating schedule: Sundays 7:00 a.m. to 11:05 p.m.;
week days 6:00 a.m. to 11:05 p.m.;

Rates on request.

TALENT
Talent requirements can be filled by station; subject.

Talent requirements can be filled by station; subject to approval.

REMOTE CONTROL
Facilities available at extra cost—rates on request.
TRANSCRIPTIONS
Transcription programs accepted at no extra charge.
Interest and Other Requirements.
Advertising of accolable beverases, other than beer and light wine, not accepted.
Advertising copy subject to approval.
Advertising copy subject to approval.
Advertising copy in the cancellation of any contract At the station's option the cancellation of any contract cannot become effective until two weeks after stating date.

cannot become effective until two weeks after starting date.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables with lateral sur vertical pick-ups.

Personnel
Vice-Pres. and General Programs of the progra

Will litters and General Mgr.—G. E. Zimmerman.
Vice-Pres, and General Mgr.—G. E. Zimmerman.
Commercial Manager—C. K. Beaver.
Production Manager—Paul O. Godt.
Representatives
Kdward Petry & Company. Inc.

KGHI

(Established 1927)

Rates effective October 1, 1942. (Card No. 6.)
Owned and oberated by the Arkansas Broadcasting
Company.

Business Office and Studio—Arkansas Gazette Building, Little Rock, Ark., telephone 9166,
Transmitter—Arkansas Gazette Building, Little Rock,
Arkansas.

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: 6:30 a.m. to 11:00 p.m.
Saturday 6:00 a.m. to 1:00 a.m.
Agency Commission
15% on not charges for station facilities to recognized advertising agencies. No cash discount, No
commission on program costs, production charges or
taient Invoices due and payable on 10th of month
following broadcast.

General Advertising
For combination rates see listing of Blue Network
Company (Blue Southcentral Group).
The following rates are for national advertising. For
local advertising rates consult station management.
All discounts allowed at termination of contract.

GENERAL BROAD ASTING

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

| CLASS | "A" | | |
|-----------------|------------|---------|--------|
| (6:00 p.m. to | 10:30 p.m | .) | |
| 1 hr. | 1/2 br. | 1/4 hr. | 5 min. |
| 1 time 50.00 | 30,00 | 20.00 | 10.00 |
| 13 times 47.50 | 28,50 | 19.00 | 9.50 |
| 26 times 45.00 | 27.00 | 18.00 | 9.00 |
| 52 times 42.50 | 25.50 | 17.00 | 8.50 |
| 100 times 40.00 | 24.00 | 16.00 | 8.00 |
| 150 times 38.75 | 23.25 | 15.50 | 7.79 |
| 300 times 37.50 | 22.50 | 15.00 | 7.5 |
| 600 tlmes 36.25 | 21.75 | 14.50 | 7.2 |
| 800 times 35.00 | 21.00 | 14.00 | 7.00 |
| CLASS | "B" | | |
| | n. and 10: | 30 n.m. | to |
| 8:00 | | | |
| 1 time 00 00 | 75.00 | 10.00 | E 01 |

| 800 | times | 35.00 | 21.00 | 14.00 | 7.0 |
|-----|------------------|----------|-------|-----------|------|
| | | LASS ' | "B" | | |
| | (8:00 a.m. to 6: | | | 80 p.m. t | 0 |
| | | 8:00 а.г | n.) | - | |
| 1 | tlme | 25.00 | 15.00 | 10.00 | 5.00 |
| 13 | times | 23.75 | 14.25 | 9.50 | 4.7 |
| 26 | times | 22.50 | 13.50 | 9.00 | 4.5 |
| 52 | times | 21.25 | 12.75 | 8.50 | 4.2 |
| 100 | times | 20.00 | 12.00 | 8.00 | 4.0 |
| 150 | times | 19.38 | 11.63 | 7.75 | 3.8 |
| 300 | times | 18.75 | 11.25 | 7.50 | 3.7 |
| 600 | times | 18.13 | 10.88 | 7.25 | 3.6 |
| | times | | 10.50 | 7.00 | 3.5 |
| | | | | | |

ANNOUNCEMENTS (6:00 p.m. to 10:30 p.m.) (*) 1 time 13 26 52 100 4.25 4.05 3.85 3.60 3.50 3.25 3.15 1.95 1.90

RECORDED PROGRAMS
Equipment available. Details on request.

Station can provide all types of talent. Rates on application.

application.

REMOTE CONTROL

Equipment available. Details and rates on request.

Equipment available. Details and rates on request. Contract and Other Requirement!
Advertising of beer and light wines acceptable. Contract rates do not include talent.
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 basis of rates in effect on date of contract.

tion. and payment in rate. Adjusted rate to be on basis of rates in effect on date of contract. Announcement contracts are accepted with the under-standing that programs take schedule preference. No contract accepted for more than one year.

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

Personnel
General Manager—S. C. Vinsonhaler.
Commercial Manager—R. E. Rives.
Chief Engineer—K. F. Tracy.

Representatives Spot Sales, Inc.

KLRA (Established 1927)



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

Owned and operated by Arkansas Broadcasting Co. Business Office and Studio-Std floor, Gazette Bidg., Little Rock, Ark., telephone L. D. 132. (P. O. Box 550.)
Transmitter—Dark Hollow, Arkansas.

"Avec—Power—Time
Operating power—10,000 watts days; 5,000 watts
nights.
207 meters; 1010 kilocycles.
Operates on Central War Time.
Actual operating schedule: 8:00 a.m. to 12:00 midnight.

Agency Commission

Agency Commission
Agency commission 15% on net charges for etation
Agency commission 15% on net charges for etation
facilities to recognized advertising agencies. No cash
discount. Bills due and payable 16th of month following service. No commission on program costs,
production charges or talent.
leneral Advertising
For combination rates see listing of Columbia Broadcasting System (Southeentral Group).
Rates include charges by owners of music copyrights.
The following rates apply to total number of broadcasts within one year under the same (and/or renewal) contract.

GENERAL BROADCASTING
CLASS "A"
(6:00 p.m. to 10:30 p.m.)

| | (6:00 | p.m. to | 10:30 p.m | .) | |
|-------|---------------|-----------|----------------|---------|--------|
| | | 1 hr. | 1/2 hr. | 1/4 hr. | 5 min. |
| 1 t | Ime | . 120.00 | 72.00 | 48.00 | 24.00 |
| | Imes | . 114.00 | 68.40 | 45.60 | 22.80 |
| 26 t | !mes | . 108.00 | 64.80 | 43.20 | 21.60 |
| | imes | | 61.20 | 40.80 | 20.40 |
| | imes | | 57.60 | 38.40 | 19.20 |
| | imes | | 55.80 | 37.20 | 18.60 |
| | imes | | 54.00 | 36.00 | 18.00 |
| | imes | | 52.20 | 34.80 | 17.40 |
| 800 t | 1 m es | . 84,00 | _50.40 | 33.60 | 16.80 |
| | | CLASS | "B" | | |
| | (8:00 | | | | |
| | ine | | 36.00 | 24.00 | 12.00 |
| 13 t | imes | . 57.00 | 34.20 | 22.80 | 11.90 |
| | lmes | | 32.40 | 21.60 | 10.80 |
| _52 t | ines | . 51.00 | 30.60 % | 20.40 | 10.20 |
| | lmes | | 28.80 | 19.20 | 9.60 |
| | imes | | 27.90 | 18.60 | 9.30 |
| | intes | | 27.00 | 18.00 | 0.00 |
| | imes | | 26.10 | 17.40 | 8.70 |
| 800 t | imes | 42.00 | 2 5. 20 | 16.80 | 8.40 |
| | (This listing | ig contin | ued on nex | t Page) | |

ARKANSAS—Continued

LITTLE ROCK—Continued K L R A—Continued

| | | CHUDD | • | | |
|-----|--------|---------|----------|---------|--------|
| | (10:30 | p.m. to | 8:00 a.m | | |
| | | 1 hr. | 1/2 hr. | 1/4 hr. | 5 min. |
| 1 | time | 30.00 | 18.00 | 15.00 | 12.00 |
| 13 | times | 28.50 | 17.10 | 14.25 | 11.40 |
| 26 | tlmes | 27.00 | 16.20 | 13.50 | 10.80 |
| 52 | times | 25.50 | 15.30 | 12.75 | 10.20 |
| 100 | times | 24.00 | 14.40 | 12.00 | 9.60 |
| 150 | times | 23.25 | 13.95 | 11.63 | 9.30 |
| 300 | times | 22.50 | 13,50 | 11.25 | 9.00 |
| | times | | 13.05 | 10.88 | 8.70 |
| 800 | times | 21.00 | 12.60 | 10.50 | 8.40 |
| | AN | NOUNCE | MENTS | | |

| | | (6:00 | p.m. | ťο | 10:30 | p.: | m.) | |
|-----|---|--------|--|---|-----------|------|---------|---------|
| | | | | | | 10 | 10 wds. | OT TO |
| | | | | | | | 1 min. | 50 wds. |
| 1 | tlme | | | | | | 12.00 | 10.00 |
| 13 | times | | | | | | 11.40 | 9.50 |
| 26 | times | | | | | | 10.80 | 9.00 |
| 52 | times | | | | | | 10.20 | 8.50 |
| 100 | times | | | | | | 9.60 | 8.00 |
| 150 | times | | | | | | 9.30 | 7.75 |
| 300 | times | | | | | | 9.00 | 7.50 |
| 600 | times | | | | | | 8.70 | 7.25 |
| 800 | | | | | | | 8.40 | 7.00 |
| 000 | times | | | | time | | 8.40 | 1.00 |
| 1 | 48-0 | | | | | | 0.00 | - 00 |
| | time | ·•···· | ······································ | • | | | 6.00 | 5.00 |
| 13 | times | | | | ********* | | 5.70 | 4.75 |
| 26 | times | | | | | | 5.40 | 4.50 |
| 52 | times | | | | | | 5.10 | 4.25 |
| 100 | times | | | | | | 4.80 | 4.00 |
| 130 | times | | | | | | 4.65 | 3.88 |
| 300 | times | | | | | | 4.50 | 3.75 |
| 600 | times | | | | | | 4.35 | 3.63 |
| 800 | times | | | | | | 4.20 | 3.50 |
| 230 | • | | TATO | an | TINTER | •••• | 4.20 | 3.50 |

Additional 5% discount on programs that run five or more times weekly: to be taken collectively with frequency discount.

Program sponsors may purchase announcements, during life of program contract, at frequency discounts earned by programs, Night and day programs may be combined to earn frequency discounts, likewise, night and day announcements. Programs and announcements cannot be combined to earn larger discounts.

SPECIAL FEATURES
Weather forecast, time signals, river stakes—rates on request.

request.

ELECTRICAL TRANSCRIPTIONS
Recording equipment available, Details on request.

TALENT
Talent rates quoted on request.

HEMOTE CONTROL
Equipment available, Details on request.

HEMOTE CONTROL
Equipment available, Details and rates on request.

SERVICE FALILYIES
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 Resultrements
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 date two weeks in advance for full publisher release. Finel Johns

Maximum contract is for one year.

Closing date two weeks in advance for full publicity release. Final closing one week.

Mechanical Program Equipment

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

or vertical and sacras control personnel General Manager—N. V. 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.)
201.8 meters; 1490 kilocycles.
Licensed to onerate 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 of on completion of service when less than one month.
General Advertising

month.

General Advertising

For combination rates see listing of Mutual Broadcasting System.

| The fol | lowing | rates are | for nation | | sing. |
|----------|---------|-----------|------------|-------------|----------|
| | | 1 # | ıт. 1/2 h | r. 1/4 hr. | 5 min. |
| | 16 | | | | 9.00 |
| 18 tin | nes | 83.: | 25 19.00 | 14.25 | 8.55 |
| | nes | | | 13.50 | 8.10 |
| 52 tin | nes | 29.7 | 15 17.00 | 12.75 | 7.65 |
| | nes | | | | 7,20 |
| 156 tin | nes | | | 11.25 | 6.75 |
| 260 tin | nes | | | | 6.30 |
| | | | ICEMENT | | |
| | | not excee | ding 100 s | vords or on | e minute |
| transcri | ptions. | | | | 104 11 |
| | 1 | | | | or more |
| Each | B. | 00 2.1 | 10 2.20 | 5 2.00 | 1.50 |

DISCOUNTS For six month contract...... For one year contract...... POLITICAL RATES

Rates on request.
RELIGIOUS RATES

Rates on request.

RELIGIOUS RATES

Rates on request.

ELLATRICAL TRANSCRIPTIONS

REMIGITE CONTROL.

Where programs originate outside of station's studio, all extra expenses, including line charges to input panel, personnel traveling expenses etc. will be charged.

Ontract 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 sill governmental regulations.

Term contracts cancelled 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—B. J. Parrish.

rersonnet
President and General Manager—B. 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—Siloam Springs. Ark.,
telephone 77.

| 1 hour | 62.50 |
|--|-------|
| 1/2 hour | 87.50 |
| | 25.00 |
| 5 minutes | 12.50 |
| (9:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.) | |
| 1 hour | 37.50 |
| 1/2 hour | 21.50 |
| | 15.00 |
| 5 minutes | 7.50 |
| Discounts | |
| 13 times 5% 100 tlmes | 20% |
| 26 times 10% 300 times | 25% |
| 52 tlmes | |

| 52 times | |
|---|------|
| ANNOUNCEMENTS | |
| (7:00 a.m. to 9:00 a.m., 12:00 noon to 1:00 | 1 |
| p.m. and 6:00 p.m. to local sunset) | |
| | |
| 30 word announcements | ວ.ບບ |
| 158 word announcements | 7.00 |
| | |
| (9:00° a.m. to 12:00 noon and 1:00 p.m. to |) |
| 6:00 p.m.) | |
| 30 word announcements | 8,00 |
| | |
| 150 word announcements | 4.20 |
| Discounts on Announcements | |
| 13 times 5% 100 times | 900 |
| 15 (1000) | 2070 |
| 26 times 10% 300 times | 25% |
| 52 times 15% | |
| SPECIAL FEATURES | |
| SPECIAL FEATURES | |
| | |

Newscasts—six times daily.
Snorts News—daily.
Time Signals.

TALENT

Rates on request.

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 arransins, 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

to itself.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 38-1/3 and 78 r.D.m. double turn-tables
for vertical and lateral cut recordings
Personnel
Vanager—Storm Whaley.

Referencentatives
The Walker Comdany

TEXARKANA KCMC

See Heting under Terarkana Toras

CALIFORNIA

BAKERSFIELD

KERN

(Katabilahed 1982) itates effective October 1, 1940. (Card No. 15.)

itates effective October 1, 1940. (Card No. 15.)

Owned and oberated by The McCitaton Hroaccasting
Company.

Business Office and Studio-Eika Building. 17th and
I Sts., Bakersfield, Calif., telephone 8-8331.

Transmitter—Oak and Ming 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.

Meeney Commission

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.

retineal business originating outside of Bakeraneld.

General Advertising
For combination rates ace listings of Blue Network
Company (Blue Pacific Coast Group) and Golden
West Network.

A discount of 6% applies to rates when KERN 1s used in conjunction with KMJ, KFBK and KWG.

A discount of 10% applies when KERN is used in conjunction with KMJ, KFBK. KWG and KOH.

The following rates are for national advertising.
For local rates consult station management.

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

1 ti. 13 ti. 26 ti. 52 ti. 101 ti. 301 ti.

1 hour.... 65.00 61.75 58.50 52.00 48.75 42.25

1/2 hour... 39.00 37.05 35.10 31.20 29.25 25.35

1/4 hour... 26.00 24.70 23.40 20.80 19.50 16.90

**10 minutes 20.80 19.76 18.72 16.64 15.60 13.52

**5 minutes 15.66 14.82 14.04 12.48 11.76 10.14

CTASS "B"

(8:00 s.m. to 6:00 p.m. and 10:00 p.m. to

1 hour... 32.50 30.87 29.25 26.00 24.37 21.12

1/2 hour... 19.50 18.52 17.55 15.60 14.62 12.67

1/4 hour... 19.50 18.52 17.55 15.60 14.62 12.67

1/4 hour... 19.50 18.52 17.55 15.60 14.65 12.67

1/4 hour... 19.50 18.52 17.55 15.60 14.55 14.65

**CLASS "A"

(G:00 a.m. to 8:00 a.m. and after 11:00 p.m.)

1 hour.... 22.00 20.90 19.80 17.60 16.50 14.30

1/4 hour... 18.20 20.90 19.80 17.60 16.50 14.30

1/4 hour... 18.20 20.90 19.80 17.60 16.50 14.30

1/4 hour... 18.20 8.88 8.70 7.20 7.44 8.00 5.70

**CLASS "A"

**CHASS "A"

**CHASS "A"

**ANOUNCEMENTS CLASS "A"

*5 minutes 6.00 5.70 5.20 2.00

(*) When available.

**ANNOUNCEMENTS
CLASS 'A'
(6:00 p.m. to 10:00 p.m.)

One minute or less at specified times, each 6.50. No 3.70 10.00 p.m.

*30 ti. 90 ti. 180 ti. 360 ti. 360 ti. 180 ti. 360 ti. 180 ti. 360 ti. 180 ti. 360 ti. 181 ti. 360 ti. 180 ti.

SPECIAL FEATURES
News-Station time plus 20% net news and service

News-Statum time plus 200 met alemente 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 lime.
ELECTRICAL TRANSCRIPTIONS
Transcription library service available at extra cost
—rates on application.

TALENT tates on application.

es and equipment is

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, exenting beer and wine.

No contracts accepted for period longer than one year.

No contracts accepted for Period longer than one year.

states 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. Only station announcers allowed at microphone.

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 assency and unless the programs are run adjacent to each other so that the combination forms one continuous broadcast.

Circing Time
Talent programs close one week in advance of

Talent programs close one week in advance of broadcast Proadcast
Annothneements 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

KERN—Continued

Mechanleal 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
Managor—Poor—R

Personnel
Manager—Deane Banta.
Representatives
Paul H. Raymer Co.

KPMC

Rates effective January 1, 1938.

Owned and operated by Pioneer Mercantile Co. Rusiness Office and Studio—Twentieth and Eye 6ts..

Bakersfield. California.
Transmitter—307-1/2 E. 21st St., Bakersfield. Calif. Wave—Power—Time Operatins power—1,000 watts.
(100% modulation.)
193.4 meters; 1550 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. 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.

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

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

| 1 | hour | 50.0 |
|-----|--|-------|
| 1/2 | hour | 30.00 |
| | hour | 20.0 |
| 10 | | 16.0 |
| - 5 | minutes | 12.0 |
| • | (All other time) | |
| 1 | hour | 80.0 |
| | hour | 18.0 |
| 1/4 | hour | 12.0 |
| íõ | minutes | 9.6 |
| . 5 | minutes | 7.2 |
| | WEEKLY DISCOUNTS | ••• |
| a | ss time rates are subject to the following | maabi |
| | | |

| Base rate | 8.00 |
|------------------|------|
| 30 times | 6.00 |
| 90 times | 5 60 |
| 180 times | 5.20 |
| 270 times | |
| 365 times | |
| (All other time) | 7.70 |
| | |
| Base rate | 5.00 |
| 30 times | 8 75 |
| 90 times | |
| | |
| 180 times | 3.25 |
| 270 times | 3.00 |
| DOE HIMA | ~ == |
| 365 times | 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.

Contracts and copy subject to approval of starbour management.

Mechanical Profram Equipment Equipment Equipment Equipment Equipment of the contract of the co

BERKELEY

(Alameda County)

KRE

Rates effective January 1, 1939. Owned and operated by Central California Broad-

Owned and operated by Central California Broadcasters. Inc.
Business Office and Studio — 691 Ashby Avenue,
Business Office and Studio — 691 Ashby Avenue,
Transmitter—Ashby Avenue at East Shore Highway.
Berkeley, California.

Wave—Power—Time
Operating power—250 watts.
(1900'm modulation—crystal control.)
214.3 meters; 1400 kilocycles.
Operates on Pacific War Time.
Agency Commission
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 1/4
hour periods; 14-1/2 minutes for 1/4 hour periods.

65:00 p.m. to 10:00 p.m. to 10:00

are charged for on propositions carned.

60 words maximum.

Single announcements. 2 days 78 days 11 daily. 3.80 3.00 2.80 2 daily. 3.50 2.70 2.60 3 daily. 3.20 2.40 2.30 4 daily. 3.20 2.40 2.30 4 daily. 3.00 2.80 2.10 2.00 100 words or one minute maximum. Single announcements. 8.00 Per announcements. 8.00 Per announcement 1 daily. 5.00 4.00 3.80 2 daily. 4.20 3.20 3.00 4 daily. 4.60 3.60 3.60 3.40 3 daily. 4.20 3.20 3.00 4 daily. 4.20 3.20 3.00 5 daily. 3.80 2.50 5 daily. 8.20 3.00 5 dai

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 FACTULITIES
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. The station management reserves the right to refuse, discontinue, or cancel any contract for advertising for reasons sufficient to itself. Preferred positions governed by priority and availability on

to refuse, usbonishing for reasons sufficient to itself. Preferred positions governed by priority and availability on contract only.

Station reserves the right to change the time of any broadcast to clear time for broadcasts which it considers to be of national or local importance. Charges for studio talent, extra voices, and sound effects are not included in station rates and are payable in advance by the advertiser.

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

BEVERLY HILLS

(Los Angeles County)

KMPC

For rates and data see listing under Los Angeles.

CHICO

(Butte County)

KHSL

KHSL
(Established 1985)

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—Hooker Oak Avenue and Madrone Street, Chico California. Chico 237.

Transmitter—Hooker Oak Avenue and Madrone Street, Chico California Chico 238.

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.

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 are listings of Don Lee Broadcasting System (Northern California Group) and Mutual Broadcasting System.

Rates include charges by owners of music copyrights.

| Rates include charges by owners of me | | |
|---------------------------------------|--------|---------|
| | 1 t1. | 13 ti. |
| 1 hour | 70.31 | 44.54 |
| 1/2 hour | 46 99 | 26.73 |
| 1/4 hour | 10.00 | 16.04 |
| *5 minutes | | |
| | 16.88 | 8.03 |
| (*) The five minute 13 time rate | is not | aubiect |
| to frequency discounts | | • |

26 times. 15% 104 times. 20%
52 times. 10% 208 times. 20%
ANNOUNCEMENTS 1 ti. 26 ti.
100 words. 9.10 117.63
50 words. 9.544 70.69
Frequency Discounts on Announcements
52 times. 5% 208 times. 15%
104 times. 10% 312 times. 20%
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 studies maintained for advertisers and sencies.
Confract 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

contracts within a 12 month person that 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. Personnel
Manager—M. F. Woodling.
Representatives

Pacific Coast—W. S. Grant Company.

EL CENTRO (Imperial County)

K X O

(Established 1927)

(Established 1927)

Rates effective March 10, 1941. (Card No. 1.)

Owned and operated by Valradlo, Incorporated,
Business Office and Studio—793 Main Street. El
Centro, California, telephone 1100.

Transmitter—El Centro, California.

Wave—Power—Ine
Operating power—100 watts.
(100% modulation—crystal control.)

201.3 meters; 1490 kilocyclea.
1.icensed to operate unitmired time on local channel.
Operates on Pacific War Time.
Actual operating schedule: 7:00 a.m. to 11:00 p.m.
daily.

Actual operating schedule: 1.00 m.m. daily.

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.

Work.

Rates include charges by owners of music copyrights.

GENERAL BROADCASTING

Combined "Frequency Discounts" and "Volume Discounts" are allowed only on "General Broadcasting" and are based upon gross billing for station time.

1 hour (6:00 p.m. to 10:00 p.m.) 40.00

--- 40.00 --- 28.00 --- 20.00 --- 16.00 --- 12.00

POLITICAL PROGRAMS

Talks, political speeches, etc., accepted only when subject matter is, in the opinion of statian management, of general public interest. Complete manuscripts must be submitted seventy-two hours prior to time of broadcast for station approval. Political time contracted for may be reserved only by a 25% deposit which is to apply to the last broadcast; all other charges being payable twenty-four hours before broadcast.

cast.

SERVICE FACILITIES

The services of the station's program departmeent, staff announcers and staff engineers in arranging (This listing continued on next page)

CALIFORNIA—Continued

EL CENTRO—Continued K X O-Continued

AX U—Continued
and presenting Programs, are included without extra
charge excepting in the event citent specifies a particular announcer or additional services.
Additional charges are made for programs originating outside of the station's studies, and for programs
reduiring special production. Upon sufficient notice
arrangements can be made for remote control broadcasts at station rates, plus costs of special production.

duction.
Centract 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.D.m. double turn-tables.
Personnel
Manager—Ken Thornson

Manager—Ken Thornton.

Representatives
Paul H. Raymer Company.

EUREKA (Humboldt County) KIEM (Established 1933)

Rates effective January 1, 1938. (Card No. 8,) Owned and operated by Redwood Broadcasting Co.,

Owned and operated by neuwood Ante.

Business Office and Studio—Hotel Vance. Eureka, California, Eureka 93.

Transmitter—Humbold Bay Flats, Eureka, Calif.

Avec—Power—Time
Operating power—1,000 watts,

Operating powe

Transmitter—Humboldt Bay Flats, Eureka, Calif.

Wave—Power—Time
Operating power—1.000 watts,
(1100% modulation—crystal control.)
202.7 meters; 1480 kilocycles,
1 icensed to operate till time on regional channel.
Operates on Pacific War Time,
Operating scheduler 7:000 a.m. to 10:30 p.m.
Agency Commission
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.
The following rates apply to both local and national
advertising.
Short rates applicable if frequency rate is not earned. Short rates applicable if frequency rate is not earned.
(6:00 p.m. to 10:30 p.m.)

| - 1 | hour | 37.00 |
|------|--|--------------|
| 1/2 | hour | 22.50 |
| | hour | 15.00 |
| | minutes | 9.00 |
| 0 | (All other time) | 0.00 |
| 1 | hour | 30.00 |
| 1/2 | hour | 18.00 |
| | hour | 12.00 |
| -′ŝ | minutes | 7.20 |
| | Weekly Discounts | |
| Gros | as time rates are subject to the following | weekly |
| disc | ounts when advertisers broadcast for 18 or | mor e |

| | (6;0D | þ.m. | to | 11:00 | \$1,20 | ueel I dalls | Clave and | 1 Briniis |
|----|-----------|------|----|-------|--------|-----------------|-----------|--------------|
| 1 | roonth. | | | | | | 150.00 | 200.00 |
| Ġ | pontlin | | | | | 76.00 | 140.00 | 100,00 |
| 12 | romitha | | | ***** | ***** | 72.00 | 140.00 | 180.00 |
| | | | | 0:00 | n.m. | wack | days and | |
| | | | | | luy#) | | | |
| | month. | | | | | 40.00 | 110.00 | 150.00 |
| 6 | terestics | | | | | E7 60 | 105.00 | 149 66 |

Women's participating program and special transcription drama productions--rates on request.
POLITICAL RATES
Political talks and announcements charged at regular

ELECTRICAL TRANSCRIPTIONS
Regular rates apply.
Transcription library services available—rates on re-

TALENT

Rates on reduest
REMOTE CONTROL REMOTE CONTROL
Station regularly maintains remote control facilities to 58 fixed points in the county providing instantaneous access to churches, lodges, hotels, schools, athletic stadium and other public meeting places. Minimum service charge to any of these points is 10.00.

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 campairs 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 reasies. No foreign lankuage 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't Advertising—William
B. Smullin.
Representatives John Blair & Company.

FRESNO KARM

(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. Callit, telephone 4-2996.

Transmitter—Pinedale, Callit.

Wave—Power—Time
Operating power—5,000 watts.
209.8 meters; 1430 kilocycles.
Licensed to operate full 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
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.

CLASS "A"

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

1 hr. 1/2 ir. 1/4 ir. 10 min. 5 min.
1 time 150.00 0.00 00.00 48.00 30.00
13 time 140.25 87.75 58.50 44.80 35.10

| | | | | | 0 1111117 |
|---|----------|----------------------------|----------|----------------|----------------|
| I time | 150.00 | 00.00 | 60.00 | 48.00 | 80.00 |
| 13 times | 146.25 | | 58.50 | 46.80 | 35.10 |
| | | | | | 00.10 |
| 26 times | | 85.50 | 57.00 | 45.G0 | 84.20 |
| 39 times | 138.75 | 83.25 | 55,50 | 44.40 | 33.30 |
| 52 times | 135.00 | 81.00 | 54.00 | 43,20 | 82.40 |
| 65 tlmes | 131.25 | 87.75 | 52.50 | 42.00 | 81.50 |
| 78 tlines | | 70.50 | 51.00 | 40.80 | 80.60 |
| | | 74.00 | | | |
| 130 times | | 74.25 | 49.50 | 39.60 | 29.70 |
| 156 times | 116.25 | 69.75 | 46.50 | 37,20 | 28.80 |
| 260 Limes | 113.00 | 67.50 | 44.00 | 86.00 | 27.90 |
| 312 or mor | | | 11100 | 50.00 | 21100 |
| times | 105.00 | CO EO | 42.00 | 05.00 | 07.00 |
| times | | 62.50 | 42.00 | 35.00 | 27.00 |
| | | | "B" | | |
| (7:00 : | | :00 p.m. | and 10 | :30 p.m. | to |
| • | | 11:00 P. | m.) | | |
| l tline | 75.00 | 45,00 | 30,00 | 24.00 | 18.00 |
| | | | | 24.00 | |
| 13 times | | 43.00 | 20.25 | 23.40 | 17.55 |
| 26 times | 71.25 | 42.75 | 28.50 | 22.80 | 17.10 |
| 39 times | | 41,65 | 27,75 | 22.20 21.00 | 10.65 |
| 52 Umes | | 10.50 | 27.00 | 01.00 | 10.20 |
| | | 10.00 | 21.00 | 21.00 | 10.20 |
| 65 times | | 30.40 | 20.25 | 21.00 | 15,75 |
| 78 tlmes | 03.75 | 38.25 | 25.50 | 20.40 | 15.30 |
| 130 times | | 117.10 | 24.75 | 19.80 | 14.85 |
| | | 34.00 | 20,25 | 10.00 | |
| | | | | 18.00 | 13.95 |
| 200 times | | 83,80 | 22.50 | 18.00 | 13.50 |
| 312 or mo | ro · | | | | |
| times | 52.70 | 32.50 | 21.75 | 17.40 | 13.00 |
| | | LASS | "C" | 11110 | 10100 |
| | | | # .aa | | |
| | | n.in. to | 7:00 a.: | | |
| 1 Ume | 50.00 | 80.00 | 20.00 | 16.00 | 14,00 |
| 13 times | 48.75 | 20.25 | 10,50 | 15.60 | 13.65 |
| 26 tlmes | | 28.50 | 19.00 | 15.20 | 13.30 |
| | | 07 75 | | | 10.00 |
| 39 tlmes | | 27.75 | 18.50 | 14.80 | 12.05 |
| 52 Umes | | 27.00 | 18.00 | 14.40 | 12.00 |
| 52 Umes 65 Umes | 43,75 | 20.25 | 17.50 | 14.00 | 12.25 |
| 78 times | | 25.50 | 17.00 | 10.00 | 11.00 |
| | | | 16.50 | 10.00 | 11.00 |
| | | 24.75 | | 18,20 | 11.55 |
| 156 times | 40.00 | 24.00 | 16.00 | 12.80 | 11.20 |
| 200 times | 38.75 | 23, 25 | 16.60 | 12.40 | 11.20 10.85 |
| #12 or nu | | | | | |
| Hines | 37.50 | 22,50 | 15.00 | 12.00 | 10.50 |
| 111111.4 | 91.00 | 123 # 1 5 1 2 3 4 4 | 10.00 | 12.00 | 10.00 |
| | AND | COUNCE | MENTS | | |
| | (?) | nss "A" | | Cluse "It' | , % ,,C,, |
| | (*) | 85 1 | wile. | (*) | 50 wils. |
| 1 time | 0 24.00 | | .00 | 12,60 | 10.00 |
| | | | | 12,00 | |
| 18 Hm | оя 23.40 | 111 | . 50 | 11.70 | 0.75 |
| 20 Hm | он 22.80 | 318 | .00 | 11.40 | 0.50 |
| 52 Hm | ea 21.00 | 1.8 | .00 | 10.80 | 0,00 |
| | os 20.40 | 17 | .00 | 10.20 | 8.50 |
| | | 16 | 100 | | |
| | | in | .60 | 0.00 | 8,25 |
| | rs 10.20 | | 1.00 | 0,00 | 8.00 |
| 200 time | os 18.00 | 1.5 | .50 | 0.00 | 7.75 |
| | m 18.00 | 18 | .00 | 0.00 | 7.80 |
| ลีย์ดี เมื่อ | m 16.76 | 16 | 1 80 | | 0.80 |
| | | Lil | .50 | 7175 | 6.50 |
| -1,000 ar i | HOT# | | | | |
| t Into | 12.00 | | .60 | a.00 | 4.75 |

Class "A"—5:59 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. 220.00 210.00 190.00 175.00
Class "C"—50 wds. 140.00 131.00 120.00 55.00
Class "C"—25 wds. 95.00 85.00 75.00 55.00
SPECIAL FEATURES
News: Leased wire service available. Regular time cost plus 20% for announcer and news service.
Ulter special features on request.
Talks of a political nature are not subject to frequency discounts.

ELECTRICAL TRANSCRIPTIONS

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.

Regular Regular and prices on request.

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.

Itales are for station time only.

No contract accepted for longer than one year. All contracts subject to government regulations and spopoval 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 governed by priority and availability of time.

Time of broadcast subject to change on reasonable notice to accommodate network broadcasts. Time of broadcasts subject to change to accommodate entwerk broadcasts. Time of broadcast subject to mediate change to accommodate entwerk broadcasts. Time of broadcasts given within a year. Announcements and programs of five minutes are more cannot be combined to earn larger discounts.

Classing 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 the subject of the program of the contract out recordings.

Personnel

Vice-President and Manager—Clyde F. Coombs.

Representatives Free & Peters, inc.

Personnel
Vice-President and Manager—Clyde F. Coombs.
Representatives Free & Peters, Inc.

KFRE



(Established 1942)

(Established 1942)
Rate card dated January 1, 1942. (Card No. 1.)
Owned and operated by J. E. Rodman.
Business Office and Studio—T. W. Patterson Bldg.,
Fresno, Calif., Fresno 4-501.
Transmitter—First and Clinton Sts., Fresno, Calif.
Vave—Power—Time
Operating power—250 watts.
223.0 meters: 1840 kilooyeles.
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.
gency Commission

1 time... 32.50 13 times.. 30.87 26 times.. 20.25 52 times.. 27.02 104 times.. 24.37 312 or more times... 22.75 (10:30 h.m. to 75 13.65 to 12:00 m to 7:00 67 13.00 50 12.35 4.52 9,10 6.81 midnight and 6:00 a.m. a.m.) 9.67 8.24 7.81 7.38 6.53 6.52 1 tlme... 21.47 13.00 a.m.)
1 tlme... 21.47 13.00 8.07
13 tlmes. 20.50 12.35 8.21
22 tlmes. 10.51 11.79 7.81
52 tlmes. 10.51 11.79 7.38
104 tlmes. 17.35 10.40 0.05
260 tlmes. 17.35 10.40 0.05
212 or mero
15.10 0.10 0.00
110 0.00 p.m. to 10:00 p.m.)
100 p.m. to 10:00 p.m. 6.50 6.17 5.84 5.51 5.18 4.85 $\frac{4.33}{4.11}$ 3.89 3.07 3.15 3.23

| | wua. | |
|-----------------------------------|-------|---------|
| , 1 | min. | 50 wds. |
| Bose rate | 10.00 | 8,00 |
| 30 announcements, each | 7.60 | 0.00 |
| 00 announcements, each | 7.00 | 5.60 |
| 180 announcoments, each | 6.50 | 5,20 |
| 270 nunouncements, each | 6,00 | 4,80 |
| 305 announcements, each, | 5.50 | 4.40 |
| (6:00 a.m. ta 6:00 p.m. and 10:00 | n-nt- | to |
| 12:00 midnight) | | |
| Base rate | 5.00 | 4.00 |
| 30 announcements, each | 3.75 | 3.00 |
| 00 announcements, each | 3.50 | 2.80 |
| 180 nunouncements, each | 8.25 | 2.66 |
| 270 annamoomants, each | 3.00 | 2.40 |
| 305 announcements, each | 2.75 | 9.90 |

(This listing continued on next page)

FRESNO—Continued KFRE-Continued

KFRE—Lontinued

Floating Announcements—No specified times:
(6:00 a.m. to 6:00 p.m. and 10:00 p.m. to
12:00 midnight)

10:00 p.m. to 30:00 p.m. to
12:00 midnight)

10:00 p.m. to 12:00 p.m. to
12:00 midnight)

10:00 p.m. to 12:00 p.m. to
12:00 midnight)

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Rates on request.

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.

REMOTE CONTROL

Additional charges are made for programs requiring special production or originating outside station studies.

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. No contract accepted for a longer period than one year. Contracts subject to cancellation by two week written notice accompanied by certified check at short rate to date of last program.

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. All talks must be submitted 24 hours in advance of hroadcast. 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 turntables for vertical or lateral cut recordings.

Manager—Paul Bartlett.
Representatives John Blair & Company.

KMJ (Established 1922)

- (1/2)

Rates effective January 1, 1942. (Card No. 16.)
Owned and operated by The McCiatchy Broadcasting Company.
Business Office and Studio—Fresno Bee Bidg., Van Ness Ave. and Calaveras St., Fresno, Calif., telephone 3627.
Transmitter—On North Ave., 1/2 mile east of Madera Ave., Kerman. Calif.
Wave—Power—Time
(1100% modulation—crystal control.)
517.2 meters; 580 kilocycles.
11censed to operate full time on regional channel.
Operates The Pacific War Time.
Actual operating schedule: 16-1/2 hours Sundays.
18-12 hours week days.
Agency Commission
Asency commission 15% on net charges for station time to recognized advertising agencies. No cash distrunion commission does not apply on talent.
Commission applies only to national business.
General Advertising.
For combination rates see listings of National Broadcasting Company (Paclic Coast Network) and Golden West Network.
A discount of 6% applies to rates when KMJ is used in conjunction with KERN, KWG, and KFBK, A discount of 10% apples when KMJ is used in conjunction with KERN, KWG, KFFK, and KOH.
The following rates are for national advertising. For local advertising rates consult station management.
CLASS 3.0

(CLASS 3.0

Per week: 1 hr. 1/2 hr. 1/4 hr. 19 min. 5 min. 1 day... 160.00 86.00 64.00 51.20 38.40 2 days. 320.00 182.00 128.00 124.07 6.80 3 days. 332.00 182.00 172.80 138.24 103.68 4 days. 576.00 345.66 230.40 184.32 188.00

| | uays. | | | 120.00 | 102.40 | 10.80 |
|-----|---------|----------|----------|----------|----------|--------|
| 3 | days | 432.00 | 259.20 | 172.80 | 138.24 | 103.68 |
| 4 | days | 576.00 | 345.60 | 230.40 | 184.32 | 138.00 |
| - 5 | days. | 720.00 | 432.00 | 288.00 | 230.40 | |
| | days. | | | 307.20 | 245.76 | |
| - | | | CLASS | "B" | 210.10 | 101.02 |
| | (7:00 | a.m. t | | | 0.21 p.m | . to |
| | (,,,,,, | a.141. | 11:00 | p.m.) | 0.31 p.m | . 10 |
| | | 20.00 | | | | 40.00 |
| | day | | | 32.00 | 25.60 | |
| 2 | days. | . 180.00 | 96,00 | 64.00 | 51.20 | 38.40 |
| 3 | days. | . 216.00 | 129.60 | 86.40 | 69.12 | 51.84 |
| 4 | days. | 288.00 | | 115.20 | 92.16 | |
| ŝ | days. | 360.0 | | | 115.20 | |
| | days. | | | 153.60 | 122.88 | |
| U | uays, | . 504.0 | CLASS | | 122.66 | 92.10 |
| | | | | | | |
| | | (11: | | | .m.) | |
| 1 | dау | . 54.0 | | 22,00 | 18.00 | 16.00 |
| 2 | days. | . 108.0 | 64.80 | 44.00 | 36.00 | 32.00 |
| | days. | | 84.48 | 59.40 | 48.60 | |
| 4 | days. | 194.4 | | 79.20 | 64.80 | |
| | days. | | | 99,00 | 81.00 | |
| | days. | | | 105.60 | 86.40 | |
| 900 | an di | | week pro | | | |
| Sev | en d | ays per | DISCO | | sıx day | rate. |
| | | | | | | |
| | ٠ | Meekia | Dollar V | otume Di | scounts | |

| DISCOUNTS |
|---|
| . Weekly Dollar Volume Discounts |
| All discounts apply on time charges only on program |
| schedules of eight consecutive weeks or more. |
| 125.00 weekly 2-1/2% |
| 175.00 weekly |
| 225.00 weekly 7-1/2% |
| 275.00 weekly 10% |
| 325.00 weekly 12-1/2% |
| 375.00 weekly 12-1/2% |
| 373.00 Weekly 15% |

| Discounts for Consecutive Weeks 13 to 25 weeks | 7-1/2% |
|--|---------|
| ANNOUNCEMENTS | |
| | Class |
| | |
| (*) (†) (*) | 50 wds. |
| 1 time | 11.00 |
| 13 times 24.50 21.50 12.25 | 10.75 |
| 26 times 24.00 21.00 12.00 | 10.50 |
| 52 tlmes | 10.00 |
| 104 times | |
| | |
| | |
| 260 times 19.00 16.50 9.50 | |
| 312 times 18.50 16.00 9.25 | |
| 365 times 16.00 14.00 8.00 | 7.00 |
| 1.000 times | 5.00 |
| (*) One minute or 100 words. | |
| (†) Thirty-five word chain break. | |
| Floating amouncements, no specified times | |
| | • |
| | 100.00 |
| 50 words daily 225.00 215.00 200.00 | 180.00 |
| CLASS "C" | |

Electrical transcription library facilities available for use of sponsors at additional cost Rates on supplication.

TALENT
Rates on application.

REMOTE CONTROL.
Remote control equipment available for handling programs outside of regular studios.

SERVICE FACILITIES
Services of the program department in stranging programs and in providing program announcements and announcers are included without extra charge. Contract and Other Requirements
Advertising of alcoholic beverages not accepted. excepting best and wine.

Rates are for station time only.

All programs subject to acceptance of station management shu must conform to station policy and gwarment regulations. Management reserve the right to reject or discontinue any advertising or program for reasons sufficient to likelf. Only station announcer allowed at the microphone. nouncer all Closing Time

Closing Time
Programs must be closed 48 hours in advance.
All talks must be submitted in manuscript form
prior to 12:00 noon of day preceding broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables
for both vertical and lateral cut recordings.

Personnel
Manager—Keith Collins.
Representatives
Paul H. Raymer Company.

GLENDALE

(Los Angeles County)

KIEV

(Established 1983)



Rates effective January 1, 1941.

Rates effective January 1, 1941.

Owned and operated by Cannon System. Ltd.
Business Office and Studio-102 N. Glendale Blyd.,
Glendale, California, telephone Citrus 1-1133; Los
Angeles, telephone Chapman 52388.

Transmitter—Glendale. Cultioruis

Wave—Power—Time
Operating power—250 watts.
(100% inodulation—crystal control.)
344.8 meters; 870 kilocycles.
Licensed to operate on clear channel from sunrise to
sunset daily. Operates on Pacific War Time.

Agency Commission
Agency commission 15%. Commission does not apply
on talent. No cash discount. Invoices mailed lat
of each month. All contracts payable in advance.

General Advertising
All contracts subject to 5% music tax.

Per Week—
Daily Deliver Delive

| | | | - | | - Per | Week - |
|----------|------------|---------|--------|--------|----------|----------|
| | | | | | Daily | Daily |
| | | | | | except | incl'g. |
| | | | | 1 time | Sunday | Sunday |
| 1 | hour | ••• | | 30.00 | 150.00 | 180.00 |
| 1/2 | hour | | | 17.00 | 85.00 | 102.00 |
| 1/4 | hour | | | | 45.00 | 54.00 |
| 5 | minutes | ******* | | 3.00 | 18.00 | 21.00 |
| | | SUN | DAY O | NLY | | |
| 1 | hour | | | | | 35.00 |
| 1/2 | | | | | | 20.00 |
| 1/4 | hour, | | | | | 12.00 |
| 5 | minutes | ******* | | | | 4.50 |
| | | | TALKS | | | |
| No | commercial | talks | sneech | es or | lectures | .hatgane |

TALKS

No commercial talks, speeches or lectures accepted.
SPECIAL FEATURES FOR COMPLETE
SPONSORSHIP
Larm Klok Klub: 5:00 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.
Nicola in Music: 1:30 p.m. to 2:00 p.m., six days
weekly
SPECIAL FEATURES FOR PARTICIPATING
Larm Klok Klub: 6:00 a.m. to 8:00 a.m., 100 word
anouncement 3:00,
News, Time Signals. Rates on request.
RECORDED PROGRAMS
Regular time charges apply to recorded programs
Not restricted to certain hours.
Extra. Supplied at cost
REMOTE CONTROL
Station equipped for remote broadcasts. Details on
request.

Closing Time
Taient programs and announcements close 48 hours in
advance of croadcast. Recorded programs close 24
nours in advance.
Mechanical Program Equipment

Mecnanical Program Equipment bumping de to handle programs by electrical transcription. using 33-1/3 and 78 r.p.m. double turn-tables, to vertical and lateral cut recordings.

Personnel 'fresident—David H. Cannon. Georgi

LONG BEACH

(Los Angeles County)

KFOX (Established 1924)



Nates effective December 15, 1937. (Card No. 4.)
Owned and operated by Nichols & Warinner, Inc.
Business Olince and Studio—220 East Anabelm St.,
Long Beach, California, telephone 672-81.
Other studios, 501 Broadway Arcade Building, Los
Angeles, California.
Transmitter—220 East Anabelm Street, Long Beach,
California.

California.

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.

Operating schedule—18 hours daily.

Agency Commission
Agency commission 15% to recognized advertising
agencies on gross amount. No commission on telephone line 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.

General Advertising
For combination rates see listing of Golden West
Network.
The foliowing rates apply to both national and local
advertising.

Islanket tees 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.

(5:00 p.m. to 9:00 p.m.)

87.00

| | (3.00 p.m. to 0.00 p.m.) | |
|-------------|---|-------|
| 1 | hour | 87.00 |
| $1/\bar{2}$ | | 61.00 |
| | hour | |
| 1/4 | hour | 28.00 |
| 10 | -1 | 21.00 |
| | | |
| 5 | minutes | 18.00 |
| | :00 a.m. to 5:00 p.m. and 9:00 p.m. to 12:0 | 20 |
| 10 | | i U |
| | midnight) | |
| 1 | hour. | 4K AA |
| | | |

| 1 | hour | 45.00 |
|-----|-------------------|-------|
| 1/2 | hour | 26.00 |
| 1/4 | hour. | 14.00 |
| 10 | minutes | |
| - 5 | minutes | |
| ٠ | | 8.00 |
| | WEEKLY RATES | |
| | (F.00 4- 0.00 mm) | |

(5:00 p.m. to 9:00 p.m.) Per week

| 3 | ti. 4 ti. | 5 ti. | 6 ti. | 7 t1 |
|----------------|-------------|------------|---------|--------|
| 1 hour 234. | 90 295.80 | 348.00 | 417.60 | 487.20 |
| 1/2 hour 137. | 70 173.40 | 204.00 | 244.80 | 285.60 |
| 1/4 hour 75.0 | 80 95.20 | 112.00 | 134.40 | 156.80 |
| 10 minutes 56. | 70 71.40 | 84.00 | 100.80 | 217.60 |
| 5 minutes 35. | 10 44.20 | 52.00 | 62.40 | 72.80 |
| (6:00 a.m. | to 5:00 p.r | a. an-1 9: | 00 p.m. | to |
| | 12:00 mie | inight) | | |
| 1 hour 121. | 50 153.00 | 180.00 | 216.00 | 252.00 |
| 1/9 hour 70 | 00 99 40 | 104.00 | 104 00 | TAE OF |

72.8

72.8

180.00 210.00 252.00

180.00 210.00 252.00

180.00 210.00 252.00

190.00 124.80 145.80

10 minutes 29.70 37.40 44.00 52.80 61.60

5 minutes 21.60 27.20 32.00 38.40 44.80

The following discounts apply to all of the above quotations. Discounts apply only when broadcasts are consecutive.

13 broadcasts...
26 broadcasts...
27 broadcasts...
28 broadcasts...
29 broadcasts...
29 broadcasts...
20 broadcasts...
20 broadcasts...

One time rates apply on apot announcements it 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 *** 62 ***

(Night time) 1 ***

1 ti. 4.50 5.00 6.00 7.50 26 t1. 75.00 100.00 125.00 50 words. words.....

| Company | Comp

rate.

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. Bates and details on request. TALENT
Staff artist available for broadcasts only. Special talent furnished at additional cost.

REMOTE CONTROT.
Remote contral and short wave facilities at cost. Telephone lines maintained to Los Angeles for connection to majority of couthern California stations for rebroadcasting. Extra charges are made for portions of programs originating outside of regular studies.

LONG BEACH—Continued

KFOX—Continued
SERVICE FACILITIES
Services of station talent bureau, program department, musical and literary departments, as well as technical and announcing staff are available with-Services technical and an

out 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 taient.

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
Equipmed to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables.

ersonnel President and General Manager—Hal Nichols. Commercial and Prom. Mgr.—L. W. McDowell.

KGER (Established 1928)



Rates effective July 1, 1942. (Card No. 20.)
Owned and operated by Consolitated hitosuccesting
Corporation, Ltd.
Business Office and Main Studios—Dobyns Footwear
Bidg., 435 Pine Ave., Long Beach, Calif., telephone 600-41.
Other Studios—043 S. Olive St.. Los Angeles, Calif.,
Ma. 2551.
Transmitter—2227 W. Olive, Hynes, Calif.

Transmitter—2224 W. Ulive, Hynes, Vave—Power—Times
Operating power—5,000 watts.
(190% modulation—crystas control.)
215.8 meters; 1390 kilocycles.
Licensed to operate full time.
Operates on Pacific War 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.

CLASS A

(6:00 P.m., to 10:00 P.m.)

| | | (6:00 | | 10:00 p.m | q. <i>)</i> | |
|-----|--------|--------|------------|-----------|-------------|--------|
| | | 1 hr. | 1/2 hr. | 1/4 hr. | 10 min. | 5 min. |
| 1 | time | 100.00 | 60.00 | 40.00 | 30.00 | 20.00 |
| 13 | times | 95.00 | 57.00 | 38.00 | 28.50 | 19.00 |
| 26 | times | 90.00 | 54.00 | 36.00 | 27.00 | 18.00 |
| 39 | times | 85.00 | 51.00 | 34.00 | 25.50 | 17.00 |
| 52 | times | 80.00 | 48.00 | 32.00 | 24.00 | 16.00 |
| 104 | | 75.00 | 45.00 | 30.00 | 22.50 | 15.00 |
| 156 | times | 70.00 | 42.00 | 28.00 | 21.00 | 14.00 |
| 204 | times | 65.00 | 39.00 | 26.00 | 19.50 | 13.00 |
| 312 | times | 60.00 | 36.00 | 24.00 | 18.00 | 12.00 |
| | | | CLASS | "B | | |
| | (7 -AA | a m | 6 ·00 p pp | ond 10. | AA | 4.0 |

(7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight)

| 1 | time | 65.00 | 39.00 | 28.00 | 19.50 | 13.00 |
|-----|-------|-------|---------|-------|-------|-------|
| 13 | times | 61.75 | 37.05 | 24.70 | 18.50 | 12.35 |
| 26 | times | 58.50 | 35,10 | 23.40 | 17.50 | 11.70 |
| 39 | times | 55.25 | 33.15 | 22.10 | 16.50 | 11.05 |
| 52 | times | 52.00 | 13.20 | 20.80 | 15.50 | 10.40 |
| 104 | times | 48.75 | 29.25 | 19.50 | 14.50 | 9.75 |
| 156 | times | 45.50 | 27.30 | 18.20 | 13.50 | 9.10 |
| 204 | times | 42.25 | 25.35 | 16.90 | 12,50 | 8.45 |
| 312 | times | 39.00 | 23,40 | 15.60 | 11.50 | 7.80 |
| | | AN | INOUNCE | MENTS | | |
| | | | CLASS | "A" | | |
| | | 10.00 | | | | |

| | (6:00 p.m. to 10 |):00 p.m.) | | |
|-----|--------------------------|--------------|------|------|
| | | (*) | (†) | (1) |
| 1 | time | 10.00 | 8.00 | 6.00 |
| 13 | times | 9.50 | 7.60 | 5.70 |
| 26 | times | 9.00 | 7.20 | 5.40 |
| 39 | times | 8.50 | 6.80 | 5.10 |
| 52 | times | 8.00 | 6.40 | 4.80 |
| 104 | times | 7.50 | 6.00 | 4.50 |
| 156 | times | 7.00 | 5.60 | 4.20 |
| 204 | times | 8.5 0 | 5.20 | 3.90 |
| 312 | times | 6.00 | 4.80 | 3.60 |
| | | В'' | | |
| | (7.00 a.m. ta (1.00 n.m. | | | |

| VI.00 4.m. to 0.00 p.m. and | | .m. w | |
|---------------------------------|----------|-------|-----|
| 12:00 midnight) | | | |
| 1 time 6. | 00 5. | .00 | 4.0 |
| 13 times 5. | 70 4. | 75 | 3.8 |
| 26 times 5. | 40 4. | 50 | 8.6 |
| 39 times 5. | 10 4. | 25 | 3.4 |
| 52 times 4. | 80 4. | 00 | 3.2 |
| 104 times 4. | 50 8. | 75 | 8.0 |
| 156 times 4. | 20 3 | 50 | 2.8 |
| 204 times 3. | | 25 | 2.6 |
| 312 times | 60 3. | 00 | 2.4 |
| (*) One minute transcription of | r 100 wo | rds. | |
| | | | |

(-) Une minute transcription or 100 words.

(†) Fifty words next to news.

(‡) Fifty word time signal or program break.

PECIAL FEATURES

News: 5 10 or 15 minute newcasts 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 library services available—rates and details on request. Instantaneous recording equipment available.

"CALEND"

ment available.

TALENT

Services of program director and announcer included in time charges and director and announcer included in time charges or request Station's organ, including staff organist—contract rates on request. rates on request.

REMOTE CONTROL.

Station maintains Los Angeles studios from which program may originate. Station is equipped to reproadcast any Southern California estation at no extra cost. Other remote control rates on application.

SERVICE ACILITIES

dervices of announcing, program, continuity, and production staff, rehearsal and audition facilities ordinarily included on programs requiring special attention, rates will be quoted on request. Portable recording equipment available.

Contract and Other Requiremental.

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 cantract.

Clusing lime

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
Tresthent and General Manacer—C. Merwin Dobyne
Business Manager—Thomas Hunter.
Los Angeles Manager—Lee Wynne.
Technical Director—Jay Tapp.
Program Director—Helene Smith.
Production Manager—Iola Josephson.
Representatives
Howard H. Wilson Company.

LOS ANGELES

(Los Angeles County)

KECA



BLUE NETWORK STATION



Rates effective October 1, 1939. (Card No. 15.)

Uwned and operated by Earle C. Anthony. Inc.

Business Office and Studio—141 N. Vermont Ave.,
P. O. Box 9006. Station S. Los Angeles. California, Fairfax 2121.

Transmitter—Los Angeles. California.

Ways—Power—71me
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 comimission
Agency comimission 15% to recognized advertising
agencies on net charges for station time and gross
taient 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 usational
advertising.
Rates include charges by owners of music copyrights.

Company tractions the following rates apply to both local 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.

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

250.00

| (8:00 p.m. to 10:00 p.m. daily) | |
|--|--------|
| 1 hour | 250.00 |
| 1/2 hour | 125.00 |
| 1/4 hour. | 62.50 |
| | |
| 5 minutes | 50.00 |
| 1 minute transcription | 25.00 |
| 100 word announcement. | 85.00 |
| | 55.00 |
| Station break announcements, maximum 50 | |
| syliables | 20.00 |
| (9:00 a.m. to 6:00 p.m. week days and 10:0 | |
| | U |
| p.m. to 10:30 p.m. daily) | |
| 1 hour | 125.00 |
| | |
| 1/2 hour | 62.50 |

| 1/4 hour | 81.25 |
|--|--------|
| 5 minutes | 25.00 |
| 1 minute transcription. | 17.50 |
| 100 word announcement | 17.50 |
| | 11.00 |
| Station break announcements, maximum 50 | |
| syllables | 10.00 |
| (12:00 noon to 6:00 p.m. Sundays) | |
| 1 hour | 187.50 |
| 1/2 hour | 93.75 |
| 1/4 hour | 46.88 |
| 8 minutes | 87.50 |
| 1 minute transcription | 26.25 |
| | |
| 100 word announcement | 26.25 |
| Station break announcements, maximum 50 | |
| syllables | 15.00 |
| (8:00 a.m. to 9:00 a.m. and 10:80 p.m. (| lo |
| 1 hour | 88.84 |
| 1/2 hour | 41.67 |
| 1/4 hour | 20.84 |
| 5 mInutes | 16.67 |
| | |

| 1 minute transcription | 11.67 |
|--|-------|
| 00 word announcement | 11.67 |
| tation break announcements, maximum 50 | |
| Ryllables | 6.67 |
| (11:00 p.m. to 12:00 midnight and 7:00 a.m | |
| to 8:00 a.m.) | |
| 1 hour | 62.50 |
| /2 hour | 81.25 |
| /4 hour | 15.68 |
| 5 minutes | 13.34 |
| 1 minute transcription | 11.67 |
| 00 word announcement | 11.67 |
| | |

100 word announcement.
Righton break announcement, maximum 50 eyilables (12:00 midnight to 7:00 a.m.) 20.84 10.42

6.67

Discounts allowed retroactively on the number of breadcasts 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.

Less than 13 programs.

26 to 38 programs.

27 to 39 programs.

28 to 51 programs.

29 to 51 programs.

20 to 199 programs.

20 to 190 programs.

21 to 20 or more programs.

22 to 25 to 30 or more programs.

25 to 50 programs.

25 to 50 programs.

26 to 50 or more programs.

27 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 6:00 p.m.

On time signals and service signals, discounts apply on number of months instead of number of announcements.

TALENT

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 taient on application.

ELECTRICAL TRANSCRIPTIONS

No surcharge for broadcasting transcriptions.

HEMOTE CONTROL.

Technical and production facilities available for Dick up of programs originating souted of studies. Line, equipment and operations outside of studies. Line, equipment and operations outside of studies. Line, equipment and operations outside of studies. Line, equipment and operations of while quoted on request.

SERVICE FACILITIEN

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Contract and Other Requirements

Station reserves the right to refuse or revise all 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 resule. All programs and transcriptions are subject to station approval. All accentable accounts are subject to the same rates.

Closing Time Order for service must be placed and contracts signed one week prior to first scheduled program.

All commercial copy must be submitted in triplicate at least 72 hours in advance of program. Mechanical results program Equipment Equipment Equipment Equipment Equipment Manager—Earle C. Anthony.

Program Manager—Earle C. Anthony.

Program Manager—Larle C. Anthony.

Program Manager—In Manager—Winifred Scott.

Representatives

Free & Peters, Inc.

KFAC



Rates effective February 1, 1942. (Card No. 16.)

Rates effective February 1, 1942. (Card No. 16.)

Owned and operated by Los Angeles Broadcaeting Company, Inc.
Studios-Penthouse, 645 S. Mariposa Avenue, Los Angeles, California, Fitzroy 1231.
Transmitter—2531 W. 18th St., Los Angeles. Calif. Wave—Power—Time
Operating power—1,000 watts.
225.6 meters; 1330 kilocycles.
Licensed to onester 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 hills 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; 1/3 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:

(6:00 p.m. to 3:11, 26:11, 39:11, 52:11, within within within within bour.

| | | | 13 ti. | 26 ti. | 39 tl. | 52 ti. | |
|--------------------|--------|--------|--------|--------|--------|--------|--|
| | | | within | within | within | within | |
| 1 hour: | | 1 tf. | 3 mo. | 6 mo. | 9 mo. | 12 mo. | |
| 1 time | weekly | 78.75 | 74.81 | 70.87 | 66.94 | 63.00 | |
| 2 times | weekly | 157.50 | 149.62 | 141.75 | 133.87 | 126.00 | |
| 3 times | weekly | 212.62 | 201.99 | 191.36 | 180.74 | 170.10 | |
| 4 tlmes | weekly | 283.50 | 269.32 | 255.15 | 240.97 | 226.80 | |
| 5 times | weekly | 334.68 | | 301.21 | | 267.75 | |
| 6 times | weekly | 378 00 | | | 321.30 | | |
| 1/2 hour: | Week-9 | 5.0 | | | 021.00 | | |
| 1 time | weekly | 42.00 | 39.90 | 37.80 | 35.70 | 33.60 | |
| | weekly | 84.00 | 79.80 | | | 67.20 | |
| 2 times 3 times | weekly | | 107.73 | | | 90.72 | |
| 4 times | weekiy | 151.20 | 136.08 | | 120.96 | 113.40 | |
| | | | | | 151.20 | 142.80 | |
| | weekly | | | | | | |
| 8 times | weekly | 201.60 | 191.52 | 181.44 | 171.30 | 161.28 | |
| 1/4 hour: | | | | | | | |
| 1 time | weekly | 23.10 | 21.95 | 20.79 | 19.63 | 18.48 | |
| 2 times 3 times | weekly | 46.20 | 43.89 | | 39.27 | 36.96 | |
| 3 times | weekly | 62.37 | 59.25 | 56.13 | 53.01 | 49.90 | |
| 4 times | weekly | 83.16 | 79.00 | 74.84 | 70.60 | 66:42 | |
| 5 times | weekiy | 98.17 | 93.27 | 88.36 | 83.47 | 78.56 | |
| 6 times | weekly | 110.88 | 105.34 | 99.79 | 94.25 | 88 70 | |

| 4 | times | weekly | 83.16 | 79.00 | 74.84 | 70.60 | 66:42 | 4 |
|------|-------|--------|--------|--------|--------|--------|--------|------|
| | | | 98.17 | 93.27 | 88.36 | 83.47 | | 1 |
| 5 | | weekiy | | | | | 78.56 | |
| 6 | times | weekly | 110.88 | 105.34 | 99.79 | 94.25 | 88.70 | ٠, |
| | | (7:30 | a.m. t | 0 6:00 | p.m.) | | | 1.1 |
| 1 hc | 127 : | | | | | | | 1) |
| | times | weekly | 94.50 | | 85.05 | | 75.60 | 1 |
| | | weekly | | | 113.76 | | | 1 -1 |
| | times | weekly | | | 153.09 | | | |
| - 5 | times | weekly | 200.81 | 190.77 | 180.73 | 170.69 | 160.66 | ٠,٠ |
| | times | weekly | 226.80 | 215.46 | 204.12 | 192.78 | 181.44 | ₹ 1 |
| 1/2 | hour: | | | | | | | * |
| 1 | tlme | weekly | 26.25 | 24.94 | 23,63 | 22.31 | 21.00 | ٠. |
| 2 | times | weekly | 52.50 | 49.87 | 47.25 | 44.62 | 42.00 | 11 |
| | | | 80.08 | 45.00 | 20 60 | 44.01 | | |

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 67.39
 63.78
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 weekly
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 weekly
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 (This fisting continued on next page)

www.americanradiohistory.com

220.00 110.00 64.00 40.00

(11:00 p.m. to 12:00 midnight and 7:00 a.m. to 8:00 a.m.)

1 hour... 1/2 hour... 1/4 hour... 5 minut

LOS ANGELES—Continued K F A C—Continued

| | | | 13 tl. | 26 tl. | | 52 ti. |
|-----------|--------|--------|---------|--------|--------|--------|
| | | | within | within | within | within |
| 1/4 hour: | | 1 tl. | 3 mo. | 6 mo. | 9 mo. | 12 mo. |
| I timo | weekly | 10.45 | 14.90 | 12.17 | 13.35 | 12,00 |
| 2 times | weekly | 31.50 | 29.92 | 28,35 | 26.77 | 25.20 |
| 3 times | weekly | 42.52 | 40.40 | 38.27 | 36.15 | 34.02 |
| 4 times | weekly | 56.70 | 53.86 | 51.03 | 48.19 | 45.36 |
| 5 times | weekly | 66.93 | 63.58 | 60.23 | 56,90 | 53.55 |
| G times | weekly | 75.60 | 71.82 | 68.04 | 64.26 | 60.48 |
| | (10:00 | p.m. | to 6:00 | 8.m.) | | |
| · | 120,00 | p-1223 | | | | |

1 time. 8.00
13 times per month. each. 6.80
26 times per month. each. 5.77
52 times per month. each. 5.29
78 times per month. each. 5.00
101 times per month. each. 4.72
130 times per month. each. 4.50
1 minute: 4.50

TALENT

Rates on application.

REMOTE CONTROL

Remote line or equipment charges always payable in advance.

nemote 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 Hetuurements
All programs are subject to the approval of the management and all copy must be eubmitted at least 45 hours before broadcast or the management reserves the right to revise copy or prepare new copy to accord with its standards without submission to advertiser.

Personnel
Station and Promotion Manager—Calvin J. Smith.

KFI

(Established 1922)



Mates effective January 1, 1941. (Card No. 2%)

Gwined and obersted by Earle C, Anthony. Inc.

Business Office and Studio—141 N. Vermont Avenue,

P. O. Box 9006. Station S. Los Angeles, California, Fairfax 2121.

Transmitter—Buens Park, California.

Yave—Power—Time
Operating power—50.000 watts.
468.8 meters; 640 kilocycles.
Licensed to operate on cleared
Operates on Pacific War Time.
Actual operating schedule: 24 hours daily except
Monday when station signs off at 12:00 midnight;
sign-on Tuesday, 6:00 a.m.

Igency Commission
Agency commission

Agency commission 15% on net charges for station

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| 11.00 p.m. week days; p.no a.m. to 1:0 | |
|--|--------|
| p.m. and 10:30 p.m. to 11:00 p.m. Sundays | 1) |
| 1 hour | 330.00 |
| 1/2 hour | 165.00 |
| 1/4 hour | 95,00 |
| 5 minites | 80.00 |
| 100 words, 1 minute announcement or 1 minute | 40.00 |
| electrical transcription | 46,00 |
| Station break announcements. 50 avilables | |
| maximom | 95.00 |

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| (8:00 a.m. to 9:00 a.m.) | |
|---|--------|
| 1 hour. | 260.00 |
| 1/2 hour | 130.00 |
| 1/4 hour | 75.00 |
| 5 minutes | 47.50 |
| 100 words, 1 minute announcement or 1 | |
| minute electrical transcription | 36.50 |
| Station break announcements, 50 syllables | |
| maximum | 28.00 |

72 nout.
5 minutes.
5 minutes.
10 words, 1 minute announcement or 1 minute electrical transcription tation break announcements. 50 syllables maximum. 90 00 23.00 132:00 midnight to 7:00 a.m.) 32.00 20.00

4 hour 90.00
5 minutes 90.00
by words 1 minute announcement or 1 minute electrical transcription 69.00 milion hreak announcements, 50 syllables Station break an

News Service: Rates and information on request.

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 racilities available for Dick
up of programs originating outside of studios. Lines
equipment and operation costs will be quoted on re-

SERVICE FACILITIES

Services of program, cultinuity and production staff, rehearsal and audition facilities available gratis for programs of general nature, entract and Other Resulrements

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

proval
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.
Closins Time
Orders for service must be placed and contracte signed one week prior to first scheduled program.
All commercial copy must be submitted in triplicate at least 70 hours in advance of program.
Mechanical Program Equipment
Equipment Equipment Equipment Equipment Equipment ton uping 33-1/8 and 78 r.p.m. turn-tables.
Personnel
General Manager—Ports.

Personnel
General Manager—Earle C. Anthony.
Program Manager—John Edwards.
Sales Manager—Lyde Scott
Commercial Traffic Manager—Winifred Scott.
Representatives
Edward Petry & Company: Inc.

KFSG

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.
Operates on Pacific War Time.
Divides time with station KRKD.

Doce not sell time.

KFVD

Rates effective October 15, 1042. (Card No. 5.)
Owned and operated by Standard Broadcasting Company, Inc.
Studio—338 S. Western Ave., Los Angeles, Californis, Drezal 2301.
Transmitter—3300 Cattaraugus, Culver City, Calif.

www.americanradiohistory.com

Wave—Power—Time

Operating power—1,000 watts.

201.1 meters; 1020 kilocycles.
Locuneou to oberate timited time.

Operates on Pacific War Time.

Operating schedule; 6:00 a.m. to sundown (January 6:00 p.m., February 6:30 p.m., March 7:00 p.m.,

April 7:30 p.m., May 7:45 p.m., June 8:00 p.m.,

July 8:00 p.m., August 7:45 p.m., September 7:00
p.m., October 6:15 p.m., November 5:45 p.m., December 5:45 p.m.

Agency Commission

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 ti. 3 ti. 6 ti.
5 da 195 fil 190,00

| I hour | 50.00 | 125,00 1 | 190.00 |
|-------------------------------|-------|------------|--------|
| 1/2 hour | 27.50 | 70.00 | 10.00 |
| 1/4 hour | | 40.00 | 65,00 |
| 10 minutes | | 30.00 | 52.50 |
| 5 minutes | | 24.00 | 40.00 |
| Frequency Di | | | |
| 13 periods used within 3 mc | onths | ********** | 5% |
| 26 periods used within 6 ma | nths | | 10% |
| 39 periods used within 9 mo | nths | | 15% |
| 50 pariode stead within 10 me | neha | | 200 |

VOLUME PURCHASE DISCOUNT
Run of schedule, 150.00 weekly (minimum) 40%.

ANNOUNCEMENTS
Announcements and time signals (weekly schedule),
100 words:

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 manasement and all copy must be submitted at least 48 hours before broadcast or the manasement reserves the right to revise copy or prepare new copy to accord with its standards without submission to advertises.

wertiser.

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

General Manager—Frank Burke, Jr.
Commercial Manager—F. J. Smalley, Jr.

Representatives

KFWB

(Established 1925)

(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.
(2019—Power—Time.

Transmitter — 5775 Jefferson Blvd., Los Angeles, Calif.

Wave—Power—Time

Operating power—5,000 watts.

(100% modulation—crystal control.)

306.1 meters; 980 kilocycles.

Lireusevu to operate ruii 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

Agency Commission

Agency Commission

Agency Commission 15% to recognized agencies, provided payment is made before the 15th day of the month following broadcast. No cash discount. Statements rendered monthly, payable at face, when rendered. Short rate billed where frequency rate is not earned.

General Advertising listes include use of music controlled and currently released for seneral broadcasting by ASCAP, SESAC and AMP.

Actual broadcasting periods are as follows: 59 minutes

released for seneral 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 BLOADCASTING RATES

(6:00 pm. to 10:30 pm.) more periods. 11.1 13 pm. to 10:30 pm.) more periods. 11.1 13 t. 25 tl. 39 tl. 52 tl. 78 tl. times 1 hr 17:50 108.25 157.55 148.75 140.00 131.95 122.56 1/2 hr 100.00 95.00 90.00 85.00 80.00 75.00 76.00 1/4 hr 60.00 57.00 54.00 51.00 48.00 45.00 42.00 5 min. 30.00 28.55 27.00 25.50 24.00 22.50 21.00 28.50 27.00 25.50 24.00 22.50 21.00

5 min. 30.00 28.50 27.00 25.50 24.00 22.50 21.00 CLASS "B" (8.00 a.m. to 6.00 p.m.)

1 hr 9.00 35.50 81.00 76.50 72.00 37.50 63.00 1/2 hr 50.00 47.50 45.00 42.50 42.00 22.50 21.00 1/4 hr 30.00 28.50 27.00 25.50 24.00 22.50 21.00 5 min. 15.00 14.25 13.50 12.75 12.00 11.25 10.50 (*10.30 p.m. to 8.00 a.m. to 8.00 11.25 10.50 (*10.30 p.m. to 8.00 a.m. to 8.00 48.00 45.00 42.00 1/2 hr 35.00 33.25 31.50 29.75 28.00 26.25 24.50 1/4 hr 20.00 19.00 18.00 17.00 16.00 15.00 48.00 57.00 57.00 67.00 11.00 5 min. 10.00 9.50 9.00 8.50 8.00 7.50 7.00 (*) Service available only if a regularly scheduled program precedes or follows.

Add 10% to rates for Sunday Class "B" time.

LOS ANGELES—Continued K F W B-Continued

ANNOUNCEMENTS CLASS "A" (6:00 p.m. to 10:30 p.m.)

| CLASS 'A' | C(5:00 p.m. to 10:30 p.m.) | 104 or more | 1 tl. 13 tl. 26 tl. 30 tl. 52 tl. 78 tl. times | 100 words 18.00 17.55 17.10 16.65 16.20 15.75 15.30 | 50 words 12.00 11.70 11.40 11.10 10.80 10.50 10.20 | CLASS 'B'' | (8:00 a.m. to 6:00 p.m.) | 100 words 9.00 8.77 8.55 8.32 8.10 7.87 7.65 | 50 words 6.00 5.85 5.70 5.55 5.40 5.25 5.10 | CLASS 'C' | (*10:30 p.m. to 8:00 a.m.) | 100 words 7.00 8.42 6.65 6.47 6.30 6.12 5.95 | 50 words 5.00 4.87 4.75 4.62 4.50 4.37 4.25 | (*10:30 p.m. to 8:00 a.m.) | 100 words 7.00 8.42 6.65 6.47 6.30 6.12 5.95 | 50 words 5.00 4.87 4.75 4.62 4.50 4.37 4.25 | (*) Service available only if a regularly scheduled program precedes or follows. | SPECIAL FEATURES | 'Make Relieve Ballroom'-11:00 a.m. to 12:30 p.m., Mondays through Saturdays: 15 minute participations—regular rates plus talent cost of 6.00 net per broadcast, Station time only subject to discounts, 30 minute participations—regular rates plus talent cost of 12.00 net per broadcast. Station time only subject to discounts. | Participating announcements (not to exceed 50 words)—10.00 per announcement. No frequency discounts, 'Facing Facts' —2:00 p.m., to 2:30 p.m., Mondays through Extensi —2:00 p.m. to 2:30 p.m., Mondays through Extensi —2:00 p.m. to 2:30 p.m., Mondays through Extensi —2:00 p.

words)—10.00 per announcement. No frequency discounts.

Ital Styles' "Facing Facts"—2:00 p.m. to 2:30 p.m., Mondays through Fridays, Participating announcements (not to exceed 125 words)—Are weekly, per week 75:00. No frequency discounts.

Fridays. Participating announcements (not to exceed 125 words)—five weekly, per week 75:00. No frequency discounts.

Chef 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 3 participations weekly, per week. 67:50 5 participations weekly, per week. 100.00 Above costs are based on a minimum contract of 13 or more weeks.

News—Rates on request.

FOLITICAL PRIGRAMS

Political broadcasts are charged at regular time rates. Payable in advance.

REMOTE CONTROL

Rates on application.

Rates for lines and equipment to handle special broadcasts on recurst.

Broadcasts on recurst.

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. Contract renewals subject to rates in effect at time of renewal. All contracts subject to cancellation unless program starts within 30 days. In order to earn net rates contracts must be completed within 12 months. Period time and announcement cannot be combined to earn frequency discounts.

Clasing Time

Talks. programs, continuities, etc., must be submitted at least one week in advance for review by program director.

Mechanical Program Equipment

director.

Mechanical Program Equipment

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

for vertical or lateral cut discs.

Personnel
General Manager.—Harry Maizlish.
Sales Manager.—Jack O. Gross.

Production Manager.—Manning Ostroff
Pepresentatives William G. Rambeau Company.

KGFJ

Rates effective January 1, 1942. (Card No. 19.)
Owned and operated by Ben S. McGlashan.
Studio—1417 S. Figueroa St., Los Angeles, California, Prospect 2543.
Transmitter—Washinkton and Onk Sts.. Los Angeles.
Calif

Transmitter—Washington and Onk Sts.. Los Angeles.

Call

Wave—Power—Time
Onerating power—100 watts,
243.9 meters; 1230 kilocycles.
Licensed to encetae full time.
Operates on Pacific War Time.
Operates on Pacific War Time.
Albency Commission 15% to recognized agencies on station lime provided payment is made before the 15th of month following broadcast. Statements rendered monthly. Payable at face upon presentation.
Ceneral Advertising
Actual broadcasting periods are as follows: 58 minutes for one hour; 28-1/2 minutes for 1/2 hour; 14 minutes for 1/2 minutes for 10 minutes and 4-1/2 minutes for 5 minute periods.

CLASS "A".

| | | CLA | SS "/ | ٧. | | | |
|--------------|-------|--------|-------|--------|--------|--------|------|
| | (8:00 | a.m. | io 10 | :00 p. | m.) | | |
| | 1 | 3 | 6 | 13 | 26 | 39 | 52 |
| | ti. | ti. | ti. | ti. | ti. | ti. | ti. |
| 1 hour | | | | | | | |
| 1/2 hour | | | | | | | |
| 1/4 hour | 10.00 | 9.60 | 9.20 | 8.75 | 8.35 | 7.95 | 7.50 |
| 10 minutes | | | | | | | |
| 5 minutes | 5.50 | . 5.10 | 4.70 | 4.25 | 3.85 | 3.45 | 3.00 |
| One minute | | | | | | | |
| 125 words | | | | 2.00 | 1.75 | 1.50 | 1.25 |
| 1/2 minute ! | | | | | | | |
| 60 words | 1.50 | | 1.30 | | 1.10 | 1.00 | .90 |
| | | | SS "I | | | | |
| (7:00 a. | m. to | | | |):00 p | .m. to | |
| | | 19.00 | midni | eht i | | | |

| | | | | CLA | ss ''c'' | | | | |
|-------|------|-----|------|------|----------|--------|--------|-------|-----|
| | | | | | Class | | | | |
| | | | | | .—Class | | | | 30% |
| 12:00 | midn | igh | t to | ត:00 | a.mI | ates o | on req | uest. | |
| | | | | ひりくり | COLLYTI | ı | | | |

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. Program time must be used within corresponding number of weeks to earn frequency discounts. Announcements must be used within 30 day period to earn frequency discounts. 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 classification. Contracts cancellable on two weeks' written notice if accompanied by check for short time rate.
Closing Time
Copy must be submitted 24 hours in advance of broadcast. If not, musical program will be presented in interest of client at same rate.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription. using 33-1/3 and 78 r.p.m. double turn-table.
Personnel
Manager—Bel S. McGlashan.

ersonnel Manager—Ben S. McGlashan. Assistant and Promotion Mgr.—H. Duke Hancock.

KHJ

(Established 1922)

Rates effective October 1, 1942. Owned and operated by Don Lee Broadcasting Sys-

tem.

Business Office and Studio—5515 Melrose Avenue,
Hollywood, California, Hollywood 8111.

Transmitter—seventh and -Bixel Sts., Los Angeles.
California.

Transmitter—Seventh and Bixel Sts., Los Angeles, California.

Wave—Power—Time
Operating power—5,000 watts.
(100% modulation—crystal control.)

322.6 meters; 930 kilocycles.
Licensed to operate full time.
Operates on Pacific War Time.
Operating schedule: 24 hours daily, except 12:00 midnight to 6:00 am. Moudays.
Agency Commission
Agency commission 15% on not station time and talent to accredited advertising agencies. On approved credit accounts payable 10th of month following severe. No cash discount.
General Advertising
For combination rates see listings of Don Lee Broadcasting System (Southern California Group), Mutual Broadcasting System.
Rates include radio charges by owners of muste copyrights.

copyrights.

BASIC RATES WITHOUT TALENT

| (6:00 p.m. to 10:30 p.m. daily) 1 hour | |
|---|--------|
| 12:00 midnight daily) | |
| 1 hour | 150.00 |
| 1/2 hour | 90.00 |
| 1/4 hour | 60.00 |
| 10 minutes | 48.00 |
| 1" (11111111770: | 70.111 |

| 111 | 11111111111111111111111111111111111111 | 97.17 |
|-------------|---|--------|
| 5 | minutes | 36.00 |
| | (12:00 noon to 6:00 p.m. Sundays and 10:5 | 30 |
| | p.m. to 11:00 p.m. daily) | |
| 1 | hour | 200.00 |
| $1/\bar{2}$ | | 120.00 |
| 1/4 | hour | 80.00 |
| 10 | minutes | 64.00 |
| 5 | minutes . | 48.00 |
| | (12:00 midnight to 8:00 a.m. daily) | |
| 1 | hour | 100.00 |
| $1/\bar{2}$ | hour | 60.00 |
| | | |

At the conclusion of 28 consecutive weeks broadcasttng 5% additional discount is allowed; at the conclusion of 52 consecutive weeks broadcastof 10% additional is allowed.
These discounts of 5% or 10% referred to above shall
apply to the largest amount of weekly gross billing
titat has run consecutively for 26 or 52 weeks, respectively.

POLITICAL

Subject to regular station time rates and policies. plus 15.00 musical stand-by charge; payable in advance.

| (6200 p.m. to 10:30 p.m.) | |
|---|-------|
| Chain breaks, 35 words maximum; or 100 words | dan- |
| nouncements; or transcribed chain breaks of 15 | f00- |
| and (Pates soles as sound off at BCC antes b | BEC- |
| onds. (Extra voice or sound effects 25% extra.) | |
| Base fate | 45.00 |
| 30 announcements, each | 80.00 |
| 90 announcements, each | 28.50 |
| 180 announcements, each | |
| 270 announcements, each | 9K 89 |
| | |
| 365 announcements, each | 24.DU |
| (All other hours) | |
| Base rate | 22.50 |
| 30 announcements, each | 15.00 |
| 90 announcements, each | 14 75 |
| | 13.40 |
| 180 announcements, each | 10.08 |
| 270 announcements, each | |
| 865 announcements, each | 12.25 |
| | |
| Recorded announcements (16 to 60 seconds): | |
| (6:00 p.m. to 10:30 p.m.) | |
| | |
| Base rate | |
| 30 announcements, each | 40.00 |
| 90 announcements, each | 88.00 |
| 180 announcements, each | |
| | |

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

... 34.83 ... 32.66

Base rate 30.00

Base rate 30.00

30 announcements, each 20.00

90 announcements, each 19.00

180 announcements, each 18.08

270 announcements, each 17.16

365 announcements, each 16.33

Norms 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 weekly, per week 99.00

30 weeks, 5 days weekly, per week 99.00

32 weeks, 5 days weekly, per week 88.00

Rise and Shine; 6:00 a.m. to 8:00 a.m. week days; trenscription music, with correct time at five minute intervals and news flashes; daytime announcement rates apply.

TALENT

Program Ideas, lists of talent, and prices furnished on request.

Program Ideas. lists of talent, and prices furnished on feduest.

REMOTE CONTROL

Any desired pick-ups can be provided. Rates on request.

SERVICE FACILITIES

A staff of vocalists, musicians and continuity writers available for presentation of any type program desired by advertiser.

Contract and Other Requirements

Advertising of beer and wine acceptable.

Rates are for station time only: talent is extra.

All programs and copy subject to approval of the station management.

Rates subject to change without notice.

All discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the 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 or vertical cut recordings.

Personnel

Vice-President and Gen'l Mgr.—Lewis Allen Weiss.

Commercial Manager—Bruce G. Eells.

Representatives John Blair & Company.

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.
Transmitter—12755 Burbank Blvd., 12 miles northwest of Los Angeles, Calif.
Wave—Power—Time
Operating power—10,000 watts.
(1000% modulation—crystal control.)
422.5 meters; 710 kilocycles.
Licensed to operate full time on cleared channel.
Operates on Pacific War Time.
Agency Commission
Agency commission
Agency commission
Agency commission
For combination rates see listing of Golden West
Network.
For discount will be granted advertisers spending in the state of the second of the

agencies. No use when rendered.
ieneral Advertising
For combination rates see listing of Golden West
Network.
5% discount will be granted advertisers spending
500.00 per month or more in station time.
Discounts allowed retroactively on 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.
ASCAP, INII, SESAC and AMP used.

(G:00 p.m. to 100 p.m.)

1 hour... 150.00 145.50 130.00 p.m.)
12 hour... 90.00 365.50 135.00 127.50 129.00 112.50
1/2 hour... 90.00 145.50 135.00 127.50 129.00 112.50
1/4 hour... 90.00 365.50 135.00 127.50 129.00 112.50
1/4 hour... 90.00 365.50 120.00 48.00 45.00
5 minutes 30.00 28.50 27.00 25.50 24.00 22.50
114 hour... 90.00 37.00 54.00 55.00 72.00 67.00
5 minutes 30.00 28.50 27.00 25.50 24.00 22.50
1/4 hour... 90.00 127.50 129.50 129.50
1/4 hour... 45.00 42.75 40.55 38.25 36.00 33.75
1/4 hour... 45.00 42.75 40.55 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 13.55 12.75 12.00 11.25
6 600 a.m. to 800 a.m. and 10:30 p.m. to
12:00 midnight)
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 21.00 20.00 19.20 18.00
5 minutes 12.00 11.40 10.80 10.20 9.60 9.00
1/2 hour... 36.00 34.20 32.40 30.60 28.80 27.00
1/2 hour... 36.00 34.20 32.40 30.60 28.80 27.00
1/4 hour... 24.00 22.80 21.00 20.40 19.20 18.00
5 minutes 12.00 11.40 10.80 10.20 9.60 9.00
1/2 hour... 36.00 34.20 32.40 30.60 28.80 27.00
1/2 hour... 36.00 34.20 32.40 30.60 28.80 27.00
1/4 hour... 24.00 22.80 21.00 20.40 19.20 18.00
5 minutes 12.00 11.40 10.80 10.20 9.60 9.00
1/2 hour... 34.00 28.00 10.00 20.00 10.00

LOS ANGELES-Continued K M P C-Continued

K M P C—Continued

ANNOUNCEMENTS

CLASS "A"

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

111. 13 tl. 26 tl. 52 tl.

One minute or 100 words live or electrical transcription 15.00 14.25 13.50 12.75 12.00 11.25 00 words live or electrical transcription 12.00 11.40 10.80 10.20 9.60 9.00 CLASS "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 transcription 7.50 7.13 6.75 6.38 6.00 5.03 50 words live or electrical transcription 6.00 5.70 5.40 5.10 4.80 4.50 CLASS "C"

(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 transcription 6.00 5.70 5.40 5.10 4.80 4.50 50 words live or electrical transcription 5.00 4.75 4.50 4.25 4.00 3.75 CLASS "D"

25. or Class "A" rates.

Fitty 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.

News: Leased wire service available.

"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 auroharce for broadcasting transcriptions.

vance 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

words commercial will be accepted only at 10 minute rate.

TALENT

REMOTE CONTRUL.

REMOTE CONTRUL.

Technical and production facilities available for pickup of programs outside of studies. Lines, equipment and operation costs will be quoted upon request.

SERVICE FACILITIES

Sales and promotion departments available.

Contract and there necurrements

Advertising of alcoholic beverages not accepted, excenting 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 it number of words exceed limit in any clars,

N.A.B. copy limits. No contract to exceed one year's
duration.

Mediantesi 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. Wixson.

Representatives

Paul H. Raymer Company.

Representatives
1 aui H. Raymer Company.

KMTR (Established 1924)

(Established 1924)
Rates effective February 15, 1937. (Card No. 105.)
Owned and operated by KMTR Radio Corporation.
Business Office and Studio—1000 Cahuenga Bird.,
Hollywood, California, Hillside 1161.
Transmitter—1000 Cahuenga Bird., Hollywood. Calif.
Waves—Power—Time
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 sgencies recognized by the
station. No cash discount. Payment weekly in advance.

station.

Same vance.

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,

(7:00 p.m. to 9:30 p.m.)

125.00

| | (7:00 p.m. to 9:30 p.m.) | |
|-------|---|--------|
| 1 | hour | 125.00 |
| 1/2 | hour | 68.75 |
| 1/4 | | 38.50 |
| 1/3 | hour. | |
| 9 | minutes | 21.90 |
| | (6:00 p.m. to 7:00 p.m. and 9:30 p.m. to | |
| | 10:00 p.m.) | |
| 1 | hour | 112.50 |
| 1/2 | hour | 60.00 |
| 1/4 | hour | 88.50 |
| 5 | | 18.75 |
| | (5:00 p.m. to 6:00 p.m.) | 10.40 |
| | | |
| . 1 | hour | 73.00 |
| 1/2 | hour | 43.75 |
| 1/4 | hour | 21.90 |
| - ' B | minutes | 12.50 |
| _ | (5:00 a.m. to 1:00 p.m., 4:00 p.m. to 5:0 | 1 |
| | o.m. and 10:00 p.m. to 12:00 midnight) | • |
| 1 | hour | 40 40 |
| 1/2 | | 62.50 |
| | hour | 38.50 |
| 1/4 | hour | 18.75 |
| 5 | minutes | 11,80 |
| | (1:00 p.m. to 4:00 p.m.) | |
| 1 | hour | 43.75 |
| 1/2 | | 25.00 |
| 1/4 | | 12.50 |
| -' ś | | 8.40 |
| v | WEEKLY RATES | 5.40 |
| | WEEKLI RATES | |
| | (Six days) | |
| | (7:00 p.m. to 9:30 p.m.) | |
| 1 | | 500.00 |
| 1/2 | hour | 300.00 |
| 1/4 | hour | 187.50 |
| - 5 | | 106.25 |
| | | 100.20 |

| (6:00 p.m. to 7:00 p.m. and 9:30 p.m. to 10:00 p.m.) | |
|--|-----|
| 1 hour | |
| 1/2 hour 291.75 | |
| 1/4 hour 187.50 | |
| 2/1 | |
| | |
| (5:00 p.m. to 6:00 p.m.) | |
| | |
| | |
| 1/4 hour | |
| 5 minutes 62.50 (5:00 a.m. to 1:00 p.m., 4:00 p.m. to 5:00 | |
| (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 | |
| 1/2 hour 172.50 | |
| 1/4 hour | |
| | |
| 5 minutes | |
| 1 hour 187.50 | |
| 1/2 hour | |
| 1/4 hour | |
| 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 | |
| 26 to 38 times | |
| 39 to 51 times | |
| 52 or more times | |
| ANNOUNCEMENTS | |
| (Nighta) | |
| 75 words, one time | |
| 75 words, per month (26 times) 312.50 | |
| (Days) | |
| 75 words, one time | |
| 75 words her month (26 times) 125 00 | |
| to words, per monen (20 times/ | |
| Four floating announcements daily, per week | - 1 |
| | |
| (6 days) 81.10 | |
| | |
| Regular rates plus 10%. | |
| | |

| | SPECIAL FEATURES |
|---------------|--|
| | Time Signals: |
| 37.50 | (7:00 a.m. to 5:00 p.m.) |
| 91.75 | Three signals dally, per week |
| 87.50 | |
| 06.25 | |
| 00.Z3 | (6:00 p.m. to 12:00 midnight) |
| | One signal nightly, per week 62.75 |
| 43.75 | Three signals nightly, per week |
| 87.50 | TALENT |
| 12.50 | Station maintains complete artists staff. Rates for |
| 62.50 | |
| | outside talent furnished on application. |
| | REMOTE CONTROL |
| 43.75 | Complete technical and production facilities available |
| 72.50 | for pick-up of programs originated outside of studios. |
| 93.75 | Line, equipment and operation costs will be quoted |
| 59.40 | on request. |
| 09.40 | SERVICE FACILITIES |
| | Services of program, continuity and production staff, |
| 87.50 | Services of program, continuity and production state, |
| 12.59 | rehearsal and audition facilities available gratis for |
| 62.50 | programs of general nature. A separate charge will |
| 21.50 | be made on programs requiring special attention. |
| | Mobile recording equipment available for making |
| apply | "on the spot" transcriptions. |
| ignals | Contract and Other Requirements |
| | Station reserves the right to refuse or revise all |
| Net | |
| 5% | |
| 10% | periods sold in bulk for resale. |
| | Closing Time |
| 15% | 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 |
| 15.65 | hours in advance of program. |
| 12.50 | |
| 112.00 | Mechanical Program Equipment |
| 6.25 | Equipped to handle programs by electrical transcrip- |
| | tion, using 33-1/3 or 78 r.p.m. single or double |
| 25.0 0 | turn-tables. |
| | Personnel |
| | General Manager—Kenneth O. Tinkham. |
| 81.15 | |
| | Representatives |
| | |



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 |
|---------------|-------------------------------|-----------|----------|--------|
| KFI | 50,000 Watts | 640 KC | Clear | First |
| st Group KNX | 50,000 Watts | 1070 KC | Clear | Second |
| кмрс | 10,000 Watts (Directional) | 710 KG | Clear | Fifth |
| КН | 5,000 Watts | 930 KC | Regional | Third |
| end Group KHJ | 5,000 Watts | 790 KC | Regional | Faurth |

Affiliated in management with WJR, Detroit and WGAR, Cleveland



National Representatives: Paul H. Raymer Company, New York, Chicago, Detroit, San Francisco

LOS ANGELES—Continued

KNA (Established 1924)



Rates effective November 1, 1939. (Card No. 4.) Owned and operated by the Columbia Broadcasting System. Inc. System. Inc.
Business Office and Studios—Columnia Square, Los
Angeles, California.
Transmitter—Columbia Park, Torrance, California.

Wave—Power—Time
(Iperating power—50,000 watts.
(100% inodulation—crystal control.)
280.4 meters; 1070 kilocycles.
Licensed to operate on national cleared channel. Operates on Pacific War Time.
Actual operating schedule: 24 hours dally.

Agency Commission

Agency commission
Agency commission 15% allowed on ner time charges
to agencies recognized by station No cash discount.
Involces rendered weekly

Involces rendered weekly

General Advertising

For combination rates see listings of Columbia Broadcasting System (Pacific Coast Group), and Columbia

Tacific Network (California and Pacific Networks).

Rates include music literating charges.

GENERAL BROADCASTING TIME RATES
Without Talent—Gross
CLASS "A"
(6:00 p.m. to 10:30 p.m. daily)

Per week
1 day 2 days 3 days 4 days 5 days 6 days

"1 day 2 days 3 days 4 days 5 days 6 days 6 days 1 hr. 575.00 1150.00 1552.50 2070.00 2587.50 2700.00 1/2 hr. 345.00 690.00 931.50 1242.00 1552.50 1656.00 1/4 hr. 230.00 460.00 621.00 828.00 1035.00 1104.00 CLASS "B" (1:00 p.m. to 6:00 p.m. Sundays) 1 hr. 383.33 766.66 1035.00 1380.00 1725.00 1840.00 1/2 hr. 230.00 460.00 621.00 828.00 1035.00 1104.00 1/4 hr. 153.33 306.60 414.00 552.00 6800.00 785.00 10 mln. 122.06 245.33 331.20 441.60 552.00 588.00 5 mln. 76.67 153.33 207.00 270.00 345.00 368.00

5 min. 76.67 153.33 207.00 276.00 345.00 368.00 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. lo 11:00 p.m. and 5:00 p.m. to 11:00 p.m. daily 176.25 153.00 p.m. to 11:00 1/2 hr. 172.50 345.00 762.5 1035.00 1293.75 1880.00 1/2 hr. 172.50 345.00 465.75 621.00 776.25 828.00 1/4 hr. 115.00 230.00 310.50 414.00 517.50 552.00 10 min. 92.00 184.00 248.40 331.20 414.00 441.80 5 min. 57.50 115.00 155.25 207.00 258.75 276.00

(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)

midnight daily; 8:00 a.m. to 1:00 p.m.

1 ir. 230.00 480.00 621.00 828.00 1035.00 1104.00

1/2 hr. 128.00 270.00 372.00 490.80 621.00 682.40

1/4 hr. 02.00 184.00 248.40 331.20 414.00 441.60

10 min. 73.00 147.20 198.72 204.96 831.20 353.28

5 min. 46.06 02.00 124.20 185.00 207.00 220.80

CLASS "E"

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

1 hr. 172.50 345.00 465.75 621.00 776.25 828.00

1/2 hr. 103.50 207.00 270.45 372.60 465.75 496.80

1/4 hr. 69.00 138.00 180.30 248.40 310.50 831.20

10 inin. 55.20 110.40 140.04 108.72 248.40 249.00

5 min. 34.50 69.00 031.51 24.20 155.25 185.00

Reven or more times per week pro rata to six time rate. Thire-inter-interler-80% of hour rate.

(*) Days within cno week.

DIMCOUNTS

DISCOUNTS

Weekly Dollar Volume Discount.

Weekly Dollar Volume Discount.

Weekly Dollar Volume Discount.

Weekly Dollar Volume discounts not applicable on schedules of less than 8 consecutive weeks of broadcasting trade of the schedules of the schedules of 8 or more consecutive weeks under "General Broadcasting Time Intes" are entitled to Dollar Volume discounts on all broadcasting truming concurrently. Advertisers using amountenents only are not entitled to Dollar Volume discounterents, "Advertisers using amounterents," "Advertisers and "Anounterents," "A

 Less than 13 weeks
 Note

 13 to 25 weeks
 5%

 20 to 51 weeks
 7-1/2%

 52 weeks
 10%

Application of Discounts
When an advertiban contracts for one or more broadeasts in a rate classification in "General Broadcasting Time Rates" other tian that in which the
advertiger is already sarring a weekly frequency
rate, the gross time clarks per period (Le, one day
per week tate, shown in "General Broadcasting Time

Rates") for the said additional broadcast or broadcasts will be reduced by 10% if the advertiser is aiready earning a \$3.4 or 5 day per week frequency rate, and will be reduced by 20% if the advertiser is aiready earning a 6 or more day per week frequency rate, broadcasting a 6 or more day per week frequency rate, broadcasting Time Rates") for the additional broadcast does not exceed the comparable gross time charge per period aiready being charged. Interruptions in an advertiser a 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

ANNOUNCEMENTS

No contests in announcement form.
Los Angeles Hour: 1/4 hour floating Class "A" time.
no frequency discounts:

Per week 6 ti. 243.00 432.00 291.60 518.40

SPECIAL FEATURES

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: 6:00 a.m. to 7:30 a.m. daily e cept Sunday; participation program; no discounts.

ELECTRICAL TRANSCRIPTIONS

Accepted at regular rates.
Ordinary phonograph records not accepted after 9 this a.m. week days and 12:30 p.m. Sundays.
TALENT

Program ideas, lists of talent and prices will be furnished on request.

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 80 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
Equipment to handle programs by electrical transcrib-tion, using 78 r.p.m. and 85-1/8 r.p.m. double turn-tables for both lateral and vertical records.

Personnel
Vice-Pres, and General Mgr.-D. W. Thornburgh
Sules Manager Harry W Witt
Promotion Manager-George L. Moskovics.

Representatives Itadio Sales

KPAS (Established 1941)

CERTADIESHOO 1941)

Hates effective December 1, 1941. (Card No. 1.)

Owned and operated by The Pacific Coast Broadensting Company.

Husiness Office and Studio—1401 S. Oak Knoll, Pagadem. Callf.

Other Studios—Music City, Sunset and Vine St., Los Angeles, Callf.

Transmitter—Lexington and Gallitin Road. El Monto, Callf.

Calif.

Wave—Power—Time
Operating power—10,000 watts.
270.3 meters; 1110 kilocycles.
Licensed to obcrate full time. Operates on Pacific
War Time.
Actual operating schedule: 6:00 a.m. to 12:00 mid-

night. Agency Commission
Agency Commission 16% to recognized advertising
agencies. No cash discount. Bills due and payable
when rendered.

Caneral Advertising

| CLAMS 'A. (10:00 p.m.) | CLAMS 'A. (10:00 p.

CLASS "B"
(8:00 a.m. to 6:00 p.m. and 10:00 p.m. to
11:00 p.m.)
1 13 26 39 52 100
11 11 11 11 11 11 11 11 11

5 minutes 12.00 11.40 10.80 10.20 9.60 0.00 8.40 CLASS "C" (6:00 a.m. to 8:00 a.m. and 11:00 p.m. to 12:00 midutalit)
1 hour.... 40.00 38.00 38.00 34.00 32.00 30.00 28.00 1/2 hour... 24.00 22.50 21.00 20.40 19.20 18.00 16.80 1/4 hour... 16.00 15.00 14.40 13.60 12.80 12.00 11.20 5 minutes 8.00 7.60 7.20 6.80 6.40 6.00 5.00 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.

rate if number of words exceed limit in any class.

CLASS 'A'

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

1 13 26 39 52 78 104

Cl. ti. ti. ti. ti. ti. ti.

One minute transcription or 100 words 10:00 9.50 9.00 8.50 8.00 7.50 7.00

Five 50 word spots per night, 26 day month (Sunday excluded), 525.00. May be tied in with time signals. temperature reports. station breaks or weather reports.

reports.

CIASS "B"

(8:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.)

One minute transcription or 100 vords 6.00 5.70 5.40 5.10 4.80 4.50 4.20 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.

temperature reports, station breaks or weather reports.

Five 50 word spots, three in Class "B", two in Class "A", per month 480.00.

CLASS "C"

(6:00 a.m. to 8:00 a.m. and 11:00 p.m. to Lass "C" and the state of the state of

TALKS
Regular station time rates plus 50%. POLITICAL AND OTHER TALKS Rates on request.

Rates on request.

REMOTE CONTROL
Charges for line and equipment on request.
Contract and Other Requirements
Advertising of spirituous beverages including beer
and wine not accepted. Periods are not sold for resale. All contracts subject to cancellation unless program starts within 30 days.
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.

for vertical or lateral cut recordings.

Personnel President—I. Frank Burke.
General Manager—Loyal K. King.
Commercial Manager—John L. Akerman.
Representatives
Joseph Hershey McGillyra. Inc.

KRKD (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, Callf., Tucker 7111.
Transmitter—1100 Glendale Bivd., Los Angeles, Cal.
Wave—Pure—Time
Oberating power 2.500 watts days; 1.000 watts nights
260.9 metors; 1150 kilocycles.
Operates on Pacific War Time.
Divides time with Station KFSG.
Agency Commission
Agency commission 15% to recognized advertising
areneics. No cash discount. All broadcasting payable
in advance, except where satisfactory credit is established.

in advance, except where succession advance, except where succession advance, except where succession in advance, except where succession in advance, except where succession is a succession of music copyrights are included in rates.

Actual broadcasting periods are as follows: 58 minutes for one hour periods; 28-1/2 influtes for half hour periods; 14 minutes for 1/4 hour periods; 4:40 minutes for 1/4 hour periods; 4:40 minutes for five hour periods; 4:40 minutes for half hour periods; 4:40 minutes for

(This listing continued on next page)

www.americanradiohistory.com

LOS ANGELES—Continued KRKD-Continued

CONTINUED

QUARTER HOUR PERIODS
(Run of Schedule)
Station reserves the right to change the time on run of schedule programs by notifying the sponsor 48 hours in advance.

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

Daily except Sunday:
1 quarter hour.
(6:30 a.m. to 7:00 a.m.)
1 quarter hour.
(7:00 a.m. to 8:00 a.m.)
1 quarter hour.
(8:00 a.m. to 7:00 a.m.)
52.50 (8:00 a.m. to sign-off) I quarter hour.
 quarter
 hour.
 0.00

 quarter
 Hours
 112.50

 quarter
 hours
 157.50

 nors
 197.50

(Sundays) 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 studies or remotes, contingent upon line rental, equipment and operation costs.

SERVICE FACILITIES

Complete commercial continuity service to all sponsors at no extra cost. Merchandising denartment maintained for direct sales campaigns. Production Department for staging of variety musical and dramatic shows.

Contract and Other Requirements
All acceptable accounts are subject to the eame 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 transcrip-tion, using 33-1/3 r.p.m. single turn-tables and 78 r.p.m. double turn-tables.

Commercial Manager-Ned Connor.

Representatives

KWKW (Established 1942)



Rates effective September 1, 1942. (Card No. 2.)

Rates effective September 1, 1942. (Card No. 2.)
Owned and operated by Southern California Broadcasting Co.
Business Office and Studlo—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 8:30 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

Agency Commission
15% on net time and talent to recognized agencies.
No eash discount. Bills payable in advance unless arranged otherwise.
General Advertising
Hates do not include charges by owners of music copyrights; all contracts subject to music tax of 5%.
(Week days)

| Per week | | | | |
|----------|---------|-------|-------|--------|
| | | 1 tí. | 3 ti. | 6 ti. |
| . 1 | hour | 35.00 | 80.00 | 140.00 |
| 1/2 | hour | 20.00 | 50.00 | 80,00 |
| 1/4 | hour | 12.00 | 30.00 | 50,00 |
| 5 | minutes | 5.00 | 12.50 | 20.00 |

| (501104)3) | |
|---|-----|
| Sunday time pro rata of daily rate. | |
| FREQUENCY DISCOUNTS | |
| To be used within one year. | |
| | ~ |
| 13 times 5 | % |
| 26 times 10 | % |
| 30 times | |
| | |
| 52 times 20 | 10 |
| ANNOUNCEMENTS | |
| | |
| Spot announcements (100 words or one minute): | |
| | 00 |
| 13 times 2. | 50 |
| 26 times | ÕÕ. |
| Announcements not subject to additional frequen | |
| | Сy |
| discounts. | |
| SPECIAL FEATURES | |
| Time signals and station breaks (50 words may | 4. |
| | 1- |
| mum), seven days weekly: | |
| 5 times daily nor mosts 50 | |

5 times daily, per week. 52.50
7 times daily, per week. 65.00
10 times daily, per week. 90.00
Newscasts—regular rates plus 10%.

l'OLITICAL
One time rate. No frequency or weekly discounts.

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. Management reserves the right to revise copy or prepare new copy to accord with its standards without submission to advertiser. If copy is not received at closing time.

Closing Time
Contracts close one week in advance of first broadcast.
All copy must be submitted at least 48 hours before broadcast.

Mechanical 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)

KMYC (Established 1940)

Rates effective February 1, 1940. Owned and operated by the Maryaville-Yuha City Broadcasters, Inc. Business Office and Studio-State Theatre Building, 515 E Street, Marysville, California. Transmitter-Two miles northwest of Marysville. Calif.

Calif.

Wave—Power—Time
Operating power—250 watts.
206.9 metors; 1450 kilocycles.
Licensed to operate full time on local channel.
Operates on Pacific War Time.
Actual operating Schedule: 17 hours daily.

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.

G:00 p.m. to 10:30 p.m.)

| 1 | hour | 40.00 |
|----|------------------|-------|
| /2 | hour | 24.00 |
| /4 | hour | 18 00 |
| 10 | minutes | 12.00 |
| 5 | minutes | 10.00 |
| | | |
| | (All other time) | |
| 1 | (All other time) | 30.00 |
| | | |
| /4 | hour | 12 00 |
| 10 | minutes | 9.60 |
| 5 | minutes | 7 90 |
| | | |

| 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 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% | | | |
| 70.00 Bd. 1238 than 12.00 weekly | | | |
| 72.00 or more weekly 15% | | | |
| 4.4.3444 m 1. 70.4 m 1. m. | | | |

Additional Discounts
At the conclusion of 28 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 an-

| Houncements. | |
|--|-------|
| (6:00 p.m. to 10:50 p.m.) | |
| Base rate | . 5.5 |
| 30 announcements, each | 4.1 |
| 90 announcements, each | . 3.8 |
| 180 announcements, each | |
| 270 announcements, each | |
| 365 announcements, each | 3.0 |
| (All other time) | |
| Base rate | 4 1 |
| 30 announcements, each | 9.0 |
| 90 announcements, each | 2.0 |
| 180 announcements, each | 7 6 |
| 270 announcements, each. | 2.4 |
| 365 announcements, each | . 6.3 |
| Extra voice or sound effects, 25% extra. | . 2.2 |
| DANA TOTO OF BOARD OFFICES, 2070 CITE. | |

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.

asking 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)

KYOS (Established 1936)

CASEADILIANO 1835)
Rates effective February 1, 1941. (Card No. 8.)
Owined and operated by Merced Brosuccasting Co.
Business Office and Studio— G Street Grade.
Merced, California, telephone 1430.
Transmitter— G Street Grade. Merced. California.

-Power-Time 'aye-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

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 Company and Mittual Broadcasting System. All rates include copyright fees. 1 ti. 1 tour. 56.25 35.63 1.72 hour. 37.50 21.38 1.74 hour. 22.50 22.50 21.88 1.74 hour. 13.50 6.42 4 hour 22.50 12.8%
5 minutes 13.50 6.42
(*) The 5 minute rate is not subject to frequency discount. Frequency Discounts on Programs

ANNOUNCEMENTS

(*) Basic rates, 26 times. Frequency Discounts on Announcements 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 RROADCASTS

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 broad-

Mechanical Program Equipment
Equipped to handle programs by electrical transcription. using \$3-1/3 and 78 r.p.m jurn-tables for
vertical and lateral recordings.

Personnel
Manager-Mel Marshall.

Representatives
Pacific Coast—W. S. Grant Company.

MODESTO

(Stanislaus County)

KTRB



Rates effective October 15, 1939.

Owned and operated by KTitiB Broadcasting Co., Inc. Business Office and Studio-Mclienty and Sylvan Avenues, Modesto, Calif., Modesto 774.

Transmitter—Modesto, Calif., Modesto 774.

Transmitter—Modesto, Californis

Wave—Power—Time

Operating power—250 watts
(C.P. 1,000 watts, unlimited time.)

348.8 meters; 860 kilocycles.

Licensed to operate davOperates on Pacific War Time.

Commission and Cash Discount
Agency commission 15% to recognized skencies 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 FACILITIEN
Audition studies are maintained for advertisers and agencies. Continuity department at the disposal of the advertiser.

the advertiser.

Contract and Other Requirements
All programs and announcements are subject to station owners approval and Federa; 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 33-1/8 and 78 r.p.m. double turn-tables

Personnel
teneral Manager—Wm. H. Bates, Jr.
Commercial Manager—Doug McCreary.
Promotion Manager—Cecil Lynch.

Representatives

MONTEREY (Monterey County)

KDON



Rates effective January 15, 1942.

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.

11014% nuclniarium 1
24.1.9 moters; 1240 kilocycles.
1.1censed to operate full time on local channel.
Operates on Pacific War Time.
Actual operating schedule: Sundays 8:90 a.m. to 10:00 p.m. Week days 6:30 a.m. to 10:00 p.m.

10:00 p.m. week days 0.00 a.m. of 200 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.

Inwing service. No easn uncount.

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.

1 minute 4.40 4.20 4.00 3.80 3.60 3.40 3.20 CLASS "B" (All other time) 1 hour... 30.80 29.40 28.00 20.60 25.20 23.80 22.40 1/2 hour... 18.48 17.64 10.80 15.90 15.12 14.28 13.44 1/4 hour... 12.32 11.70 11.20 10.44 10.08 9.52 8.96 10 minutes 9.24 8.82 8.40 7.98 7.56 7.14 6.72 5 minutes 6.16 5.88 5.60 5.22 5.04 4.76 4.48 1 minute 3.08 2.94 2.80 2.60 2.52 2.88 2.24 ANNOUNCEMENTS 200 word announcements and chain breaks take same rate as one minute.

rate as one minute.

POLITICAL RATES

Regular rates. nayable 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.

Complete facilities are available for remote control broadcasts. Rates do not include travel expenses toils, and mechanical expenses for remote control. SELIVICE FACILITIES. Services of station program departments, staff announcers, and staff engineers in announcing and presenting programs are available without extra charge.

senting programs are available without extra charge. Contract and Other Requirements
Advertising of alconolic 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. Hates are for station time only; talent is extra.
All contracts and advertising copy subject to station approval and government rules and regulations.

Consing Time
Commercial copy must be received not later than 24 hours before time of broadcast.

Mechanical Program Equipment
Equipped to inside programs by electrical transcription, using 83-1/3 and 78 r.b.m turn-tables for lateral cut recordings.

ersonnel
President—Paul H. Caswell.
General Manager—Howard V. Walters.
Commercial Manager—Bernard Cooney.

Regresentatives

OAKLAND

(Alameda County)

KLS

(Established 1921)

Rates effective April 10, 1941.

Nates effective April 10, 1941.

Owned and operated by Warner Brothers, Studio—327 Twenty-first Street, Oakland, California, Higate 1212, Transmitter—327 Twenty-first Street Oakland California, Wave—Power—Time Operating power—1.000 watts, 229.0 meters; 1310 kilocycles, Licensed to onerate full time Operates on Pacific War Time.

Agency Commission gency Commission
Akency commission 15% to recognized akencies
net charges for station time. No cash disco
Bills due and payable when rendered

General Advertising
Music copyright tax of 5% must be added to these

Music copyright tax of 5% must be suded to mese 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 1/4 hour. 4-1/2 minutes for 1/3 minutes for 1/4 hour. 4-1/2 minutes for 1/4 hour. 4-1/2 minutes for 1/4 hour. 30 minutes for 56.00 p.m. to 10:00 p.m.)

1 hour... 40.00 88.00 86.00 9.1. 52 ti. 12 hour... 40.00 88.00 88.00 84.00 82.00 1/4 hour... 25.00 23.75 22.50 21.25 20.00 1/4 hour... 25.00 23.75 22.50 21.25 20.00 1/4 hour... 35.00 83.25 31.50 29.75 28.00 1/2 hour... 35.00 38.25 31.50 29.75 28.00 1/2 hour... 25.00 19.00 18.00 17.00 18.00 1/4 hour... 12.00 11.40 10.80 10.20 9.60 5 minutes 9.00 8.55 8.10 7.65 7.20

TALENT Rates on application.

Rates on application.

REMOTE CONTROL.

Rates and details on request.

Contract and Other Regularements
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.

Clesing Time
Complete radio manuscript must be submitted 24 hours Prior to scheduled broadcast

Manager—S. W. Warner.
Promotion Manager—F. Wellington Morse

KLX (Established 1922)



Rates effective September 1, 1942. Owned and operated by Tribune Building Company, Business Office and Studio—Tribune Tower. 18th and Franklin Street. Oakland. Calif., Tempishar 8000 San Francisco Office—307 Monadnock Bldg., Exbrook 5790. Transmitter-Tribune Tower. Oakland. California.

--Power---Time

Operating power—1,000 watts,
(100% modulation—crystal control.)
329.7 meters; 910 kilocycles.
Lucensed to operate unlimited time on regional channel. Operates on l'acific War Time.
Actual operating schedule: Sundars 0:00 a.m. to 1:00 35
a.m. Weck days 7:00 a.m. to 2:30 a.m. to 1:00 35

Agency Commission

15% on net station time to recognized advertising to agencies. No cash discount. Hills rendered weekly,

General Advertising

\$\$\text{station}\$.
\$\text{station}\$.
\$\text{cash discount.}\$

\$\text{tising}\$

\$\$CLASS 'A'. (6:00 p.m. to 10:00 p.m.) \text{Per week} \\
\text{1 ti. 3 ti. 5 ti. 10:2.50 276.75 435.65} \\
\text{102.50 276.75 435.65} \\
\text{102.50 152.00 237. 87.15} \\
\text{10.50 276.75 435.65} \\
\text{10.50 276.75 435.65} \\
\text{10.50 276.75 435.65} \\
\text{10.50 276.75 87.15} \\
\text{10.50 276.75 87 6 t1. 492.00 270.70 172.30 98.40 1 hour. 1/2 hour. 1/4 hour. 5 minu

246.00 135.35 86.15 49.20

172.30 90.95 59.00 31.55

ANNOUNCEMENTS

| ANNOUNCEMENTS | Program frequency discounts do not apply on announcements. (6700 p.m., to 10:000 p.m.) | 1tt. 26 tt. 52 tt. 104 tt. 312 tt. 100 words 11.80 | 10.25 9.50 8.80 8.20 50 words 10.40 8.70 7.45 5.50 5.00 (7:00 a.m. to 6:00 p.m. and after 10:00 p.m.) 100 words 7.70 6.15 5.50 4.85 4.10 50 words 6.75 5.40 4.75 4.15 3.60

DISCOUNTS Two or more hours, per orongeness.

SPECIAL FEATURES
News: Leased wire service available. —Per week—
3 wkly. 6 wkly.

1/4 hour, regular rate plus service 3 wkly. 6 wkly. 15.00 25.00 5 minutes, regular rate plus service 15.00 15.00 Minimum newscasts contract is 13 weeks, covering at least three broadcasts weekly. 25% off news service charge if two or more newscasts are run dally by same sponsor. Program frequency discounts do not apply on news service charge.

—Per week—

-Per week-3 ti. 30.00 -Per week-3 ti. 15.00 23.50 30.00 KLX Kitchen: 100 words..... 1 ti. 12.50 50.00 6 ti. 25.00 37.50 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.

Payable in advance.

TALENT
Special services, including musical and dramatic programs, and talent, subject to regular charges.

REMOTE CONTROL
Bates for remote control on request.

SERVICE FACULITIES
Services of the program and continuity departments, and staff announcers in arrangins and presenting programs included without extra charge.

Contract and Other Requirements

ontract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer end 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.

General Manager-Adriel Fried.

Representatives

Joseph Hershey McGillvra, Inc.

OAKLAND—Continued KROW

(Established 1925)

Rates effective August 1, 1942. (Card No. 3.)

Rates effective August 1, 1942. (Card No. 3.)

Umned and operated by the Educational Broadceating Corporation.

Business Office and Studio—Radio Center Bidg.. 19th and Broadway, Oakland, Calif., Glencourt 6774.

Other Studios—505 Geary St., San Francisco, Calif.. Ordway 8568.

Transmitter—1520 Eighth Avenue. Oakland. Calif Wave—Power—Ilme

Uperating power—1,000 watts.

11007 modelation—crystal control.,
312.5 meters; 980 kilocycles.

Licensed to operate full time.

Operates on Pacific War Time.

Actual operating schedule: Sundays 7:30 a.m. to 1:00 d.m. Week days 7:00 a.m. to 1:00 a.m.

Agency Commission 15% on net time charges to recognized agencies. No cash discount. Bills rendered weekly.

General Advertising

GENERAL BROADCASTING TIME RATES

CLASS "A" (6:00 p.m. to 10:00 p.m.)

2 ti. 3 ti. 4 ti. 1 ti. 5 ti. 6 ti.

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 10:00 p.m. to
11:00 p.m.)

 hoūr....
 50.00
 100.00
 135.00
 180.00
 225.00
 240.00

 hour....
 27.50
 55.00
 74.00
 99.00
 123.75
 132.00

 hour...
 17.50
 35.00
 47.25
 63.00
 78.75
 84.00

 minutes
 10.00
 20.00
 27.00
 36.00
 45.00
 45.00

5 minutes 10.00 20.00 27.00 36.00 45.00 48.00 CLASS "C" (11:00 p.m. to 7:00 a.m.)
1 hour.... 35.00 70.00 94.50 126.00 157.50 168.00 1/2 hour.... 18.50 37.00 50.00 66.50 83.25 89.00 1/4 hour.... 12.00 24.00 32.50 43.25 54.00 57.50 5 minutes 7.00 14.00 19.00 25.25 31.50 33.50 FREQUENCY DISCOUNTS

Discounts for consecutive weeks

Charges only.

ANNOUNCEMENTS

CLASS "A'"

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

1 tt. 26 tt. 52 tt. 104 tt.

100 words 11.50 10.00 0.25 8.50

50 words 10.15 8.50 7.25 6.55 312 ti. 8.00 5.50

CLASS "B"
(7:00 a.m. to 5:00 p.m. and after
10:00 p.m.)

100 words 7.50 6.00 5.35 4.75 4.00
50 words 6.60 5.25 4.65 4.05 3.50
Frequency discounts allowed on general broadcasting do not apply to announcements.

ELECTRICAL TRANSCONTING

OU NOT APPLY to announcements.

ELECTRICAL TRANSCRIPTIONS
Accepted at regular rates. Transcription library services available. Rates on reduest.

POLITICAL TALKS
Talks of political nature not subject to frequency or dollar volume discounts. Political broadcasts subject to a production charge.

contar volume discounts. Fonticas proaccasts subject to a production charge.

REMOTE CONTROL

Programs originating outside of studios are subject to a special charge. Rates on request.

SERVICE FACILITIES

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 Other Requirements

All acceptable accounts are subject to the same rate according to the time classification into which they fall. Contracts not accepted more than 60 days in advance of initial program. Maximum length of contract one year. No time sold for reasile. All programs and advertising copy subject to approval of station. Rates quoted are for informative purposes only and do not constitute an offer on the part of the station. Rates are subject to chance without notice.

Mechanical Program Equipment

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

Personnel Vice-Pres. & Gen'l Mgr.—Phillip G. Lasky.

Representatives Free & Peters, Inc.

PASADENA

Seo Los Angeles.

REDDING (Shasta County) KVCV

Rates effective April 1, 1941. (Card No. 12.) Owned and operated by Golden Empire Broadcasting Company

Business Office and Studio—Redding, Calif., Redding 1646.

aing 1646.
Address all communications to station KVCV, P. O.
Box 559. Redding, California.
Transmitter—Two miles south of Redding on High-

way 99.

Wave—Power—Time
Operating power—250 watte.
(100% modulation 1
243.9 meters; 1230 kilocycles.
Licensed to oberate unlimited time.
Operates on Pacific War Time.
Actual operating schedule: Nundays 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 and
talent to accredited advertising agencies.
Cash discount none. On approved credit, accounts payable 10th of month following service.

acide 10th of month following service.

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.

| | 1 ti. | |
|----------------------------|-------|-------|
| 1 hour | 56.25 | 35.63 |
| 1/2 hour | 37.50 | 21.38 |
| 1/4 hour | | 12.83 |
| 5 minutes | | *6.42 |
| (*) No frequency discount. | | |

| | DISCOUNTS | |
|-----|---------------|-----|
| 26 | times | 5% |
| 52 | times | 10% |
| 104 | times | 15% |
| 208 | timestimes | 20% |
| | ANNOUNCEMENTS | |

DISCOUNTS

Time signals—Regular rates plus 20%.

Announcements during News Broadcasts—Regular rates plus 33-1/3%.

Weather reports—One minute announcement including both weather report and commercial copy. Regular rates plus 60%.

rates plus 60%.
TALENT
Rates on request; payable in advance.

POLITICAL TALKS
Rates on request.

REMOTE CONTROL

Wire and mechanical facilities for remote control lines are not included in rates and are payable in advance.

SERVICE FACILITIES

Continuity department at the disposal of the advertiser. Audition studios maintained for advertisers and agencies.

and agencies.

Contract and Other Requirements
Advertising of beer and wine acceptable.
All discounts are predicated upon the fulfillment of contracts within a twelve month period dating from the first broadcast.

Rates are for station time only; talent is extra.

Rates include radio charges by owners of music conyrights.

Contracts and copy subject to approval by station management.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 38-1/3 and 78 r.p.m. double turn-tables.

Personnel
General Manager—Hugh McClung,
Station Manager—Ralph R. Bryan,

Representatives
Pacific Coast—W. S. Grant Company.

RIVERSIDE (Riverside County)

KPRO (Established 1941)



Rates effective September 1, 1942, (Card No. 2.)

Nates effective Septemoer I. 1942. (Card Ac. 2.)

Owned and operated by Broadcasting Corporation of
America.

Business Office and Studio—3401 Russell St., Riverside, Calif., telephone 6200.

Other Offices and Studios—American National Bank

Bldg., San Bernardino, Cal., San Bernardino 5157.

Transmitter—3401 Russell St., Riverside, Calif.

Wave—Power—Time
Operating power—1.000 watts,
208.3 meters; 1440 kilocycles,
Licensed to operate full time on 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 1:00 a.m.

Agency Commission 15% to recognized agencies on station time only. 2% cash discount if bills are paid weekly, otherwiso due and payable when rendered.

General Advertising
For combination rates see listing of Golden West
Network.
The following rates are for local and national advertising. (6:00 nm to 10:00 nm.)

| l tl. | 13 ti. | 26 tî. | 52 ti. | more ti. |
|--|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| 1 hour 75.00 | 67.50 | 60.00 | 52,50 | 45.00 |
| 1/2 hour 45.00 | 40.50 | 36.00 | 31.50 | 27.00 |
| 1/4 hour 30.00 | | 24.00 | 21.00 | 18.00 |
| 5 minutes 15.00 | | 12.00 | 10.50 | 9.00 |
| 1 minute or | | | | |
| 100 words 9.00 | 8.10 | 7.20 | 6.30 | 5.40 |
| 50 words 6.00 | 5.40 | 4.80 | 4.20 | 3.60 |
| | | | | |
| (7:00 a.m. to | 6:00 p.m. | and IV: | 90 p.m. | EO |
| | 12:00 midn | iight) | | |
| 1 hour 50.00 | 45.00 | 40.00 | 35.00 | 30.00 |
| | | | | |
| 1/2 hour 30 00 | 27.00 | 24.00 | 21.00 | 18.00 |
| 1/2 hour 30.00 | 27,00 18 00 | | | |
| 1/4 hour 20.00 | 18.00 | 16.00 | 21.00 14.00 7.00 | 12.00 |
| 1/4 hour 20.00 5 minutes 10.00 | 18.00 | | 14.00 | |
| 1/4 hour 20.00 5 minutes 10.00 1 minute or | 18.00 9.00 | 16.00 8.00 | 14.00 7.00 | 12.00 6.00 |
| 1/4 hour 20.00 5 minutes 10.00 1 minute or 100 words 6.00 | 18.00 9.00 5.40 | 16.00 8.00 4.80 | 14.00 7.00 4.20 | 12.00 6.00 3.60 |
| 1/4 hour 20.00 5 minutes 10.00 1 minute or | 18.00 9.00 5.40 3.60 | 16.00 8.00 4.80 3.20 | 14.00 7.00 4.20 2.80 | 12.00 6.00 3.60 2.40 |

CONSECUTIVE WEEKLY RATES (6:00 p.m. to 10:00 p.m.)

| Six days weekly | | | Per we | ek | |
|--------------------------|------------------|--------------------|------------------|------------------|------------------|
| Fifty words: | 1 wk. | 4 wks. | | 26 wks. | 39 wks. |
| 1 daily | 30.00 | 27.00 | 24.00 | 21.00 | 18.00 |
| 2 daily | 57.00 | 51.30 | 45.60 | 39.90 | 34.20 |
| 3 daily | 81.00 | $72.90 \\ 91.80$ | 64.80 | 56.70 | 48.GO |
| 4 daily | 102.00 | 91.80 | 81.60 | 71.40 | 61.20 |
| 5 daily | 120.00 | 108.00 | 96.00 | 84.00 | 72.00 |
| 6 daily | 135.00 | 121.50 | 108.00 | 94.50 | 81.00 |
| One minute or 1 | 00 word | s; | | 01.50 | 0= 00 |
| 1 daily 2 daily | 45.00 85.50 | 40.50 | 36.00 68.40 | 31,50 59,85 | 27.00 51.30 |
| 2 daily 3 daily | 121.50 | 76.95 109.35 | 97.20 | 85.05 | 72.90 |
| 4 daily | 153.00 | 137.70 | 122.40 | 107.10 | 91.80 |
| 5 daily | 180.00 | 162.00 | 144.00 | 126.00 | 108.00 |
| 6 daily | 202.50 | 182.25 | 162.00 | 141.75 | 121.50 |
| Five minutes: | | | | | |
| 1 daily | 75.00 | 67.50 | 60.00 | 52.50 | 45.00 |
| · 2 daily | 142.50 | 128.25 | 114.00 | 99.73 | 85.50 |
| 3 daily | 202.50 | 182.25 | 162.00 | 141.75 | 121.50 |
| Fifteen minutes | | | | | |
| 1 daily | 150.00 | 135.00 | 120.00 | 105.00 | 90.00 |
| 2 daily | 285.00 | 256.50 | 228.00 | 199.50 | 171.00 |
| Thirty minutes: | : | | | | |
| 1 daily | 225.00 | 202.50 | 180.00 | 157.50 | 135.00 |
| Sixty minutes: | | | | | |
| 1 daily | 375.00 | 337.50 | 300.00 | 262.50 | 225.00 |
| (6:00 a.m. | to 6:00 | | ind 10:0 | 0 p.m. | to |
| Fifty words: | 12:00 | midnig | (110) | | |
| l daily | 20.00 | 18.00 | 16.00 | 14.00 | 12.00 |
| 2 daily | 38.00 | 34.20 | 30.40 | 26.60 | 22.80 |
| 3 daily | 54.00 | 48.60 | 43.20 | 37.80 | 32.40 |
| 4 daily | 68.00 | 61.20 | 54.40 | 47.60 | 40.80 |
| 5 daily 6 daily | 80.00 90.00 | $72.00 \\ 81.00$ | $64.00 \\ 72.00$ | 56.00 63.00 | 48.00 54.00 |
| | | | 12.00 | 03.00 | 01.00 |
| One minute or I | 30.00 | s: 27.00 | 24.00 | 21.00 | 18.00 |
| 2 daily | 57.00 | 51.30 | 45.60 | 39.90 | 34.20 |
| 3 daily | 81.00 | 72.90 | 64.80 | 56.70 | 48.60 |
| 4 daily | 102.00 | 91.80 | 81.60 | 71.40 | 61.20 |
| 5 daily | 120.00 | 108.00 | 96.00 | 84.00 | 72.00 |
| 6 daily | 135.00 | 121.50 | 108.00 | 94.50 | 81.00 |
| Five minutes: | | | | | |
| 1 daily | 50.00 | 45.00 | 40.00 | 35.00 | 30.00 |
| 2 daily | 95.00 | 85.50 | 76.00 | 66.50 | 57.00 |
| 3 daily | 135.00 | 121.50 | 108.00 | 94.50 | 81.00 |
| Fifteen minute: | | | 20.00 | | |
| 1 daily 2 daily | 100.00 | 90.00 | 80.00 | 70.00 | 60.00 |
| 2 daily 3 daily | 190.00 270.00 | $171.00 \\ 243.00$ | 152.00 216.00 | 133.00 189.00 | 114.00 162.00 |
| | | 740.00 | 210,00 | 100.00 | 102.00 |
| Thirty minutes | ; 150.00 | 195.00 | 120.00 | 107.00 | 00.00 |
| | 100.00 | 135.00 | 120.00 | 105.00 | 90.0 0 |
| Sixty minutes: | 250.04 | 225.00 | 000.00 | 175.00 | 1=0.00 |
| 1 daily 12:00 midnigh | 250.00 | | 200.00 1/2 of | day rate | |
| 15.00 midnikii | | o u.m., | 1/2 01 | uuj lat | |

SPECIAL FEATURES Time signals, news costs and other special features-rates on request.

POLITICAL Regular rates apply.

TALENT

Union talent of all kinds available through station's program department. Rates and details on request. REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs. Charges subject to agency commission.

chanical costs. Charges subject to agency commission.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted excepting beer and wine. Contracts subject to canceliation by four weeks written notice accompanied by certified check at short rate to date of last program. All programs and announcements are subject to approval of station. Station reserves the right to refuse or discontinue advertising for reasons satisfactory to station management. All contracts subject to &overnment regulations. No contracts for longer than 52 weeks.

Closing Time
Contracts close one week in advance of first broadcast. Announcement copy and talks close 24 hours in
advance. Transcriptions close 48 hours in advance.

avenue. Handle program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

ersonnel President—W. L. Glecson. Manager—Howard Ray. Commercial Manager—H. A. P. Polite.

Representative Joseph Hershey McGillvra, Inc.

SACRAMENTO

(Bacramento County) KFBK (Established 1922)



Rate card dated May 1, 1941. (Card No. 15.)
Owned and oberated by The McClatchy Broadcasting

Other and Operated by Architecture Company, Rusiness Office and Studio—708 Eye Street, Sacramento, Calif., telephone 25011.

Transmitter—1010 County. Canternia

Wave—Power—Time
Operating power—10.000 watts.
(100% modulation—crystal control.)
186.1 metors; 1538 kilocycles.
Licensed to operate full time.
Operates on Pacific War Time.
Operating schedule: 24 hours daily.

Agency Commission
Agency Commission 15% on not station time to accredited advertising agencies. This applies only to national business originating outside of Sacramento. No cash discount.

No cash discount.

General Advertising
For combination rates see listings of Blue Network
Company (Paclific Coast Blue Network) and Golden
West Nctwork.

A discount of 6% applies to rates shown below when
KPBK is used in conjunction with KMJ, KWG, and
KORN, A discount of 10% applies when KFBK is
used in conjunction with KMJ, KWG. KERN and
KOH.

KOH.
The following rates are for national advertising. For local advertising rates consult station management.

CLASS "A"

| | | | CHADO | ** | | |
|---|-------|---------|-----------|-----------|-----------|--------|
| | | (6:00 | p.m. to | 10:00 P.n | | |
| | | 1 hr. | 1/2 hr. | 1/4 hr. | 10 min. | 5 min. |
| 1 | time | 168.00 | 100.80 | 67.20 | 47.04 | 33.60 |
| 2 | times | 336.00 | 201.60 | 134.40 | 04.08 | 67.20 |
| 3 | times | 453.80 | 271.16 | 181.44 | 127.01 | 90.72 |
| 4 | times | 604.80 | 361.55 | 241.92 | 169.35 | 120.96 |
| 5 | times | 756.00 | 453.60 | 302.40 | 211.68 | 151.20 |
| 6 | times | 806.40 | 483.84 | 322.56 | 225.79 | 161,28 |
| 7 | times | 940.80 | 564.48 | 376.32 | 263.42 | 188.16 |
| | | | CLASS | "R" | | |
| | (8:00 | a.m. to | 6:00 p.r | n. and 10 | :00 p.m. | to |
| | (0.00 | | 11:00 p | | | |
| 1 | time | 84.00 | 50.40 | 33.60 | 23.52 | 16.80 |
| 2 | times | | 100.80 | 67.20 | 47.04 | 33.60 |
| 3 | times | | 136.08 | 90.72 | 63.51 | 45.36 |
| 4 | times | | 181.44 | 120.96 | 84.68 | 60.48 |
| 5 | times | | 226.80 | 151.20 | 105.85 | 75.60 |
| 6 | times | 403.20 | 241.92 | 161.28 | 112.90 | 80.64 |
| 7 | times | 470.40 | 282.24 | 188.16 | 131.72 | 94.08 |
| | | | CLASS | "C" | | |
| | (5:30 | am. to | | and 11: | 00 p.m. t | 0 |
| | 10.00 | | 12:00 mlc | | | |
| 1 | time | 56.00 | 33.60 | 22.40 | 20.00 | 16.80 |
| 2 | | 112.00 | 67.20 | 44.80 | 40.00 | 33.60 |
| = | | | 20.20 | 20.10 | F4 00 | 4 2 00 |

| | (5:30 | a.m. to | 8:00 a.m. | and 113 | յ ս թ.m. | ro |
|---|-------|---------|------------|---------|-----------------|-------|
| | | | 12:00 mldz | right) | | |
| 1 | time | 56.00 | 33.60 | 22,40 | 20.00 | 16.80 |
| | | 112.00 | 67.20 | 44.80 | 40.00 | 33.60 |
| | times | 151.20 | 90.72 | 60.48 | 54.00 | 45.36 |
| | tlmes | | 120.96 | 80.64 | 72.00 | 60.48 |
| | times | | 151.20 | 100.80 | 90.00 | 75.60 |
| | times | | 161.28 | 107.52 | 96.00 | 80.64 |
| | times | | 188.16 | 125.44 | 112.00 | 94.08 |
| | | | DISCOU | NTS | | |

| Weekly Dollar Volume Digounts | |
|---|-----------|
| All discounts apply on time charges only on | schedules |
| of eight consecutive weeks or more. | |
| 125.00 weekly | |
| 175.00 weekly | 5% |
| 225.00 weekly | 7-1/2% |
| 275.00 weekly | 10% |
| 325.00 weekly | 12-1/2% |
| 375.00 weekly | 15% |
| Discounts for Consecutive Weeks | |
| Less than 13 weeks | None |
| 13 to 25 weeks | 5% |
| 26 to 51 weeks | 7-1/2% |
| 52 Weeks | 10% |
| Dulle Time Discounts | |

Bulk Time Discounts For periods more than one hour: 1-1/2 hours, 10% on hourly rate, 2 hours, 20% on hourly rate.

2 hours. 20% on hourly rate.

ANNOUNCEMENTS
CLASS 'A.

(6:00 p.m. to 10:00 p.m.)
One minute or less at specified times, per announcement, 25.20. No discounts.

Per month

les fee.
Kutherine Kitchen: Participation on non-competitive
basis at regular one time Class "13" five minute
rate, No discount.

rate, No discount.

POLITICAL RATES
Regular one time rates apply. No frequency discounts.
All political breadcasts cash in advances.
RECORDED PROGRAMS
Transcription library services available, rates and
details on request.

TALENT

Itstes on application.

Equipment available for bandling programs outside of regular studios.

SERVICE FACILITIES
Services of the program department in arranging programs announcements, and; announcers are included without extra charge.

Contract and Other Redulrements
Advertising of alcoholic beverages not accepted, excepting beer and wine.
Sates are for station time including station (acili-

tics.
An 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.

cient 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.

Meclanical 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.

Personnal Manager—Leo O. Ricketts.

Representatives
Paul H. Raymer Company

KROY (Established 1937)



Rates effective March 1. 1942.

Owned and operated by Royal Miller.
Rusiness Office and Studio-Sacramento Hotel Sacramento, California, Main 666.
Transmitter-65th Street and 14th Ave., Sacramento.

Wave—Power—Time
Operating power—100 watts.
241.9 metors; 1240 kilocycles.
Licensed to operate full time.
Operates on Pacific War Time.
Actual operatins 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.
Itates include charkes by owners of music copyrights.
The following rates are for national advertising.

| | (6:00 | p.m. to 1 | .0:30 p.m. | .) | |
|--------------------------------|-------------------------|---------------------------------------|-----------------------------------|-------------------------|-------------------------|
| | To be | | at least | once a we | ek for: |
| | 1 ti. | 12 tl. | 26 ti. | 39 t1. | 52 ti. |
| I bour | 63.55 | 52.35 | 46.30 | 44.55 | 42.85 |
| 1/2 hour | 36.80 | 29.60 | 27.60 | 26.75 | 26.15 |
| 1/4 hour | 22.15 | 18.70 | 16.95 | 16.65 | 16.10 |
| 10 minutes | 17.55 | 16.10 | 12.95 | 12.35 | 12.10 |
| 5 minutes | 12.10 | 10.35 | 9.50 | 8.90 | 8.65 |
| | | | | | |
| (6:30 | | 0:00 pm | | :30 p.m. | to |
| (6:30 | | 0:00 p m 12:00 midr | | :30 p.m. | to |
| (6:30 1 hour | | | | :30 p.m. 31.05 | to 29.90 |
| | 42.55 | 12:00 mid: | ight) | | |
| 1 hour | 42.55 | 12:00 mid: 36.25 | 11ght) 32.20 | 31.05 | 29.90 |
| 1 hour 1/2 hour | 42.55 25.60 15.50 | 12:00 m1dr 36.25 20.70 | 32.20 19.25 | 31.05 18.70 | 29.90 18.40 |
| 1 hour 1/2 hour 1/4 hour | 42.55 25.60 15.50 | 12:00 m1dr 36.25 20.70 13.25 | 11ght) 32,20 19,25 11,80 | 31.05 18.70 11.20 | 29.90 18.40 10.65 |

ANNOUNCEMENTS

ANNOUNCEMENTS

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

1 mo.

35 words daily 189.75 112.15 94.90

8.05. No frequency discounts.

(6:30 a.m. to 0:00 p.m. and 10:30 p.m. to 12:00 midnight)

35 words daily 66.70 48.15

35 words daily 66.70 46.70 43.15

SPECIAL FEATURES
Weather reports: 100 or 35 word rate plus 15%. when available.

ELECTRICAL TRANSCRIPTIONS
Complete electrical transcription library is available
without additional charge. Special transcriptions at
sight additional cost.

TALENT itates on application.

REMOTE CONTROL

Complete facilities for handling remote control broadensts are available, including rolay broadcast equipment.

SERVICE FACILITIES

Station has complete merchandising service facilities available free of charge to national advertisers contracted over station.

reneted over station.

Contract and Other Requirements.
All irrograms subject to accoptance of station management and must conform to station policy and Rovernment regulation modeled use of studio, continuity department and survices of annuances. The management reserves the right to reflect or discontinuity advantagement reserves the right to reflect or discontinuity advantagement reserves the right to reflect or discontinuity advantagement reserves the right to reflect or discontinuity and advantaging or program for reasons sufficient to itself. Only station announcer allowed at

Closing Time tosing time All copy must be submitted to station 72 hours be-fore time of brandeast All talks must be submitted in manuscript form prior to 12:00 main of day proceding broadcast. Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 38-1/3 and 78 r.p.m. turn-tables for ver-tical and lateral cut recordings.

Personnel Manager-Will Thompson, Jr. Representatives
Joseph Hershey McGillyra, Inc.

SAN BERNARDINO

(San Bernardino County)

KFXM (Established 1929)



Rates effective October 1, 1941.

National Country of the Country of t

Transmitter—900 Colton Ave., San Bernardino, Calif.

Wave—Power—Time
Operating power—250 watts.
1100% modulation.)
241.9 meters; 1240 kilocycles.
Licensed to bijerate on local channel. Dividee time
with station KPPC.
Oncrates 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).
Rates include charges by owners of music copyrights.
(6:00 p.m. to 10:30 p.m.)

| 1 | hour | 50.00 |
|-----|------------------|-------|
| 1/2 | hour | 80.00 |
| 1/4 | hour | 20.00 |
| 10 | minutes | 16.00 |
| 5 | minutes | 12.00 |
| | (All other time) | 00 |
| | | |
| 1 | hour | 35.00 |
| 1/2 | hour | 21.00 |
| 1/4 | hour | 14.00 |
| | | |
| 10 | minutes | 11.00 |
| | | |
| 5 | minutes | 8.00 |
| - | | |
| | WEEKLY DISCOUNTS | |

| (6:00 p.m. to 10:30 p.m.) | |
|---------------------------|------|
| Base rate | 6.00 |
| 30 announcements, each | |
| | |
| 90 announcements, each | 4.20 |
| 180 announcements, each | 3.90 |
| 270 announcements, each | 0.00 |
| 210 announcements, each | 3.00 |
| 365 announcements, each | 3.30 |
| (All other time) | |
| Base rate | # 00 |
| | |
| 30 announcements, each | 3.00 |
| 90 announcements, each | 2.80 |
| | 2.60 |
| | |
| 270 announcements, each | 2.40 |
| 365 announcements, each | 2.20 |
| | |

Medianian Program Equipment
Equipped to handle Programs by electrical transcription, using 38-1/3 and 78 r.p.m. double turn-tables
for lateral out recordings.

Personnel
Manusgor—Manury A. Vroman.

Hoursantatives
John Blatr & Company

SAN DIEGO

(San Diego County)

KFMB (Established 1941)



Rates effective August 15, 1941. (Card No. I.)
Owned and operated by Worcester Broadcasting Corp.
Business Office and Studio—Pacific Square, Pacific
Bltd. at Asl. St., San Diego, Calif., Main 2114.
Transmitter—Spreckels Bldg., Downtown San Diego.
California.

Yever—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate full time on local channel.
Uperates on Pacific War Time.
Actual operating schedule: 6:30 a.m. to 12:00 mid-

Agency Commission
Agency Commission 15% to recognized agencies on station time only, except when specifically stated otherwise. No cash discount. Bills due and Dayable 20th of month following service.

General Advertising
The following rates are for national advertising.
Rates include charges by owners of music copyrights. (6:00 p.m. to 10:30 p.m.)

| 1 ti. | 13 ti. within 3 mo. | 26 ti. within 6 mo. | 39 ti. within 9 mo. | 52 tl. Within 12 mo. |
|--|---|--|--|----------------------------------|
| 1 hour 60,00 1/2 hour 36,00 1/4 hour 24,00 5 minutes 14,40 (6:30 a.m. to | 57.00 34.20 22.80 13.70 6:00 p.m 12:00 mid | 54.00 32.40 21.60 12.95 and 10:3 | 51.00 30.60 20.40 12.25 0 p.m. t | 48.00 28.80 19.20 11.50 |
| | 24.00 | 99.40 | 20 00 | 98 80 |

| • | 1 | 2:00 mid: | alght) | | |
|---|-------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| 1 hour 1/2 hour 1/4 hour 5 minutes | 21.60 | 34.20 20.50 14.25 8.55 | 32.40 19.45 13.50 8.10 | 30.60 18.35 12.75 7.65 | 28.80 17.30 12.00 7.20 |
| | | ******** | | | |

ANNOUNCEMENTS

| | | (Nights) | | | |
|-----------|------------|-------------|--------|---------|---------|
| | 1 tf. | 26 ti. | 78 ti. | 156 tl. | 312 tl. |
| 1 minute | transcript | ion or spot | announ | ce- | |
| ment | 7.00 | 6.65 | 6.30 | 5.95 | 5.60 |
| 30 second | transcrip | tion or | | | |
| | ds 5.00 | 4.75 | 4.50 | 4.25 | 4.00 |
| •• | | (Days) | | | |

3.90 2.40 SPECIAL FEATURES
time signals and special features. Rates on

News. time signals and special features. Rates on request.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment swallable.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Extra charges subject to agency commission.

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.

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.

Rates effective May 1, 1942.

Owned and operated by Airfan Radio Corp., Ltd.

Business Office and Studio—326 Broadway, U. 8.

Grant Hotel, San Diego, Cailf., Franklin 6853.

Transmitter—San Diego, Cailfornia.

Wave—Pewer—Time

Operating Dower—1.000 watta.

//100% modulation
//100.7. meters: 600 kilosyoles.

Operates unlimited time.
Operates on Pactific War Time.

Agency Camplesian.

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.

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

(6:01 p.m. to 10:00 p.m.)

| 16:00 | р.щ. to | TO 100 P.1 | | |
|------------------|---------|------------|--------|--------|
| ·1 tl. | 13 tl. | 26 ti. | 39 tl. | 52 ti. |
| 1 hour 120.00 | 114.00 | 108.00 | 102.00 | 96.00 |
| 1/2 hour 80.00 | 76.00 | 72.00 | 68.00 | 64.00 |
| 1/4 hour 50.00 | 47.50 | 45.00 | 42,50 | 40.00 |
| 10 minutes 42.00 | 39,90 | 37.80 | 35.70 | 33.60 |
| 5 minutes 32.00 | 30.40 | 28.80 | 27.20 | 25.60 |
| | | | | |

| (Before 6:00 | p.m. and | after 10 | :00 p.m.) | | | | | | |
|--|----------|----------|-----------|--------|--|--|--|--|--|
| 1 ti. | 13 ti. | 26 ti. | 39 tl. | 52 ti. | | | | | |
| 1 hour 60.00 | 57.00 | 54.00 | 51.00 | 48.00 | | | | | |
| 1/2 hour 40.00 | 38.00 | 36.00 | 31.00 | 32.00 | | | | | |
| 1/4 hour 25.00 | 23.75 | 22.50 | 21.25 | 20.00 | | | | | |
| 10 minutes 21.00 | 19.95 | 18.90 | 17.85 | 16.80 | | | | | |
| 5 minutes 16.00 | 15.20 | 14.40 | 13.60 | 12.80 | | | | | |
| VOLUME DISCOUNTS | | | | | | | | | |
| The Thirty of Grant and Gr | | | | | | | | | |

| colding Discounts applicable to programs of h | |
|--|-----|
| minutes or more and are based upon net billing i | or |
| station time: | |
| Less than 300.00 within one month | eţ |
| 300,00 to 440.00 within one month 2-1/2 | % |
| 450.00 to 599.00 within one month 5% | |
| 600.00 to 749.00 within one month | C/_ |
| 000.00 to 149.00 within one month 1-1/2 | 10 |
| 750.00 or more within one month 10% | |

ANNOUNCEMENTS

| | | (6:00 | p.m. to | 10:00 | p.m.) | | | | | | |
|-----|---|---------|----------|---------|---------|---------|-------|--|--|--|--|
| | | ` 1 ti. | 30 ti. | 90 ti. | 180 ti. | 270 ti. | | | | | |
| 1 | minute | 20.00 | 19.00 | 18.00 | 17.00 | 16.00 | 15.00 | | | | |
| 100 | | | | 14.40 | 13.60 | 12.80 | 12.00 | | | | |
| 50 | words | | | 10.80 | 10.20 | 9,60 | 9.00 | | | | |
| | word ch | | | | | | | | | | |
| Ďŧ | eak | 10.00 | 9.50 | 9.00 | 8.50 | 8.00 | 7.50 | | | | |
| 25 | word r | un of | | | | | | | | | |
| sc | hedule | 8.00 | 7.60 | 7.20 | 6.80 | 6.40 | 6.00 | | | | |
| | (Before | 6:00 | p.m. an | d after | 10:00 | p.m.) | | | | | |
| 1 | minute | | | 9.00 | 8.50 | 8.00 | 7.50 | | | | |
| 100 | words | 8.00 | 7.60 | 7.20 | 6.80 | 6.40 | 6.00 | | | | |
| | words | | 5.70 | 5.40 | 5.10 | 4.80 | 4.50 | | | | |
| | word c | | | | | | | | | | |
| br | eak | 5.00 | 4.75 | 4.50 | 4.25 | 4.00 | 3.75 | | | | |
| 25 | word ru | n of | | | | | | | | | |
| | hedule | | 3.80 | 3.60 | 3.40 | 3.20 | 3.00 | | | | |
| No | addition | al disc | ounts. A | nnound | ements | do not | carry | | | | |
| | No additional discounts. Announcements do not carry | | | | | | | | | | |

No adoltonal discounts. Amountements to not early volume Discounts.

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.

Additional charge for dramatic productions.

POLITICAL TALKS
Talks, political speeches, etc., accepted only when subject matter is, in the optinon of station management, of general public interest. Complete manuscribts must be submitted seventy-two hours prior to time of broadcast for atation approval. Political time contracted for may be reserved only by a 25% deposit, which is to apply to the last broadcast; all other charges being payable twenty-four hours before broadcast.

REMOTE CONTROL

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.

ticn.
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.

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. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to station.

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 secently-two hours in advance and not departed from without station's consent. 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. All times quoted are subject to prior sale and network requirements. These advertising rates are for station time and the normal facilities of the station only and do not include extra personnel or services.

This rate card is for informative purposes only and do-s not constitute an offer on the part of the station. Rates subject to change without notice.

Closing Time

Hates subject to change warmed.

Contracts must be closed two weeks in advance to make newspaper announcements.

Mechanical Program Eguipment

Enuipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables for lateral or vertical cut recordings.

Personnel

Personnel
Manager—Thos E. Sharp.
Commercial Manager—John Babcock.
Program Director—Leah McMahon.
Representatives
Paul H. Reymer Company.

KGB

Rates effective July 1, 1941. Owned and Operated by Don Lee Broadcasting Sys-

Owned and Operated by Don Lee Broadcasting System.

Business Office and Studio—1012 First Ave.. San Diego. California, Franklin 6151.

Transmitter—1012 First Ave.. San Diego. California, ave—Power—Time
Operating nover—1 000 watta.
(C. P. 5.000 watts.)
220.6 meters; 1360 kilocycles. Licensed to operate full time
Operates on Pacific War Time.
Operates in confunction with KHJ. Los Angeles;
KFRC San Francisor. KDB Santa Barbara Actual operating schedule: Sundays 8:00 a.m. to 12:00 midmight. Week days 6:00 s.m. to 12:00 midnight.

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 charkes by owners of music copyrights.

BASIC RATES—WITHOUT TALENT
(6:00 p.m. to 10:30 p.m. daily)

5 minutes.

(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)

I hour.

1/2 hour.

1/4 hour.

1/4 hour.

1/5 minutes.

5 minutes.

14.50 (12:00 midnight to 8:00 a.m. daily)

120.00 but less than 144.00 weekly 12-1/2%
144.00 or more weekly 15.

ADDITIONAL DISCOUNTS

At the conclusion of 26 consecutive weeks of broadcasting a total of 10% 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% and 10% shall apply to the largest amount of weekly gross billing that has run for 26 or 52 weeks, respectively.

ANNOUNCEMENTS

Volume rates for announcements apply on condition that the contracted number of announcements are used within one Year and the of announcements within one Year made of far broadcast.

(Chain breaks, 35 words maximum; or 100 word announcements, each. 9.00 announcements, each. 9.00 announcements, each. 7.50 one minute recorded announcements:

Base rate, each. 7.50 36 announcements, each. 7.50 One minute recorded announcements:

Base rate, each. 12.15 90 announcements, each. 12.15 90 announcements, each. 12.15 90 announcements, each. 10.10 30 announcements, each. 10.10

Extra voice or sound effects, 25% extra.

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.

TALFNT
Program ideas, lists of talent and prices, furnished on request.

on request.

SERVICE FACILITIES

A staff of producers, writers, actors, vocalists, and musicians is available for presentation of any type

of program.

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. Bates include radio charges by owners of music copyrights

Retes are for station time and do not include talent. Station will assume entire responsibility for program construction and presentation. All programs and copy subject to approval of studio management.

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 out recordings.

Personnel
Wanager—S W Fuller,
Sales Manager—William A. Evans. Renresentatives
John Blair & Comnany

www.americanradiohistory.com

SAN FRANCISCO (San Francisco County) KFRC

(Established 1924)

Rates effective October 1, 1942.
Uwiled and operated by Don Lee Broadcasting System.

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.

Vave—Power—Time
Operating power—5,000 watts.
1100% modulation—crystal control.)
491.8 meters: 610 Kilocycles.
Licensed to operate on cleared regional chaunel.
Operates on Pacific War Time.
Operated in conjunction with KHJ, Los Angeles,
KGB. San Dieco and KDB. Santa Barbara.
Actual operating schedule: Sundays 7:00 a.m. to
12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

night.
Agency Commission 15% on net station time and talent to accredited advertising segucies. On approved credit, accounts payable 10th of month following service. No cash discount.
General Advertising For combination rates see listings of Don Lee Broadcasting Nystem (Northern California Group), and Mutual Broadcasting System.
Rates include radio charges by owners of music copyrights.

| | (6:00 p.m. to 10:30 p.m. daily) | |
|-----|---|--------|
| 1 | hour | 275.00 |
| 1/2 | hour | |
| 1/4 | liour | 110.00 |
| | | |
| 10 | minutes | 88.00 |
| - 5 | minutes | 66.00 |
| - 1 | (12:00 noon to 6:00 p.m. Sundays and 10:3 | 10 |
| | p.m. to 11:00 p.m. daily) | |
| 1 | hour | 183.33 |

| | nour | 155.55 |
|-----|---|--------|
| 1/2 | hour. | 110.00 |
| 1/4 | hour | 73.33 |
| 10 | minutes | 58.67 |
| -5 | minutes | 44.00 |
| | 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) | |
| 1 | hour | 137.50 |

| 1/4 | hour | 55.00 | | | | | | |
|------------------|-------------------------------------|--------|--|--|--|--|--|--|
| 10 | minutes | 44.00 | | | | | | |
| Š | minutes | 33.00 | | | | | | |
| ٠ | (12:00 midnight to 8:00 a.m. daily) | | | | | | | |
| 1 | hour | 91.67 | | | | | | |
| 1/2 | hour | 55.00 | | | | | | |
| 1/4 | hour | 36.67 | | | | | | |
| 10 | minutea | 29.33 | | | | | | |
| 5 | minutes | 22.00 | | | | | | |
| WEEKLY DISCOUNTS | | | | | | | | |
| Gros | | weckly | | | | | | |

| discounts | when | adve | rtisers | cont | ract | for | 13 | or | more | |
|---------------------|---------|------|---------|------|------|-----|----|-----|-------|--|
| weeks: Less than | 55.00 | Der | week | | | | | | None | |
| 55.00 bu | ıt less | than | 110.00 | per | wee | k | | 2- | 1/2% | |
| 110.00 bt | it less | than | 165.00 | per | wee | ķ | • | 5% | 1/20% | |
| 220.00 bt | it less | than | 275.00 | Der | weel | k | | 109 | 6 270 | |
| 275.00 bi | it less | than | 830 00 | per | wee | k | | 12- | 1/2% | |

billing that respectively. ANNOUNCEMENTS

| A. T. T. G. T. G. B. T. |
|---|
| (6:00 p.m. to 10:30 p.m.) |
| Chain breaks, 35 words maximum; 100 word an- |
| nouncements or 15 second or less transcriptions: |
| Base rate, each |
| 30 announcements, each |
| |
| |
| 180 announcements, each |
| 270 announcements, each 19.50 |
| 365 announcements, each |
| Extra voice or sound effects, 25% extra, |
| 16 to 60 second recorded announcements: |
| Base rate, each |
| 30 announcements, each |
| |
| |
| 180 announcements, each |
| 270 announcements, each 24.00 |
| 365 announcements. each |
| (All periods except 6:00 p.m. to 10:30 p.m.) |
| Manager - Dan J. Donnelly, |
| Chain breaks, 35 words maximum; 100 word an- |
| nouncements or 15 second or less transcriptions: |
| Base rate, each |
| |
| |
| 90 announcements, each |
| 180 announcements, each |
| 270 amountements, each |
| 265 announcements, each B.00 |
| Extra voice or sound effects, 25% extra. |
| te to en accord recorded announcements. |

per integram
"Emily Barton": 9-30 s.m to 9:45 s.m., Monday
Through Friday Participations, one or two nor
rock, ach 20:60: three weekly, par week 50:00;
New weekly, per week 75:00.

POLITICAL BROADCASTS
Subject to requisit time rates and station policies. Payable in advance.
ELECTRICAL TRANSCRIPTIONS
Transcriptions acceled at straint station time rates day and might when time is available.
Transcription library services available—rates and details on request.

TALENT

TALENT
Program ideas, list of talent and prices furnished

Program ideas, list of taient and prices furnished on request.

REMOTE CONTROL

Any desired pick-ups can be provided. Rates on request.

SEMPUCE FACILITIES

Vocalists, musicians and continuity writers available for production of any type of program desired.

Contract and Other Requirements

Advertising of atcountic tweerages 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 is extra.

All contracts and copy subject to the approval of the station manager.

Closing time

Closing date for talent programs at least 24 hours in advance, depending upon amount of continuity, rehearsals, auditions, etc.

Mechanical Program Equipment

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

Personnel

Manager—Dan J. Donnelly.

-Dan J. Donnelly. Manager—Da

K G O (Established 1924)

| 1 hour | 280.00 |
|---|--------|
| 1/2 hour | 168.00 |
| 1/4 hour | 112.00 |
| *10 minutes | 94.00 |
| *5 minutes | 56.00 |
| CLASS "B" | 00.00 |
| (12:00 noon to 6:00 p.m. Sunday only) | |
| | 010 00 |
| 1 hour | 210.00 |
| 1/2 hour | 126.00 |
| 1/4 hour | 84.00 |
| *10 minutes | 71.00 |
| *5 ininutes | 42.00 |
| CLASS "C" | |
| | lo . |
| 6:00 p.m., exclusive of Sunday afternoon | 1 |
| 1 hour | 140.00 |
| 1/2 hour | 84.00 |
| | 56.00 |
| | 47.00 |
| | |
| *5 minutes | 28.00 |
| CLASS "D" | |
| (11:00 p.m. to 9:00 a.m.) | |
| 1 hour | 94.00 |
| 1/2 hour | 56,00 |
| 1/4 hour | 88.00 |
| *10 minutes | B2.00 |
| *5 minutes | 19.00 |
| (*) Available only in restricted periods. | 20100 |
| CLASS "E" | |
| SERVICES | |
| | |

Time Bignals: Each service exclusive to one adver-

3-100 D.m. to sign-off, seven nights weekly—From 10 word one fil word after 11-90 on The actual line and spoiling of a name are each counted as one word. Per week 381,00 m of the actual line and spoiling of a name are each counted as one word 10 0:00 D.m., seven thus weekly—five 10 word and one 50 word. The actual time and spoiling of a name are sach counted as one word. For week 178 as a seven a seven

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. Service consists of feature plus a 100 word commercial announcement:

Execute Company Company

Program cost includes staff announcer, transcrip-tions and/or records. If live talent desired as substitute separate program charges will be made. The following rates apply to Musical Clock.

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 troadcasting. Contracted value of local time at gross rates:

Less than 56.00 Keekly.

10.00 or more but less than 112.00 weekly 2-1/2% 55.00 or more but less than 168.00 weekly 7-1/2% 112.00 or more but less than 224.00 weekly 7-1/2% 224.00 or more but less than 224.00 weekly 7-1/2% 280.00 or more but less than 280.00 weekly 12-1/2% 335.00 or more but less than 280.00 weekly 12-1/2% 330.00 or more weekly.

26 to 38 consecutive weeks.

27 to more consecutive Weeks.

39 to 31 consecutive weeks.

40 to 32 consecutive weeks.

57 to 32 consecutive weeks.

70 to 12 to 30 to 32 consecutive weeks of broadcasting in a series of the series will be paid for 26, 39 or 52 consecutive weeks.

10 to 39 to 30 to

WEEKLY FREQUENCY RATES (Gross)

| | | | CLASS | "A" | | | |
|-----|------|--------|---------|----------|----------|----------|---|
| | | (6:00 | p.m. to | | .m.) | | 1 |
| | | 8 t1. | 4 tt. | Per w | 6 ti. | 7 ti. | į |
| 1 | hour | 693.00 | 924.00 | 1,120.00 | 1,260.00 | 1,470.00 | į |
| 1/2 | hour | 415.80 | 554.40 | 672,00 | 756.00 | 882.00 | Ī |
| 1/4 | hour | 277.20 | 869.60 | 448.00 | 504.00 | 588.00 | 3 |
| *10 | min. | 232.65 | 310.20 | 376.00 | 423.00 | 493.50 | b |
| •5 | min. | 138.60 | 184.80 | 224.00 | 252.00 | 294.00 |) |
| | | | CLASS | "B" | | | ٠ |
| | /1 | 0100 | | | | | 1 |

(12:00 noon to 6:00 p.m. Sundays) Not available. CLASS 'C' (10:30 p.m. to 11:00 p.m. and 9:00 a.m.

| t | o 6:00 | p.m., | exclusive | of Sunday | afternoo | |
|------|--------|--------|-----------|-----------|----------|--------|
| 1 | hour | 346.50 | 462.00 | 560.00 | 630.00 | 735.00 |
| 1/2 | hour | 207.90 | 277.20 | 336,00 | 378.00 | 441.00 |
| 1/4 | hour | 138.80 | 184.80 | 224.00 | 252.00 | 294.00 |
| *10 | min. | 116.33 | 155.10 | 188.00 | 211.50 | 246.75 |
| •5 | min. | 69.30 | 92.40 | 112.00 | 126.00 | 147.00 |
| | | | CLASS | "D | | |
| | | (11:00 |) p.m. to | 9:00 a.m | | |
| 1 | hour | 231.00 | 308.00 | 373,33 | 420.00 | 490.00 |
| 1 /0 | hour | 170 60 | 104 00 | 994 00 | 050 00 | 204 00 |

1/2 hour 138.60 184.80 224.00 1/4 hour 92.40 123.20 149.33 1 10 min, 77.55 103.40 125.33 1 5 min, 46.20 61.60 74.66 (*) Available in restricted periods.

ANNOUNCEMENTS AND COOPERATIVE FEATURE

FEATURE

Prequency rates are based on number used during a twelve month nerted and become effective from beginning of service only on firm contracts or as contracts become firm. Cooperative Feature and daytime an insuncements (prior to 8:300 p.m.), may be combined to earn lower frequency rates. Announcements scheduled after 6:300 p.m. luny not be combined with daytime service to earn lower frequency rates, but when me advertiser contracts for both daytima and evening service within a twelve month period, the lowest frequency rate areas and by one service (daytime or evening) will ambly to the other service.

(This listing continued as none 50)

(This listing continued on page 50)



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

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-President, General Manager
5515 Melrose Ave., Hollywood, Calif.
REPRESENTED NATIONALLY BY JOHN BLAIR AND CO.

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.



HE NATION'S GREATEST REGIONAL NETWORK

SAN FRANCISCO—Continued K G O-Continued

announcer.

Contract and Other Requirements
All acceptable accounts are aubject 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 rexulations. All programs are subject to provide of the station.

Lectures and educational talks are not accepted between 6:00 p.m. and 12:00 midnight excent by special arrangement. Time of broadcast subject to change to other periods on 28 days notice to accommodate betwork broadcasts excepting in the case of independent announcements which may be moved to other periods if swallable and as arranged by station manager upon 24 nours' 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 transcrip-tion, using 33-1/3 and 78 r.p.m. lateral and ver-tical turn-tables.

'erconnel 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.)

Uwned and operated by Julius Brunton & Sons Co.

Business Office and Studio—1470 Pine Street. San
Francisco, California, Ordway 4148.

Transmitter—San Francisco. California.

Wave—Power—Time
Operating power—500 watts.

1100% modulation—crystal control.)
272.7 meters; 1100 kilocycles.

Licensed to operate from 10:01 p.m. to sunset the following day.
Operates on Pacific War Time.

Agency Commission
Agency commission 15% on etation time and talent
to recognized agencies. Cash discount none. Bills
due and Dayable when rendered.

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 sarned,

Rates include charkes by owners of music copyrights.

Actual broadcasting periods are as follows: 59

minutes for one hour periods; 29 minutes for 1/2

hours; 4-1/2 minutes for 1/4 hours; 4-1/2 minutes

for five minute periods, to allow for station breaks,

etc. 300 or (Work days)

| | | CAAGGE | OH P.B.) | | | more | | | |
|-----------------------------------|-------|--------|----------|--------|--------|---------|--|--|--|
| | I da. | 13 da. | 26 da. | 52 da. | 100 đa | . days | | | |
| 1 hour | 60.00 | 54.00 | 51.00 | 48.00 | 45.00 | 42.00 | | | |
| 1/2 hour | 30.00 | 32.40 | 30.60 | 28,80 | 27.00 | 25.20 | | | |
| 1/4 hour | 22.00 | 10.80 | 18.70 | 17.60 | 16.50 | 15.40 | | | |
| 10 minutes | 18.20 | 16.30 | 15.40 | 14.50 | 18.60 | 12.70 | | | |
| | 14.00 | 12.60 | 11.90 | 11.20 | 10.50 | 9.80 | | | |
| One 100 word | | | tran- | | | | | | |
| scription | 8.00 | 7.75 | 7.00 | 6.75 | 6.50 | 0.25 | | | |
| Two 100 word | | minuto | tran- | | | | | | |
| scriptions | 7.75 | 7,50 | 0.75 | 6.50 | 6.25 | 0.00 | | | |
| Four 100 word or one minute tran- | | | | | | | | | |
| scriptions | 0.75 | 6.50 | 0.25 | 6.00 | 5.75 | 5.50 | | | |
| (Sundays) | | | | | | | | | |
| | | 1_day | 13 d | ays 26 | days . | 52 days | | | |
| 1 hour | | | 60,1 | 40 f | 5.40 | 61.00 | | | |
| 1/2 hour | | | 45.0 | | B.00 | 40.40 | | | |
| 1/4 hour | | 29.70 | 26.7 | 70 2 | 5.20 | 28.70 | | | |

| SPEC | MAL FE | ATURES | 3 | |
|--------------------|-----------|----------|------------|---------|
| Time signals: | | -Per | day | |
| | 1 da. | 2 da. | 3 da. | 4 da. |
| 1 month | 225.00 | 400,00 | 500.00 | 600.00 |
| 3 months | | | 450.00 | 550.00 |
| 6 months | 175.00 | 300.00 | 400.00 | 500.00 |
| Sunday time signal | ls: Alarm | Klok E | Club rates | apply. |
| Owl programs and | announce | ments, 1 | 2:00 midn | ight to |
| 6:30 a.m. Regular | | | | _ |
| /0.00 | 4- | 0.00 | - 1 | 200 |

| utn | Thomp | son | (per | цvе | minute | particit | ation): | |
|-----|-------|-----|------|-------|--------|-----------|---------|------|
| 1 | day . | | | | | | ****** | 21.5 |
| 13 | days. | ner | day | | | | | 20.1 |
| 26 | days | ner | day | | | | | 10 4 |
| | | | | | | | | |
| 100 | days, | per | uay | ***** | | ********* | | 10.1 |
| | | | | | | | | 10.0 |
| 1 | SLECT | | | | | TIONS | ANI) | |
| | | DEC | MH | רושו | PROG | TRAMES | | |

RECORDED PROGRAMS
Regular time charges apply to transcriptions. Not restricted to certain hours.
No surcharge for handling transcribed announcements

or programs.

TALENT
Charges payable in advance. Rates on request.
Additional charge for agund effects and extra voices.

REMOTE CONTROL
Wire and mechanical charges for remote control lines are payable in advance. Complete rates and details on application.

SERVICE FACILITIES
Continuity department at the disposal of the advertiser Audition studies maintained for advertisers and seenife seenife seenife seenife.

Continuity department at the discount of the properties of Addition studies maintained for advertiers and agencies.

And agencies.

Advertising of alcoholic beverages not accepted.

All programs and announcements are subject to station owner's approval and Federal Communications.

Commission regulations. Station owners reserve the right to refuse, discontinue or cancel any contract for advertising for reasons sufficient to themselves.

Frequency discounts are based on service rendered by the station for a period not to exceed one year from the date of first broadcast.

Closing Dates.

Talent programs close two weeks in advance.

Talks close three weeks in advance.

Announcements and recorded programs close one week in advance.

Announcements and recorded programs close one work in advance
Mechanical Program Equipment
Equipment to handle programs by electrical transcription, using Sa-1/2 or 78 r.p.m. double turn-tables
for leteral or vertical out recordings.

for beteral or vertical cut recordings.

Personnal
Sec'y & Treas.—S. B. Brunton.
Manager—E. P. Franklin.

Representatives
Eastern—William G. Rambeau Company.
Pacific Coast—Homer Griffith Company.

KPO OPERATED BY NBC

4

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.
Transmitter—Belmont, San Mateo County, California.
Wave—Power—Time
Oberatins power—51.000 watts.
441.2 meters; 680 kilocycles.
Licensed to operate full time on cleared channel.
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. Bills the and bayable 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 this card will apply to extensions of said commitments for only period or periods up to and including January 14, 1941, for the same series continuously used. Rates on this card sre 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 into the regulated for this reason.
For combination rates see listing of National Broadcasting Company (Pacific Const Network).
The following rates include charges by owners of music copyrights from whom NBC has blanket licenses.
Rates for periods longer than one hour rate CIAASN "A"

(End S. D. D. M. to 10:30 p.m.)

1 hour. 192 hour 192 hour 192 hour 192 hour 192 hour 192 hour 194 hou

| class "B" | 84 A |
|---------------------------------------|-------|
| CI.ASS "B" | |
| (12:00 noon to 6:00 p.m. Sunday only) | |
| liour | 815.0 |
| hour | 189 0 |
| hour | 126 0 |
| minuies | 105 0 |
| minutes | 69.0 |

| CLASS "C" (10:30 p.m. to 11:00 p.m. and 9:00 a.m. to | , |
|--|--------|
| 6:00 p.m., exclusive of Sunday afternoon | |
| | 210.00 |
| | 126.00 |
| | |
| 1/4 hour | 84.00 |
| *10 minutes | 70.00 |
| *5 minutes | 42.00 |
| CLASS D' | 15100 |
| | |
| (11:00 p.m. to 9:00 a.m.) | |
| | 140.00 |
| 1/2 hour | 84.00 |
| 1/4 hour | 56.00 |
| | |
| | 47.00 |
| *5 minutes | 28.00 |
| (*) Available only in restricted periods. | |
| CLASS "E" | |
| REUVICER | |

Time Signals: Each service exclusive to on adver-

for only one records of the state of the sta

and Radio Night Club:

Time cost Program cost of Kross | New Program cost of Rross | New Program cost | New

Discounts or rebates effective from bestinning of service only on firm contracts or as contracts become firm.

ANNOUNCEMENTS AND COOPERATIVE
FEATURE
Frequency rates are based on number used during a twelve month period and hecome effective from beginning of service only on firm contracts or as contracts become firm. Cooperative Festure and daytime animouncements (prior to 6:00 p.m.) may be combined to earn lower frequency rates. Announcements schedition in the service of the servic

SAN FRANCISCO—Continued K P O-Continued

Program and talent cost, 10.00 net per participation. Condensed participation..... 21.00 19.95 18.90 17.85 18.80 15.75

REMOTE CONTROL

Additional charkes are made for programs originating
outside of the station's studios, and for programs
trequiring special production.

untract and Other Requirements

ontract and Other Requirements [All acceptable accounts are subject to the same rates. No periods are sold in bulk for resale. Advertisers 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, Services of the station announcers and staff engineers in arranging and presenting programs, are included without extra charge, excepting in the event client specifies a particular announcer.

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.

losing 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.

viechanical Program Equipment | Equipped to handle programs by electrical transcrip-| ition, using 33-1/3 and 78 r.p.m. turn-tables for | vertical and lateral cut recordings

ersonnel Manager—John W. Elwood.

epresentatives |! 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.

KSAN (Established 1925)

Rates effective September 1, 1942. (Card No. 8.)
Uwned 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.

Vave—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
ARSHCY commission 15% to recognized advertising
agencies on net time rate. Cash discount none. Bills
due and payable when rendered.

ieneral Advertising

| | (៦:00 | a.m. to | 10:30 p.m. |) | |
|-------------|--------|---------|------------|--------|---------|
| | I ti. | 13 tl. | 26 ti. | 52 ti. | 101 ti. |
| | 50.00 | 45.00 | 40.00 | 35.00 | 30.00 |
| 1/2 hour | 30.00 | 27.00 | 24.00 | 21.00 | 18.00 |
| | 20.00 | 18.00 | 16.00 | 14.00 | 12.00 |
| 5 minutes | 10.00 | 9.00 | 8.00 | 7.00 | 6.00 |
| 1 minute or | | | | | |
| 100 words | 4.00 | 3.60 | 3.20 | 2.80 | 2.40 |
| | (10:30 | p.m. to | 5:00 a.m. |) | |

One half daytime rates.

FREQUENCY RATES
Consecutive Broadcasts
(5:00 a.m. to 10:30 p.m.)

Week days and Sundays:

1/2 inour daily..... 140.00 560.00 532.00 504.00 448.00

1/4 inour daily..... 90.00 380.00 342.00 324.00 388.00

10 minutes daily 70.00 280.00 266.00 252.00 224.00

5 minutes daily 40.00 160.00 152.00 144.00 128.00

5 minutes daily 40,00 160,00 152,00 144,00 128,00 Week days only: 1/2 hour daily..... 120,00 480,00 456,00 432,00 384,00 1/4 hour daily..... 75,00 380,00 285,00 270,00 240,00 10 minutes daily 60,00 240,00 228,00 216,00 192,00 5 minutes daily 85,00 120,00 133,00 126,00 112,00 Three days per week (week days): 1/2 hour daily..... 72,00 298,00 203,60 259,20 230,40 1/4 hour daily..... 45,00 180,00 171,00 162,00 144,00 10 minutes daily 20,00 75,00 71,25 67,50 60,00 25% additional for programs immediately preceding or following newscasts.

ANNOUNCEMENTS
100 word announcements or one minute electrical transcriptions: Week days and Sundays:

 Week days only:
 1 per day.
 20 00 75.00 71.25 67.50

 2 per day.
 35.00 140.00 133.00 125.00

 3 per day.
 47.50 190.00 180.50 171.00

 7 per day.
 90.00 360.00 342.00 334.00

(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 ex-tion owner's approval, government regulations and Federal Communications Commission rulings. Station owners reserve the right to refuse or discontinue ad-vertising 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.

President—S. H. Patterson General Manager—Jerry Akers. Program Director—George Taylor,

Representatives

None.

KSFO (Established 1925)



Rates effective January 1, 1842.
Owned and operated by Associated Broadcasters, Inc.
Business Office and Studio—Hotel Mark Hopkins.
San Francisco, Calif., Exbrook 4567.
Transmitter—Islais Creek, San Francisco, Calif.

-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. Network. Rates include charges by owners of music copyrights.

| | | | p.m. to 1 | 10:00 p.m | .) | |
|-----|-------|-----------|-----------|-----------|---------|--------|
| | | 1 hr. | 1/2 hr. | 1/4 hr. | 10 min. | 5 min. |
| 1 | time | 150.00 | 90.00 | 56.25 | 45.00 | 30.95 |
| 13 | times | 146.25 | 87.75 | 54.85 | 43.90 | 30.20 |
| 26 | times | 142.50 | 85.50 | 53.45 | 42.75 | 29.45 |
| 39 | times | 138.75 | 83.25 | 52.05 | 41.65 | 28.65 |
| 52 | times | 135.00 | 81.00 | 50.65 | 40.50 | 27.90 |
| 65 | times | 131.25 | 78.75 | 49,25 | 39.35 | 27.10 |
| 78 | times | 127.50 | 76.50 | 47.85 | 38.25 | 26.35 |
| 130 | times | 123.75 | 74.25 | 46.45 | 37.10 | 25.60 |
| 156 | times | 120.00 | 72.00 | 45.05 | 35.95 | 24.80 |
| 260 | times | 116.25 | 69.75 | 43.65 | 34.85 | 24.05 |
| 312 | | 112.50 | 67.50 | 42.25 | 33.70 | 23.25 |
| | | de lietin | | | | 20.20 |

www.americanradiohistory.com

Network and station

sales

messages

Radio

Advertising

Rates and

Data get

maximum

ad-exposure

a n d

SALES

IMPACT

SAN FRANCISCO—Continued

K S F O-Continued

| | | | CLASS | .13 | | |
|-----|---------|---------|------------|-----------|-----------|-------|
| | (Befor | o 6:00 | p.in. and | | :00 p.m.) | |
| | | 1 hr. | 1/2 hr. | 1/4 hr. | 10 min. | 5 min |
| 1 | tlme | 75.00 | 45.00 | 28.20 | 22.50 | 15.50 |
| 13 | times | 73.15 | 43.90 | 27.45 | 21.95 | 15.10 |
| 26 | times | 71.25 | 42.75 | 26.75 | 21.40 | 14.70 |
| 39 | times | 69.40 | 41.65 | 26.05 | 20.00 | 14.30 |
| 52 | times | 67.50 | 40.50 | 25.35 | 20.30 | 13.95 |
| หล | times | 65.60 | 39.35 | 24.65 | 19.70 | 13.55 |
| 78 | times | 63.75 | 38.25 | 23.95 | 19.15 | 13.15 |
| 130 | times | 61.85 | 37.10 | 23.25 | 18.60 | 12.75 |
| 156 | times | 59,95 | 35.95 | 22,55 | 18.05 | 12.35 |
| 260 | times | 58,10 | 34,85 | 21.85 | 17.50 | 11.95 |
| 312 | times | 56.20 | 33.70 | 21.15 | 16.90 | 11.60 |
| | | AN | INOUNCE | MENTS | | |
| | | | Class | s "A" | Class | "B" |
| | | | (*) | (†) | (*) | (†) |
| | time | | 18.00 | 17.00 | 9.00 | 8.50 |
| 13 | | | | 16,50 | 8.75 | 8.25 |
| 26 | | ,., | | 16.00 | 8.50 | 8.00 |
| 39 | | | | 15.50 | 8.25 | 7.75 |
| 52 | | | | 15.00 | 8.00 | 7.50 |
| 65 | | | | 14.50 | 7.75 | 7.25 |
| 78 | | ****** | | 14.00 | 7.50 | 7.00 |
| 130 | | | | 13.50 | 7.25 | 6.75 |
| 156 | | | | 13.00 | 7.00 | 6.50 |
| 260 | | | | 12.50 | 6.75 | 6.25 |
| 312 | times | | 13.00 | 12.00 | 6.50 | 6.00 |
| | *) One | minute | transcript | ion or 10 |) words. | - |
| | f) Stat | ion bre | k or 50 v | vords. | | |
| | ., | | DISCOU | | | |

(†) Station break or 50 words.

(†) Station break or 50 words.

Discounts allowed retroactively on the number of broadcasts riven within a year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts.

SPECIAL FEATURES

KSFO Farm Journal—6:30 a.m. to 7:00 a.m., Monday through Saturday. Sold on a participating basis. Participation consists of approximately 100 words of commercial copy. Per participation, Monday through Saturday, per week 75:00. Tiree days per week (days at station option). per week 40:00. No frequency discount.

Newscasts—Rates on request. Listen to Linkletter—Sunday through Friday. Restricted to non-competitive accounts. Participation consists of one 150 word daily, ber week 85:00. No discounts.

"Woman's Page of the Air"—Twice daily. Monday through Friday. Restricted to non-competitive accounts. Participation consists of one 150 word daily announcement. Per week 125:00. No discounts. Program originates once weekly, cooking school session; also weekly fashion luncheon.

Note: Participation in KSFO Farm Journal. Listen to Linkletter, and Woman's Page of the Air cannouncements to earn frequency discounts.

POLITICAL TALKS

Talka of political nature not subject to frequency discounts.

ELECTRICAL TRANSCRIPTIONS

Accepted at Fegular rates. Transcription library

Talks of political nature not subject to frequency discounts.

ELECTRICAL TRANSCRIPTIONS Accepted at resular rafes. 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 of initial program. Maximum length of contract, one year. No time sold for resale.

All acceptable accounts are subject to the same rate according to the time classification into which they fall.

fall.

Lectures and talks (except political) are not accepted between the hours of 6:00 p.m. and 11:00 p.m. No commercial broadcasts consisting of straight talks (except political) are acceptable for periods of more than five minutes and then only before 6:00 p.m. 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.

Personnel
Manager—Lincelo Deller

ersonnel Manager—Lincoln Dellar, Sales Manager—Morton Sidicy, epresentatives Weed & Company,

KYA (Established 1926)



Rates effective January 1, 1941. (Card No. 12-A.)
Owned and operated by Palo Alto Radio Station. Inc.
Business Office and Studios—Hearst Bldg., San
Francisco, Calif., Douglas 2536.
Transmitter—Candle Stick Point. Bay View Park.
San Francisco. Californis.
Wave—Powert—Time
Operating power—5,000 watts to local sunset; 1.000
watts thereafter.
(190% modulation—crystal control.)
238.1 meters; 1260 killocycles.
Licensed to operate on full time.
Onerates on Pacific 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
Agency Commission of 15% on station time to recognized agencies. Commission of 15% on talent or services payable only when bought as a package price for time and talent or when specified in order.
2% cash discount if paid within 10 days. Bills due and payable when rendered.
General Advertising
In order to earn net rates quoted contracts must be completed within 12 months.
Rates include radio charges by owners of music conyrights.

| CLASS "A" | |
|---|------------|
| (6:00 p.m. to 10:00 p.m.) | |
| 1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 208 t | |
| 1 br. 135.00 128.25 121.50 108.00 101.25 96.0 | |
| 1/2 hr. 81.00 76.95 72.00 64.80 60.75 56.70 | |
| 1/4 lif. 54.00 51.30 48.60 43.20 40.50 37.8 | |
| 10 min. 42.00 39.90 37.80 33.60 31.50 29.40 | |
| 5 min. 30.00 28.50 27.00 24.00 22.50 21.0 | 0 19.50 |
| CLASS "B" | |
| (9:00 a.m. to 6:00 p.m.) | |
| 1 hr. 67.50 64.12 60.75 51.00 50.62 47.2 | |
| 1/2 hr 40.50 38.47 36.45 32.40 30.37 28.3 | |
| 1/4 hr. 27.00 25.65 24.30 21.60 20.25 18.9 | |
| 10 min. 21.00 19.95 18.90 16.80 15.75 14.7 | |
| 5 min, 15,00 14.25 13 50 12.00 11.25 10.5 | 0 9.75 |
| CLASS "C" | |
| (10:00 p.m. to 9:00 a.m.) | |
| 1 hr. 45.00 42.75 40.50 36.00 33.75 31.5 | |
| 1/2 hr. 27.00 25.65 24.30 21.60 20.25 18.9 | |
| 1/4 hr. 18.00 17.10 16.20 14.40 13.50 12.6 | |
| 10 min. 14.00 13.30 12.60 11.20 10.50 9.8 | |
| 5 min. 10.00 9.50 9.00 8.00 7.50 7.0 | 0 6.50 |
| ANNOUNCEMENTS | |
| (6:00 p.m. to 10:00 p.m.) | |
| (*) 50 words | <u>(†)</u> |
| 1 time 15,00 10,00 | 7.50 |
| 13 times 14.25 9.50 | 7.13 |
| 26 times 13.50 9.00 | 6.75 |
| 52 times | 6.00 |
| 101 times 11.25 7.50 | 5.63 |
| 208 times 10.50 7.00 | 5.25 |
| 260 times 9.75 6.50 | 4.88 |
| 312 times | 4.50 |
| (10:01 p.m. to 6:00 p.m.) | |
| 1 time 7.50 6.00 | 5.00 |
| 13 times 7.13 5.70 | 4.75 |
| 26 times 6.75 5.40 | 4.50 |
| 52 times | 4.00 |
| 104 times 5.63 4.50 | 3.75 |
| 208 times 5.25 4.20 | 3.50 |
| 260 times 4.88 3.90 | 3.25 |
| 312 times | 3.00 |
| (*) 100 words or one minute transcription. | |
| (†) Station break, 35 words or less. | |

(*) 100 words or one minute transcription.
(†) Station break, R5 words or less.
(†) Station break, R5 words or less.
(†) Station break, R5 words or less.
(*The Grounch PECIAL FEATURES
(*The Grounch Clinic'—6:00 a.m. to 6:30 a.m., Monday through Saturday, Features regulation bugic calls, news. gossip of camps, favorite soldier tunes. Participating rates on request.
(*Dude Martin'—6:30 a.m. to 8:00 a.m., Monday through Saturday, Cowboy band, Participating rates on request.

*POLITICAL BROADCASTS

Payable in advance. One time rate applies. minimum 5 minutes, No freduncy discounts earned.

TALENT

Talent fees furnished on request.

REMOTE CONTROL

Arrangements can be made for remote control broad casts—rates on request.

*SERVICE FACILITIES

Services of program department, staff announcers and staff engineers are included without charge unless a particular announcer is specified.

Contract and Other Requirements.

No liquor advertising accepted, excepting beer and wine.

All acceptable accounts subject to same rates. Station recovers the right to refuse or care.

wine.

All acceptable accounts subject to same rates. Station reserves the right to refuse or cancel any contract for reasons sufficient to itself.

Classing Time
Continuity must be submitted 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

Pres. & Mgr.—Wilfrid L. Davis.

Personnel
Pres. & Mgr.-Wilfrid L. Davis.
Program Director-Janet Franke.
Sales Manager-Don Fedderson.
Representatives Spot Sales. Inc.

SAN JOSE (Santa Clars County)

KQW (Established 1912)



Nates effective January 1, 1942 (Card No. 23.)
Owned and operated by Pacific Agricultural Foundation, Life and Studio—Palace Hotel, San Francisco, Calif., Exbrook 2323.
Other Studios—87 E. San Antonio Street. San Jose.
California, Ballard 2616.
Transmitter—Aiviso, Calif.. on San Francisco Bay.
Wave—Power—Time
Operating power—5,000 watts.
(Crystal control.)
405.4 meters: 740 kilocyclos.
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.

more 203.00 120.40 75.60 60.20 42.00 23.00 20.00

| | | | 11 | | | |
|----------------|-------|--------|-------|-------|--------|------|
| (9:00 a.m. | | | | 10:00 | p.m. t | 0 |
| | 1 | 0:30 p | .m.j | | | |
| 1 | 1/2 | 1/4 | 10 | 3 | | |
| hour | hour | hour | min. | min. | (*) | W1.7 |
| 1 tf. 145.00 | 86.00 | 51.00 | 43.00 | 30.00 | | 16. |
| 13 11. 141.40 | 83.85 | 52.65 | 41.95 | 29.25 | 17.00 | 15 |
| 26 11. 137.80 | 81.70 | 61.30 | 40.99 | 24.50 | | 13. |
| 39 11. 131.20 | 79.53 | 49.95 | 39.85 | 27.75 | | |
| | | | | | | 14. |
| 52 tl. 130.50 | 77.40 | 44.60 | 38.70 | 27.00 | | 34. |
| 65 tl. 127.00 | 75,25 | 47.25 | 37,75 | 26.25 | 15.00 | 12. |
| 78 tt. 123.40 | 73.10 | 45.90 | 37.60 | 25.50 | 14.50 | 13. |
| 130 tl. 119.80 | 70.95 | 44.55 | 35.65 | 21.75 | 14.00 | 12. |
| 156 tl. 116.00 | 68.80 | 43.20 | 31.40 | 21.00 | | 12 |
| 260 11. 112.60 | 66.65 | 41.85 | 23.55 | 23.25 | | ii. |
| | | | | | | |
| 312 ti. 109.00 | 64.30 | 40.50 | 32.50 | 22.50 | | 11. |
| 468 tl. 105.40 | 62.35 | 39.15 | 31.45 | 21.75 | 12.00 | 10. |
| 624 or more | | | | | | |
| ti. 101.50 | 60.20 | 37.80 | 30.10 | 21.00 | 11.50 | 10 |
| | | LASS | C | | | |

(10:30 bm to 9:00 a.m.)
97.90 57.00 30.00 29.00 20.00
94.60 55.55 32.10 29.20 19.50
92.20 54.10 31.20 27.50 19.50
88.80 52.65 33.30 26.90 18.50
87.30 51.30 32.40 25.50 17.50
88.50 40.75 31.50 25.50 17.50
88.20 40.75 31.50 25.50 17.50
87.50 61.50 28.80 23.20 16.50
77.50 45.50 28.80 23.20 16.50
77.50 43.95 27.90 22.70 15.50
77.30 42.50 27.90 22.70 15.50
77.30 42.50 27.90 22.00 15.50
77.60 41.05 26.10 21.30 14.50
more 11.65 11.35 11.00 10.65 10.35 10.00 9.65 9.35 9.00 8.65 8.35 8.00 13 11. 94.00 50.55 30.10 24.30 19.50 11.00 10.6
26 11. 92.20 54.10 31.90 27.50 19.00 11.00 10.6
39 11. 80.80 52.65 33.30 26.90 18.50 10.65 9.6
52 11. 87.30 51.30 32.40 26.10 18.00 10.35 9.2
65 11. 85.00 49.75 31.50 25.50 17.50 10.00 9.6
78 11. 82.60 48.30 30.60 24.80 17.00 9.65 8.6
130 11. 80.20 46.85 29.70 24.10 16.50 9.35 8.6
130 11. 80.20 46.85 29.70 24.10 16.50 9.08 8.6
250 11. 75.40 43.95 27.90 22.70 15.50 8.65 7.6
312 11. 73.00 42.50 27.00 22.00 15.00 8.35 7.1
468 11. 70.60 41.05 26.10 21.30 14.50 8.00 7.6
624 or more
11. 68.00 39.90 25.20 20.30 14.00 7.65 6.6
(*) One minute transcription or 100 words.

DISCOUNTS
Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor with in the same time bracket may be combined to cab., the 1/2 hour, 3/4 hour or one hour rate, whicherve applies. Such programs may be combined to cab., the 1/2 hour, 3/4 hour or one hour rate, whicherve applies. Such programs may be scheduled contiguous by at the station's ontion. Discounts allowed retrieved and slight programs or day and night apposing.

stively on the number of broadcasts given in or year.

Day and night programs or day and night announcements nay be combined to determine rate carned. Announcements and programs of five minutes or most cannot be combined to determine rate carned. SPECIAL FEATURES.

Regular rate apply, payable in advance.

Time signals, weather reports and participating pring rams. lates on DIATICAL TALKS

Regular rates apply; payable in advance.

ELECTRICAL THANSCRIPTIONS

No surcharge for broadcasting transcriptions fursished by sponsor.

TALENT

Rates on application. Additional charges are major sound effects and extra volces.

REMOTE CONTROL

Wire and mechanical facilities for remote controllines and studio talent charges are not included restation rates and are payable in advance by the station rates are not included rates.

station rates and are payable in advance by tradertiser.

SERVICE FACILITIES

Continuity department at the disposal of the advantage of the same at the disposal of the same time at no extra charke. Audition studies maintained for advertisers and akencies.

Contract and Other Requirements

Advertising of beer and wine acceptable.

All programs and announcements are subject to station owner's approval and rekulations of the Federation owner's approval and rekulations of the Federation owner's program and announcements are subject to station owner's program subject to station owners reserving the right to refuse. Glacontinue or cancel any contract to communications formstellar in the research and subject to the mesters. No time sold in bulk for resale. No contract to ceed one year.

Preferred position governed by priority and availability on contract only.

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

Personnel

President—Ralph R Brunton.

Manaker—C. L. McCarthy.

Representatives Edward Petry & Company, Inc.

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 CompanBusiness Office and Studio—Mountain View and EtStreets, San Luis Obispo, Calif., telephone 1100-2.
Transmitter—Ren Luis Obispo, California.
Wave—Power—Time
Onerating power—250 watta,
233.9 meters; 1230 kilocycles.
Operates on Pacific War Time,
Licensed to operate unlimited time.
Actual operating Schedule: Sundars 8:00 a.m. 2
12:00 midnight. Week days 6:30 a.m. to 12:00 mf
night.

BUTTER TOPOCO

| 1 | hour |
|-----|---------------------------------------|
| 1/2 | hour |
| 1/4 | hour. |
| 10 | minutes. |
| - 5 | minutes |
| ٠ | (All other time) |
| 1 | hour. |
| 1/2 | hour |
| 1/4 | hour |
| 10 | minutes |
| - 5 | minutes. |
| J | · |
| | (This listing continued on next page) |

AN LUIS OBISPO—Continued K V E C-Continued

WEEKLY DISCOUNTS kross time rates are subject to the following weekly iscounts when advertisers broadcast for 13 or more

Asse rate

So announcements, each.

All other time)

Base rate

(All other time) (All other time)
Base rate

3 30 announcements, each
180 announcements, each
180 announcements, each
1770 announcements, each
2770 announcements, each
2775 announcements, 2.25

SPECIAL FEATURE
iRates on request.
POLITICAL TALKS
Subject to regular station time rates and policies;
oayable in advance.
ELECTRICAL TRANSCRIPTIONS
Musical transcriptions available for entertainment
at no additional charge. Instantaneous recording
equipment available.
TALENT

Rates are for station time only; talent is earna.

Rates are for station to make a rough the first state are formal and first state are for station time only; talent is earnal first state are for station time only; talent is earnal first state are for station time only; talent is earnal first state are for station time only; talent is earnal first state are for station time only; talent is earnal first state are for station time only; talent is earnal first state are for station time only; talent is earnal first state are for station time only; talent is earnal first state are for station time only; talent is earnal first state are for station time only; talent is earnal first state are for station time only; talent is earnal first state are for station time only; talent is earnal first state are for station time only; talent is earnal first state are for station time only; talent is earnal first state are for station time only; talent is earnal first state are for station time only; talent is earnal first state are for station time only; talent is earnal first state are for station time only; talent is earnal first state are for stational for stational

SANTA ANA

(Orange County)

KVOE
(Established 1926)



Rates effective April 1, 1841. (Card No. 3.)

Owned and operated by The Voice of the Orange Empire. Inc. Ltd.
Business Office—307 North Broadway. Santa Ana, Calif., telepione 4901-it.
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.

Tansmitter—Located on grounds of Willowick Golf Club. West Fifth Street, Santa Ana. California.

Avev—Puwer—Time
Operating power—250 watts.

(1010, modulation)

201.3 meters; 1490 kilocycles.
Licensed to operate full time.

Licensed to onerate full time.

Cloensed to onerate full time.

Coperates on Pacific 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

nisht.
Agency Commission
Agency Commission 15% on net station time to recognized advertising agencies. No commission on talent,
No cash discount. Bills due and payable 10th of month following broadcast.
For combination rates see listings of Dom Lee Broad-easting System (Southern California Group), and Mutual Broadcasting System.
Rates include radio charges by compacts of music copyrights except ASCAP. Programs or transcriptions using ASCAP music must be cleared at source.

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

| | (8:00 p.m. to 10:30 p.m.) | |
|-----|---------------------------|---------------|
| í | hour | 0 F AA |
| 1/2 | hour | 21.00 |
| 1/4 | hour | |
| 10 | | |
| 10 | minutes | 11.20 8.40 |
| u | minutes | 8.40 |
| | (All other time) | |
| 1/2 | hour | 25.00 |
| 1/4 | hour | 15.00 |
| | hour | 70.00 |
| 10 | minutes | 5.00 |
| 5 | WEEKLY DISCOUNTS | 5.00 |
| | WEEKLY DISCOUNTS | |

Details on request.

Rates on request.

REMOTE CONTROL

Additional charges for programs originating outside studio to be paid for by advertisor.

Merchandising department will arrange for window displays gratia; direct mail, broadsides, etc., sent out at actual cost.

Out at actual cost.

Out at actual cost.

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 fe extra.

No contracts accepted for period in excess of one year. All programs and copy subject to approval of station management.

Closing Time

All programs must be in hands of programs director 48 hours before scheduled time.

Political broadcasts must be aubmitted 24 hours in advance for station files.

Mechanical Program Equipment

Equipmed to handle programs by electrical transcription, using 33-1/3 and 78 r.pm. double turn-tables.

Personnel

Manager—Ernest L. Spencer.

Personnel
Manager—Ernest L. Spencer.
Program Director—Wallace Wiggins.
Representatives
John Blair & Company.

SANTA BARBARA

(Santa Barbara County)

KDB

KDB

Rates effective July 15, 1942. (Card No. 15.)

Owned and operated by Don Lee Broadcasting System.

Business. Office and Studie—1/ E. Harley St. Itauloting Hotel). Santa Barbara. Calif. telephone 4131.

Transmitter—Faulding Hotel. Santa Barbara. Calif. vav—Fower—Timo
Operating power—250 watts.

201.3 meters; 1490 kilocycles.

Licensed to operate full time.
Operates on Pacific War Time.
Operates in conjunction with KHJ. Los Angeles.

KFHC. San Francisco. and KGB. San Diege.

Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:45 a.m. to 12:00 midnight.

night. Agency Commission

1 hour.....

| 1/2 nour 36 | . uu |
|--|------|
| 1/4 hour | ò |
| | |
| 10 minutes | .00 |
| 5 tnimites | 00 |
| | ·VI |
| (12:00 noon to 6:00 p.m. Sundays and 10:30 | |
| p.m. to 11:00 p.m. daily) | |
| | |
| 1 hour | .00 |
| 1/2 hour 24 | Ô٢ |
| | |
| | |
| 10 minutes | Δſ |
| | |
| | .00 |
| (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 dally) | |
| 1 | hour | 30.0 |
| $1/\tilde{2}$ | hour | 18.0 |
| 1/4 | | 12.00 |
| | | |
| 10 | | 9.00 |
| 5 | minutes | 6.0 |
| | (12:00 midnight to 8:00 a.m. daily) | |
| 1 | hour | 20.0 |
| 1/2 | hour. | 12.0 |
| 1/4 | | 8.0 |
| 'nñ | | 6.0 |
| | | |
| - 5 | minutes | 4 0 |

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 | August | Aug

Base rate (All other time)

Base rate (All other time)

Base rate (All other time)

3.69

30 announcements, each. 2.25

90 announcements, each. 2.14

180 announcements, each. 1.91

365 announcements, each. 1.91

365 announcements, each. 1.91

365 announcements, each. 2.03

270 announcements, each. 2.03

270 announcements, each. 2.03

287 Extra volce or sound effects, extra 25%.

288 Evaluation time rates and policies, payable in advance.

SPECIAL FEATURES

"Morning Melodles"—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.

REMOTE CONTROL

Arrangements may be made for remote control broadcasts from any point in the station ares. Ratee on application.

casts from any point in the station ares. Rates of application.

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 convrights.

Talent extra. Services of station announcer are included without extra charge.

All copy subject to station director's approval and to government regulations.

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—Fln Hollinger.
Representatives
John Blair & Company.

KTMS (Established 1987)



Rates effective March 15, 1941. (Card No. 7.)

NAMES CHECKIVE MARCH 16, 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.

| 1 | hour. | 75.0 |
|-----|--|-------|
| 1/2 | | 45.0 |
| 1/4 | | 30.0 |
| *′÷ | minutes | 15.0 |
| U | /7.00 At 0.00 B and 1.00 | |
| | (7:00 a.m. to 6:00 p.m. and after 11:00 p.m. | · |
| _1 | hour | 87.5 |
| 1/2 | hour. | 22.50 |
| 1/4 | hour, | 15.0 |
| Ϊĸ | minutes | 7.50 |
| - | | |
| | (This listing confinued on next negat | |

6.50

SANTA BARBARA—Cont'd

| 10% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15%

Charged regular rates, payable in advance.

ELECTRICAL THANSCRIPTIONS
Transcription library service available. Rates on request.

Rates on request.

Rates on request.

Facilities for remote control broadcasts from snywhere in Santa Barbara and Ventura Counties are available. Remote broadcasts will be made at station rates, plus service, telephone lines and installation.

SERVICE FACILITIES

Service of station's announcing and operating staff in obtaining talent, arranging and presenting programa, are included without charge.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and light wine.

Rates are for station time only, including station facilities; talent is extra.

All programs must conform to the standards of the station; where advertiser prepares own program copy must be submitted two days in advance and not departed from without station's consent. Talks, Dolitical speeches, etc., accepted only when subject matter is in opinion of station of genuine public interest. Time alloted to advertiser may be taken by station for network broadcasts or programs which in the judgment of the station are of greater public service. Station agrees to substitute other time for that taken or to refunct on devertiser on pro rate basis any suntrates subject to the station's approval and governmental regulations. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to the atation management.

Contract subject to laws, rules or regulations now existent or made in future, by any duly constituted authority or governmental agency in relation to radio or kindred subjects.

Ciosing 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.

Paul H. Raymer Company.

SANTA ROSA (Sonoma County)

KSRO (Established 1987)

Rates received January 30, 1942.

Owned and operated by E. L. Finley.
Rusiness Office and Studio—Press Democrat Building. Santa Rosa. Calif., telephone 110.

Other Studios — Casa de Vallejo Bidg., Vallejo, Calif., telephone 38223.

Transmitter—Three miles southwest of Santa Rosa at Fresno and Vallejo Aves., Santa Rosa, Calif.

Wove—Power—Time
Operating power—1,000 watts.
(100% modulation.)
222.1 meters; 1350 kilocycles.
1 consed to operate full time on cleared regional channel.
Operates on Pacific War Time.
Actual operating schedule: Sundays 9:00 a.m. to 10:00 p.m. Week days 6:30 a.m. to 10:00 p.m.
Agency commission
Agency commission
Agency commission on station time to recognized ascences. No commission on talent. Commission mulples only on the seneral rate card. Billa payable monographic functions.

General Advertising
Rates include charges by owners of music copyrights.
CLASS "A"

(8:00 p.m. to 10:00 p.m.)

(8:00 p.m. to 10:00 p.m.)

(8:00 p.m. to 10:00 p.m.)

1 hour... \$6.00 \$4.20 \$2.40 \$2.80 \$2.00 \$2.40 \$2.60 \$1.40 \$1

ANNOUNCEMENTS
CLASS "A"
(6:90 p.m. to 10:00 p.m.)
One minute or less at specified times, 6.00. No dis-(6:00 p.m. to 10:00 p.m.)

One minute or less at specified times, 6:00. No discounts.

100 words words or less, including Sunday, run of schedule: 1 13 26 52 78 156 312 or the first of th

announcement rates apply with additional 10% discount.

Twin City Tea Party—4:00 p.m. to 5:00 p.m. week days, first half Vallejo, second half Santa Rosa and Redwood Empire. Daytime rates apply with additional 15% discount.

Sport Show—Monday, Wednesday and Friday, 5:45 p.m. to 6:00 p.m. POLITICAL TALKS AND LECTURES

Subject to regular sistion time rates; payable in advance.

ELECTRICAL TRANSCRIPTIONS

One minute electrical transcriptions accepted at regular day or night rates.

TALENT

Rates on request.

One minute electrical transcriptions accepted at regular day or night rates.

TALENT

Rates on request.

REMOTE CONTROL

Equipment available for lianding 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.

Mierchandising cooperation. Station facilities include announcer and services of advertising counselor, program director and production department. Audition studios and assistants available to advertisers and their recognized agents or agencies.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted. excepting beer and wine.

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.

No periods are sold in bulk for ressle.

Closing Time

Talent programs close one week in advance. All talks must be submitted prior to 12:00 noon preceding broadcast. Announcements close one day in advance.

Mechanical Program Equipment

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—Witt Gunzendorfer.

STOCKTON

(San Joaquin County)

KGDM

KGD M

(Established 1926)

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 Dower—1,000 watta.
265.5 meters; 1130 kilocycles.
Licensed to operate daylight hours. 6:00 a.m. to local sunset.
Operates on Pacific War Time.
Agency commission
Agency commission
Agency commission 15% on net charges and talent to recognized advertising agencies. On approved credit. accounts payable 10th of month following service No rash discount.
General Advertising
For combination rates see listing of Columbia Broadcasting System (Pacific Coast Group).
Rates on request.

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

TALENT
Rates on application.

TALENT

payable in advance.

TALENT

Rates on application.

ELECTRICAL TRANSCRIPTIONS

One minute transcriptions, announcement rates apply.

Contract and Other Requirements

All copy subject to station approval.

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.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables for lateral or vertical cut recordings.

Representatives

John Blair & Company.

K W G (Established 1921)



Rates effective March 15, 1938. (Card No. 11.)
Owned and operated by McClatchy Broadcasting Co.
Studio—Roof Garden. Botel Wolf, Stockton. Calif.
Transmitter—Weber & E Streets. Stockton. Calif.
Wave—Power—Time
Operating power—100 watts.
(100% modulation—crystal control.)
243.0 meters: 1230 kilosycles.
Licensed to operate full time on cleared local channel.

Operates on Pacific War Time.
Actual operating achedule: Sunday 8:00 a.m. to 12:06 midnisht. Week days 6:00 a.m. to 12:00 midnisht.
Agency Commission 15% on net station time to all recognized agencies.
Commission applies to national business only, originating outside of blockton. No cash discount.
General Advertising
For combination rates see listings of lilue Network Company (Pacific Coast lilue Network) and Golden west Network Advertising
A discount of 4% applies to rates when KWG is used in conjunction with KMJ. KEHN and KFBK.
A discount of 4% applies when KWG is used in conjunction with KMJ. KEHN and KFBK.
A discount of 10% applies when KWG is used in conjunction with KMJ. KEHN and KFBK.
A discount of 10% applies when KWG is used in conjunction with KMJ. KEHN and KOH.
The following rates are for National advertishing. For (6:00 p.m. to 11:00 p.m.)
1 ti. 13 ti. 26 ti. 39 ti. 52 ti. 1 hour... 42.00 39.90 37.80 85.70 83.60 1/2 hour... 28.25 24.94 23.63 22.32 21.00 1/4 hour... 15.00 14.25 13.50 12.75 12.00 1/4 hour... 15.00 10.45 9.90 9.85 8.80 (7:00 a.m. to 6:00 p.m. and after 11:00 p.m.) 1 hour... 28.25 24.94 23.63 22.32 21.00 1/4 hour... 15.75 14.07 14.18 13.80 12.60 1/4 hour... 15.75 14.07 14.18 13.80 12.60 1/4 hour... 15.75 14.07 14.18 13.80 12.61 1 minutes 1.00 1.05 9.02 8.55 8.08 7.60 5 minutes 8.85 6.51 6.17 5.82 5.44 1 minutes 8.85 6.51 6.17 5.82 5.45 1 minutes 8.85 6.51 6.17 5.82 5.4

POLITICAL TALKS
Rates are net—no discounts. Payable in advance.
All copy must be presented for approval 24 hours in advance of broadcast.
(6:00 p.m. to 11:00 p.m.)

55.00 32.00 22.00 20.00 15.00 (7:00 s.m. to 6:00 p.m. and after 11:00 p.m.) (7:00 s.m. to 6:00 g
1 hour...
1/2 hour...
1/4 hour...
10 minutes...
*5 minutes...
*2 minutes...
*1 minute...
(*) When available.

SPECIA 10.00 7.00 5.00

I minute () When available.

SFECIAL FEATURES

Time signals and weather reports:

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

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

1 month 3 mos. 6 mos. 1 yeas

(7:00 a.m. to 6:00 p.m. and

after 11:00 p.m. daily)

50 words 95.00 90.25 85.50 76.00

TRANSCRIBED PROGRAMS

Transcription library service available. Bates or request. REMOTE CONTROL.

Complete remote control equipment available for handling programs outside of regular studies.

SERVICE FACILITIES

Services of the program department in arranging programs and in providing program announcers are included without extra charge.

Contract and Other Requirements

Advertising of sleoholic beverages not accepted. excepting beer and wine.

Rates are for station time, including station facilities, and services of program department. All programs subject to acceptance of the management and must conform to station policy and government regulations.

Management reserves the right to reject or discon-

grams 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. Only station announcer allowed a microphone.

All rates given are for broadcasting from main studing Stockton. Additional charges for telephone line and equipment when remote control broadcast is desired.

Separate programs advertising separate products of the same company shall be considered as separationized and may not be combined for lower rate unless this combination is included in one advertising contract through one advertising agency and unless the programs are run adjacent to each other statist the combination forms one continuous broadcast. Closing Time
Talent programs close one month in advance of broadcasts. Announcements and transcribed program close one week in advance of broadcast.

All talks must be submitted in manuscript forr prior to 12:00 noon day preceding broadcast.

Mechanical Program Equipment
Equipmed to handle programs by electrical transcript for both vertical and lateral cut recordings.

Personnel

Management reserves the right to report the reserves the program company.

VISALIA (Tulare County) KTKC (Established 1937)



Rates effective May 15, 1942.
Owned and operated by Tulare-Kings Counties Rad.
Associates.
Business Office and Studio—P. O. Box 511, Visali
California, Visalia 575.
Transmitter—1-3/4 miles Southwest of Visalia, Cali

VISALIA—Continued K T K C—Continued

Wave—Power—Time
Operating power—5,000 watts.
319.1 meters; 940 kilocycles.
Licensed to operate full time.
Operates on Pacific War Time.
Actual operating schedule: 6:00 a.m. to 12:00 mid-

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

vertising agencies. On approved creat. account. account. Some partial process of the count. Some partial process of the country states include radio charges by owners of music copyrishts. The following rates are for national advertising. For local advertising rates consult station management.

CLASS A**

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

1 th. 13 tl. 26 tl. 52 tl. 150 tl. 300 tl. 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 28.30 27.20 25.50 24.00 5 minutes 13:00 12.35 11.70 11.05 10.40 9.75 1 minute or 100 words 9.00 8.50 8.00 7.50 7 00 6.50

5 minutes 13.00 12.35 11.70 11.05 10.40 9.75 1 minute or 100 words 0.00 8.50 8.00 7.50 7.00 6.50 CLASS "B" (8:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)
1 hour...... 60.00 57.00 54.00 51.00 48.00 45.00 1/2 hour..... 36.00 34.20 32.40 30.60 28.80 27.00 1/4 hour..... 24.00 22.80 21.60 20.40 19.20 18.00 5 minutes 10.00 9.50 9.00 8.50 8.00 7.50 1 minute or 100 words 6.00 5.75 5.50 5.25 5.00 4.75 CLASS "C"

5 minutes 10.00 9.50 9.00 8.50 8.50 8.50 1 1 minute or 100 words 6.00 5.75 5.50 5.25 5.00 4.75 CLASS (C. LASS (

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
Advertising of heet 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 acted. is extra.

Contracts and copy subject to approval by station

Closing Time losing Time
Talent programs close 72 hours in advance of commencement date.
Announcements and talks close 48 hours in advance
of commencement date.
Recorded programs close 24 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 rertical 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 (Santa Cruz County)

KHUB

(Established 1937)

Rates received August 14, 1939.

Rates received August 14, 1939.

Owned and operated by John P. Scripps.

Business Office and Studio—Watsonville. Calif., Watsonville 1700 and 1701.

Transmitter—Watsonville. Californis.

Wave—Power—Time
Operating power—250 watts,
2:3.9 meters; 1340 kilocycles.
Licensed to operate full time.
Operatios on Pacific War Time.

Agency Commission 15%; cash discount ——.
General Advertising
Rates include charges by owners of music copyrights.
Actual broadcasting periods are as follows: 58 minutes for one-half hour; 14-1/2 minutes for one-cuarter hour.

1 13 28 52 100 150 300 28.07 41.00 32.00 28.00 11.4 hour... 40.00 38.00 38.00 44.00 32.00 30.00 28.00 1/2 hour.... 25.00 23.75 22.55 21.25 20.00 18.75 17.50 1/4 hour.... 14.01 33.00 12.60 11.00 11.20 11.05 9.80 5 minutes 7.00 6.65 6.30 5.95 5.60 5.25 4.90 100 words... 4.00 3.80 3.80 3.40 3.20 3.00 2.80

nouncement rates. There is no surcharge for transcriptions.

TALENT

All talent, axtra voices, and sound effects carry additional fees and charges, payable in advance.

REMOTE CONTROL

Wire and mechanical facilities and announcer and operator fees for temote control lines are not included in these rates and are payable to advance by the advertiser—rates on request.

SERVICE FACILITIES

Continuity department is at the disposal of the advertisers, Audition studies are maintained for advertisers 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 owner's reserve the right to refuse, discontinue or cancel any contract for advertising, for reasons sufficient unto themselves.

Porsonnel
Station Manarer—Eddie Calder.
Representatives
Forice & Company.
Pacific Coast—Walter Biddick Company.

COLORADO

ALAMOSA

(Alamosa County)

KGIW (Established 1929)

Rates effective March 15, 1938. Owned and operated by E. L. Allen. Business Office and Studio—Alamosa, Colo., telephone

1/4 hour 7.50

ANNOUNCEMENTS
To be used in one month.

I ti. 13 ti.
1 minute 2.50 1.50 26 ti. 52 ti. 1.25 1.00 104 ti. 208 ti. .65 .50 1.50 52 ti.

Rates on application.
ontract and Copy Requirements
Advertising of alcoholic beverages accepted.
Rates do not include talent costs. Services of announcer are included without additional charge.
Copies of all programs must be left on tile with

Copies of all programs must be left on the with the station.

Closing Time

Programs and advertising matter must be submitted and filed with the station at least 24 hours prior to koing on the sir.

Mechanical Program Equipment

Equipmed to handle programs by electrical transcription, using 33-1/3 sincle turn-table and 78 r.p.m. followed the sir. Lateral equipment for 83-1/8 Representatives

None.

COLORADO SPRINGS (El Paso County)

KVOR

(Established 1922)

(Established 1922)
Rates effective July 15, 1940. (Card No. 4.)
Owned and operated by Out West Broadcasting Co.
Business Office and Studio—Antiers Hotel. Colorado
Sprincs. Colorado, Main 278.
Sprincs. Colorado.
Sprincs. Colorado.
Sprincs. Colorado.
Wave—Power—Time
Onerating power—1, fina varia.
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
Agency commission

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

General Advertising

| Table | Tabl

News, time signals, sports review, weather reports, remberature reports—rates on request.

TALENT:

Rates on application.

Equipped with facilities for handling programs originating outside of the studios.

SERVICE FACHITTES

Station offers its national advertisers a local merchandising service.

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 recurse or discontinue any program for reasons satisfactory to itself.

Contracts, unless otherwise agreed, subject to cancellation by a 30 day advance notice with acknowledgement of any short rates to the date of cancellation. Such short rates to the date of the cancellation such short rates to the date of cancellation. Such short rates to the date of cancellation such short rates to the date of the cancellation such short rates to the date of the cancellation short rates. The short rates to the date of the cancellation short rates to the date of the cancellation short rates to the date of the cancellation short rates. The short rates the cancellation short rates to the date of the cancellation short rates. The short rates the

DENVER (Denver County) KFEL



Rates effective January 15, 1940. (Card No. 12-A.)
Card re-issued October I, 1941.
Owned and operated by Eugene P. O'Fellon, Inc.
Business office and studio—Albany Hotel, Denver.
Colorado, Keystone 0178.
Transmitter—5350 West 20th Avenue, Denver, Colo.

Wave—Power—Time
Operating power—5.000 waits,
315.8 meters; 950 kilocycles.
Licensed to operate unlimited time.
Operates on Mountain War Time.
Actual operating schedule; 24 hours daily.

Actual operating schedule: 24 nours 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 payment monthly in advance. All other rates subject to 2% cash discount for payment by tenth of month following broadcast or 5% discount for payment monthly in advance.

٠,

General Advertising
For combination rates see listing of Mutual Broad-casting System.

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.

TALKS AND POLITICAL BROADCASTS

CLASS 'A'

(6:00 p.m. to 9:30 p.m.)

1ti 18ti 20ti 52ti 104ti 195 ti 280 ti

1tr 120.00 114.00 108.00 96.00 90.00 84.00

2nr 70.00 66.50 63.00 56.50 56.00 52.50 48.00

2nr 70.00 68.50 86.00 84.00 32.00 30.00 28.00

min 30.00 28.50 27.00 25.50 24.00 22.50 21.00

min 30.00 10.00 18.00 18.00 17.00 16.00 15.00 14.00

CLASS 'B'

(7:00 a.m. to 6:00 p.m. and 9:30 p.m.

10:30 p.m.)

1 10:30 p.m.)

| 1 hr | 90.00 | 85.50 | 81.00 | 76.50 | 72.00 | 67.50 | 63.00 |
|--------|---------------|-------|-------|-------|-------|-------|-------|
| 1/2 hr | | | | 44.63 | 42.00 | 39.38 | 86.75 |
| 1/4 hr | 30.00 | 28.50 | 27.00 | 25.50 | | 22.50 | 21.00 |
| 10 min | | | | 19.13 | | 16.88 | |
| 5 min | 15 .00 | 14.25 | 13.50 | 12.75 | 12.00 | 11.25 | 10.50 |
| | | | PIDAY | | | | |

CLASS "C" (5:30 a.m. to 7:00 a.m. and 10:30 p.m. to 12:30 a.m.

| | | +0 | 14.00 | | | | | |
|--------|-------|-------|-------|-------|-------|-------|-------|--|
| 1 hr | 45.00 | 42.75 | 40.00 | | | 83.75 | | |
| 1/2 hr | 26.25 | 24.94 | 23.63 | 22,31 | 21.00 | 19.69 | 18.38 | |
| 1/4 hr | 15.00 | 14.25 | 13.50 | 12.75 | 12.00 | 11.25 | 10.50 | |
| 10 min | 11.25 | 10,69 | 10.13 | 9.56 | 9.00 | 8.44 | 7.88 | |
| 5 min | 7.50 | 7.13 | 6.75 | 6.38 | 6.00 | 5.63 | 5.25 | |
| | | C | LASS | "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 1/2 hr 13.13 12.47 11.82 11.16 10.50 9.85 9.19 1/4 hr 7.50 7.18 6.75 6.28 6.00 5.03 5.25 10 min 5.68 5.35 5.07 4.79 4.50 4.22 8.94 5 min 3.75 8.58 8.18 3.19 3.00 2.31 a.m. and 5:30 a.m. and 5:30 a.m. available only if a regularly scheduled program precedes or follows. DAILY PROGRAM SERVICE No political. Run of schedule in open available periods, subject to time clasars on one hour notice. CLASS "B" (7:00 a.m. to 6:00 p.m. and 9:30 p.m.

| | | | | –Per m | onth for | |
|--------------|--------|--------|--------|--------|----------|--------|
| | 1 | 2 | 1 | 8 | 6 | 12 |
| | wk. | wka. | mo. | mos. | mos. | mos. |
| 15 minute r | rogram | 8: | | | | |
| 7 days wkly | | | | | | |
| *6 days wkly | 112.50 | 191.25 | 337.50 | 320.63 | 803.75 | 286.88 |
| *3 daya wkly | 67.50 | 112.50 | 191.25 | 181.69 | 172.18 | 162.56 |
| 5 minute pr | ograms | : | | | | |
| 7 days wkiy | 67.50 | 114.75 | 202,50 | 192.38 | 182.25 | 172.18 |
| *6 days wkly | 56.25 | 95.63 | 168.75 | 160.81 | 151.88 | 148.44 |
| *3 days wkly | 38.75 | 56.25 | 95.63 | 90.85 | 86.07 | 81.29 |
| • | | CLASS | 3 "C" | | | |

(5:30 a.m. to 7:00 a.m. and 10:80 p.m. to 12:30 a.m.)

| 1 | 5 minute p | rograms | :: | | | | |
|----|------------|---------|--------|--------|--------|--------|--------|
| | days wkly | 67.50 | 114.75 | 202.50 | 192.38 | 182.25 | 172.18 |
| •6 | days wkly | 56.25 | 95.63 | 168.75 | 160.31 | 151.88 | 143.44 |
| •3 | days wkly | 33.75 | 56.25 | 95.63 | 90.85 | 86.07 | 81.29 |
| 5 | minute pro | ograms: | | | | | |
| | days wkly | 83.75 | 57.38 | 101.25 | 96.19 | 91.13 | 86.06 |
| •6 | days wkly | 28.13 | 47.81 | 84.38 | 80.16 | 75.94 | 71.72 |
| •0 | down mbla | 10 00 | 00 10 | 47 00 | 4E 40 | 49 04 | 40 00 |

3 days whiy 16.88 28.13 47.82 45.43 43.04 40.65 CLASS 'D'' (†12:30 a.m. to 5:30 a.m.)

| 1 | 5 minute p | rograms | : | | | | | |
|----|------------|---------|-------|--------|-------|-------|-------|--|
| 7 | days wkly | 83.75 | 57.38 | 101.25 | 96.19 | 91.13 | 86.06 | |
| •6 | days wkly | 28.13 | 47.81 | 84.38 | 80.16 | 75.94 | 71.72 | |
| •3 | days wkly | 16.88 | 28.13 | 47.82 | 45.48 | 48.04 | 40.65 | |
| 5 | minute pro | erams: | | | | | | |
| 7 | days wkly | 16.88 | 28.69 | 50.63 | 48.10 | 45.57 | 43.04 | |
| ٩6 | days wkly | 14.07 | 28.91 | 42.19 | 40.08 | 87.97 | 85.86 | |
| •₹ | dava whlv | 8 44 | 14 07 | 22 01 | 22 71 | 91 59 | 20.82 | |

daya wkly 8.44 14.07 23.91 22.71 21.52 20.82 (*) No Rundays. (†) Service between 12:30 a.m. and 5:30 a.m.—available only if a regularly scheduled program precedes or follows.

ANNOUNCEMENTS
Independent announcements and chain-breaks: When preceded or followed by participating programs, 100 word limit. All other times 50 word limit.

CLASS "A"
(6:00 p.m. to 9:30 p.m.)
1 ti. 18 ti. 26 ti. 52 ti. 100 ti. 800 ti.

Per announce: 1.18 1.07 1.02 .98 .90 .85 (1) Service between 12:30 a.m. and 5:30 a.m.—available only if a regularly scheduled program precedes or follows.

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 excepting Sundays:

20 weeks

| 4 | announcements | dailyda | 25% | and | 10% | 2% |
|---|---------------|---|-----|-----|-------|----|
| 5 | announcements | | 25% | and | 12-1/ | 2% |
| 2 | announcements | 52 weeks dally 25% and | 5% | , | and | 5% |

2 announcements dally......25% and 5% and 5% and 5% announcements dally.....25% and 7.1/2% and 5% 4 announcements dally.....25% and 10% and 5% 5 announcements dally.....25% and 12.1/2 and 5% 6 announcements dally.....25% and 15% and 5% 5ERVICE ANNOUNCEMENTS 40 word announcements plus Correct Time. Temperature Report in Denver or Weather Forceast for Denver: An additional discount of 25% will be allowed on such service announcements when purchased in any of the quantities listed above.

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 shove 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.

DALLY 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:

(7:00 a.m. to 8:00 p.m. and 9:30 p.m. to 10:30 p.m.)—Per month for

| | | | | _Per m | onth for | |
|----------------------|---------------|--------|--------|--------|----------|--------|
| | 1 | 2 | 1 | 8 | 6 | 12 |
| 1 announce- | wk. | wks. | mo. | mos. | mos. | mos. |
| ment | 31.50 | 58.50 | 105.00 | 99.75 | 94.50 | 89.25 |
| 2 announce- ments | 57.7 5 | 107.25 | 192.50 | 182.88 | 178.25 | 168.63 |
| 3 announce- ments | 88.50 | 157.50 | 262.50 | 249 38 | 286,25 | 228.18 |
| 7 announce- | | | | | | |
| ments | | | 525.00 | 498.70 | 472.50 | 446.25 |

announce-ment....... 27.00 . 54.00 90.00 85.50 81.00 76.50 2 announcements..... 49.50 99.00 185.00 156.75 148.50 140.25

3 announce-ments..... 76.50 135.00 225.00 218.75 202.50 191.25 7 announce-ments..... 162.00 270.00 450.00 427.50 405.00 882.50

CLASS "C" (5:30 a.m. to 7:00 a.m. and 10:80 p.m. to 12:30 a.m.)

| | aily includ | ing Su | indays: | | | | |
|---|--------------------|--------|---------|--------|--------|--------|--------|
| 1 | ment | 15 75 | 20.25 | K9 K0 | 40.88 | 47 9K | 44 49 |
| 2 | announce- | 15.15 | 20.20 | 02.00 | 10.00 | 21.20 | 44.00 |
| | ments | 28.88 | 53.63 | 96.25 | 91.44 | 86.63 | 81.81 |
| 3 | announce- ments | 44 05 | 70 75 | 101 05 | 104 00 | 118.13 | 111 80 |
| 7 | announce- | 44.40 | 10.10 | 131,23 | 124.08 | 110.13 | 111.00 |
| • | mente | 94 50 | 157 50 | 262 50 | 940 98 | 288 95 | 998 18 |

ment....... 13.50 27.00 45.00 42.75 40.50 88.25 2 announcez announce-mente....... 24.75 49.50 82.50 78.38 74.25 70.13 Daily excepting Sundays:

announce-ments..... 38.25 67.50 112.50 106.88 101.25 95.63 announce-81.00 135.00 225.00 213.75 202.50 191.25

CLASS "D" (†12:30 a.m. to 5:30 a.m.) Daily including Sundays: 1 announcement

ment....... 7.88 14.63 26.25 24.94 23.63 22.81 2 announcement....... 14.44 26.81 48.18 45.72 48.32 40.91 8 announcements..... 22.13 39.38 65.63 62.35 59.07 55.79 7 announce-

1 announce-ment....... 6.75 13.50 22.50 21.88 20.25 19.13 2 announcements..... 12.38 24.75 41.25 89.19 37.18 85.06 3 announce-

ments..... 19.13 33.75 56.25 53.44 50.63 47.81 7 announce-

announce-ments..... 40.50 67.50 112.50 106.88 101.25 95.68 (†) Service between 12:30 a.m. and 5:30 a.m.— available only if a regularly scheduled program precedes or follows.

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.

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 NAIs, March 21, 1941.
Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to station management.
Itates 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 turo-tables for vertical and lateral cut recordings.
Personnel
Manager—Gene O'Fallon.

ersonnei Manager—Gene O'Fallon. Director—Frank Bishop. epresentatives John Blair and Company.

K 1. Z (Established 1920)

(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 Hambden, Englewood,

Colorado,

Wew-Power—Time

Operating power—5,000 watts.

535.7 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.

Licensed to operate ruil time on regional chains.
Operates on Mountain War Time.
Actual operating schedule: Sundays 7:00 a.m. to 12:00 midnight.
Agency Commission
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"

(6:00 p.m. to 10:30 p.m.)
1 ti. 13 ti. 26 ti. 52 ti. 104 ti. more ti. 1 hour... 225,00 213.75 202.50 191.25 180.00 168.75 1/2 hour... 134.00 127.25 120.50 114.00 1107.25 100.50 1/4 hour... 78.75 75.00 71.00 67.00 63.00 59.00 5 minutes 44.75 42.50 40.25 38.00 55.75 33.50 CLASS "B"

(9:00 a.m. to 6:00 p.m., except Sunday afternoon and 10:30 p.m. to 12:00 midnight)
1 hour... 115.00 109.25 103.50 97.75 92.00 86.25 1/2 hour... 133.00 109.25 103.50 97.75 92.00 86.25 1/2 hour... 135.00 40.00 38.00 35.75 33.50 CLASS "B"

(9:00 a.m. to 9:00 a.m.)
CLASS "B"

(1:00 noon to 6:00 p.m. except Sunday afternoon and 10:30 p.m. to 12:00 midnight)
1 hour... 24.00 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 "B"

(6:00 p.m. to 10:00 midnight)
1 hour... 115.00 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 "B"

(6:00 a.m. to 9:00 a.m.)
Class "B" rates plus 25%.

ANNOUNCEMENTS
Independent day and night announcements may be combined to earn frequency discounts.
Announcement rates are for optional time within limits set out below.
Add talent cost if additional announcer or sound effects are required.
Live ann

telent rates.

1/2 hour unit, per six days weekly 10.00 25.00 10.00 25.00 10.00 25.00 10.00 15.00 10.00 15.00 10.0 week— Transcription Service 25.00

(This listing continued on next page)

i li

COLORADO--Continued

DENVER—Continued K L Z-Continued

REMOTE CONTROL. Equipped for handling programs originating outside tof the studios. Mobile unit available.

TALENT

SERVICE FACILITIES
Complete merchandising service offered national advertisers.

icomplete merchandising service offerad national advertisers.
antract and Other Requirements
All programs must conform to standards of the station.
Copy prepared by advertiser must have stations approval in advance,
Station reserves the right to refuse or discontinue any program for reasons easilisactory 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.
Trogram 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 pald as earned at the end of each 13, 26, 39 and 52 week period.
All programs subject to change of time on 14 days notice. All proposals subject to prior backing and time.

period.
All programs subject to change of time on 14 days' notice. All proposals subject to prior booking of time.
Itime.

rersonnel

Manager—Hugh B. Terry.

Iational Representatives

The Katz Agency, Inc.

KMYR

(Established 1941)
Rates effective April 1, 1941. (Card No. 1.)
Owned and operated by F. W. Møyer.
Business Office and Studio—1626 Stout Street, Denver, Colorado.
Transmitter—Equitable Building, 17th and Stout
Street, Denver, Colorado.

D.m.
The following rates apply to "Meet the Boys in the Band":

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.

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 Equipment Equipment Equipment and 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.



Rates effective January 1, 1942. (Card No. 10.) 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.
Denrer. Colorado, Main 6211.

Transmitter—Colfax Avo.. 12 miles East of Denver.

vave—Pewer—Time Avo.. 12 miles East of Denver.

vave—Pewer—Time Operation Downer—50,000 watts.

17 (Typital control.)

352.9 meters; 850 kilocycles.

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
Bills due and payable when rendered.

mission 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 auch 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 broadcasts 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 of 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

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"

| | | | p.m. | | | | | |
|---|--------|-------|--------|-------|------|------|-------|-------|
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| m | inutes | | | | | | | 56.00 |
| | (This | listi | ng cor | tinue | d on | next | page) | |



DENVER—Continued K O A-Continued

CLASS "R" (12:00 noon to 6:00 p.m. Sunday only) hour 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) hour 140.00 hour 84.00 hour 55.00 hour 56.00 minutes 47.00 minutes 28.00 CLASS "D" (12:00 midnight to 9:00 a.m.)

CLASS "E"

SERVICES

SERVICES

Time Signals: Each service exclusive to one advertiser.

6:00 p.m. to sign-off, seven nights weekly—Two
20 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. The actual time and
spelling of a name are each counted as one word.
This service available to time piece manufacturers or those who regularly furnish a time service
to the public. Per week 350:00.
Sign-on to 6:00 p.m., seven days weekly—Three
20 word, two 10 word announcements daily. Per
week 175:00.

Weather Reports, Temperature Reports—Each service
broadcast once in each service period.
Bates are computed on basis of one announcement
daily, six days weekly. Adertisers may contract
for only one service in each service period. Service
consists of feature plus a 100 word commercial
announcement:
Eventure Der week

Gross Net Per Week Per Week 6 days weekly:

Applicable only to rates for local broadcasting listed under Class "A," "B," "C," "D," and "E."

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 echeduled 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 serv-ice (daytime or evening) will apply to the other

ELECTRICAL TRANSCRIPTIONS Accepted at card rates.

Accepted at card rates.

REMOTE CONTROL

Additional charkes are made for programs originating outside of the station's studios, and for programs retutring special production.

Contract and Other Regultements
All acceptable accounts are subject to the same rates. No periods are sold in bulk for re-eale. Advertisers cooperating in group broadcasts are required to make individual contracts, subject to cardiate and regulations. All programs are subject to approval of the station. Sorvices of the station. Sorvices of the station programs, are included without extra charge, excepting in the event client specifies a Darticular announcer.

Lectures and educational talks are not accepted by the companion.

antioincer. 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. excepting in the case of independent announcements which may be moved to other periods if available and as arranged by stating manager upon 24 hours notice.

Closing date is two weeks in advance of initial pro-gram, and program material must be attacked one week in advance of broadcast late. No changes with-in two days preceding broadcast.

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

Manager-James R. MacPherson.

Representatives National Broadcasting Company, Inc.

KPOF (Established 1928)



Owned and operated by Pillar of Fire. 1845 Champs Street. Denver. Colorado.

Wave—Power—Time
Operating power—1,000 watts.
(1)10% modulation—crystsi control.)
329.7 meters; 910 kilocycles.
Operates on Mountain War Time.
Shares time with station KFWA.

Does not sell time.

KVOD (Established 1925)



BLUE NETWORK STATION



Rates effective October 1, 1941. (Card No. 10.) Owned and operated by Colorado Radio Corporation
Business Office and Studios—1022 Midland Savings
Bldg., Denver. Colo., Tabor 2291.
Transmitter—North of Denver, Colorado.

Wave—Fower—Time
Operating power—5,000 watts,
476.2 meters; 630 kilocycles.

410.2 meters; box knowleds. 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
Agency commission
Agency commission
Agency commission
I5% to recognized agencies on
time only. No cash discount.
Bills due and Dayable
when rendered.

General Advertising
For combination rates see listing of Blue Network
Company (Blue Mountain Group). (6:00 p.m. to 10:30 p.m.)

| 1/2 hour | 70.00 |
|--|-------|
| 1/4 hour | 40.00 |
| | |
| 5 minutes | 25.00 |
| l minute transcription, 100 words or chain | |
| break | 15.00 |
| 50 words or less, run of schedule | |
| no words or less, run of schedule | 10.00 |
| (0:00 a.m. to 6:00 p.m. and 10:30 p.m. to | - |
| | , |
| 12:00 mldnight) | |
| 1 hour | 72.00 |
| 1/2 hour | 42.00 |
| | |
| 1/4 hour | 24.00 |
| 5 minutes | 15.00 |
| 1 minute transcription, 100 words or chain | |
| | 9.00 |
| break | |
| 50 words or less, run of schedule. | 6.00 |
| | |

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger dis-

Counts.

i to 12 times. Net 52 to 99 times. 15% 130 to 25 times. 20% 25% to 51 times. 20% 250 or more times. 25% SPECIAL FEATURES

RECORDED PROGRAMS

Transcription library service syalishle-rates and details on request.

TALENT

Rates on application.

Rates on snollcation.

Contract and Other Resultsments
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
Equipmed 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 and General Manager—Wm. D. Pyle.
Station Manager—T. C. Ekrem.
Commercial Department—Con Hecker.

Representatives
Joseph Hershey McGillyra. Inc.

DURANGO (La Plata County)

KIUP

(Established 1935) itates effective September 1, 1940.

itates 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 nieters; 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. remate control installations, transcriptions or other extraneous items. Invoices mailed first of each month.

 extraneous items. Invoices mailed first of each wonth.

 General Advertising
 Fees charred by owners of music copyrights are not included in rates.

 The following rates are for advertising.
 1 ti. 18 ti. 28 ti. 1 ti. 18 ti. 28 ti. 1 ti. 100.00 \$5.00 \$8.00

 1/2 hour.
 20.00 \$17.50 \$15.00

 1/4 hour.
 12.00 \$11.00 \$10.00

 5 minutes.
 5.00 \$4.00
 ANNOUNCEMENTS 26 ti. 1.75 1.25 52 t1. 1.50 1.00 18 tL 2.00 1.50

POLITICAL TALKS Rates on application. Advance payment will be re-quired. All programs subject to prior booking of time. Typewritten speech required previous to time of going on the air.

Spensor 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.

studios and records are furnished at the 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 slike to the station and the advertiser.

Closing Time
Closing date for sponsored programs one week in advance. For announcements, talks, etc., on day

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-tables.

Personnel
Manager-Raymond M. Beckner.

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· 新加州 人名英格兰 人名英格兰人

The state of the s

GRAND JUNCTION

(Mesa County)

KFXJ
(Established 1926)



Rates effective April 1, 1942.

Owned and operated by Western Slope Broadcasting
Company.

Business Office and Studio—La Court Hotel. Grand
Junction. Colorado, Grand Junction 126.

Transmitter—Hillcrest Manor. Grand Junction. Colo.

-Power-Time

Operating power.—1,000 watts days; 500 watts nights.
(100% modulation—crystal control.)
326.1 meters; 920 kilocycles.
Licensed to operate full time on regional channel.
Operates on Mountain War Time.

Agency Commission

Agency commission 15% to recognized a vertising agencies providing payment is made within 10 days following statement. No commission on talent. Cash discount 2% on net—10 days from invoice date. No cash discount on talent. Invoices mailed lat of month.

General Advertising

For combination rates see listing of Mutual Broad-casting System.

The following rates are for national advertising. All accounts for local firms handled through an agency are considered national accounts.

| 1 hour 1/2 hour 1/4 hour 10 minute | . 30.00 . 20.00 . 16.00 | 13 ti. 48.75 29.25 19.50 15.60 | 26 ti. 47.50 28.50 19.00 15.20 | 46.25 27.75 18.50 14.80 | 100 ti. 45.00 27.00 18.00 14.40 | 42.50 25.50 17.00 13.60 |
|---|-------------------------------|--|--|----------------------------------|---|----------------------------------|
| 5 minute | 12.00 | 11.70 | 11.40 | 11.10 | 10.80 | 10.20 |

ANNOUNCEMENTS

50 words or 1/2
minute..... 3.00
100 words or 1
minute..... 5.00
4.87
4.75
4.62
4.50
4.87
4.75
4.62
4.50
4.87 2.55 4.25 4.25 Regular rates apply.

TALENT POLITICAL RATES

Talent of any nature, musical or dramatic, available. Rates on request.

REMOTE CONTROL

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

Centract and Other Requirements

Rates do not include talent or the cost of transcrip-tions when either are used. Services of announcer are included without extra charge.

No blanket contracts sccepted. No contracts ac-cepted for longer than one year. Contracts subject to cancellation unless program starts within 30 days. All contracts subject to station owners approval and sovernment regulations. The station owner reserves the right to refuse or discontinue any advertising for reasons satisfactory to himself.

All orders for advertising subject to station owners approval as to continuities, music, program arrangeapproval as ment, etc.

Closing Time
Closing date for talent programs is two weeks in advance.
Announcements, talks and recorded programs close one week in advance.

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

Personnel
Managing Director—Rex Howell.
Auditor—Chas. Howell.

Representatives
The Walker Company.

GREELEY

(Weld County) KFKA

(Established 1921)

Rates effective February 1, 1938. (Card No. 55N.) Owned and operated by The Mid-Western Radio Corboration.
Business Office and Studio—620 Elghth Ave., Colorado.
Transmitter—Hoover Park, Greeley. Colorado. n. Office and Studio—620 Elghth Ave., Greeley.

Wates—Power—Time
Operating power—1.000 watts.
'1100% modulation.')
320.7 meters; 910 kilocycles.
Licensed to operate on regional channel.
Operates on Mountain War Time.
Actual operating schedule: Sundays 5:00 a.m. to 6:30
a.m., 9:00 a.m. to 11:00 a.m., 12:30 p.m. to 8:00
p.m., 4:30 p.m. to 8:00 p.m. and 9:00 p.m. to 12:30
a.m. Week days 5:00 a.m. to 7:15 a.m., 9:00 a.m.
to 2:30 p.m., 4:30 p.m. to 6:30 p.m. and 8:30 p.m.
to 1:00 a.m.

Agency Commission 15% to recognized advertising agencies. Cash discount 2%—10 days from date of invoice.

General Advertising
For combination rates see listing of Mutual Broadcasting System
The following rates are for national advertising. For
local advertising rates consult station management.
All hours,

| | | | (AH I | loursi | | | |
|-----|---------|-------|---------|--------|--------|---------|---------|
| | | 1 ti. | 13 H. | 26 ti. | 52 ti. | 100 tl. | 800 t1. |
| - 1 | hour | 70.00 | 66.50 | 63.00 | 69.50 | 56.00 | 52.50 |
| | hour | | 39.90 | 37.80 | 35.70 | 33.60 | 31.50 |
| | hour | | 26.60 | 25.20 | 23.80 | 21.40 | 20.00 |
| | minutes | | 13.30 | 12.60 | 11.90 | 11.20 | 10.50 |
| | | | CORRECT | | DITTO | | |

ANNOUNCEMENT SERVICE

(5:00 s.m. to 6:00 p.m. and 10:00 p.m. to 1:00 s.m.)

50 words... 3:00 2.85 2.70 2.55 2.40 100 words... 4.50 4.28 4.05 3.88 8.60 (6:00 p.m. to 10:00 p.m.)

Chain break (20 words) 10.00 9.50 9.00 8.50 8.00 RECORDED PROGRAMS

No extra charge where program structure calls for use of transcription library service.

TALENT
Rates on application.

REMOTE CONTROL

All wire and mechanical charges for remote control, and for additional announcer if needed, are in addition to station time.

Contract and Other Requirements
Preferred position governed by priority. Times of
broadcast subject to change on two weeks' notice to
accommodate network broadcasts. No blanket contracts accepted. No contracts accepted for longer
than twelve months. 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.

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

ersonner Managing Director—H E. Green Station Manager—Francis Price.

Representatives
The Walker Company.

LA JUNTA

(Otero County

KOKO

Rates effective January 1, 1942.
Owned and operated by the Southwest Broadcasting Company.
Business Office and Studio—La Junta. Colorado.
Transmitter—Highway 50, La Junta. Colorado.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time.
Operates on Mountain War Time.
Actual operating schedule: 6:30 a.m. to 10:00 p.m.

Agency Commission
Agency commission 15% to recognized advertising agencies. Cash discount —.

ANNOUNCEMENTS

13 ti. 1.50 52 ti. . .75 50 words.....

SPECIAL FEATURES

Newscasts-Five minutes on the hour:

Mechanical Program Equipment
Equipped to handle Programs by electrical transcrip-tion, using 33-1/3 or 78 r.p.m. turn-tables for lateral cut recordings.

Personnel Station and Promotion Manager-Leonard E. Wilson.

PUEBLO

(Pueblo County)
KGHF

(Established 1928) Rates effective March 1, 1941.

Owned and operated by C. P. Ritchie.
Studio-Pueblo Savings & Trust Co. Bidg.. Pueblo.
Colorado. telephone 3877.
Transmitter-U. S. Highway No. 87 south of Pueblo.
Colorado.

Wave—Power—Time
Operating power—500 watts.
(1900% modulation)
222.9 meters; 1350 kilocycles.
Licensed to operate full rime
Operates on Mountain War Time.

Agency Commission
Agency commission 15% on net charges for station
facilities to recognized advertising agencies. No cash
discount. Bills are due and payable when rendered.

General Advertising

For combination rates see listing of Blue Network Company (Blue Mountain Group). The tollowith rates are for national advertising. For local advertising rates consult station management.

GENERAL BROADCASTING

| | | (6:00 | | | | | | |
|---------------------|------------------------------------|--------|---------------------------------------|--------|------|---|--------|--------------------------------|
| 1 | hour | | | | | | | 90.00 |
| 1/2 | hour | | | | | | | 54.00 |
| 1/4 | hour | | | | | | | 36.00 |
| 5 | minutes | | | | | | | 15.00 |
| ī | minute. | | | | | | | 7.50 |
| รอิ | words o | | | | | | | 5.00 |
| | | | | | | | | |
| Stat | ion brea | aks. 2 | 5 WOL | d li | mlt. | take l | minute | rate. |
| | | | | | | | | |
| | | {7:00 | a.m. | to | 6:00 | p.m.) | | |
| 1 | hour | | | | | | | 50.00 |
| 1 1/2 | hour | | | | | ******** | | 50. 00 |
| 1 1/2 1/4 | hour | | | | | ********** | | |
| | hour | | · · · · · · · · · · · · · · · · · · · | | | | | 30.00 18.00 |
| 1/4 | hour hour minutes | | · · · · · · · · · · · · · · · · · · · | | | ************* | | 30.00 18.00 9.00 |
| 1/4 5 1 | hour hour minutes minute. | | | | | | | 30.00 18.00 9.00 4.00 |
| 1/4 5 1 50 | hour hour minutes | or les | | •••••• | | *************************************** | | 30.00 18.00 9.00 |

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts within one year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration.

Contracts cancelled before completion take earned rate.

| 1 to 12 | times | . Net |
|------------|------------|----------|
| 13 to 25 | times | . 2-1/2% |
| 26 to 51 | times | . 5% |
| 52 to 77 | timestimes | . 7-1/2% |
| 78 to 99 | times | . 10% |
| 100 to 149 | times | .12-1/2% |
| 150 to 224 | timestimes | . 15% |
| 225 to 299 | times | .17-1/2% |
| 300 or mo | re times | . 20% |
| | | |

ELECTRICAL TRANSCRIPTIONS Electrical transcriptions take regular rates.

TALENT

Talent rates on request. Additional charge is made where more than one announcer is necessary.

REMOTE CONTROL

Additional charges are made for programs originating outside the studios.

Contract and Other Requirements

Hates are for station time only. Preferred position governed by priority and availability of time. Times of broadcast subject to change on four weeks notice, to accommodate network programs. All contracts subject to approval of station management. The station management reserves the right to refuse or discontinue any advertising and/or programs for reasons satisfactory to itself.

Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables vertical or lateral cut recordings

Personnel

Manager—I. H. McGill Sales Manager—Maxson I. Bevens. Program Director—Fred Amos.

Representatives

Howard H. Wilson Company.

STERLING

(Logan County) KGEK

(Established 1926) Rates effective July 1, 1941.

United and operated by Eimer G. Beehler.

Business Office and Studio—Fleming Road, Sterling.

Colorado, telephone 679.

Transmitter—Fleming Road, Sterling, Colorado.

'Ave—Power—Time

'Operating Power—100 watta.

'(100% modulation—crystal control.)

243.9 meters; 1230 kilocycles.

Licensed to operate on local channel.

Operates on Mountain War Time.

Actual operating schedule. Sundaya 11:00 a.m. to

12:15 p.m., and 2:30 p.m. to 3:30 p.m. Daily 11:30

a.m. to 1:30 p.m. and Tuesday and Friday nights

7:15 p.m. to 8:45 p.m.

Agency Commission
Agency Commission 15% on broadcasting rates to recognized advertising agencies providing payment is made by 10th of month following service. No cash discount.

General Advertising

| Τ. | ne | ioliowin | | | for nati | | | |
|----|----|----------|-------|--------|----------|--------|---------|---------|
| | | | 1 tl. | 13 ti. | | 52 tl. | 104 ti. | 312 tl. |
| | | hour, | 15.00 | 11.00 | | 8.40 | | 6.75 |
| 1, | /4 | hour | 7.50 | 5.50 | | 4.20 | 3.75 | 3.33 |
| | 5 | minutes | 3.50 | 2.50 | 2.35 | 2.25 | 2.10 | 2,00 |
| | 1 | minute | 2.50 | 2.00 | 1.75 | 1.65 | 1.55 | 1.20 |
| 1 | 50 | words | 1.25 | 1.10 | 1.00 | .95 | .85 | .60 |
| | | | | | | | | |

SPECIAL FEATURES

Newscasts—85 word spot daily, 3 months contract, per month 45.00; 6 months contract. per month 42.00. Scheduled on 1/4 hour news programs. Live stock, markets and weather reports—50 word spot daily, 2 months contract, per month 37.50; 6 months centract, per month 32.00.

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

10.25

CONNECTICUT

CONNECTICUT BROADCASTING SYSTEM

270 Atlantic St., Stamford, Conn., Stamford 4-7575. Rates issued September 1, 1942.

WNAB-Bridgeport WNLC-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 annuncements on the six member stations. Rates include charges by owners of music copyrights.

(Nighttime)

1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 260 ti.

1 hour.... 300.00 285.00 270.00 255.00 240.00 225.00

1/2 hour.... 180.00 171.00 162.00 153.00 144.00 135.00

1/4 hour.... 120.00 114.00 108.00 102.00 96.00 90.00 (Daytime)
1 hour.... 150.00 142.50 135.00 127.50 120.00
1/2 hour... 90.00 85.50 81.00 76.50 72.00
1/4 hour... 60.00 57.00 54.00 51.00 48.00 ANNOUNCEMENTS

Line Charges

ne charges

Rates shown do not include line charges. Lines retained on a multiple hour basis. Cemplete 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 1926)

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

Uperating power—1.000 watts days; 500 watts nights.

(100% modulation—crystal control.)

500.0 meters; 600 kilocycles.
Litensed to Operate full time on regional channel.
Operates on Eastern War Timo.

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 gency 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.
Itates include charges by owners of music copyrights. The following rates are for both local and national advertisins.
Actual time is: 1 hour, 59:30 minutes; 8/4 hour, 44:20 minutes; 1/2 hour, 89:30 minutes; 1/4 hour, 14:30 minutes; 5 minutes, 4:50 minutes.

MUSICAL OR DRAMATIC PROGRAMS

| (6:00 p.m. to 10:30 p.m. dally) |
|--|
| I hour 160.00 |
| 8/4 hour 128.00 |
| 1/2 hour |
| 1/4 hour |
| 5 minutes 82.00 |
| • ************************************* |
| (8:00 a.m. to 6:00 p.m. week days. 8:00 |
| a.m. to 1:00 p.m. Sundays, and 10:30 p.m. |
| p.m. to 12:00 midnight daily) |
| 1 hour 80.00 |
| 8/4 hour |
| 1/2 hour |
| |
| |
| 6 minutes 10.00 |
| (1:00 p.m. to 8:00 p.m. Sundays) |
| 1 hour |
| 8/4 hour 90.00 |
| 1/2 hour |
| 1/4 hour |
| |
| |
| When one client is using afternoon time seven days |
| weekly, regular aftermon time charge applies to |
| Hundaya also. |
| (12:00 midnight to 8:00 a.m. daily) |
| 1 hour |
| 8/4 hour 48.00 |
| |
| |
| 1/4 hour 22.00 |

| DISCOUNTS | |
|---|--|
| Time discounts apply to total broadcasts in each | |
| classification for sponsor within the current year. | |
| No time discounts on talent or line charkes. Less than 26 times | |
| 26 to 51 times | |
| 52 to 103 times | |
| 104 to 155 times | |
| 156 to 207 times12-1/2% | |
| 208 or more times15% | |
| Programs, including special features, running con- | |
| tinuously for 52 consecutive weeks earn an addi- tional repate of 10%, based on the lowest billing for | |
| Ally one week. | |
| ANNOUNCEMENTS | |
| Participating announcements. | |
| (After 8:00 p.m.) | |
| 125 words or one minute transcription | |
| (Before 6:00 p.m.) | |
| 125 words or one minute transcription 8.00 | |
| Aunouncements between programs. | |
| (After 6:00 p.m.) | |
| 80 words | |
| (Before 6:00 p.m.) | |
| 80 words 8.00 | |
| SPECIAL FEATURES | |
| Announcements—Before or after News broadcast: | |
| Limited to two announcements before News and two | |
| appointed manta after Moret 100 monda maximum: | |

announcements after News; 100 words maximum: Per week (7 days)

ELECTRICAL TRANSCRIPTIONS
Regular time charges apply to recorded

, Urograma 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.

The above musical program rates are for the facili-ties of the station only; talent is extra. No commis-sions or time discounts on talent or line charges. Preferred position governed by priority and availa-bility on contract basis. No blanket contracts ac-cented. No contract accepted for longer than one year.

centen. 10 contents of the station standard of ethics in broadcasting. ethics in t

fesing 11me Closing date for inclusion in general publicity and printed announcements is 14 days in advance of

printed announcements of the program of the presented of the presentation of the presentation of the presentation of the program of the progr

WNAB (Established 1941)

Rates effective November 1, 1941. (Card No. 2.) Owned and operated by Harold Thomas. Business Office and Studio—991 Broad St., Bridgeport. Conn.
Transmitter—Locomobile Point, Bridgeport, Conn.

Transmitter—Locomodile Fount Bridgepott, Comm.

Wave—Power—Time
Operating power—250 watts.
(100% modifiation—crystal control.)
200.9 meters; 1450 kilocycles.
Licensed to operato 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.

Agoncy Commission
Agency commission 16% to recognized agencies on
station time only. No cash discount. Bills rendered
inouthly; due end of month.

inonthily; due end of month.

General Advertising
for comblination rates see listings of Blue Network
Cumpany (Basic Blue Network) and Connecticut
Hrandensking System.
The following rates are for national advertising.
Hates include charges by owners of music copyrights.
Licensed to brondenst ASCAP, BMI. SESAO music,
Also sold in combination with WATR, Waterbury.
Combination rates on request.

| (After 6:00 p.m. | wook | days and | after 1: | 00 |
|---|---|---|------------------------------|-------------------------|
| . D | .m. Su | nday) | | |
| - | I tl. | 18 tl. | 26 tl. | 52 ti. |
| 1 hour | 75.00 | 71.25 | 07.50 | 03.75 |
| 1/2 heur | 45,00 | 42.75 | 40.50 | 38, 25 |
| 1/4 hour | 30.00 | 28.50 | 27.00 | 25,50 |
| 5 infautos | 15.00 | 14.25 | 13.50 | 12.75 |
| | lother | time) | | |
| 1 liggr | 00.00 | 47.50 | 45.00 | 42.50 |
| 1/2 hour | 30.00 | 28.50 | 27.00 | 25.50 |
| | 20.00 | 10.00 | 18.00 | 17,00 |
| 1/4 hour | 10.00 | 9.50 | 0.00 | 8.50 |
| | | | | |
| | | | | |
| (After 6:00 p.m. | week | days and | after 1: | |
| (After 6:00 p.m. | week | days and | | |
| (After 6:00 p.m. | week in. Hur 26 th, | days and idays) 52 tl. | after 1:0 | |
| (After 6:00 p.m. | week m. Hur | days and idays) | after 1: | 50 |
| (After 6:00 p.m. 1 tl. | week in. Sur 26 th 9,50 | days and idays) 52 t1. 0.00 | after 1:0 104 tt, 8.50 | 300 tl. 8.00 |
| (After 6:00 p.m. 1 ti. 125 words 10:00 | week in. Hur 26 th, | days and idays) 52 tl. | after 1:0 | 300 tl. |
| (After 6:00 p.m. n. 1 tl. 125 words 10:00 50 words or chain breaks, 6.50 | week m. Sur 26 th 9.60 6.26 | days and idays) 52 tl. D.00 5.85 | after 1:0 104 tt, 8.50 | 300 tl. 8.00 |
| (After 6:00 p.m. p. 1 tf. 125 words 10:00 50 words or chain breaks 6.50 (Al | week m, Sur 26 th 9,50 6,25 | days and idays) 52 tl. 0.00 5.85 tlms) | 104 tt, 8.50 5.55 | 300 tl. 8.00 5.20 |
| (After 6:00 p.m. n. 1 tl. 125 words or chall breaks 6.50 (A1 125 words of chall breaks (A1 125 words 6.00 | week m. Sur 26 th 9.60 6.26 | days and idays) 52 tl. D.00 5.85 | after 1:0 104 tt, 8.50 | 300 tl. 8.00 |
| (After 6:00 p.m. p. 1 tf. 125 words 10:00 50 words or chain breaks 6.50 (Al | week m, Sur 26 th 9,50 6,25 | days and idays) 52 tl. 0.00 5.85 tlms) | 104 tt, 8.50 5.55 | 300 tl. 8.00 5.20 |

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 5:00 p.m. Sundays.

Frequency Rates

| applicable to Special Features. | |
|---------------------------------|-------|
| 1/4 hours: | |
| l program per week | 18.00 |
| 3 programs per week | 45.90 |
| 5 programs per week | |
| 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 hoth vertical or lateral cut recordings.

Personnel Station Manager—Levon Thomas. Commercial Manager—Ken Thomas.

Representatives William G. Rambeau Company.

HARTFORD

(Hartford County) WDRC (Established 1922)



Rates effective August 1, 1942. (Card No. 20.) Owned and operated by WDRC, Inc.
Business Office and Studio-750 Main Street. Hartford. Connecticut. telephone 7-1188.
Transmitter—Bloomfeld. Councetteut.

Wave—Power—Time
Operating power—5,000 watts,
(140% modulation)
220.6 meters; 1360 kilocycles,
Licensed to operate full time on cleared regional
channel, Operatos on Eastern War Time,
Actual Operating schedule: Sundays 8,000 a.m. to
12:00 mtdnight. Week days 7:00 a.m. to 12:05 a.m.

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 (6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. Sunday)

| 1 hour 1/2 hour 1/4 hour | 1 ti. 190.00 114.00 76.00 | 26 ti. 180.50 108.30 72.20 | 52 tl. 161.50 96.90 64.60 | 100 ti. 152.00 91.20 60.80 | 800 ti. 142.50 85.50 57.00 |
|--------------------------------|------------------------------------|-------------------------------------|------------------------------------|-------------------------------------|-------------------------------------|
| 5 minutes | 38.00 | 86.10 | 32.30 | 80.40 | 28.50 |
| (8:00 | a.m. to t | 3:00 p.in. 3:1:00 p.i | week day m. Sunds | s and 8: | DO |

| 1 hour 1/2 hour 1/4 hour 5 minutes | 95.00 57.00 58.00 19.00 | 90.25 55.15 36.10 18.05 | 80.75 48,45 82.80 1 6.15 | 76.00 45.60 80.40 15.20 | 71.25 42.75 28.50 14.25 |
|---|----------------------------------|----------------------------------|--|----------------------------------|----------------------------------|
| 1 hour | (11:00 63.88 | p.m. to 00.16 | 8:00 a.m | 1.) 10.66 | 47.50 |
| 1/2 hour 1/4 hour | 38.00 25,33 | 86.10 24.06 12.04 | 82.30 21.53 10.77 | 30,40 20,26 10,14 | 28.50 19.00 9.51 |
| 5 minutes | 12.67 | NOUNCE | | 10113 | 0.01 |

to 11:00 p.m. week days and

| 1: | 00 p.m. | to 11:00 | p.m. Su | idays). | |
|------------|----------------|---------------------|--------------------|--------------------|------------------|
| 125 words | l tl. 80.00 | 26 tl. 28.50 | 52 ti. 25.50 | 100 tl. 24.00 | 300 tl. 22.50 |
| 50 words o | r | 1D.00 | 17.00 | 16.00 | 15.00 |
| (8:00 | a.m. to | 6:00 p.r to 1:00 | n. week D.m. Su | days and ndays) | · . |
| | | | | | |

| le | X8 | 20,00 | 1D.00 | 17.00 | 16.0 0 | 15.00 |
|-----------------|-------------------------|------------------------|----------------------------------|----------------------------------|-----------------------|-----------------------|
| | (8;00 | a.m. to 8:00 a.m | 6:00 p.; to 1:00 | n. week p.m. Su | days and ndays) | 1 |
| 125 50 25 | words words words | 15.00 10.00 7.50 | 14.25 9.50 7.13 | 12.75 8.50 6.88 | 12.00 8.00 6.00 | 11.25 7.50 5.63 |
| 125 50 25 | words words words | 10.00 | .p.m. to 9.50 6.83 4.75 | 8:00 a.m 8.50 5.66 4.25 | 8.00 8.88 4.00 | 7.50 5,00 8.75 |

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 heur... 25.33 24.06 21.53 20.26 *10 min... 19.00 18.05 16.15 15.20 125 words. 6.50 6.18 5.53 5.20 (*) Available 7:10 a.m. to 7:55 a.m. only.

"Strictly 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

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.

dising service, data on request for contracts of size to warrant.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted.
Contracts are sublect to station owner's approval and government 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 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

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.

WNBC (Established 1935)



Rates effective January 1, 1940, (Card No. 7.)

Rates effective January 1, 1940. (Card No. 7.)
Owned and operated by The State Broad-asting Corn.
Business Offices and Studies—54 Pratt St., Hartford.
Connecticut. Hartford 7-9131.
Transmitter—Newington, Conn.
Wave—Power—Time
Operating power—5.000 watts.
212.8 meters; 1410 kilocycles.
Licensed to operate full time on regional channel.
Operates on Eastern War Time.
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 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

Company (Basic Blue Network). ALIMINE COMES AND WORK (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 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.

(6:00 p.m. to 11:00 p.m. week days and

| | ,uu p.m. | 10 11.00 | p.m. au | iuaya, | |
|-----------|----------|----------|---------|---------|---------|
| | 1 tf. | 26 tl. | 52 tl. | ino ti. | 300 tt. |
| 1 hour | 120.00 | 114.00 | 102.00 | 96.00 | 90.00 |
| 1/2 hour | 72.00 | 68.40 | 61.20 | 57.60 | 54.00 |
| 1/4 hour | 48.00 | 45,60 | 40.80 | 38.40 | 86,60 |
| 5 minutes | 24.00 | 22.80 | 20.40 | 19.20 | 18.00 |
| | | | | | |

| (8-00 a | m to 6 | :00 p.m. | week davs | . and 8: | 00 |
|-----------|---------|----------|-----------|-----------|--------------|
| | a.m. to | 1:00 p.r | n. Sunda: | vs) | |
| | 1 ti. | 26 ti. | 52 ti. | 100 ti. | 300 ti. |
| l hour | 60.00 | 57.00 | 51.00 | 48.00 | 45.00 |
| 1/2 hour | 36.00 | 34.20 | 30.60 | 28.80 | 27.00 |
| 1/4 hour | 24.00 | 22.80 | | 19.20 | 18.00 |
| 5 minutes | 12.00 | 11.40 | 10.20 | 9.60 | 9.00 |
| | (11:00 | p.m. to | 8:00 а.п | 1.) | |
| 1 hour | 40.00 | 38.00 | | 32.00 | 30.00 |
| 1/2 hour | 24.00 | 22.80 | 20.40 | 19.20 | 18.00 |
| 1/4 hour | 16.00 | 15.20 | 13.60 | 12.80 | 12.00 |
| 5 minutes | 8.00 | 7.60 | 6.80 | 6.40 | 6.0 0 |
| | AN | NOUNCE | MENTS | | |
| (6:00 p | m. to | 11:00 p. | m. week | days, a | nd |
| 1.6 | 00 n.m. | to 11:00 | p.m. Sur | days) | |
| l minute | 12.00 | 11.40 | 10.20 | 9.60 | 9.00 |
| 50 words | 10.00 | 9.50 | 8.50 | 8.00 | 7.50 |
| 25 words | | 7.60 | 6.80 | 6.40 | 6.00 |
| (8:00 a | m. to 6 | :00 p.m. | week day | s. and 8: | 00 |
| , | a.m. to | 1:00 p.i | n. Sunda | ya) | |
| 1 minute | 6.00 | 5.70 | 5.10 | 4.80 | 4.50 |
| 50 words | 5.00 | 4.75 | 4.25 | | 3.75 |
| 25 words | 4.00 | 3.80 | 3.40 | 3.20 | 3.00 |
| | (11:00 | p.m. to | 8:00 a.r | n.) | |
| 1 minute | 4.00 | 3.80 | 3.40 | 3.20 | 3.00 |
| 50 words | 3.33 | 3.16 | 2.83 | 2.66 | 2,50 |
| 25 words | 2.67 | 2.54 | 2.27 | 2.14 | 2.00 |
| EL | ECTR1 | CAL TRA | NSCRIP | TIONS | |

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, an traveling expenses, salaries, etc., of attact to be paid by advertiser, when required, in advance.

SERVICE FACILITIES

Production department and sales and merchandishing 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 statiun.

Closing Time

losing lime
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 33-1/8 and 78 r.p.m. double turn-tables.

Personnel
General Manager—Richard W. Davis.

Representatives
Headley-Reed Company.

WTHT (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

Wave—Power—Time
Operating power—25b watts.
213.9 meters; 1230 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

cast. No cash discount, seneral Advertising
For combination rates see listings of Yankee Network and Mutual Broadcasting Company.

Discounts on announcements may not be transferred to a program schedule.

1 tl. After 7:00 p.m.)

1 tl. After 7:00 p.m.)

1 tl. 125 tl. 155 tl. 104 tl. 300 tl. 150 tl. 104 tl. 300 tl. 150 tl. 55 tl. 104 tl. 300 tl. 160 tl. 55 tl. 104 tl. 300 tl. 172 hour... 60.00 57.00 54.00 51.00 48.00 45.00 1/4 hour... 40.00 58.00 36.00 34.00 32.00 30.00 5 minutes 20.00 19.00 18.00 17.00 p.m. and 50.00 p.m. and Sunday atternoof from 1:00 p.m. to 7:00 p.m. 100 tl. 300 tl. 100 p.m. 100 tl. 300 tl. 100 p.m. 100 tl. 300 tl. 100 p.m. and Sunday atternoof from 1:00 p.m. to 7:00 p.m. 300 tl. 100 tl. 300 tl. 100 p.m. 100 tl. 300 tl. 100 p.m. 100 tl. 300 tl. 100 p.m. 100 tl. 300 tl. 100 tl. 300 tl.

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 preferred times:

(After 6:00 p.m. week days and 1:00 p.m. to 7:00 p.m. Sundays)

| | | 1 t1. | 26 ti. | 52 ti. | 100 tl. | 300 tl. |
|------|---------|-----------|------------|---------|-----------|----------|
| 120 | words | 9.00 | 8.55 | 8.10 | 7.65 | 7.20 |
| อับ | words | 6.00 | 5.70 | 5.40 | 5.10 | 4.80 |
| 25 | words | 4.50 | 4.25 | 4.05 | 3.80 | 8.60 |
| | | | (Day tin | 10) | | |
| 120 | wor ds | 6.00 | 5.70 | 5.40 | 5.10 | 4.80 |
| 50 | words | 4.00 | 3.3U- | 3.60 | 3.40 | 3.20 |
| 45 | words | 3.00 | 2.85 | 2.70 | 2.55 | 2.40 |
| Ann | ounceme | ents afte | r 11:00 p | m, and | before 8: | 00 a.m., |
| earn | day ti | me rate. | - | | | |
| Ann | ounceme | nts on | group pro: | grams: | | |
| | (7:0 | 0 a.m. | to 6:00 p | m. week | days) | |

120 words... -6 ttmes weekly-13 wks. 26 wks. 2.85 2.70 1.90 1.80 52 wks. 2.55 1.70 120 words, each...... 3.00 50 words, each...... 2.00

weekly 26 wks. 52 wks. 3.10 2.90 2.20 2.05 —3 times 13 wks. 4 wks. 3 announcements 5.25 4.95

TALENT Rates on application. No discounts on talent charges. SERVICE FACILITIES

4.25

4.50

Production department plans and produces radio fea-tures and program ideas.

Contract and Other Requirements
Proterred position governed by prior ty and availability on contract basis. Air contracts are subset 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 losing 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.

per week

announcements per week.....

WTIC (Established 1925)

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福門機能は



Rates effective January 1, 1942. (Card No. 14.) Owned by the Travelers Insurance Company. Operated by Travelers Broadcasting Service Cotp. Business Office and Studio-26 Grove Street. Hartford, Connecticut, Hartford 2-3181.
Transmitter-Avon. Connecticut.

Wave—Power—Tims
Operating power—50,000 watts.
1100% 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 5:00 a.m. to 1:00 a.m.

Agency Commission

gency Commission 15% to recognized advertising agencies on net charges for station time. No commissions allowed on talent charges. No cash discount. Involces 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 initutes is to be computed in the announcement classification. Time of announcement subject to change by station.
CLASS "A"

**The state of the state of the

CONNECTICUT—Cont'd

HARTFORD—Continued W T I C-Continued

CLASS "D"

| (8:00 | | to 6:00 | | | | |
|------------|--------|---------|--------|--------|---------|---------|
| | l ti. | 26 ti. | 30 ti. | 52 tí. | 100 tl. | 260 tf. |
| l hour | | | | | | |
| 1/2 hour | 120.00 | 117.00 | 114.00 | 111.00 | 108.00 | 96.00 |
| 1/4 hour | | | | | | |
| *5 minutes | 50.00 | 48.75 | 47.50 | 46.25 | 45.00 | 40.00 |
| | | | | | | |

CLASS "E"

(7:00 a.m. to 8:00 a.m. week days, 7:00 a.m. to 12:00 noon Sundays and 11:00 p.m. to 11:15 p.m. daily)
1 hour... 150.00 146.25 142.50 138.75 135.00 120.00 1/2 hour... 60.00 58.50 57.00 55.50 54.00 48.00 5 mlnutes 45.00 43.87 42.75 41.62 40.50 36.00

CLASS 'F' (11:15 p.m. to 7:00 a.m.)

1 hour.... 100.00 97.50 95.00 92.50 90.00 80.00 1/2 hour.... 40.00 80.00 81.50 57.00 55.50 54.00 48.00 1/4 hour.... 40.00 38.00 38.00 37.00 85.00 82.00 55 minutes 25.00 24.37 23.75 23.12 22.50 20.00 (*) Time of announcements subject to change by station. ANNOUNCEMENTS

(7:00 a.in. to 6:00 p.m. week days minute... 35.00 34.12 33.25 32.37 31.50 words... 20.00 19.50 19.00 18.50 18.50 18.00 (11:15 p.m. to 7:00 a.m.) minute... 17.50 17.06 16.62 16.19 15.75 words... 10.00 9.75 9.50 9.25 9.00

1 minutc.... | 17.50 | 17.06 | 16.62 | 16.19 | 15.75 | 14.00 |
25 words..... | 10.00 | 9.75 | 9.75 | 9.25 | 9.00 | 8.00 |

SPECIAL FEATURES

News—Leased wire service available in 15 minute periods at regular rates plus 15% for news and announcer. Announcements in participating news periods limited to 100 words live copy, available minimum of three times weekly. Monday. Wednesday. Friday and/or Tuesday, Thursday. Saturday. Sunday may be added to either schedule. Only one announcement priods per advertiser. Limited to two non-competing advertisers. expedite. Only one announcement priod per advertiser. Limited to two non-competing advertisers. 26:15 p.m. 68:500 em. 10.20 t. 26:1.5 p.m. 68:500 em. 10.20 t. 26:1.5 p.m. 68:500 em. 10.20 p.m. 10.80 p.m. 10

Announcements limited to 125 words:

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

ontract 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. 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 revulations. The station reserves the right to refuse or discontinue any advertising for reasons estisfactory to the station.
All proposals subject to prior booking of 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. Clancy.

Representatives
Weed & Company.

NEW HAVEN

(New Haven County)

WELI

(Established 1985) Rates effective February 1, 1941. (Card No. 4.) Owned and operated by The City Broadcasting Corporation.

poration.

Business Office and Studio—221 Urange 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 onerate 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

work (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.

(6:00 p.m. to 11:00 daily) | 1 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 100.00 | 3/4 | 1 hour... 3/4 hour... 1/2 b

(12:00 midnight to 8:00 s.m.)

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.....15% 208 or more times.....15%

| ANNOUNCEMENTS | 125 words or one minute transcriptions: | 125 words or one minute transcriptions: | 126 minute transcriptions | 12.00 | 30 words between programs: | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 | 12.00 |

SPECIAL FEATURES

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
itstes 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.

partment 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. 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 the station.

Closing Time Complete in approval on 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

i'resident—l'atrick J. Goode. Manager—James T. Milne.

Representatives
William G. Rambeau Company,

NEW LONDON

WNLC (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, Coon.

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 mid-

Agency Commission
Agency commission 15% allowed to recognized agencies on net station time; cash discount none. Chargee 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.

(6:00 p.m. to 11:00 p.m.) (1.00 p.m. to 6:00 p.m. Sundays) 60.00 36.00 24.00 12.00 (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) (7:30 a.m. to 8:00 a.m. daily) ANNOUNCEMENTS

Rates for announcements and electrical transcriptions: (After 6:00 p.m.)

(Refore 6:00 p.m.)

SPECIAL FEATURES
Melody Lane—Nontime program, daily except Sunday; request program of popular recordings:

125 words.

125 words.

5.00
Yawn Patrol — 7:30 a.m. Program featuring time, weather and music. Rates on request.

POLITICAL TALKS
Accepted at regular station rates.

TALENT

Rates on request,

REMOTE CONTROL
All wire and mechanical charged for remote control,
all traveling expenses, salaries, etc., of artists to be
paid by advertiser when required, in advance.

SERVICE FACILITIES
production, sales and merchandising de-Services of production partments available.

8

40

partments 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. All
talks, programs, political speeches, contests, continuities, etc., must be submitted in advance for
review by program director. All contracts subject
to station approval and governmental regulations.
Management reserves right to refuse or discontinue
any advertising for reasons satisfactory to station.

(This listing continued on next page)

NEW LONDON—Continued W N L C-Continued

WNLC—Continued

cosing Time

[Complete manuscripts must be submitted for station's

sapproval one week in advance. Closing date for in
sclusion in general publicity and printed announcements is 14 days in advance of hroadcast.

schanleal Program Equipment

[Equipped to handle programs by electrical transcrip
ition, using 33-1/3 and 78 r.p.m. double turn-tables

arsonnel
Manager—G. J. Morey.
Program Director—Ted Hodge.
Commercial Manager—I. B. Newman. epresentatives
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.

Vave—Power—Time
Operating power—250 watts.
2913.3 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.

t/Agency Commission
Agency commission 15% to recognized agencies. No a commission on talent. No cash discount. Bills due and payable when rendered.

eneral 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.

ANNOUNCEMENTS (6:00 p.m. to 11:00 p.m.) 1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 260 tl. 6.00 5.62

> 3,20 3.00

1 minute or 100 words 7.50 7.13 6.75 6.38 50 words or chain break..... 5.00 4.75 4.50 4.25 (11:00 p.m. to 6:00 p.m.) 4.00 3.75 I minute or 1 minute or 100 words 6.00 5.70 5.40 5.10 50 words or chain break...... 4.00 3.80 3.60 3.40 4.80 4 50

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.

Quest.
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 transcrip-ition, 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.

Renresentatives Headley-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. Water-bury. Connecticut. telephone 3-5161. Transmitter-Baldwin Avenue, Waterbury. Com.

Wave-Power-Time

Operating Dower—1.000 watts.
(100% modulation—automatic crystal control.)
227.3 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.

For combination rates see listings of Yankee Net-work, Mutual Broadcasting System and Connecticut Broadcasting System. Also sold in combination with WNAB. Bridgeport. Combination rates on request.

MUSICAL AND DRAMATIC PROGRAMS (After 6:00 p.m. week days and after 1:00 p.m. Sundays)
1 ti. 13 ti. 28 ti. 59 +4

| 1 1/2 1/4 5 | hourhour | 100.00 60.00 40.00 20.00 | 95.00 57.00 38.00 19.00 | 90.00 54.00 36.00 18.00 | 65.00 51.00 34.00 17.00 |
|----------------------|----------------------|-----------------------------------|----------------------------------|---|--|
| | 1.2 | ll other | time) | | |
| 1 1/2 1/4 5 | hour hour hour | 60.00 36.00 24.00 12.00 | 57.00 34.20 22.80 11.40 | 54.00 32.40 21.60 10.60 | 51.00 30.6 0 20.40 10.20 |

ANNOUNCEMENTS

| | MININ | CONCE | HENTS | | |
|---------------------------|-------|---------------------|--------|-----------|---------|
| (After | | .m. week p.m. Su | | and after | |
| | | 26 ti. | 52 ti. | 104 tl. | 300 ti. |
| 100 words or scription | | ute tran- 11.40 | 10.80 | 10.20 | 9.60 |
| 50 words or break | | 7,60 | 7.20 | 6.80 | 6.40 |
| | (A) | Il other | time) | | |
| 100 words or scription | | ute tran- 6.65 | 6.30 | 5.95 | 5.60 |
| 50 words or break | | 4.75 | 4.50 | 4.25 | 4.00 |
| | | | | | |

POLITICAL TALKS Rates on request.

SPECIAL FEATURES

Time signals, weather reports, temperature reports regular announcement rates apply.

RECORDED PROGRAMS

with prices of electrical transcriptions avail-

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.

Centract and Other Regulrements

antract and timer negutirements
Advertising of alcoholic beverages accepted.
Mislical or dramatic program rates are for the facilities of the station only. Talent is extra.
No contract accepted for longer than one year. No hishket contracts accepted. Preferred motition are erned by priority and availability on contract

Closing date for inclusion in general publicity and printed announcements is 14 days before broadcasts

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.n.m double turn-tables

mradiohistory com

Provident-Harold Thomas Business Manager-S. R. Elman.

Representatives

William G. Rambeau Company

WBRI (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-Boyden St., Waterbury, Conn.

Wave-Power-Time

over-rower-Time

Operating Dower-1,000 watte.
(100% modulation.)

188.7 meters; 1500 kilocycles.
Licensed to operate full time on clear channel.

Operates on Eastern War Time.
Actual operating schodule; 8:00 n.m. to 12:00 midnight.

Anency Commission 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
aftertising.

MUSICAL AND DRAMATIC PROGRAMS (6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:09 p.m. Sundays)

| | | 1 ti. | 13 ti. | 26 tt. | 52 ti. |
|-----|---------|-----------|--------|--------|--------|
| 1 | hour | 100.00 | 95.00 | 90.00 | 65.00 |
| 1/2 | hour | 60.00 | 57.00 | 54.00 | 51.00 |
| 1/4 | hour | 40.00 | 38.00 | 38.00 | 34.00 |
| 10 | minutes | 25.00 | 23.75 | 22.50 | 21.25 |
| 5 | minutes | 20.00 | 19.00 | 18.00 | 17.00 |
| | (2 | All other | time) | | |
| 1 | hour | 50.00 | 47.50 | 45.00 | 42.50 |
| :/2 | hour | 30.00 | 28.50 | 27.00 | 25.50 |
| 1/4 | hour | 20.00 | 19.00 | 18.00 | 17.00 |
| 10 | minutes | 12.50 | 11.88 | 11.25 | 10.63 |
| 5 | minutes | 10.00 | 9.50 | 9.00 | 8.50 |
| | | | | | |

ANNOUNCEMENTS (All other time)
t minute electrical transcription 6.00 5.70 5.40 tion 6.00 5.70 5.40
Maximum 1.00 5.00 4.75 4.50
words 4.00 8.80 3.60
Flashes—25 words 2.50 2.38 2.25 5.10 4.80 4.50 2.50 2.38 2.25 2.13 2.00

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; 180 words 10.00. Lithuentan—3:30 p.m. to 4:00 p.m. Sunday: 100 words 8:00

Polish-5:00 p.m. to 8:00 p.m. Sundays; 100 words

RECORDED PROGRAMS
Transcription library service available—rates on application. 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 transcrip-iton, using 88-1/3 and 78 r.p.m double turn-tables for vertical and lateral out recordings

Personnel
Manager—Erwin J. Frey,
Program Director—Jack Henry.

Ronrasantativas

Joseph Hershey McGillyra, 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—5.000 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' | CLASS 'A'

40.30 40.32 5.70 25.75 24.50 23.25 5 CLASS 'B''

(6:30 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m.)

1 hr 100.00 95.00 90.25 85.75 81.50 77.50 7 1.2 hr 60.00 57.00 54.25 51.50 40.00 40.00 40.00 40.00 38.00 36.00 34.25 32.50 31.00 5 5 min 20.00 19.00 18.00 17.00 16.25 15.50 1 To earn discounts, programs must be used will month period.

ANNOUNCEMENTS

ANNOUNCEMENTS

(Atter 6:00 p.m.)

1 13 26 52 104 156 260

tt. tt. tt. tt. tt. tt. tt. tt.

125 words or one injunct transcription 14:00 13:30 12:65 12:00 14:40 10:80 10:25

30 words or 1/2 minute transcription 10:50 10:00 9:50 9:00 8:55 8:10 7:70

30 word chain break 12:00 11:40 10:85 10:30 9:80 9:30 8:80

(Before 6:00 p.m.) 125 words or one minute transcrip-tion 10:00 9:50 9:00 8:55 8:10 125 words or one infinite transcription 10,00 0.50 0.00 8,55 8.10 7.70 7.30 50 words or 1/2 infinite transcription 7.50 7.10 6.75 6.40 6.10 5.80 5.50 word chain break 8.50 8.05 7.65 7.25 6.90 6.55 6.20 76 carn discounts, announcements must be used withing 12 mouth period.

POLITICAL ADVERTISING

One time rate applies; cash in advance.

TRANSCRIPTIONS
Transcription library service available.

TALENT Routine talent available. List of talent and prices

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, prefare and present programs.

Lessed wire service available.

Contract and Other Requirements

Alcoholic haverages not accepted, excepting beer and wine.

Price quoting allowed. Station reserves the right to

core quaring allowed. Histlen reserves the right to centure copy.

All contracts subject to station management's approval, government regulations and network priority. Maximum contract term, one year. Frogram contracts and amounteement contracts may not be combined to earn higher discounts, and amounteement contracts may not be combined to earn higher discounts are subject to the same rate. So broades I perfects are sold in bulk for result, interruptions of a section of transfers are constituted to the broadcasting of special events of importance will not affect the advertiser's right to the errord discounts.

Closing Time Plan days in advance

Mechanical Program Equipment

Equipped to bandle programs by electrical transcrip-tion in ing 33-173 and 78 r p.m. turn tables.

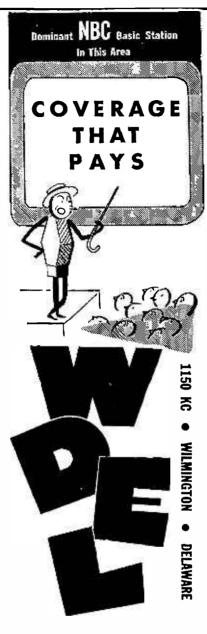
Paraonnat

(1) allon Executive Chair II. McCollough.

(1) atton Manager J. Gorgan Walsh.

(2) also Director J. Robert Guttek.

Stappasantativas
Paul H. Raymer Company



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, southorn New Jersey and parts of Maryland and Virginiain the heart of the war production area.

Normally prosperous, steadily expanding - this market is sales productive. WDEL sells it profitably and economically. Write:

Salos Representative:

PAUL H. RAYMER CO. Chicago New York San Francisco

WILM (Established 1922)



Rates effective May 1, 1942. (Card No. 7.)
Card received May 20, 1942.
Owned and operated by Delaware Broadcasting Co
Studios—920 Kinz Street, Wilmington, Delaware in
telephone 7268.
Transmitter—Northeast Bivd. Wilmington, Delaware

Wave-Power-Time

Operating power—250 watts.
(100% modulation—automatic crystal control.) (4, 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. 19

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 Broad casting System and Mason-Dixon Radio Group.

The following rates are for national advertising. No interest the state of the

CLASS "A" CLASS "A"

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

1 13 26 52 104 156
tt. tt. tt. tt. tt. tt. tt.

1 hr 125.00 120.00 115.00 110.00 105.00 100.00 1/2 lrr 75.00 72.50 70.00 67.50 65.00 62.50 1/2 lrr 75.00 72.50 70.00 67.50 65.00 62.50 1/4 lrr 47.50 46.00 44.50 43.00 41.50 40.00 15 min 27.50 26.50 25.50 24.50 23.50 22.50 100.00 10

ANNOUNCEMENTS (After 6:00 p.m.) 13 26 52 1 ti. ti. ti.

156 ti. 26(ti. ı tl.

5.5 % 4.0 35

POLITICAL ADVERTISING One time rate applies; cash in advance.

TALENT

Routine talent available. List of talent and price TRANSCRIPTIONS

Transcription library service available.

REMOTE CONTROL

itemote 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 puper publicity. Program and production departmen available to plan, propare and present programs, leased wire service available.

Centract and Other Requirements

Alcoholle beverages not accepted, excepting beer anco-Price quoting allowed. Station reserves right to

Price quoting allowed. Station reserves right to censor conv. Subject to station management's approval, government regulations and notwork priority Maximum contract term, one year. Program contracts and amounteement contracts may not be combined to earn higher discounts. All neceptable accounts are subject to the same rate No broadcast periods are sold in bulk for result. Interruptions of a series of broadcasts precessitate by the broadcasting of special events of importance of will not affect the advertiser's right to the carned discounts.

Closing Time Closing date five days in advance.

Machanical Program Equipment
Equipmed to handle programs by electrical transcribtion, using 33-1/3 and 78 v.p.m. turn-tables.

Personnel Statinn Executive—Chir R. McCollough, Sintian Manuser—J Gorman Walsh, Hales Director—J, Robert Gulick.

Representatives
Patt H Raymer Combany.

DISTRICT OF COLUMBIA

WASHINGTON

WINX (Established 1940)

Bates 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., Republic 8000.
Transmitter—Eighth and Eye Streets, N.W., Washington, D. C.

ington, D. C.

//ave—Power—Time
1 Operating power—250 watta.
(Synchronized booster.)
223.0 meters; 1340 kilocycles.
.Licensed to operate full time on local channel,
Operates on Eastern War Time.
, Actual Operating schedule: 19 hours daily.

igency Commission
15% to recognized advertising agencies on net charges
for station time. No cash discount. Bills due and
payable when rendered.

 week days:
 3.00
 52 times
 7.65

 13 times
 8.55
 100 times
 7.20

 26 times
 8.10
 300 times
 6.75

 Wake Up With WINX''
 6:00 a.m. to 9:00 a.m. week days:
 1 time
 7.00
 52 times
 5.95

News-Broadcast every hour on the hour. Regular rates apply plus 15% for news service.

TRANSCRIPTIONS

Regular rates apply.
Transcription library services available.

Transcription library services available.

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs.

SETRYICE FACILITIES

Services of staff announcers are available at no additional charge except where a fee is required by the local AFRA contract.

In arranging and presenting programs, the advisory services of staff engineers will be rendered without charge.

Instruct and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Maximum length of contract is one year. Programs subject to approval of the station management.

Foreign language programs not accepted.

Discounts are allowed immediately only on firm noncancellable contracts. On contracts containing cancellation privileges by the station or by the advertiser discounts will be rebated as earned. On any
breach of firm or non-cancellable contract rates will
adjusted in accordance with rate card to advertiser
and to agency. Interruption of a series necessitated
by the broadcast of special events of importance will
not jeopardize the advertiser's right to the rebate.

Closing Time
Contracts close two weeks in advance of first broadcast. Announcement copy, transcriptions close 2
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
President—Lawrence J. Heller.
Sales Manager—Harold Levey.
Representatives
The Walker Company.

(Established 1926)

COLUMBIA OPERATED

Rates effective March 7, 1940. (Card No. 12.)

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—crystaj 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

Agency commission 15% allowed on net time charges to agencies recognized by station. No cash discount. Bills rendered weekly.

Bills rendered weeks.

General Advertising
For combination rates see listing of Columbia Broadcasting System.

GENERAL BROADCASTING TIME RATES
Without Talent—Gross
CLASS "A"

10:30 D.m. daily)

Per week: days..... days..... days..... days.....

 days
 1.080.00
 548.00
 32.00
 43.00

 days
 1.350.00
 810.00
 540.00
 54

 days
 1.440.00
 864.00
 576.00
 57

 (CLASS "C"
 (5:00 p.m. to 6:00 p.m. and 7:00 a.m. to
 1:00 p.m. datly
 10.00 p.m. and 7:00 a.m. to
 1:00 p.m. datly

 days
 350.00
 210.00
 140.00
 10
 10
 10

 days
 472.50
 223.50
 189.00
 14
 30
 14
 30
 350.00
 252.00
 14

 days
 430.00
 378.00
 252.00
 13
 350.00
 252.00
 14

 days
 787.50
 472.50
 315.00
 23
 23
 23

 days
 840.00
 564.00
 336.00
 25
 20
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 20
 25
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 20
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 <t 52.50 105.00 141.75 189.00

americanradiohistory.com

for vertical and lateral cut recording Personnel Gencral Manager—Carl J. Burkland. Sales Manager—William D. Murdock. Roprasentatives Radio Sales.

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 Bidg., 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,
'190% modulation—crystal control.)
476.2 metors; 630 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 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 Dayable when rendered
(This listing continued on next page)

DIS. OF COLUMBIA --- Cont'd

WASHINGTON—Continued W M A L-Continued

Advertising

reneral 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.

Commitments made prior to August 1, 1942, will be completed at the rates called for by such commitments, but advertisers may elect to substitute new contracts offective at any time after August 1, 1942, at rates published for the unexpired portion of such commitments on the effective date of such new contracts. In the absence of such election, rates in effect immediately preceding August 1, 1942, will apply for the remainder of the current fiscal year established by such commitments, provided service thereunder is continuous and uninterrupted.

The rate of discount or the rebate to which an advertiser would be entitled will not be prejudiced if he is recuired to relinquish the time or times specified in his contract and the contract is cancelled for this reason.

GENERAL BROADCAST ADVERTISING

| | (GLOSE Traces) | |
|------------|--|----------------|
| | CLASS "A" | |
| | (6:00 p.m. to 10:30 p.m.) | |
| 1 | hour | 200.00 |
| /2 | hour | 120.00 |
| /4 | hour | 80.00 |
| 10 | minutes | 67.00 |
| 5 | minutes | 40.00 |
| | CLASS "B" | |
| | (12:00 noon to 6:00 p.m. Sunday only) | |
| 1 | hour | 150.00 |
| $/\hat{2}$ | hour | 90.00 |
| /4 | hour | 60.00 |
| 10 | minutes | 51.00 |
| - 5 | minutes | 30.00 |
| ٠ | CLASS "C" | 00.00 |
| | ULASS "U" | |
| ((| 3:00 a.m. to 6:00 p.m. and 10:30 p.m. to 1 | 2:00 |
| 1 | midnight, exclusive of Sunday afternoon) | 100.00 |
| /2 | hour | 100.00 |
| | hour | 60.00 40.00 |
| 10 | liour | |
| 5 | minutes | 34.00 20.00 |
| υ | minutes | 20.00 |
| | CLASS "D" | |
| | (12:00 midnight to 6:00 a.m.) | |
| _1 | hour | 67.00 |
| 1/2 | hour | 40.00 |
| 1/4 | hann. | 97 AA |

hour..... minutes... 10 minutes...... 5 minutes.....

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

Each, net 6:00 a.m.)

Each, net 10.00

Feekly (one each night), per week. 50.00

Daily announcements: Seven weekly, 125 words live
or one minute transcription: 90.00

6:00 p.m. to 10:30 p.m. per week. 90.00

6:00 a.m. to 6:00 p.m. and 10:30 p.m. to
9:00 a.m. to 6:00 p.m. and 10:30 p.m. to
9:00 a.m. per week. 90.00

The Kthitzers'—7:00 a.m. to 9:00 a.m., Monday
through Staurday. Six announcements, one each week
day, per week 50.00. Less than six announcements
per week, cacli 10.00. Subject to Independent Anper week, cacli 10.00. Subject to Independent Anminute participation 15:00 net each. Eive participations weekly, 65:00 gross per week.

"Participation 15:00 net each. Eive participations weekly, 65:00 gross per week.

"Radio Night Club"—Between 11:15 p.m. and 12:00

midulight, Monday through Staturday. Program cost
includes staff announcer, transcriptions and/or records. If live talent desired as substitute, separate
program charges will be made.

Time Cost Program Cost
Gross
Net
Per Week Per Week

1 hour unit. 250.00 30.00

1/2 hour unit. 150.00 30.00

DISCOUNTS AND REBATES

Interruptions of a series necessitated by the broad-

casting of special events of importance will not affect the advertiser's right to the discount or rebate. Gross billing after deduction of percentage discounts. It any, shall be subject to advertising agency commission of 15%. From the rebate, if any, the company shall deduct the excess agency commission previously allowed. All concurrent local contracts for the same advertiser at the rates listed under "General Advertising (Gross Rates)," Class "A," "B," "C," "D," and "E" may be combined for determining the rate of the Dollar Volume Discount. Discounts effective from beginning of service only on firm contracts or as contracts become firm.

WEEKLY FREQUENCY RATES

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 classifications each series takes the maximum rate of discount earned under sny of the other series.

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

3 tt. 4 tt. 5 tt. 6 tt. 7 tt.
1 hour 480.00 620.00 750.00 870.00 980.00 1/2 hour 288.00 372.00 450.00 522.00 588.00 1/4 hour 192.00 248.00 300.00 348.00 392.00 1/4 hour 192.00 248.00 300.00 348.00 392.00 1/4 hour 192.00 248.00 300.00 348.00 392.00 10 min. 160.00 208.00 252.00 292.00 292.00 288.00 1/2 hour people of 6:00 p.m. Sundays) 208.00 252.00 124.00 150.00 CLASS 'B' (12:00 noon to 6:00 p.m. Sundays) Not available.

Not available.

CLASS "C"

(6:00 a.m. to 6:00 p.m. and 10:30 p.m. to
12:00 midnight)

1 hour 240.00 310.00 375.00 435.00 41

1/2 hour 144.00 186.00 225.00 261.00 21

1/4 hour 96.00 124.00 150.00 174.00 12

*10 min. 80.00 104.00 126.00 148.00 12

*5 min. 48.00 62.00 75.00 87.00 9 *5 min. 48.00 62.00 75.00 87.00 98.00 CLASS 'D' (12:00 midnight to 6:00 a.m.)

1 hour 160.00 208.00 250.00 290.00 327.00 1/2 hour 96.00 124.00 150.00 174.00 196.00 12.00 150.00 174.00 196.00 12.00 150.00 174.00 196.00 83.00 84.00 88.00 110.00 *5 min. 32.00 42.00 50.00 55.00 66.00 (*) Available in restricted periods. Discounts on Weekly Frequency Rates Discounts on Weekly Frequency Rates Discounts on Weekly Frequency Rates allowed for number of consecutive weeks scheduled within one year:

number of consecutive weeks scheduled within one year:
Less than 13 weeks. None
13 to 25 weeks. 5%
26 to 51 weeks. 7-1/2%
52 weeks 10% INDEPENDENT ANNOUNCEMENTS

Limited to 125 words live or one minute transcription.
(6:00 p.m. to 10:30 p.m.)

125 words or one minute transcription:
125 words or one minute transcription:
17.00
18.00 52 times. 17.00
18.00 104 times. 16.00
18.00 260 or more times. 15.00

service. ELECTRICAL TRANSCRIPTIONS

Regular rates apply.

REMOTE CONTROL

Additional charges are made for programs originating outside of the station's studies, 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. Services of staff announcers are available free of charge except where client selects a particular staff announcer or except where a fee is required by any governing labor organization.

labor organization.

Contract and Other Requirements
All acceptable accounts are subject to the same rates.

No periods sold in bulk for resale. Advertisers cooperating in kroup broadcasts are required to make individual contracts, subject to card rates and regulations. All programs are subject to approval of the

lations. All programs are accepted betation Lectures and educational talks are not accepted between 6:00 p.m. and 12:00 midnight except by special errangement. Time of broadcast subject to change to other periods on 25 days' notice to accommodate network broadcasts only in event that said broadcast periods are scheduled in time set aside for network use. Independent and service announcements may be moved to other periods if available and as arranged by station manager upon 24 hours' notice.

Closing Tima
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 Equipmed to handle programs by electical transcrip-tion, using 83-1/3 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.

Personnel
Munager—K II Berkelev
Sales Manager—Hen B. Baylor, Jr.
Reneasentalives

Blue Notwork Spot Sales.

(Established 1924)

Rates effective January 15, 1941. (Card No. 5.)
Owned and operated by American Broadcasting Co.
Business Office and Studio-162? K Street, N. W...
Washington, D. C., Metropolitan 0010.
Transmitter—Ager Road, Chillum, Maryland.

| 1 hour | 180.00 |
|--|----------|
| 1/2 hour | 108.00 4 |
| 1/4 hour | 72,00 |
| 1/4 hour | |
| (12:00 noon to 6:00 p.m. Sundays) | |
| 1 hour | 135.00 (|
| 1/2 hour | 78.00 |
| | 54.00 |
| 1/4 hourCLASS "C" | 09.00 |
| ULASS U | ! |
| (11:00 p.m. to 12:00 midnight, 7:00 a.m. | to ' |
| 6:00 p.m. except Sunday afternoon) | |
| 1 hour | 90.00 |
| 1/2 hour | 54.00 |
| 1/4 hour | 86.00 |
| CLASS "D" | |
| (12:00 midnight to 7:00 a.m.) | |
| 1 hour | 60.00 |
| 1/2 hour | 86.00 |
| 1/4 hour | 24.00 |
| DISCOUNTS | 23,00 |
| | |
| Weekly Dollar Volume Discount | 41 |
| For eight or more consecutive weeks of broad- | esting, |
| applicable only to rates listed above. | |
| | 2-1/2% |
| 80.00 to 120.00 | 5% |
| 120.00 to 160.00 | 7-1/2% |
| 160.00 to 200.00,,,,, | 10% |
| 200.00 to 240.001 | 2-1/2% |
| 240.00 or more | 15% |
| Discounts for Consecutive Weeks | 2070 |
| Applicable only to rates listed above. | |
| Applicable only to rates listed above. | Mat |
| 13 weeks | 5% |
| 26 weeks | |
| 39 weeks | 1-1470 |
| 52 weeks | 10% |
| Application of Discounts | |
| All concurrent local contracts for same adver- | tiser at |
| votes Hetad under Mass "A" "R" "C" and | a "D." |

16

rates listed under Class "A," "B," "C," and "D," may be combined in determining dollar volume dis-

may be combined in determining goner volume occount.
Interruptions in an advertiser's schedule necessitated by the broadcasting of special events will not affect the advertiser's right to discount. Discount will be due and payable at end of 26, 59, and 52 weeks of broadcasting excepting that it will be allowed currently on non-cancellable contracts.

Special discount for run of station time. Class "A" only.
Programs scheduled at atstion's discretion on available periods during Class "A" hours only are subject to 15% extra discount.

ANNOUNCEMENTS

Less than 10 announcements and Cooperative

Less than 10 announcements.

L

4.1

A.C

WASHINGTON—Continued W O L—Continued

RECORDED PROGRAMS
Regular time charges apply to recorded brograms.

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.

programs available without charge,
tontract 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 programs, engaging talent, etc., except in syent client specifies a particular announcer.
Ilssing Time

stent chent specines a particular announcer.

Issing Time
Arrangements for talent programs must be made one week in advance. Recorded programs close one day in advance of broadcast.

Ischanical Program Equipment
Equipment to handle programs by electrical transcription, using 33-1/3 or 78 rp.m. for vertical and lateral cut tecordings.

Personnel
Manager—William B, Dolph
Bales Manager—James Fishback.

tiepresentalives
: Spot Sales, Ino.



Rates effective November 1, 1941, (Card No. 9B.)

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.

Wave—Power—Time
Operating power—5,000 wats.

(400. modulation—crystal oscillator control.)

306.1 meters; 380 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.

12:00 midnisht. Week days 6:00 a.m. to 12:00 midnishinght.
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.
Seneral 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 bas blanket licenses.
Rates for periods longer than one hour are in exact

music copyrights from whom NBC bas 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 unexplred 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 ADVERTISES

9.
GENERAL BROADCAST ADVERTISING
(Gross Rates)
(LASS "A"

| | (6:00 p.m. to 11:00 p.m.) | |
|--|--|--|
| 1 | hour | 240.00 |
| 1/2 | hour | 144.00 |
| 1/4 | | 96.00 |
| *10 | hour | 80.00 |
| -10 | minutes | |
| •5 | minutes | 48.00 |
| | CLASS "B" | |
| | (12:00 noon to 6:00 p.m. Sunday only) | |
| 1 | hour | 180.00 |
| 1/2 | hour | 108.00 |
| 1/4 | hour | 72.00 |
| *10 | minutes | 60.00 |
| *5 | minutes | 36,00 |
| | CLASS "C" | 00,00 |
| - (| | m. |
| | | |
| | | |
| te | 6:00 p.m., exclusive of Sunday afternoon | n) |
| to 1 | 6:00 p.m., exclusive of Sunday afternoon | n) 120.00 |
| 1 1/2 | 6:00 p.m., exclusive of Sunday afternoon hour | 72.00 |
| 1/2 1/4 | 6:00 p.m., exclusive of Sunday afternoon hour | 72.00 120.00 72.00 48.00 |
| 1/2 1/4 *10 | 9:00 p.m., exclusive of Sunday afternox hour hour hour hour minutes | 72.00 48.00 40.00 |
| 1/2 1/4 | 6:30 p.m., exclusive of Sunday afternox hour | 72.00 120.00 72.00 48.00 |
| 1/2 1/4 *10 | 6:00 p.m., exclusive of Sunday afternox hour hour minutes CLASS "D" | 72.00 48.00 40.00 |
| 1/2 1/4 *10 | 6:00 p.m., exclusive of Sunday afternox hour hour minutes CLASS "D" | 72.00 48.00 40.00 |
| 1/2 1/4 *10 | 6:30 p.m., exclusive of Sunday afternox hour | 72.00 48.00 40.00 |
| 1/2 1/4 *10 *5 | 6:00 p.m., exclusive of Sunday afternox hour hour hour minutes minutes CLASS "D" (12:00 midnight to 9:00 s.m.) | 72.00 72.00 48.00 40.00 24.00 |
| 1/2 1/2 1/4 *10 *5 | 6:00 p.m., exclusive of Sunday afternor hour hour hour minutes. CLASS "D" (12:00 midnight to 9:00 a.m.) hour hour minutes. | 120.00 72.00 48.00 40.00 24.00 80.00 48.00 |
| 1/2 1/4 *10 *5 | 6:00 p.m., exclusive of Sunday afternox hour hour hour minutes minutes (12:00 midnight to 9:00 s.m.) | 120.00 72.00 48.00 40.00 24.00 80.00 48.00 32.00 |
| 1/2 1/4 *10 *5 1/2 1/4 *10 | 6:00 p.m., exclusive of Sunday afternox hour hour hour minutes. (12:00 midnight to 9:00 s.m.) hour hour minutes. | 120.00 72.00 48.00 40.00 24.00 80.00 48.00 32.00 27.00 |
| 1/2 1/4 *10 *5 1/2 1/4 *10 *5 | 6:00 p.m., exclusive of Sunday afternot hour hour minutes (12:00 midnight to 9:00 s.m.) hour hour minutes. | 120.00 72.00 48.00 40.00 24.00 80.00 48.00 32.00 |
| 1/2 1/4 *10 *5 1/2 1/4 *10 *5 | 6:00 p.m., exclusive of Sunday afternox hour hour hour minutes. (12:00 midnight to 9:00 s.m.) hour hour minutes. | 120.00 72.00 48.00 40.00 24.00 80.00 48.00 32.00 27.00 |

CLASS "E"

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 con-current 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

ANNOUNCEMENTS

ANNOUNCEMENTS

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

11. 10 tt. 25 tt. 50 tt. 100 tt. 300 tt.
One minute 25.00 23.75 22.55 21.25 20.00 18.75
(11:00 p.m. to 6:00 p.m.)
One minute 12.50 11.88 11.25 10.63 10.00 9.38
Cooperative Features
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 tt. 10 tt. 25 tt. 50 tt. 100 tt. 380 tt. Detailed participation..... 30.00
Condensed participation..... 15.00 14.25 18.50 12.75 12.00 11.25
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 announcement prior to 5:00 p.m.) may be combined to carn increased discounts. Announcement scheduled after 0:00 p.m. may not be combined with day time service to carn increased discounts, but when one advertiser contracts for both day time and eventing service within a twelve month period, the maximum discount carned by one service (daytime or evening) will apply to the other services.

ELECTRICAL TRANSCRIPTIONS

ELECTRICAL TRANSCRIPTIONS

Accepted during regular broadcasting periods.

REMOTE CONTROL

Additional charges are made for programs originat-ing outside of the station's studies, and for pro-grams 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.

approval of the station.

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 fer 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 transcrip-tion, using 33-1/3 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.

sales Manager—John H. Dodge. Manager—Carleton D. Smith.

Representatives
National Broadcasting Company, Inc.

WWDC (Established 1941)



Rates received April 9, 1941.

Owned and operated by Capital Broadcasting Co.
Business Office and Studio—1000 Connecticut Arc.,
Washington, D. C.
Transmitter—61 Pierce Street, Northeast, Washington, D. C. Booster amplifier located midway between Bethesda and Silver Spring, Md.

Wave—Power—Time
Onerating 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.

CLASS "B"

CLASS "B" (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 1:100 p.m. week days and 7:00 a.m. to 2:00 p.m. to 1:100 p.m. week days and 7:00 a.m. to 2:00 p.m. and 10:30 p.m. to 1:30 p.m. Sundays 1 times 70:00 p.m. Sundays 1 times 70:00 p.m. Sundays 1 times 66:50 p.m. Sundays 1 times 50:00 p.m. Sund

300 times 49.00 29.40 19.60 CLASS "C" (11:00 p.m. to 7:00 a.m. 1 time 60.00 35.00 24.00 29.00 13 times 57.00 34.20 22.80 25 times 54.00 32.40 21.60 55 times 51.00 30.60 20.40 78 times 48.00 28.80 19.20 156 times 45.00 27.00 18.00 300 times 42.00 25.20 16.80 daily)
19.00
18.05
17.10
16.15
15.20 12.00 11.40 10.80 10.20 9.60 9.00 8.40 ANNOUNCEMENTS

50 words 8.00 7.60 7.20 5.80 6.40 6.00 CLASS 'B'

(7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m. yeek days and 7:00 a.m. to 2:00 p.m. and 10:30 p.m. to 11:00 p.m. Sundays) 10 words 8.50 8.10 7.65 7.25 6.80 6.40 5.00 words 7.00 6.05 6.30 5.85 5.60 6.25

CLASS "C".

(11:00 p.m. to 7:00 a.m. daily)

100 words 6.00 5.70 5.40 5.10 4.80 4.50 4.20

50 words 4.50 4.30 4.05 3.85 3.60 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.

5 minutes: 3 times 54.00 5 times 90.00 6 times 108.00

DIS. of COLUMBIA-Cont'd

WASHINGTON—Continued

W W D C-Continued

SPECIAL WEEKLY RATES

CIASS "A"

| | (8:00 1 | | u;au p.m. | | | :00 | |
|-----|---------|---------|-----------|----------|---------------|---------|--|
| | | p.m. to | 10:30 p. | m. Sunda | 1 y 8) | | |
| 1 1 | iour: | 1 wk. | 13 wks. | 26 wks. | 39 wks. | 52 wks. | |
| | 3 times | 270.00 | 243.00 | 231,50 | 216,00 | 202,50 | |
| | 5 times | 450.00 | 405.00 | 382.50 | 360.00 | 337.50 | |
| | 6 times | 540.00 | 475.00 | 445.00 | 432.00 | 405.00 | |
| 1/ | 2 hour: | | | | | | |
| | 3 times | 162.00 | 145.80 | 137.70 | 129.60 | 121.50 | |
| | 5 times | | 243.00 | 231.50 | 216.00 | 202.50 | |
| | 6 times | | 284.00 | 266.00 | 259.20 | 243.00 | |
| 1/ | 4 hour: | | | | | | |
| | 3 times | 108.00 | 97.20 | 91.80 | 86.40 | 81.00 | |
| | 5 times | | 162.00 | 153.00 | 144.00 | 135.00 | |
| | 6 times | 216.00 | 188.00 | 176.50 | 172.80 | 162.00 | |
| 10 | minutes | s: | | | | | |
| | 3 times | | 79.00 | 74.60 | 70.20 | 65.80 | |
| | 5 times | 148.25 | 131.55 | 124.30 | 117.00 | 109.70 | |
| | 6 times | | 153.00 | 144.00 | 140 40 | 181.66 | |

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 10:30 h.m. to

| | 11:00 ; p.m. ai | o.m. wec ad 10:30 | k days at p.m. to | nd 7:00 a 11:00 p.m | .m. to 2: n. Sunday | 00 's) |
|-----|--------------------|----------------------|----------------------|------------------------|------------------------|-----------|
| 1 h | our: | | | | | |
| - 3 | times | 189.00 | 170.10 | 160.65 | 151.20 | 141.7 |
| 5 | | 315.00 | 283.50 | 267.75 | 252.00 | 236.2 |
| 6 | | 378.00 | 332.00 | 311.00 | 302,40 | 283.5 |
| 1/2 | hour: | | | | | |
| 3 | times | 113.40 | 102.05 | 96.40 | 90.70 | 85.0 |
| 5 | tlmcs | 189.00 | 170.10 | 160.65 | 151.20 | 141.7 |
| 6 | | 226.80 | 198,60 | 186.00 | 181 45 | 170.1 |
| | hour: | | | | ٠. | |
| 3 | times | 75,60 | 68.05 | 64.25 | 60 50 | 56.70 |
| - 5 | times | 126.00 | 113.40 | 107.10 | 100 80 | 94.5 |
| 6 | times | 151.20 | 131.90 | 123.50 | 120 95 | 113.4 |
| 10 | minutes | :: | | | | |
| 3 | times | 60.75 | 54.70 | 51.65 | 48.60 | 45.6 |
| 5 | times | 101.25 | 91.15 | 86.50 | 81.25 | 75.9 |
| € | times | 121.50 | 106.00 | 100.00 | 97.20 | 91.2 |
| | ninutes: | 1 | | | | |
| 3 | | 40.50 | 36.45 | 34.45 | 32.40 | 30.4 |
| 5 | times | 67.50 | 60.75 | 57.40 | 54.00 | 50.6 |
| € | times | 81.00 | 70.25 | 65.75 | 64.80 | 60.8 |

SPECIAL FEATURES

| Tick Tock Revue—Early morning program, 6:00 a.m. to 9:00 a.m., per announcement | |
|---|---|
| per announcement The 1450 Club—Afternoon program, per announcement Capital Capers—Late night program, per announcement 5.00 | 0 |
| Discounts on Special Features | |
| 13 times | 6 |
| Time signals, weather and temperature reports (day basis only). Availabilities on request. | 7 |

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.

Clasina Time

Contracts close two weeks in advance of first broad-cast. Announcement copy and transcriptions close 24 hours in advance. Talks close 48 hours in ad-vance.

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.

Station & Com'l Mgr.—G. Bennett Larson. Program Director—Norman Reed. Chief Announcer—Ray Carson.

Representatives

Burn-Smith Company, Incorporated.

FLORIDA

DAYTONA BEACH

(Volusta County) WMFJ

Rates effective July 1, 1940.
Owned and operated by W. Wright Kach.
Studio--126-1/2 Magnolia Ave., Daytona Beach. Fla.
Transmitter--126-1/2 Magnolia Ave., Daytona Beach.
Florida.

Transmitter—126-1/2 Magnolia Ave., Daytona Beach, Florida.

Wave—Power—Time
Operating power—250 wasta.
(100% modulation)
206.9 meters; 1450 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual oberatins schedule: Sundays 8:00 a.m. to
10:00 D.m. Week days 7:30 a.m. to 11:00 D.m.
Agency Commission
Agency Commission 15% on time. No cash discount.
Payment due within ten days of broadcast.
General Advertisina
For combination rates see listing of Blue Network
Company (Blue Florida Croup).

| (6:00 p.m. to 11:00 p.m.) |
|---|
| 1 hour |
| 1/2 hour |
| 1/4 hour25.00 |
| 50 words or less |
| (7:00 a.m. to 6:00 p.m.) |
| 1 hour 50.00 |
| 1/2 hour30.00 |
| 1/4 hour |
| |
| DISCOUNTS For contracts longer than 13 weeks or more than six |
| times weekly, consult station management for further |
| discounts. Discounts are not retroactive. |
| Discounts hased on 13 weeks. |
| 1 time weekly 5% 4 times weekly 20% |
| 2 times weekly 10% 5 times weekly 25% |
| 3 times weekly 15% 6 times weekly 30% |
| TALENT |
| Pates on tempet |

Representatives

FORT LAUDERDALE (Broward County)

WFTL (Established 1939)



Rates received November 12, 1940.

Owned and operated by Ralph A. Horton.
Business Offices and Studios—2700 S. Andrews Ave..
Ft. Lauderdole. Florida, telephone 1300.
Transmitter—2700 S. Andrews Ave., Ft. Lauderdale.
Florida.

Wave—Powe—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 15% to recognized advertising agencies. No commission on taient. Cash discount—
General Advertising
Now rates, based on 10.000 watts. are being prepared.
For combination rates see listing of Mutual Broadcusting System.

Rates on request.

Por combination rates see listing of Mutual Broadcasting System.

Rates on request.

REMOTE CONTROL

Complete facilities to handle programs originating
outside of studies 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.

Clasing Time

Programs close one week in advance of broadcast.

Talks, continuity, occ., must be submitted at least
mone week in advance of broadcast.

Talks, continuity, occ., must be submitted at least
mone week in advance of broadcast.

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mone week in advance of broadcast.

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FORT MYERS

(Lee County)

WFTM

(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.
24.1.9 meters; 1240 kilocycies.
Licensed to operate unlimited time.
Operates on Eastern War Time.
Operating schedule: 7:00 a.m. to 11:00 p.m.
Agency Commission
Agency Com Rates effective October 1, 1942, (Card No. A-3.)

each month.

General Advertising .

The following rates are for national advertising. For local advertising rates consult station management.

1 tl. 13 tl. 26 tl. 39 tl. 52 tl.

1 hour.... 30.00 24.09 21.76 19.50 17.25

1/2 hour.... 19.50 15.75 14.25 12.75 11.25

1/4 hour.... 12.00 10.85 9.75 8.65 7.85

10 minutes 9.00 8.25 7.50 6.75 6.05

5 minutes 0.35 5.75 5.25 4.75 4.25

| Second Section | Section

TALENT

Rates on request.

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.

mission.

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

President—Ronald B. Woodyard. Vice-President—R. B. Martin. Gencral Manager—J. P. Turner.

GAINESVILLE

(Alachua County)



Rates effective September 1, 1985.
Owned and operated by the State and University of Florida.
Studio-University Campus, Gainesville, Fla., telephone 1000—Ext. 8055.
Transmitter—University Campus, Gainesville, Fla.

phone 1000-EX. Campus, Gainesville. Fla.

Wave—Power—Time
Uperating 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 5:00 a.m. to
sign-off. Sundays 7:00 a.m. to sign-off. Sign-off
time; January 8:00 p.m., May 10:030 p.m., March
9:00 p.m., April 9:30 p.m., May 10:030 p.m., June
10:30 p.m., July 10:30 p.m., May 10:00 p.m., June
10:30 p.m., December 7:30 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 taient. No cash discount. Bilis payable first
of month following broadcast.

General Advertising
For combination rates see listing of Mutual Broadcasting System.

casting System.
(After 6:90 p.m.)

75.00 50.00 80.00 15.00 7.50 5.00 (Before 6:00 p.m.) 50.00 80.00 20.00 10.00 5.00 8.75

Station is equipped to broadcast programs originating outside of the studio.

į,

FLORIDA—Continued

GAINESVILLE—Continued WRUF-Continued

Contract and Other Requirements
Advertising of alcoholic beverages not accepted. All programs subject to approval by station management. rules and regulations of Federal and State Governments, and policies of the Board of Control of institutions of Higher Learning of Florida. Station does not accept business on a "per inquiry" basis

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 Executive—Garland Powell.

Representatives Burn-Smith Company, Inc.

JACKSONVILLE

(Duval County)

WJAX

(Established 1925)

Rates received September 22, 1938.

Owned and operated by City of Jacksonville. Fia Business Office and Studios—No. 1 Broadcast Place. Jacksonville, Fla., telephone 5-5821. Transmitter—Hyde Park Country Club, Jacksonville, Florida.

vave—Power—Time
Operating power—5,000 watts days; 1.000 watts nights
(100% modulation.)
322.6 meters; 930 kilocycles.
Licensed to operate tull 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 let of month.

General Advertising
For combination rates see listing of National Broadcasting Company (Florida Group).

16:00 p.m. to 11:00 p.m.)

| | (6:00 p | .m. to | 11:00 p.m | l. 3 | | | | |
|-----|---------------|---------|-----------|---------|--------|--|--|--|
| | | 1 hr. | 1/2 hr. | 1/4 hr. | 5 min. | | | |
| 1 | time | 190.00 | 120.00 | 74.00 | 37.00 | | | |
| 26 | times | 180.50 | 114.00 | 70.30 | 85.15 | | | |
| 52 | times | | 108.00 | 66.60 | 33.30 | | | |
| 104 | times | 161.50 | 102.00 | 62.90 | 31.45 | | | |
| 130 | times | | 98.40 | 60.68 | 30.34 | | | |
| 195 | times | 142.50 | 90.00 | 55.50 | 27.75 | | | |
| | times | 133.00 | 84.00 | 51.80 | 25.90 | | | |
| | (11:00 | p.m. to | 6:00 p.m | 1.) | | | | |
| 1 | time | 95.00 | 60.00 | 37.00 | 18.50 | | | |
| 26 | times | 90.25 | 57.00 | 35.15 | 17.58 | | | |
| 52 | times | 85.50 | 54.00 | 33.30 | 16.65 | | | |
| 104 | times | | 51.00 | 31.45 | 15.73 | | | |
| 130 | times | | 49.20 | 30.34 | 15.17 | | | |
| 195 | times | | 45.00 | 27.75 | 13.88 | | | |
| 260 | times | 66.50 | 42.00 | 25.90 | 12.95 | | | |
| | ANNOUNCEMENTS | | | | | | | |
| | ANNOUNCEMENTS | | | | | | | |

(6:00 p.m. to 11:00 p.m.) ... 20.00 I minute... (11:00 p.m. to 6:00 p.m.) 1 minute 260.00. 520.00. 1,040.00. 2.080.00.

RECORDED PROGRAMS OR COMMERCIAL TALKS
Regular retes apply.
Rates on application.

Rates on application.

REMOTE CONTROL

Station is equipped to broadcast programs originating outside studies. Rates on application.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting neer and white.

Closing Time
Arrangements for broadcast must be made 15 days in advance of 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 for vertical or lateral cut recordings.

Personnel

Manager and Chief Fostower

Personnel
Manager and Chief Engineer—John T. Hopkins, III.

Manager and Chief Empires And San Francisco— Representatives New York, Chicago, Detroit, and San Francisco— John Blair & Company. Southeast—Harry E. Cummings.

WJHP (Established 1940)



Rates effective July 1, 1940. (Card No. 1.)

Owned and operated by The Metropolis Company, Affiliated with the Jacksonville Journal. Business Office and Studio — Jacksonville Journal Busing, Jacksonville, Florida.

Transmitter—Reed and Alamo Streets, South Jacksonville, Florida.

sonville, Florida.

Wave—Power—Time
Operating power—250 watts.
227.3 meters; 1320 kilocycles.
Licensed to oberate 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. CLASS "A"

(6:30 pm to 11:00 pm)

| | | (0:30 | р.ш. to | 11:00 | p.u., | | |
|-----|-------|--------|---------|-------|-------|-------|------|
| | , | 1 | 1/2 | 1/4 | 5 | 100 | 50 |
| | | hour | | hour | | words | |
| 1 | time | 125.00 | | 45.00 | | 10.00 | 9.00 |
| 13 | times | 118.75 | | 42.75 | 21.37 | 9.50 | 8.55 |
| 26 | times | 112.50 | | 40.50 | 20.25 | 9.00 | 8.10 |
| 52 | times | 106.25 | | 38.25 | 19.12 | 8.50 | 7.65 |
| 100 | times | 100.00 | 53.99 | 36.00 | 17.00 | 8.00 | 7.20 |
| 150 | times | 93.75 | | 33.75 | 16.87 | 7.50 | 6.75 |
| 300 | times | 87.50 | 47.25 | 31.50 | 15.75 | 7.00 | 6.30 |
| | | | CLASS | "B" | | | |
| | | (9:00 | a.m. to | 6:30 | p.m.) | | |
| 1 | time | 57.70 | 34.20 | 22.50 | 11.25 | 6.00 | 5.40 |
| 13 | times | 53.86 | | 21.37 | 10.69 | 5.70 | 5.13 |
| 26 | times | 51.03 | 30.78 | 20.25 | 10.12 | 5.40 | 4.86 |
| 52 | times | 48.19 | | 19.12 | 9.56 | 5.10 | 4.59 |
| 100 | times | 45.36 | 27.36 | 17.00 | 9.00 | 4.80 | 4.32 |
| 150 | times | 42.52 | 25.65 | 16.87 | 8.44 | 4.50 | 4.05 |
| 300 | times | 39.69 | 23.94 | 15.75 | 7.88 | 4.20 | 3.78 |
| | | | | | | | |

CLASS "C"
(6:00 a.m. to 9:00 a.m. and 11:00 p.m. to

| | | | 1:00 a | .m.) | | | |
|------|---------|-------|--------|---------|---------|------|--------|
| 1 | time | 48.00 | 25.00 | 17.50 | 9.00 | 5.00 | 4.50 |
| 13 | times | 45.60 | 23.75 | 16.63 | 8.55 | 4.75 | 4.27 |
| 26 | times | 43.20 | 22.50 | 15.75 | 8.10 | 4.50 | 4.05 |
| 52 | times | 40.80 | 21,25 | 14.88 | 7.65 | 4.25 | 3.82 |
| 100 | times | 38.40 | 20.00 | 14.00 | 7.20 | 4.00 | 3.59 |
| 150 | times | 36.00 | 18.75 | 13.13 | 6.75 | 3.75 | 3.37 |
| 300 | times | 33.60 | 17.50 | 12.25 | 6.30 | 3.50 | 3.15 |
| Chai | n break | | | ts (lim | ited to | 30 W | ords). |
| | availa | | | | | s. | |
| | | 1 | | | | | |

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.

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.

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 McK. Koger.
Chief Engineer—Beecher Hayford.
Program Director—Jack Rathbun.

Representatives
John H. Perry Associates.

WMBR (Established 1927)



Rates effective June 1, 1941. (Card No. 4.) 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)
214.3 meters; 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. 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. 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 |
| 13 | times | 133.00 | 79.80 | 53.20 | 26.60 |
| 26 | times | 126.00 | 75.60 | 50.40 | 25.20 |
| 52 | times | 119.00 | 71.40 | 47.60 | 23.80 |
| 104 | times | 112.00 | 67.20 | 44.80 | 22.40 |
| 156 | times | 105.00 | 63.00 | 42.00 | 21.00 |
| 260 | times | 98.00 | 58.80 | 39.20 | 19.60 |
| | | CLASS | "B" | | |
| | (8:00 | a.m. to | |) | |
| 1 | time | 70.00 | 42.00 | 28.00 | 14.00 |
| 13 | times | 66.50 | | 26.60 | 13.3 |
| 26 | times | 63.00 | 37.80 | 25.20 | 12.60 |
| 52 | times | 59.50 | 35.70 | 23.80 | 11.90 |
| 104 | tlmes | 56.00 | 33.60 | 22.40 | 11.20 |
| 156 | times | 52,50 | 31.50 | 21.00 | 10.5 |
| 260 | times | 49.00 | 29.40 | 19.60 | 9.80 |
| | | CLASS | "C" | | • |
| | (11:00 | | | .) | |
| 1 | time | 45.00 | 27.00 | 18.00 | 9.00 |
| 13 | times | 42.75 | 25.65 | 17.10 | 8.5 |
| 26 | times | 40.50 | 24.30 | 16.20 | 8.1 |
| 52 | times | 38.25 | 22.95 | 15.30 | 7.6 |
| 104 | times | 36.00 | 21.60 | 14.40 | 7.20 |
| 156 | times | 33.75 | 20.25 | 13.50 | 6.7 |
| 260 | times | 31.50 | 18.90 | 12.60 | 6.3 |
| | | | _ 5 | | 0.0 |
| | | | | | |

words.

POLITICAL
Copy must be submitted to station not less than 24 hours before broadcasts. No frequency discount.

RECORDED PROGRAMS
Phonograph record programe permitted in day time only.

only.

TALENT
All kinds available. Regular studio orchestra and ensemble can be furnished at moderate Drices. ontract 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. Maximum length of contract is one year.

factory to itself. Maximum length of contract is one year.

Service of continuity, program, production, publicity and merchandising departments available.

No lotteries or fortune telling acts permitted. All copy subject to approval of management.

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.ru. double turn-tables.

Personnel Frank King.

Sec'y and Treas.—Glenn Marshall, Jr.

Program Director—Chas. Stone.
Chief Engineer—H. B. Green.

Representatives

Representatives
Paul H. Raymer Company.

WPDQ

(Established 1942)



Rates effective September 1, 1942. (Card No. 1.)

Nates elective september 1, 1942. Cald 10. 17.

Owned and operated by Jacksonville Broadcasting
Corp.

Business Office and Studio—Gulf Life Bidg., Jacksonville, Fla., telephone 5-6781.

Transmitter—Seven miles west of Jacksonville on
Lenox Avenue.

Rates on request.

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs—rates on request. Portable units available.

racintites subject to extra charges for fine 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. Sontract 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
Equipmed to handle programs by electrical transcription, using 33-1/3 and 78 r.n.m. single head, for
vertical and lateral cut recordings. Instantaneous recording equipment available.
Personnel
General Manager—Robert R, Feagin.
Representatives
George P, Hollingbery Company.

FLORIDA—Continued

LAKELAND

LAKELAND

(Polk County)

WLAK

(Established 1936)

Rates effective September 1, 1941.

Owned and operated by the Lake Region Broadcasting Company.

Bustness Office and Studio—1412 E. Lime St.. Lakeland. Fla.. telephone 2127.

Transmitter—Shore Acres. Lakeland. Florida.

Wave—Power—Time
Oberating Dower—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 7:55 a.m. to
12:05 a.m. Week days 6:00 a.m. to 12:05 a.m.

Agency commission
Agency commission
Agency commission 15% to recognized 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 carned.
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"

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

| u | CLASS | "A" | | |
|------------------|-------|--------|--------|---------|
| (6:0) | | | ו.מ | |
| 1 ti. | | 26 ti. | 52 ti. | 104 ti. |
| 1 hour 75.00 | | 67.50 | 63.75 | 80.00 |
| 1/2 hour 45.00 | | 39.50 | 36.75 | 34.00 |
| 1/4 hour 30.00 | | 26.50 | 24.25 | 23.00 |
| 10 minutes 20.00 | | 18.00 | 17.00 | 16.00 |
| 5 minutes 14.00 | 13.50 | 13.00 | 12.50 | 12.00 |
| | | | | |

| CLASS | "B" | | |
|--|-----------|-----------|---------|
| (6:00 a.m. to 6:00 p.m. | and after | 10:30 p.n | a.) |
| 1 ti. 13 ti. | 26 ti. | 52 ti. | 104 ti. |
| 1 hour 45.00 43.00 | 41.00 | 39.00 | 37.00 |
| | | 25.50 | 24.00 |
| 1/4 hour 21.00 19.75 | 18.50 | 17.25 | 16.00 |
| 1/2 hour 30.00 28.50 1/4 hour 21.00 19.75 10 minutes 15.00 14.00 | 13.00 | 12,00 | 11.00 |
| 5 minutes 10.00 9.50 | 9.00 | 8.50 | 8.00 |
| FREQUENCY | RATES | | |
| (Three Periods | Per Wee | k) | |
| CLASS | "A" | | |
| (6:00 p.m. to | 10:30 P.p | a.) • | |
| • | 13 wks. | 26 wks. | 52 wks. |
| Three 1/2 hours | . 90.00 | 85.50 | 81.00 |
| Three 1/4 hours | 60.00 | 57.00 | 54.00 |
| Three 10 minutes | 40.00 | 38.00 | 36.00 |
| Three 5 minutes | 28.00 | 26.60 | 25.20 |
| CLASS | "B" | | |
| (6:00 a.m. to 6:00 p.m. | and after | 10:30 p.n | n.) |
| Three 1/2 hours | 60.00 | | 54.00 |
| Three 1/4 hours | . 42.00 | 39.90 | 37.80 |
| Three 10 minutes | 30.00 | 28.50 | 27.00 |
| Three 5 minutes | | 19.00 | 18.00 |
| (Five Periods | Per Wee | k) | |
| CLASS | "A" | | |
| (6:00 p.m. to | | | |
| Five 1/2 hours | 144.00 | 129.60 | 115.20 |
| Five 1/4 hours | . 96.00 | 86.40 | 76,80 |
| Five 10 minutes | | 57.60 | 51.20 |
| Five 5 minutes | 44.80 | 39.32 | 34.84 |
| CLASS | "B" | | |
| (6:00 a.m. to 6:00 p.m. | and after | 10:30 p.n | 0.) |
| Five 1/2 hours | | 86.40 | 76.80 |
| Five 1/4 hours | . 67.20 | 60.48 | 53.76 |
| Five 10 minutes | . 48.00 | 43.20 | 38.40 |

| rive 1/2 nours | | 177.1 | VU 12 | 29.00 | 110.20 |
|--------------------|---------|--------|--------|---------|---------|
| Five 1/4 hours | | 96.0 | 00 3 | 36.40 | 76,80 |
| Five 10 minutes | | 64.0 | 00 ! | 57.60 | 51.20 |
| Five 5 minutes | | 44.8 | 80 5 | 39.32 | 34.84 |
| | CLASS | | | | 0 |
| (6:00 a.m. to 6:0 | | | *** TA | 20 n m | ١. |
| | | | | | |
| Five 1/2 hours | | | | 36.40 | 76.80 |
| Five 1/4 hours | | 67.2 | 20 f | 30.48 | 53.76 |
| Five 10 minutes | | | | 13.20 | 38.40 |
| | | | | | |
| Five 5 minutes | | 32.0 | 00 5 | 28.80 | 25.60 |
| Six times, add 1/6 | of fiv | e time | TATE | | |
| | | EMEN' | | | |
| | | | 1.0 | | |
| | CLASS | | | | |
| (6:00 p | .m. to | 10:30 | p.m.) | | |
| 1 ti. | 13 tt. | 26 ti. | 52 tl. | 104 t1. | 156 ff. |
| 35 word chain | ••• | | | | |
| | | | | | |
| bresk 6.00 | 5.75 | 5.50 | 5.25 | 5.00 | 4.75 |
| 1 minute or 100 | | | | | 2 |
| | | | | | |
| words 5.00 | 4.80 | 4.60 | 4.40 | 4.20 | 4.00 |
| | | | | | |

Weather, time signals, etc., consult station management.

News: Leased wire service available.
Sports—rates on request.
Details on request.

Bates on application.

REMOTE CONTROL

Programs broadcast from points outside the studios are subject to special charges.
Centract and Other Requirement.

Liquor and foreign language programs not accepted.

All programs subject to studion approval and federal and state laws under which etation is licensed.

All proposals subject to prior booking of time.
Contracts should be closed two weeks in advance to make program sededules and publicity releases,
Closing Time
Programs close one week in advance of broadcast.

Talks, programs, continuities, etc., must be submitted at least one week in advance for review by program director. Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 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.

(Dade County) WIOD (Established 1926) ASSOCIATED B STATION

MIAMI

Rates effective February 10, 1941. (Card No. 10.)

Rates effective February 10, 1941. (Card No. 10.)

Owned and operated by Isle of Dreams Broadcasting in Corporation.

Business Office and Main Studio—News Tower.

Miami, Florida, telephone 3-6444

Transmitter—Biscayne Bay, Miami, Florida.

Wave—Power—Time
Operating power—5,000 watts.

(100% modulation.)

491.8 meters; 810 kilocycles.
1.lecinsed to operate on cleared regional channel, full it im.
Operates on Eastern War Time.
Actual operating schedule: Sundays 8:00 a.m., tol
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 their tising agencies when payment is made before their lists 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.

after 1:00 p.m. Sundays)

260 ori
1 ii. 3 ti. 26 ti. 52 ti. 104 tii more ti
1 hour.... 200.00 190.00 180.00 170.00 180.00 150.00
1/2 hour... 120.00 114.00 188.00 170.00 180.00 150.00
1/4 hour... 80.00 76.00 72.00 68.00 46.00 69.00
5 minutes 40.00 38.00 36.00 34.00 32.00 30.00
6 minutes 40.00 55.00 90.00 85.00 80.00 75.00
1 hour... 100.00 95.90 90.00 85.00 80.00 75.00
1/4 hour... 40.00 38.00 30.00 34.00 32.00 30.00
1/4 hour... 40.00 38.00 30.00 34.00 32.00 30.00
1/4 hour... 40.00 38.00 30.00 34.00 32.00 30.00
1/4 hour... 40.00 38.00 30.00 34.00 10.00 15.00
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.

1:00 p.m. to 11:00 p.m. week days and after 1:00 p.m. to 11:00 p.m. week days and after 1:00 p.m. to 13 ti. 26 ti. 52 ti. 104 ti more ti ti. 13 ti. 26 ti. 52 ti. 104 ti more ti ti. 13 ti. 26 ti. 52 ti. 104 ti more ti ti. 13 ti. 26 ti. 52 ti. 104 ti more ti ti. 13 ti. 26 ti. 52 ti. 104 ti more ti mort...... 20.00 10.00 18.00 17.00 16.00 15.00

Per announcement 20.00 10.00 18.00 17.00 16.00 15.00

Per announcement 1.00 10.80 10.20 9.00 20.00

Per announce-ment....... 12.00 11.40 10.80



MIAMI—Continued

W Q A M (Established 1921)



Rates effective November I. 1939.

Rates effective November I. 1989.

Owned and operated by Miami Broadcasting Company, Inc.

Business Office and Studie—327 N. E. First Avenue.

Miami. Florids, telephone 26121.

Transmitter—Riscavne Bay at 14th St., Miami. Fla

Mave—Power—Time

Operating power—1,000 watts.

(100% modulation—crystal control.)

535.7 meters; 500 kilocycles.

Licensed to operate full time on releared regional channel. Operating schedule: Sunday 7:45 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 midnight. Agency Commission

minnight. Week uays one seem a second advertising 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; statements monthly following broadcast.

monthly following broadcast.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Florida Group).

Straight commercial talks not acceptable.
The following rates apply to national advertising.

(6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. bundays)

| | 1 | :00 p.m. | to 11:00 | p.m. Sur | idays) | | | | | |
|---|------------------------------------|----------|----------|----------|---------|--------|--|--|--|--|
| | | 1 hr. | 1/2 hr. | 1/4 hr. | 10 mln. | 5 min. | | | | |
| 1 | time | 150.00 | 90.00 | 60.00 | 45.00 | 30.00 | | | | |
| 26 | times | 142.50 | 85.50 | 57.00 | 42.75 | 28.50 | | | | |
| 52 | times | 135.00 | 81.00 | 54.00 | 40.50 | 27.00 | | | | |
| | | 132.25 | 78.75 | 52.50 | 39.37 | 26.25 | | | | |
| | | 127.50 | 78.50 | 51.00 | 38.25 | 25.50 | | | | |
| | | 120.00 | 72.00 | 48.00 | 36.00 | 24.00 | | | | |
| | | 112.50 | 67.50 | 45.00 | 33.75 | 22.50 | | | | |
| (Before 6:00 p.m. and after 11:00 p.m. week | | | | | | | | | | |
| | days and before 1:00 n.m. Sundays) | | | | | | | | | |

day
1 time
26 times
52 times
65 times
130 times
195 times
260 times 75.00 71.25 67.50 66.13 63.75 60.00 56.25 45.00 42.75 40.50 39.38 38.25 36.00 33.75 28.50 27.00 26.25 25.50 24.00 22.50

SPECIAL FEATURES

TALENT

Rates on request.

REMOTE CONTROL Service anywhere in Florida. Minimum charge 85.00.

Service anywhere in Florida. Minimum charge 35.00. contract and Other Redulrements Advertising of alcoholic beverages not accepted. excepting beer and wine. Rates include station time, announcer, program listing service or publicity and merchandising departments. All broadcasts subject to approval of station management No contracts made for longer than one year. Copy must conform with N.A.B. code.

Talent programs and recorded weeks in advance of broadcast.

Announcements close two weeks in advance.

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

Personnel President and General Manager—F. W. Borton.

Representatives
John Blair & Company.

MIAMI BEACH

(Dade County)

WKAT (Established 1997)

Rates effective July 15, 1942. Owned and operated by A. Frank Katzentine. Business Office and Studio—1759 Bay Road, Miami Beach, Florida. Transmitter—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 adver-tising 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).

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

1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 200 ti. 200 ti. 1 hr 140.00 133.00 126.00 119.00 112.00 105.00 98.00 1/2 ir. 84.00 79.80 75.00 71.40 67.20 63.00 58.80 1/4 hr 56.00 53.20 50.40 47.60 44.30 42.00 39.20 10 min 42.00 39.90 37.80 35.70 33.60 31.50 29.40 5 min 28.00 26.60 25.20 23.80 22.40 21.00 19.60

(8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

1 hr 70.00 66.50 50.00 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 Into 21.00 19.95 18.90 17.85 16.80 15.75 5 min 14.00 13.30 12.60 11.90 11.20 10.50 (12:00 midnight to 8:00 a.m.)

45.60 26.60 18.05 13.30 9.50 43.20 40.80 38.40 36.00 25.20 23.80 22.40 21.00 17.10 16.15 15.20 14.25 12.60 11.90 11.20 10.50 9.00 8.50 8.00 7.50

ANNOUNCEMENTS

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

1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 200 tl. 260 tl. 100 wds 12.00 11.40 10.80 10.20 0.60 9.00 8.40 75 wds 10.50 9.07 9.44 8.01 8.38 7.85 7.32 50 wds 9.60 9.12 8.61 8.16 7.68 7.20 6.72 One mln. E.T. or 35 word chain break 15.00 14.23 13.50 12.75 12.00 11.25 10.50 (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to (12:00 midnight)

(12:00 midnish)

100 wd3 7.20 6.84 6.48 6.12 5.76 5.40 5.04 75 wd3 6.25 5.94 5.03 5.32 5.01 4.70 4.39 50 wd3 5.40 5.13 4.86 4.59 4.32 4.05 3.78 One min. E.T. or 35 word chain break 9.00 8.55 8.10 7.05 7.20 6.75 6.30 Announcements in excess of 100 words but not exceeding one minute will be charged for at the one minute transcription rate. For tie-in announcements in connection with network programs, see Blue Network Company.

CONTIGUOUS RATES

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 fixured 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.

POLITICAL TALKS

Bases on request.

Rates on request.

SPECIAL FEATURES

SPECIAL FEATURES

Special participating programs—rates on request.

Nows—Leased wire service available. Regular time charge plus 15%.

Temperature, time and weather reports, copy limited to 25 words, sold at station break rates.

TALENT

Rates on request. Auditions will be made available on short notice.

REMOTE CONTROL

Station is equipped to handle remote control programs. Rates on request.

SERVICE FACILITIES Estimates submitted on complete merchandising serv-

Estimates submitted on complete merchandising aerrice on request.

Program charges (artists, orchestra, continuity. etc.) are in addition to charges. Rates cover only station time and facilities for program originating in station's studies.

Contract and Other Requirements

ontract and Unter 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. Contract renewels 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 its use and station iden-tification.

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.

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)

(Established 1939)
nates effective June 1, 1939. (Card No. 1.)
Owned and operated by the Ocala Broadcasting Co.
Business Office and Studio—Ocala. Florida.
Transmitter—Anthony Road and Henry St., Ocala.
Florida.
wave—Power—Time
Operating power—100 watts.
201.3 meters; 1400 kilocycles.
Licensed to operate unlimited 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. No commission on talent.

General Advertising
For combination rates see listing of National Broadcasting Company (Blue Florida Group).
The following rates are for national advertising. For
local rates consult station management.

| | (ន:00 | p.m. to | 11:00 p.m | L) | | | |
|---------------|--------|---------|-----------|--------|---------|--|--|
| | 1 tl. | 13 ti. | 26 tl. | 52 ti. | 104 ti. | | |
| 1 hour | 40.00 | 38.00 | 36.00 | 34.00 | 32.00 | | |
| 1/2 hour | 22.50 | 21.38 | 20.25 | 19.13 | 18,00 | | |
| 1/4 hour | 12.50 | 11.88 | 11.25 | 10.63 | 10.00 | | |
| 5 minute | 8 6.25 | 5.94 | 5.63 | 5.32 | 5.00 | | |
| | (7:00 | a.m. to | 6:00 p.m. |) | | | |
| l hour | 27.00 | 25.65 | 24.30 | 22.95 | 21.60 | | |
| 1/2 hour | 16.00 | 15.20 | 14.40 | 13.60 | 12.80 | | |
| 1/4 hour | 10.00 | 9.50 | 9.00 | 8.50 | 8.00 | | |
| 5 minute | 5.00 | 4.75 | 4.50 | 4.25 | 4.00 | | |
| ANNOUNCEMENTS | | | | | | | |
| | (6:00 | p.m. to | 11:00 p.m | .) | | | |
| i minute | 5.00 | 4.75 | 4.50 | 4.25 | 4.00 | | |
| | (7:00 | a.m. to | 6:00 p.m. |) | | | |
| 1 minute | 3.50 | 3.33 | 3.15 | 2.98 | 2.80 | | |
| | | | | | | | |

TALENT

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 heer and wine only. All copy subject to the approval of the management.
Maximum contract one year.

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

Personnel
President—John T. Alsop. Jr.
Manager—T. S. Glichrist, Jr.
Prog. Dir. & Chief Engineer—Sid Ducote. Representatives
John H. Perry Associates.

ORLANDO (Orange County)

WDBO (Established 1924)



Rates effective January 1, 1042,

Owned and operated by Orlando Broadcasting Co., Incorporated.

Incorporated.
Business Office and (Main) Studio—Fort Gatlin
Hotel, 563 N. Orange Ave., Orlande, Florida.
Transmitter—Dubadread Country Club. Orange Country. Florida.

Wave—Power—Time
Operating power—5,000 watts,
510.2 meters; 580 kilocycles,
Licensed to operate full time on cleared regional
channel.
Operates on Eastern War Time,
Actual operating schedule; 24 hours daily.

Actual operating schedule. - 1 1000.

Agency commission 15% allowed to recognized agencies on not station time charges. No commission on program cost or production charges. No cash discount. Invoices mailed lat of menth for service rendered during preceding month. Payable on the 15th.

count. Mivotes manious 15 to inding for service featuring preceding month. Paranle on the 15th. General Advertising For combination rates see listing of Columbia Broadcasting System (Fiorida Group). Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management. Discounts may be computed by combining concurring contracts or other contracts in the same calendar year. Announcements and program periods of 6 minutes or more may not be combined to care greater discounts. Separate programs advertising different products of the same manufacturer may be combined for lower rates provided the programs are run adjacent to each other so that the combination forms one continuous broadcast.

1 hour., 1/2 hour., 1/2 hour., 1/4 hour., 1/5 minutes 12.50 13.76 13.60 13.76 13.60 13.76 13.60 13.76 13.60 13.76 13.60 13.76 13.60 13.76 13.60 13.76 13.60 13.76 13.60 13.76 13.60 13.76 13.60 13.76 13.60 13.76 13.60 13.76 13.60 13.76 13.60 13.76 13.60 13.76 13.60 13.76 13.60 13.76

FLORIDA—Continued

ORLANDO—Continued W D B O--Continued

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 8.68 Thirty word chain breaks, where available (guaranteed position), one minute electrical transcription or 100 word rate applies.

BUIAK 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.

1-1/4 hours up to 1-3/4 hours—1.32 of the hour rate.

1-1/4 hours up to 1-3/4 hours—1.32 of the hour rate.

1-1/4 hours up to 2 hours—1.46 of the hour rate.

2-1/4 hours up to 2-1/4 hours—1.30 of the hour rate.

2-1/4 hours up to 2-3/4 hours—1.30 of the hour rate.

2-1/4 hours up to 3 hours—2.00 of the hour rate.

2-1/4 hours up to 2-3/4 hours—1.30 of the hour rate.

2-1/4 hours up to 3 hours—2.00 of the hour rate.

2-1/4 hours up to 3 hours—2.00 of the hour rate.

SPECIAL FEATURES

Perticibating programs broadcast daily except Sunday, Regular time rates apply. Non-competitive products or services.

Perfods 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 Dlus service charge of 2.00 and 3.00, respectively, per broadcast.

Weather reports, time signals, hortcultural 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.

Quest. 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.

ontract 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.

No periods are sold in bulk for re-sale.
All programs subject to prior booking of time.

Closing Time
For Inclusion of programs in Publicity, 15 days are
required; for programs utilizing talent. 10 days;
transcriptions and talks, 5 days; announcements. 3
days.

Mechanical Program Equipment
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.

Presonnel
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 Hazlewood, Inc.
Business Office and Studio—Angebilt Hotel, Orlando,
Florida.
Transmitter—W. Central Avenue, Orlando, Florida.
Wave—Power—Time

over-fower-film Operating power-250 watts.
243.9 meters; 1230 kilocycles.
Idensed to operate full time on local channel.
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

15% to recognized advertising agencies on station
time only; 2% cash discount if received by 10th of
month following broadcast. Bills rendered monthly,
Weekly or duplicate billing if requested.

General Advertising

ieneral Advertising
'The following rates are for national advertising.
Fees charged by owners of music copyrights are not included in rates see listing of National Broadcasting Company (Florida Group) and Blue Network Company (Blue Florida Group).
Discounts may be computed by combining concurring confracts or other contracts in the same calendar year. However, announcements and/or programs of five ninutes or more must be computed separately.
Discounts applicable as earned.

CLASS "A"

(6:00 p.m. to 10:30 p.m. week days and after 12:00 noon Sundays) 10 1 1/2 1/4

| | hour | hour | hour | min. | min. | min. |
|-------------|-------|-------|--------|-------|-------|------|
| 1 time | 60.00 | 36.00 | 24.00 | 18.00 | 12.00 | 6.00 |
| 13 times | 58.50 | 35.10 | 23.40 | 17.55 | 11.70 | 5,85 |
| 26 times | 57.00 | 34.20 | 22,80 | 17.10 | 11.40 | 5.70 |
| 39 times | 55.50 | 33.30 | 22, 20 | 16.65 | 11.10 | 5.55 |
| 52 times | | 32.40 | 21.60 | 16.20 | 10.80 | 5.40 |
| 104 times | | 31.50 | 21.00 | 15.75 | 10.50 | 5.25 |
| 156 times | 51.00 | 30.60 | 20.40 | 15.30 | 10.20 | 5.10 |
| 260 times | 49.50 | 29.70 | 10.80 | 14.85 | 9.90 | 4.95 |
| 312 or more | 10.00 | 20110 | 10.00 | | | |
| times | 48.00 | 28.80 | 19.20 | 14.40 | 9.60 | 4.80 |
| | | | | | | |

CLASS "B"

(9:00 a.m. to 6:00 p.m. week days and 9:00

| | a, | m. to | 12:00 | noon S | Sundays) | | |
|-----|---------|-------|-------|--------|----------|------|------|
| 1 | time | 30.00 | 18.00 | 12.00 | 9.00 | 6.00 | 3.00 |
| 13 | times | | 17.55 | 11.70 | | 5.85 | 2.93 |
| 26 | times | | 17.10 | 11.40 | | 5.70 | 2.85 |
| 39 | times | 27.75 | 16.65 | 11.10 | 8.33 | 5.55 | 2.78 |
| 52 | times | 27.00 | 16.20 | 10.80 | | 5.40 | 2.70 |
| | times | | 15.75 | 10.50 | | 5.25 | 2.63 |
| | times | | 15.30 | 10.20 | | 5.10 | 2.55 |
| 260 | times | 24.75 | 14.85 | 9.90 | 7.43 | 4.95 | 2.48 |
| | or more | | | | | | |
| ti | mcs | 24.00 | 14.40 | 9.60 | 7.20 | 4.80 | 2.40 |
| | | | A | | | | |

CLASS "C"

| | | (21 | in other | cime, | | | |
|-----|---------|-------|----------|-------|------|------|------|
| 1 | time | 20,00 | 12.00 | 8.00 | 6.00 | 4.00 | 2.00 |
| 13 | times | 19.50 | 11.70 | 7.80 | 5.85 | 3.90 | 1.95 |
| 26 | times | 19.00 | 11.40 | 7.60 | 5.70 | 3.80 | 1.90 |
| 39 | times | 18.50 | 11.10 | 7.40 | 5.55 | 3.70 | 1.85 |
| 52 | times | 18.00 | 10.80 | 7.20 | 5.40 | 3.60 | 1.80 |
| 04 | times | 17.50 | 10.50 | 7.00 | 5.25 | 3.50 | 1.75 |
| .56 | times | 17.00 | 10.20 | 6.80 | 5.10 | 3.40 | 1.70 |
| | times | 16.50 | 9.90 | 6.60 | 4.95 | 3.30 | 1.65 |
| ₹19 | or more | | | | | | |

times...... 16.00 9.60 6.40 4.80 3.20 1.60 (*) Transcriptions, live or chain breaks (chain breaks limited to 30 words).

RUN OF SCHEDULE
When an advertiser uses run-of-schedule programs to fill oben 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.

gram ideas furnished.

Contract and Other Requirements
All contracts, programs and advertising subject to approval of the station and to all limitations and cats now or hereafter to be passed or adopted by the Confress of the United States, the Federal Communications Commission, Federal Trade Commission, state legislature, the courts, or other duly authorized authorities.

Contracts are not transferable.

Time allotted to advertiser may be taken by station for broadcasting of other programs of events which in the Judgment of the station are of greater service or value to the public. Station shall endeavor to motify 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.

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.
No contract accepted for longer than one year.
Preferred position governed by priority and availability on contract basis.
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.

Closing Time Contracts close one week in advance of first broad-cast. Announcement copy, transcriptions and talks close 36 hours in advance.

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

Personnel General Manager-Edward J. Lord.

Representatives
Burn-Smith Company, Incorporated.
Atlanta—B. Frank Cook.

PALM BEACH-LAKE WORTH

(Palm Beach County)

WWPG

(Established 1941)

Itate card dated December 1, 1941.

Owned and operated by Lake Worth Broadcasting Corporation. Corporation.

Business Office and Studio—South Ocean Blvd., Palm Beach, Fla.

Transmitter—South Ocean Blvd., Palm Beach, Fla.

Operating power—250 waits,
223.0 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 midnight.

Agency Commission

Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered interest of month following service; due 10th of month following service.

General Advertising

For combination rates see listings of Mutual Broad-casting System and Blue Network Company (lilue Florida Group).

CLASS "A"

| (6:00 p.m. to 12:00 midnight) | | | | | | | |
|-------------------------------|-------|---------|------------|--------|---------------|--|--|
| | 1 ti. | 13 ti. | 26 ti. | 39 ti. | 52 ti. | | |
| 1 hour | 75.00 | 71.25 | 67.50 | 63.75 | 60.00 | | |
| 1/2 hour | 45.00 | 42.75 | 41.50 | 38.25 | 36.00 | | |
| 1/4 hour | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 | | |
| 5 minutes | 15.00 | 14.25 | 13.50 | 12.75 | 12.00 | | |
| | | | | | | | |
| | | CLASS | "B | | | | |
| | (6:00 | a.m. to | 6:00 p.m.) | | | | |
| 1 hour | 60.00 | 57.00 | 54.00 | 51.00 | 48.00 | | |
| 1/2 hour | 41.25 | 38.90 | 37.10 | 35.10 | 33.0 0 | | |
| 1/4 hour | 22.50 | 21.35 | 20.15 | 19.00 | 18.00 | | |
| | | | | | | | |
| 5 minutes | 12.00 | 11.40 | 10.80 | 10.20 | 9.60 | | |

SPECIAL WEEKLY RATES

CLASS "A" (6:00 p.m. to 12:00 midnight)

Per week: Three times:
1/2 hour...
1/4 hour...
5 minutes. 13 wks. 108.99 72.75 36.00 26 wks. 102.60 68.40 34.20 39 wks. 96.00 64.05 31.95 minutes... Five times: 1/2 hour... 1/4 hour... 5 minutes. 144.00 99.75 51.30 171.00 114.00 57.00 133.35 92.55 46.35

Six times: 1/2 hour.... 1/4 hour.... 5 minutes... 205.20 135.30 68.40 171.00 119.70 59.85 CLASS "B"

157.50 107.10 53.10

(6:00 a.m. to 6:00 p.m.) Three times: 1/2 hour.... 1/4 hour.... 5 minutes... 99.90 54.45 28.95 94.05 51.30 27.36 Five times: 156.75 85.50 45.60 147.15 78.75 42.75 1/2 hour... 1/4 hour... 5 minutes. Six times: 1/2 hour 1/4 hour 5 minute 164.55 89.73 47.88 153.00 84.60 43.65 145.35 80.28 42.30 178.10 102.60 54.72 minutes....

ANNOUNCEMENTS

(6:00 p.m. to 12:00 midnight) 1 13 26 52 104 ti. ti. ti. ti. ti. 104 ti. ti. 100 words or tran scription 7.0 7.00 6.50 6.20 6.00 5.50 5.00

CLASS "B"

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

100 words or tran-scription 6.00 5.70 5.50 5.20 4.90 4.50 4.20

SPECIAL FEATURES
Participations of 100 words or transcription 5.00 4.70 4.40 4.10 5.80 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 sub-mitted for station approval 24 hours in advance. SERVICE FACILITIES

Merchandising service available. Complete information

Contract and Other Requirements

Advertising of alcoholic beverages not accepted ex-cepting beer and light wines. Contracts subject to cancellation by two week written notice accompanied by certified check at short rate to date of last pro-gram. Contracts are not assignable nor are any pe-riods sold in bulk for resale. Contracts and programm-are subject to station approval and government regu-lations.

Closing Time

Contracts close one week in advance of first broad-cast. Announcement copy, transcriptions and talked close 24 hours in advance. Talent programs close one

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-Charles E. Davis. Manager-Fred H. Ford.

Representatives

Burn-Smith Company, Incorporated.

PANAMA CITY

WDLP (Established 1940)

(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 Milcoycles.

Operates on Central War Time.

Agency Commission 15% to recognized advertising
agencies on net charges for station filme. Cash discount 2%—10 days from date of invoice.

General Advertising

13 ti. 25.65 15.20 9.50 4.75 eneral Advertising
1 ti.
1 hour.... 27.00
1/2 hour.... 16.00
1/4 hour.... 10.00
5 minutes... 5.00 26 ti. 104 ti. 21.60 12.80 8.00 4.00 24.30 14.40 9.00 4.50 5 minutes... 5.00 1 minute announce-ments.... 3.00 2.85 2.70 TALENT

Rates on request.

REMOTE CONTROL
Additional charges are made for programs originating outside the station studies, and for programs requiring special production. rograms originating

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

approval, federal and state laws under which station is licensed. Machanical Program Equipment Equipmed to handle programs by electrical transcription, using \$3-1/\$ 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.

ST. AUGUSTINE

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 Fark. St. Augus-

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 mid-

Actual operating schedule: 7:00 a.m. to 12:00 mindnight.
Agency Commission
Agency commission 15% to recognized advertising
agencies. Cash discount
—.
General Advertising
For combination rates see listing of Columbia Broadcasting System (Florida Group).
Hates include charges by owners of music copyrights.
The tollowing rates are for both local and national
advertising.

| | 50 |
|--------------------------|--------------------------|
| | 30 |
| | 20 |
| minutes | 10 |
| word announcement | 7 |
| word appoincement | . 6 |
| (6:30 a m. to 6:00 p.m.) | |
| | 25 |
| | 15 |
| | îč |
| minutes | - 1 |
| | (6:30 a.m. to 6:00 p.m.) |

| 100 word announcement 5.00 |
|--|
| 50 word announcement |
| DISCOUNTS |
| Less than 13 times Net |
| 13 to 25 times |
| 28 to 51 times 10% |
| 52 to 99 times |
| 100 to 149 times |
| 150 or more times |
| SPECIAL FEATURES |
| |
| |
| |
| |
| |
| |
| 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 |
| Discounts |
| 6 months |
| 12 months |
| 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 originat- |
| ing outside studios. Rates on request. |
| Contract and Other Requirements |
| Advertising of alcoholic beverages not accepted. ex- |
| cept beer and wine. |
| Closing Time |
| Arrangements for broadcast must be made 15 days |
| in advance of broadcast |
| Mechanical Program Equipment |

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables
Presonnel
President—Glenn Marshall, Jr.
Gen'l & Sales Mgr.—J. Allen Brown.
Chief Engineer—Pat Bernhard.

Representatives
Paul H. Raymer Company.

PENSACOLA

(Escambia County) WCOA (Established 1926)



Nates 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.

(100% modulation.)
1219.0 meters; 1370 kilocycles.
Operates on cleared regional channel.
Liceased to operate unlimited time.
Operates on Central War Time.

Operates on Central Year Lime.

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.

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.)

11, 13 it. 28 it. 52 it. 104 it. 158 it.
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...... 30.00 27.50 50.00 25.00 20.00

1/4 hour...... 30.00 27.50 50.00 25.00 20.00

1/2 hour..... 30.00 37.50 35.00 30.00 30.00

1/2 hour..... 30.00 37.50 50.00 35.00 30.00

5 minutes 12.50 10.50 0 9.00 8.50 8.00 7.50

| Description |

REMOTE CONTROL
Rates for remote control on application.

Rates for remote control on application.

Contract and Other Requirements
Tender in extra. Services of announcer are included
fitted in extra. Services of announcer are included
fitted to the services of announcer are included
fitted to the services of announcer are included
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 88-1/8 and 78 r.p.m. double turn-tables.

Personnel
President—I. H. Perry.

ersonnel
President—J. H. Perry.
Manager—I. F. Welch.
Commercial Manager—Lyall Barnett.
lepresentatives
John H. Perry Associates.

Your story told on the page with your listing 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
WTOC—Savannah. Georgia

Rates effective March 1, 1939. (Card No. 1.)

Wave-Power-Time See individual listings.

See individual instrings.

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.

CLASS "A"

12:00 mldnight)

| CLASS "A" | | | | | | | | | |
|-----------|-------------------------------|----------|----------|---------|---------|--|--|--|--|
| | (6:00 p.m. to 12:00 mldnight) | | | | | | | | |
| | | l hr. | 1/2 hr. | 1/4 hr. | 5 min. | | | | |
| 1 | time | 400.00 | 230.00 | 130.00 | 85.00 | | | | |
| 13 | times | 380,00 | 218.50 | 123.50 | 80.75 | | | | |
| 26 | times | 360.00 | 207.00 | 117.00 | 76.50 | | | | |
| 52 | times | 340.00 | 195.50 | 110.50 | 72.25 | | | | |
| 100 | times | 320.00 | 184.00 | 104.00 | 68.00 | | | | |
| 156 | times | 310.00 | 178.25 | 100.75 | 65.88 | | | | |
| 260 | times | 300.00 | 172.50 | 97.50 | 63.75 | | | | |
| | | CLASS | "B" | | | | | | |
| | (8:00 | a.m. to | 6:00 p.m | ı.) | | | | | |
| 1 | time | 240.00 | 135.00 | 75.00 | 50.00 | | | | |
| 13 | times | 228.00 | 128.25 | 71.25 | 47.50 | | | | |
| 26 | times | 216.00 | 121.50 | 67.50 | 45.00 | | | | |
| 52 | times | 204.00 | 114.75 | 63.75 | 42.50 | | | | |
| 100 | times | 192.00 | 108.00 | 60.00 | 40.00 | | | | |
| 156 | times | 186.00 | 104.63 | 58.13 | 38.75 | | | | |
| 260 | times | 180.00 | 101.25 | 56.25 | 37.50 | | | | |
| | | CLASS | "C" | | | | | | |
| | (B | efore 8: | | | | | | | |
| | | | 1 hr. | 1/2 hr. | 1/4 hr. | | | | |
| 1 | time | | 140.00 | 81.00 | 45.00 | | | | |
| 13 | times | | . 133.00 | 76.95 | 42.75 | | | | |
| 26 | times | | . 126.00 | 72.90 | 40.50 | | | | |
| 52 | times | | | 68.85 | 38.25 | | | | |
| 100 | times | | | 64.80 | 36.00 | | | | |
| 156 | times | | . 107.50 | 62.78 | 34.88 | | | | |
| 260 | times | | . 105.00 | 60.75 | 33,75 | | | | |
| | ADDIT | IONAL | DISCOUN | ITS | | | | | |
| V34- | | | | 3141 | | | | | |

Five or more times per week 5% additional discount. This discount does not apply to Class "C" rates.

ANNOUNCEMENTS

CLASS "A

| | (8: | :00 | P.m. | to | | p.m.) | |
|-----------------------------------|----------------------|-------|---------------|--------|---|--|--|
| | | | | | 100 wd | | . 25 wds. |
| 1 | time | | | | 45.0 | | |
| 13 | times | | | | | | |
| 26 | times | | | ****** | | | |
| 52 | times | | | | | | |
| 100 | times | | | | | | |
| 300 | t1mes | ***** | | | 33.7 | | |
| 1000 | times | | ****** | ****** | 31.5 | 0 25, 2 0 | 23.10 |
| | | | CLA | 88 | "B" | | |
| | | | | | | | |
| - (6 | 3:00 a.m. | to | 6:00 | p.m | . and | 10:30 p.n | n. to |
| (6 | 3:00 a.m. | | 6:00 12:00 | | . and inight) | 10:30 p.n | n. to |
| 1 | time | 1 | 2:00 | mic | lnight) | | 19.00 |
| 1 13 | time | 1 | 2:00 | mic | lnight) 28.0 | 0 22.00 | 19.00 |
| 1 13 26 | | 1 | 2:00 | mic | lnight) 28.0 26.6 25.2 | 0 22.00 0 20.90 0 19.80 | 19.00 18.05 |
| 1 13 26 52 | timetimes | 1 | 2:00 | mic | lnight) 28.0 26.6 25.2 | 0 22.00 0 20.90 0 19.80 | 19.00 18.05 17.10 16.15 |
| 1 13 26 52 100 | timetimes | 1 | 2:00 | mle | lnight) 28.0 26.6 25.2 23.8 | 0 22.00 0 20.90 0 19.80 0 18.70 0 17.60 | 19.00 18.05 17.10 16.15 15.20 |
| 1 13 26 52 100 300 | timetimestimes | 1 | 12:00 | mle | lnight) 28.0 26.6 25.2 23.8 22.4 21.0 | 0 22.00 0 20.90 0 19.80 0 18.70 0 17.60 0 16.50 | 19.00 18.05 17.10 16.15 15.20 14.25 |
| 1 13 26 52 100 | timestimestimestimes | 1 | 2:00 | mle | Inight) 28.0 26.6 25.2 23.8 22.4 | 0 22.00 0 20.90 0 19.80 0 18.70 0 17.60 0 16.50 | 19.00 18.05 17.10 16.15 15.20 14.25 |

Line Charges
Rates shown do not include line charges. Lines retained on a multiple hour basis. Complete information on request.

Comiract 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.

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.

Transmitter—Three infles north of city, Albany, Ga.

Wave—Power—Time
Operating power—1.000 watta.
188.7 meters; 1500 kilocycles.
Licensed to operate full 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
Agency Commission
No cash discount. Bills are due and
payable when rendered.
General Advertising.

General Advertising
For combination rates see listing of Mutual Broad-casting System.
The following rates are for national advertising.

CLASS "A" (6:30 p.m. to 10:15 p.m. week days; 3:00

| 1 | p.m. to 10:00 p.m. Sundays) | 60.00 |
|-------------|-----------------------------|-------|
| $1/\hat{2}$ | liour | 36.00 |
| 1/4 | hour | 22.00 |
| 5 | minutes | 11.00 |
| 1 | minute or less | 4.50 |
| | CLASS "B" | |
| | (All other time) | |
| 1 | hour | 30.00 |
| 1/2 | hour | 18.00 |
| 1/4 | hour | 12,00 |
| 5 | minutes | 6.00 |
| 1 | minute or less | 3.50 |
| | DISCOUNTS | |
| 1 | time | Net |
| 13 | times | 5% |
| 26 | times | 10% |
| 52 | times | 15% |
| 104 | times | 20% |
| 300 | or more times | 25% |
| | 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.

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 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

Mechanical Requirements

Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turn-tables for ver-tical 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

Vave—Power—11me

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.

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 Broad-casting System (Southcentral Group) and Georgia Broadcasting System.

(After 6:00 p.m.)

| | 1 | 13 | 26 | 52 | 100 | 200 | 300 |
|------------|-------|--------|-------|-------|-------|-------|-------|
| | ti. | tI, | ti. | ti. | ti. | ti. | ti. |
| 1 hour | 50.00 | 47.50 | 45.00 | 42.50 | 40.00 | 37,50 | 35.00 |
| 1/2 hour | | | | | | | |
| 1/4 hour | 20.00 | 19.00 | 18.00 | 17.00 | 16.00 | 15,00 | 14.00 |
| 10 minutes | 15.00 | 14.25 | 13.50 | 12.75 | 12.00 | 11.25 | 10.50 |
| 5 minutes | 10.00 | 9.50 | 9.00 | 8.50 | 8.00 | 7.50 | 7.00 |
| | (1 | 3efore | 6:00 | p.m.) | | | |
| | | ~~ ~~ | | | | | |

| | ٠. | 301010 | 0.00 | p , | | | |
|------------|------|--------|------|------|------|------|------|
| 1 hour | | | | | | | |
| 1/2 hour | | | | | | | |
| 1/4 hour | | | | | | | |
| 10 minutes | | | | | | | |
| 5 minutes | 8.00 | 7.80 | 7.20 | 6.80 | 6.40 | 6.00 | 5.00 |

ANNOUNCEMENTS

| | 1.2 | Miler (| յաս բ | ,m., | | | | |
|---------------|----------|---------|--------|--------|---------|--------|------|--|
| | 1 | 13 | 26 | 52 | 100 | 200 | 300 | |
| | ti. | ti. | t1. | tI. | tl. | tl. | tI. | |
| One minute e | electric | al tran | 1- | | | | | |
| scription | 7.60 | 6.65 | 6.30 | 5.95 | 5,60 | 5.25 | 4.90 | |
| 100 words | 6.00 | 5.70 | 5.40 | 5.10 | 4.80 | 4.50 | 4.20 | |
| 75 words | 5.00 | 4.75 | 4.50 | 4.25 | 4.00 | 3.75 | 3.50 | |
| *35 words sta | ation | | | | | | | |
| break | 4.00 | 3.80 | 3.60 | 3.40 | 3.20 | 3.00 | 2.80 | |
| | (13 | efore | 6:00 r | . m 1 | | | | |
| One minute e | | | | ,щ., | | | | |
| | | | | | | | | |
| scription | 5.00 | 4.75 | 4.50 | 4.25 | 4.00 | 3.75 | 3.50 | |
| 100 words | 4.00 | 3.80 | 3.60 | 3.40 | 3.20 | 3.00 | 2.80 | |
| 75 words | 3.00 | 2.85 | 2.70 | 2.55 | 2.40 | 2.25 | 2.10 | |
| *35 words sta | tlon | | | | | _, | | |
| break | 2.00 | 1.90 | 1.80 | 1.70 | 1.60 | 1.50 | 1.40 | |
| (*) Flfty | words | when | place | d in i | partici | Dation | Dro- | |
| erams. | | | • | , | | | | |

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.

REMOTE CONTROL

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 alcoholio 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

Closing Time
One week in advance of initial broadcast.

Mechanical Program Equipment Equipment Equipment Equipment Equipment Equipment Equipment to handle programs by electrical transcription, using 33-1/3 and 78 r.D.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)

W G A U
(Established 1938) Rates effective April 1, 1938.

Owned and operated by J. K. Patrick & Company. Business Office and Studio—Bobbin Mill Road. Athens, Georgia. Lelphone 1741. Transmitter—Bobbin Mill Road. Athens, Georgia.

Transmitter—Bobbin Mill Road, Atnens, 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

gency 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 billing date.

General Advertising

ANNOUNCEMENTS

1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 300 ti.
One minute electrical transcription or
100 words 3.00 2.85 2.70 2.55 2.40 2.25

POLITICAL RATES

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.

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. Contact and Other Resultements are for estation time only, talent charges are extra. Maximum contract. one year.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using \$3:1/3 or 78 r.p.m. double turn-tables. Presonnel
Station Mgr. & Chief Engineer—Melvin C. Gorman.

ersonne: Station Mgr. & Chief Engineer—Melvin C, Gorman. Program Director—Bill Evans.

ATLANTA

(Fulton and De Kalb Counties) WAGA
(Established 1937)



Nates erective July 1, 1941. (Card No. 3.)

Owned and operated by Liberty Broadcasting Corp.

Biusiness Office and Studios—Western Union Bick..

Atlanta, Georgia, Main 5101.

Transmitter—East Atlanta, Georgia,

Wase—Power—Time

Operating power—5.000 watts.

508.2 meters; 590 kilocycles.

Licenseu 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.

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. 1/4 hr. 5 min.

120.00 60.00 35.00

| 1 | time | 170.00 | 102.00 | 60.00 | 36.00 |
|-----|----------------|----------|------------|----------|-------|
| 13 | times | 161.50 | 96.90 | 57.00 | 34.20 |
| 26 | times | 153.00 | 91.80 | 54.00 | 32.40 |
| 52 | times | 144.50 | 86.70 | 51.00 | 30.60 |
| 100 | times | 136.00 | 81.60 | 48.00 | 28.80 |
| 156 | times | 127.50 | 76.50 | 45.00 | 27.00 |
| 260 | times | 119.00 | 71.40 | 42.00 | 25.20 |
| | 8:00 a.m. to 9 | :30 a.m. | . 10:00 a. | m. to 6: | 00 |
| | p.m. and | 11:00 p. | m, to sign | n-off) | |
| 1 | tlme | . 85.00 | 51.00 | 30.00 | 18.00 |
| 13 | tlmes | | 48.45 | 28.50 | 17.10 |
| 26 | times | | 45.90 | 27.00 | 16.20 |
| 52 | times | | 43,35 | 25,50 | 15.30 |
| 100 | times | | 40.80 | 24.00 | 14.40 |
| 156 | tlmes | | 38.25 | 22.50 | 13.50 |
| 260 | | | 35.70 | 21.00 | 12.60 |
| | tlmes | | | | |
| -00 | | | EMENTS | 21.00 | 11.00 |

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

1 13 6 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 14:00
50 words or
less........ 10:00 9:50 9:00 8:50 8:00 7:50 7:00
(All other times excepting Special Features)
100 words. 12:00 11:40 10:80 10:20 9:60 9:00 8:40
50 words. 8:00 7:60 7:20 6:80 6:40 8:00 5:80
25 words. 5:00 4:75 4:50 4:25 4:00 3:75 3:50

on request.

RECORDED PROGRAMS
Transcription library serivces available—rates on

TALENT
Station can aupply Professional talent—rates on request.

REMOTE CONTROL
Additional charge for programs originating outside studios to cover costs of line, engineering charges.

studios to cover costs of line, engineering charges.

REVICE 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 programs 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.
Ischanical 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.
ervannel

General Manager—Charles A. Smithgail, Jr. Commercial Manager—Maurice C. Coteman. 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 Bidg., Atlanta, Georgis.
Ave-Power-Time
Operating Dower-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
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 Broad-

casting 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 advertisins.

(6:00 p.m. to 12:00 midnight week days and all day Sunday)

| 1/2 | hour hour hour minutes | 160.00 96.00 60.00 | 91.20 57.00 | 144.00 86.40 54.00 | 136.00 81.60 51.00 | 76.80 48.00 | 126.00 72.00 45.00 |
|-----|---------------------------------|--------------------------|----------------|--------------------------|--------------------------|----------------|--------------------------|
| | (6:00 |) a.m. | to 6:00 | p.m. | week d | laya) | |
| 1 | hour | 80.00 | 76.00 | 72.00 | 68 00 | 64.00 | 60.00 |

 hour....
 80.00
 76.00
 72.00
 68.00
 64.00

 hour....
 48.00
 45.60
 43.20
 40.80
 38.40

 hour....
 30.00
 28.50
 27.00
 25.50
 24.00

 minutes
 15.00
 14.25
 13.50
 12.75
 12.00

ADDITIONAL DISCOUNT Five or more times weekly, additional discount 15% SPEECHES AND TALKS

Open rate plus 25%

ANNOUNCEMENTS (8:00 p.m. to 12:00 p.m. week days and all day Sunday)

13 26 52 100 300 1000 t1. t1. t1. t1. t1. 17.10 16.20 15.30 14.40 18.50 12.60 11.40 10.80 10.20 3.60 9.00 8.40 17.60 7.20 8.80 6.40 8.00 5.60

590 Kc.

| 10 p.m. week daya) | 13 26 52 100 300 1000 tl. tl. tl. tl. tl. tl. tl. tl. 8.55 8.10 7.85 7.20 8.75 5.80 5.70 5.40 5.10 4.80 4.50 4.20 3.80 3.60 3.40 3.20 8.00 2.80 SPECIAL FEATURES

News, time, weather and temperature 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

tain hours.

Transcription library services available—details on TALENT

Rates on application.

REMOTE CONTROL

REMOTE CONTROL

Remote control charges are extra. Rebroadcasts can
be arranged. Full equipment to handle rebroadcasts.

SERVICE FACILITIES

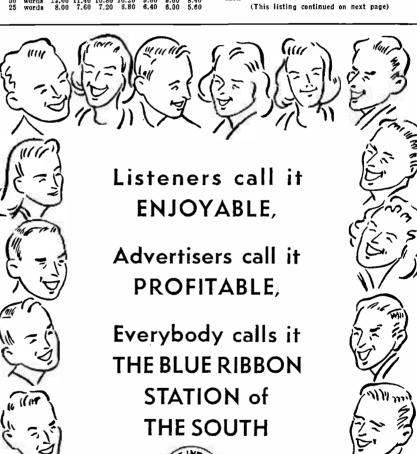
Services of the program department in arranging
and presenting programs are included in the station
time charges. also service of one announcer.

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.

of Advertising Agencies.

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.



ATLANTA, GEORGIA

5000 Watts

35.00 21.50 13.50 6.80

GEORGIA—Continued

ATLANTA—Continued WATL—Continued

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

Station Manager—James A. Davenport. Commercial Manager—G. C. Jones. Jr. Program Director—Dan Hornsby. Chief Engineer—Bob Minton.

Renresentatives
Spot Sales, Inc.

WGST (Established 1929)

Rates effective March 1, 1939. (Card No. 7.) Owned by Georgia School of Technology and operated by Southern Broadcasting Stations, Inc.
Husiness 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.
Licenseu 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
Agency countnission 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

General Advertising

eneral Advertising
For combination rates see listing of Columbia Broadcasting System (Southcentral 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.)

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

1/4 hr. 5 min.

| 1 | time | 200.00 | 120.00 | 80.00 | 50.00 |
|-----|-------|-----------|---------|---------|-------|
| 13 | times | 190.00 | 114.00 | 76.00 | 47.50 |
| 26 | times | 180.00 | 108.00 | 72.00 | 45.00 |
| 52 | times | 170.00 | 102.00 | 68.00 | 42.50 |
| 100 | times | 160.00 | 96.00 | 64.00 | 40.00 |
| 156 | times | 155.00 | 93.00 | 62,00 | 38.75 |
| 260 | times | 150.00 | 90.00 | 60.00 | 37.50 |
| | | CLASS | "B" | | |
| (1 | | 3:00 p.m. | and 10 | 30 p.m. | to |
| | 1: | 2:00 mid | night) | | |
| 1 | time | 100.00 | 60.00 | 40.00 | 25.00 |
| 13 | times | 95.00 | 57.00 | 38.00 | 23.75 |
| 26 | times | 90.00 | 54.00 | 36.00 | 22.50 |
| 52 | times | 85.00 | 51.00 | 34.00 | 21.25 |
| 100 | times | 80,00 | 48.00 | 32.00 | 20.00 |
| 156 | times | 77.50 | 46.50 | 31.00 | 19.50 |
| 260 | times | 75.00 | 45.00 | 30.00 | 18.75 |
| | ADDIT | TONAL | DISCOUN | T | |

Five or more times per week 5% additional discount. ANNOUNCEMENTS

(6:00 p.m. to 10:30 p.m. week days or Sundays)
1 13 26 52 100 30

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.
Continuity must be submitted 24 hours before broad-

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 Galther.

Representatives
The Katz Agency, Inc.

WSB (Established 1922)



Rates effective August 1, 1940. (Card No. 6.)

United and operated by Atlanta Journal.

Business Office and Studio-Atlanta Biltmore Hotel.

Atlanta, Georgia.

Wave—Power—Time
Uperating power—50,000 watts.

17010% modulation—crystal control.)

400.0 meters; 750 kilcoxyles.

Ucensed 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 recognize agencies. No cash discount. Billis due and payable when rendered.

General Advertising
For combination rates ase listing of National Broadcasting Company (Southcentral Group).

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

1 hr. 1/2 hr. 1/4 hr. 5 min. (ET) wds. wds.

1 ti 40.00 240.00 140.00 90.00 52.50 47.50 40.00

26 ti 380.00 228.00 133.00 85.50 49.85 45.05 38.00

52 ti 370.00 222.00 125.00 81.00 47.25 42.75 36.00

130 ti 350.00 210.00 125.00 81.00 47.25 42.75 36.00

130 ti 350.00 210.00 125.00 81.00 47.54 42.75 36.00

130 ti 350.00 210.00 125.00 81.00 47.50 40.03 53.00

260 ti 320.00 192.00 119.00 76.50 44.60 40.35 31.00

260 ti 320.00 192.00 119.00 76.50 44.60 40.35 31.00

261 ti 300.00 180.00 105.00 67.50 43.60 40.35 31.00

2624 ti or more 280.00 180.00 98.00 63.00 36.75 38.25 28.00

(8:30 a.m. to 6:30 p.m. and 10.30 p.m. to

148 ti 300.00 180.00 105.00 67.50 39.35 35.60 30.00 624 ti or more 280.00 168.00 98.00 63.00 36.75 33.25 28.00 (8:30 a.m. to 6:30 p.m. and 10:30 p.m. to 12:00 midnight)

1 ti 240.00 144.00 84.00 54.00 31.50 27.55 24.00 24.00 26 ti 222.00 136.80 79.80 51.30 29.95 26.10 22.80 52 ti 222.00 138.20 77.70 49.95 29.15 25.45 22.20 65 ti 221.00 125.00 75.60 48.00 28.35 24.75 21.60 130 ti 210.00 125.00 75.60 48.00 28.35 24.75 21.60 130 ti 210.00 125.00 73.50 47.25 27.55 24.05 21.00 158 ti 294.00 122.40 71.40 48.00 25.20 25.20 22.00 19.20 312 ti 180.00 110.60 65.10 41.85 24.40 21.30 18.60 468 ti 180.00 108.00 63.00 40.50 23.60 20.55 18.00 624 ti or more 168.00 100.80 58.80 37.80 22.05 19.25 16.80

180.00 108.00 63.00 40.50 23.60 20.65 18.00 or 168.00 100.80 58.80 37.80 22.05 19.25 16.80 (12:00 mldnight to 8:30 a.m.) 144.00 86.40 50.40 32.40 18.90 16.50 14.40 133.80 82.10 47.90 30.80 17.95 15.70 13.70 133.20 79.90 46.60 29.95 17.50 15.25 133.20 129.60 77.75 45.35 29.15 17.00 14.85 12.95 126.00 75.60 44.10 28.35 16.55 14.45 12.95 122.40 73.45 42.85 27.55 16.05 14.00 12.25 115.20 89.10 40.30 25.90 15.10 13.20 15.25 13.01 15.20 89.10 40.30 25.90 15.10 13.20 15.25 13.00 15.20 13.20 15.

1 ti 144.00 86.2
26 ti 136.80 82.10 41.
26 ti 136.80 82.10 41.
27 ti 136.80 82.10 41.
28 ti 129.60 77.75 45.35 29.15
130 ti 129.60 77.75 45.35 29.15
130 ti 129.40 73.45 42.85 27.55 16.55
156 ti 122.40 73.45 42.85 27.55 16.55
151 ti 129.40 10.40.30 25.90 15.10 13.20 11.
152 ti 111.60 66.95 39.05 25.10 46.56 12.80 11.15
468 ti 108.00 64.80 37.80 24.30 14.20 12.40 10.80
624 ti or
more 100.80 60.50 35.30 22.70 13.25 11.55 10.10
DISCOUNTS

This allowed retroactively on the number of riven within a year. Announcements and be combined to earn larger diseased one year's duration.

The secret of the secret more 100.80 60.50 35.30 22.70 13.25 11.55 10.10

DISCOUNTS

DISCOUNTS

DISCOUNTS

DISCOUNTS

DISCOUNTS

DISCOUNTS

DISCOUNTS

DISCOUNTS

The contract retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larker discounts. No contract to exceed one year's duration. Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor within the same time bracket may be combined to earn the 1/2 hour, 3/4 hour or 1 hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station's option, on 28 days notice.

PRIBLIC 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.

Journal of the requirements

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.

Personnel General Manager—J. Leonard Reinsch. Advertising Manager—John M. Outler, Jr. Representatives Edward Petry & Company, Inc.

AUGUSTA (Richmond County)

WGAC (Established 1940)



Rates received November 18, 1940.
Owned and operated by the Twin States Broadcasting Company.
Rusiness Office and Studio—Augusta, Georgia.
Transmitter—One-half mile east of Augusta, Georgia.

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.

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: Rundays R: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.
Bill rendered end of each month; due when presented.
General Aceveriting
For combination rates see listing of Blue Network in Company (Blue Routheastern Group).
The following rates are for national advertising.
Rates include charges by owners of music copyrights.
(6:00 p.m. to 12:00 midnight)
1 ti. 3 ti. 26:11. 52:11. 156:11. 260:11.
1 hour..... 60.00 57:00 54:00 51:00 48:00 45:00 1/2 hour..... 80:00 34:00 33:00 31:00 29:00 27:00 1/4 hour.... 22:00 21:00 19:75 18:50 17:50 18:50 17:

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

ersonnel 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.

Avev—Power—11me
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.

5.00 4.00 3.00

5 minutes 10.00 9.00 8.00 7.00 6.00 5.00 (6.00 p.m. to 12:00 midnisht)

100 words...-10:00 9.00 8.00 7.00 6.00 5.00 5.00 words...-10:00 9.00 8.00 7.00 6.00 5.00 5.00 words...-8.00 7.20 6.40 5.60 4.80 4.00 25 words... 6.00 5.40 4.80 4.20 3.60 3.00 2.50 2.00 2.80 2.40 2.00 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. 3.00 2.50 2.00

POLITICAL TALKS

SPECIAL FEATURES
News broadcasts, weather and temperature reports, time signals, etc.—rates on request. RELIGIOUS BROADCASTS

25% discount

25% discount
ELECTRICAL TRANSCRIPTIONS
One minute electrical transcriptions are accepted at large of 100 word announcements. Station's transcription library available at no extra cost.
Transcription library services available—rates and ladetails on request.

Control of the Contro

- 1 5.

一樣情以明多日間發布的後 口次學者之

AUGUSTA—Continued WRDW—Continued

TALENT

Rates on request.
REMOTE CONTROL
Portable equipment for remote broadcasts at special rates.

Portable equipment for remote broadcasts at special rates.

SERVICE FACILITIES

Services of station staff and announcers in arranging and presenting programs are available without extra cinarce.

Contract and Other Requirements

Maximum term of contract is one year.
All programs and advertising copy subject to station approval,

Mechanical Program Equipment

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

for vertices and the personnel Manager—W. R. Ringson. Sales Manager—Thurston Bennett. Program Director—Louis T. Rigdon. Chief Engineer—Harvey Aderhold. Representatives

Burn-Smith Company, Inc.

BRUNSWICK

(Glynn County)

W M O G

(Established 1941)

(Established 1941)
Rates received April 7, 1941.
Owned and operated by Coastal Broadcasting Co.
Business Office and Studio—Brunswick, Georgia.
Transmitter—Brunswick, Georgia.
Wave—Power—Time
Operating power—250 watts days; 100 watts nights.
201.3 meters; 1490 kilocycles.
Lécensed to operate full time on local channel.
Operates on Eastern War Time,
Actual operating schedule: Sundays 9:00 a.m. to 7:00
p.m. Week days 7:00 a.m. to 10:00 p.m.
Agency Commission
Agency commission 15% to recognized agencies on station time only. Cash discount 2%, Billis rendered first of month and are due 10th of following month.
General Advertising
The following rates are for national advertising.
Rates include charges by owners of music copyrights.

| | | _ • | | | 104 or |
|-----------|-------|-----------|---------|--------|----------|
| | 1 tf. | 13 tl. | 26 ti. | 52 tl. | more ti. |
| I hour | 60.00 | 50.00 | 40.00 | 30.00 | 25,00 |
| 1/2 hour | 35.00 | 30.00 | 25.00 | 20.00 | 18.00 |
| 1/4 hour | 25.00 | 20.00 | 16.00 | 14.00 | 12.00 |
| 5 minutes | 10.00 | 8.00 | 7.00 | 6.00 | 5.00 |
| | AN | NOUNCE | MENTS | | |
| 100 words | 4.00 | 3.80 | 8.60 | 8.40 | 8.00 |
| 50 words | or | | | | |
| less | 3.00 | 2.85 | 2.70 | 2.55 | 2.25 |
| | SDE | CTAT. THE | ATTIDES | | |

SPECIAL FEATURES
News, time, weather, temperature, sports reportsrates 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.

SERVICE EACH LAND.

commission.

SERVICE FACILITIES

Services of the program department in arranging and presenting the programs are included in the station time charges.

time charges.
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 prostram. Station reserves the right to censor and reject any material which in the opinion of the management does not conform to good taste. Maximum contract term one year.

taste. Maximum contract term one year,

Closing Time
Contracts close one week in advance of first broadcast. Anouncement 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-K. E. White. Representatives Cox & Tanz.

CEDARTOWN

(Polk County) WGAA (Established 1941)



Owned by Northwest Georgia Broadcasting Company.
Onerated by R. W. Rounsaville.
Business Office and Studio-West Theatre Bidg..
Gedartown, Ga.
Transmitter—Care Spring Road, Cedartown, Ga.
Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licenved to onerate full 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 agencies on station time only. No cash discount. Bills rendered first of each month and are due tenth of each month.
General Advertising
Rates on request.

ELECTRICAL TRANSCRIPTIONS
No extra charge. Rates include use of transcription
library service. Instantaneous recording equipment
available.

available.
REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency

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 30 day 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 24 hours in advance. Transcriptions close four hours in advance and talks close two hours in advance.

Mechanical Program Equipment
Equipmed to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for lateral cut recordings.

Personnel
Vice-Pres. & Gen'l Mgr.-R. W. Rounsaville.

COLUMBUS

(Muscogee County)

WRBL (Established 1928)

CLASS 'IB' (Before 6:00 p.m.)

1 hour.... 50.00 47.50 45.00 42.50 40.00 37.50

1/2 hour.... 30.00 28.50 27.00 25.50 24.00 22.50

1/4 hour... 20.00 18.00 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

ANNOUNCEMENTS CLASS "A" (After 6:00 p.m.)

35 00 6.65 6.30 5.95 5.60 5.25 CLASS "B" (Before 6:00 p.m.)

One minute transcription 7.00 0.65 0.30 5.05 5.60 5.25 4.90 100 words, 6.00 5.70 5.40 5.10 4.80 4.50 4.20 75 words, 5.00 4.75 4.50 4.25 4.00 3.75 3.50 *Station breaks (35 words), 4.00 3.80 3.60 3.40 3.20 3.00 2.80 (*) 50 words when placed in participating programs.

SPECIAL FEATURES
News—Regular rates apply plus announcer's service charge. Subject to agency commission.
Time, weather and market reports. Rates on request.

Additional charges. REMOTE CONTROL
Additional charges for programs originating outside of studios to cover cost of line, engineering and announcing services.

Services of station announcers and program department in arranging and presenting programs is available without extra charge. Limited morchandising services available in ratio to contract volume. outract and Other Requirements Advertising of alcoholic beverages not accepted, excepting beer and wine.

Viavinum contract term is one year.

Talks, programs, continuities, etc., subject to advance review by station management. Contract renewals subject to rates in effect at time of renewals. Last 30 seconds of all programs reserved for station use.

use.
Use are for station time only; talent is extra.
Closing Time
One week in advance of initial broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for lateral and vertical cut recordings.
Recording equipment available for one-quarter hour studio programs. Rates on request.
Personnel

Personner
Executive Manager—J. W. Woodruff, Jr.
Commercial Manager—W. S. Massie.
Program Director—Tony Barrett.
Chief Engineer—W. T. Siddle.
Representatives
Spot Sales, Inc.

CORDELE

(Crisp County)

WMJM (Established 1940)

Rates effective March 1, 1942.

Transcriptions are accepted at card rates without surcharge.
All political talks must be submitted in manuscript form 12 hours before scheduled for broadcast and are payable in advance. Neither talks or transcriptions are restricted to certain hours.

TALENT
Talent extra. Rates on request.
RECORDED OR TRANSCRIBED PROGRAMS
Transcription library service available—rates on request.

REMOTE CONTROL.

Transcription library service available—rates on request.

REMOTE CONTROL

Provisions for remote pick-ups are available. All line costs, transportation and expenses to be paid for at existing rates at time of usage by cilent.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted excepting beer and light wine.
Foreign language programs not accepted. Contracts subject to cancellation by two weeks written notice accompanied by certified check at short rate to date of last program.

Maximum contract term one year. Rates are for station time only; talent charges are extra.

Closing Time

Contracts close two weeks in advance of first broadcast.

Contracts close two weeks in advance of first broadcast.

Announcements close 24 hours in advance.
Transcriptions close 48 hours in advance.
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.

Personnal

Convent Manager—James S. Blyers.

Personnal
General Manager—James S. Rivers.
Business Manager—J. J. Mancham, J
Program Director—Eilen M. Stewart.
Chief Engineer—Noel Martin.
Representatives
Cox & Tanz.

DALTON

(Whitfield County)

WBLJ (Established 1940)



Rates effective July 1, 1941.

Owned and operated by the Dalton Broadcasting Corp. Business Office and Studio—Kenemer Bids.

Transmitter—River Bend Road, 1/2 mile from city limits, Dalton, Georgia.

Wave—Powar—Time Operating power—250 kultocycles.

Litensed to operate full time on local channel. Operatios on Eastern War Time. Actual operating schedule: 18 hours daily.

Agency commission 15% to reconsized agencies on atation time only. Cash discount 2%. Bills rendered first of month and are due 10th of month.

General Advertising Por combination rates see listing of Mutual Broadcasting System.

The following rates apply to both national and local advertising. Rates include charges by owners of music copyrights.

(This listing continued on next page)

GEORGIA—Continued

DALTON—Continued W B L J—Continued

| | | 1 ti. | 13 ti. | 26 ti. | 52 ti. | 100 ti. | 200 ti. |
|-----|---------|-------|--------|--------|--------|---------|---------|
| 1 | liour | 50.00 | 47.50 | 45.00 | 42.50 | 40.00 | 37.00 |
| 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 | | 9.50 | 9.00 | 8.50 | 8.00 | 7.50 |
| | | ANI | OUNG | EMEN | TS | | |
| 100 | words | 6.00 | 5.40 | 4.80 | 4.20 | 3.60 | 3.00 |
| 50 | words | 5.00 | 4.50 | 4.00 | 3,50 | 3.00 | 2.50 |
| 25 | words | 4.00 | 3.60 | 3,20 | 2.80 | 2,40 | 2.00 |
| | | SPEC | MAL E | EATU | RES | | |
| | | | | | | | |

News, time signal service, weather forecasts, etc.—rates on request.
POLITICAL PROGRAMS
Rates on request.
RELECTRICAL TRANSCRIPTIONS
General advertising rates apply. One minute transcription accepted at 100 word announcement rate.
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.
Ontract and Other Paguicanact

chanical costs. Charges not subject to agency commission.

Contract as object to station approval and government regulations, Advertising of alcoholic beverages not accepted excepting beer. Contracts not accepted for rose and contracts of the state of

Personnel
President—H. C. Kenemer.
Vice-President—T. W. Kenemer.
Secy-Treas. & Mgr.—W. V. Williams.
Representatives
Cox & Tanz.

GAINESVILLE

(Hail County)

WGGA (Established 1941)

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

chanical costs. Extra charges not subject to agency commission.

SERVICE FACILITIES

Services of the program department in arranging and presenting programs are included in the station time charges, also service of one announcer.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer and line wines. Contracts may be cancelled on _______ notice (number of weeks notice to be agreed upon) at the prevailing rate for 13, 25, 52, 104, 156 or 300 times. It is understood that the advertiser will rot receive total discount unless contract matures, and is only entitled to the earned discount to date of cancellation. In order to earn net rates quoted contracts must be completed within 12 months. Maximum contract term, one year.

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. double turn-tables for vertical and lateral cut recordings.

Personnel
Manager—L. II, Christian.

Personnel Manager-L. H. Christian.

GRIFFIN

(Spalding County)

WKEU

(Established 1984)

Rates received February 21, 1988. Owned and oberated by A. W. Marshall, Jr. Business Office and Studios—Griffin Hotel, Griffin.

Business Office and Studios—Griffin Hotel, Griffin, Georgia.

Transmitter—Griffin Hotel, Griffin, Georgia.

Wave—Fower—Time
Operating power—100 watts.
206.9 meters; 1450 kilocycles.
Lucensed to operate to local sunset.
Operates on Eastern War Time.
Agency Commission
Akency commission 15% to recognized advertising akencies. Commission does not apply on talent.
Cash discount 2% on gross before initial broadcast.
No cash discount on talent. Invoices mailed 1st of month.

100 or more times..... Additional discounts: TALKS

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.

Manager A. W. Month V.

Personnel
Manager—A. W Marshall 17
Representatives Sears & Ayer, Inc.

LAGRANGE

(Troup County)
WLAG
(Established 1941)

Established 1941)

Rates effective November 15, 1942, (Card No. 11.)
Owned and operated by LaGrange Broadcasting Co.
Business Office and Studio—LaGrange News Bidg.,
LaGrange. Georgia.

Transmitter—LaGrange, Georgis.

Wave—Power—Time
250 watts.
2410 sucters; 1240 kilocycles.
1410 sucters; 1240 kilocycles.
1410 sucters; 1240 kilocycles.
1410 sucters; 1240 kilocycles.
Operates on Eastern War Time.
Operating schedule: 7:30 a.m. to 12:00 midnight.
Aeency Commission
Agency commission
11. 13 ti. 22 ti. 52 ti. 104 ti. 300 ti.
1 hour.... 36,00 34.20 32,40 30,60 48,00 45,00
1/2 hour... 36,00 34.20 32,40 30,60 28,80 27,00
1/4 hour... 32,00 14.25 13.50 12.75 12.00 11.25
5 minutes 10,00 9.50 9.00 8.50 8.00 7.50
ANNOUNCEMENTS
100 words... 3.00 2.75 2.50 2.00 1.75 1.50
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 re-

POLITICAL TALKS
Rates on request.

Rates on request.

TALENT

Studio orchestra available—rates on request.

HECORDED PROGRAMS AND ELECTRICAL

TRANSCRIPPTIONS

Transcription library services and equipment for offtile-line recordings available—rates and details on
request.

REMOTE CONTROL

Remote broadcasts made at cost.

SERVICE FACILITIES

Merchandising service available. Bulletine on new
commercial programs mailed to distributors, wholesalers and retailers.

Contract mu Other Requirements

Advertising of alcoholic beverages not accepted excontract and other records.

These success of the contract and line charkes are net extra.

Closing Time

All continuity must be received 24 hours prior to
broadcast.

Mechanical Program Equipment

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

Personnel General Manager-Edwin Mullinax. Ropresontatives

> MACON (Bibb County) WBML (Established 1940)



Rates effective October 1, 1940. (Card No. N-1.)

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. Gs.

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 other control of the control of t

Licensed to operate full time on local channel.
Operates on Eastern War Time.
Actual operating schedule: Sundays 7:30 a.m. to
12:90 midnight. Week days 6:30 a.m. to 12:00 midnight.
Agency commission
Agency commission 15% to recognized advertising
agencies. No cash discount. Bills payable when rendered; date of billing lst of month.
General Advertising
For combination rates see listing of Mutual Broadcasting System.
Hates include charges by owners of music copyrights.
The following rates are for national advertising.

(After 5:00 p.m.)

1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 300 ti.
1 hour.... 80.00 76.00 72.00 68.00 64.00 60.00
1/2 hour.... 55.00 47.50 45.00 42.50 40.00 38.75
1/4 hour.... 28.00 28.60 25.20 23.80 22.40 21.00
5 minutes 17.50 16.62 15.75 14.88 14.00 12.12
100 words... 7.50 7.00 6.75 5.30 6.00 5.50
5 words... 5.50 5.20 4.95 4.65 4.40 4.10
1/2 hour... 36.00 34.20 32.40 30.60 28.80 27.00
1/2 hour... 36.00 34.20 32.40 30.60 28.80 27.00
1/2 hour... 36.00 34.25 4.00 51.00 48.00 45.00
1/2 hour... 36.00 19.00 18.00 17.00 16.00 15.00
5 minutes 13.00 19.00 18.00 17.00 16.00 15.00
5 minutes 3.00 34.25 4.05 3.80 3.60 3.35
25 words... 3.50 3.30 3.15 2.95 2.80 2.60
5 25 words... 3.50 3.30 3.15 2.95 2.80 2.60
5 25 words... 3.50 3.30 3.15 2.95 2.80 2.60
5 25 words... 3.50 3.30 3.15 2.95 2.80 2.60

1/2 hour...... 36.00 34.20 32.40 30.60 28.80 27.00
1/4 hour...... 20.00 19.00 18.00 17.00
5 minutes 13.00 12.25 11.70 11.05 10.40 9.75
100 words... 4.50 4.25 4.05 3.80 3.60 3.35
25 words... 3.50 3.30 3.15 2.95 2.80 2.60
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. Not subject to sagency commission.
Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and wines.
Contracts are subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program. Contracts must be completed within one year, otherwise retroactive rates will apply. Announcements and programs cannot be combined to lower program rates.
Closing Time
Contracts close two weeks in advance of first broadast. Announcements, transcriptions and talks close 48 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/2 and 78 r.p.m. turn-tables for vertical or lateral cut recordings.

Business Manager—Charles Pittman.
Commercial Manager—Alfred Lowe.
Representatives
None.

WMAZ (Established 1922)



Rates effective February 1, 1939. (Card No. NC-2.)

Rates effective February 1, 1989. (Card No. No-2.)

Owned by Southeastern Broadcasting Company.

Business Office and Studio—Bankers Insurance Blds..

Macon. Ga., telephone 3131.

Transmitter—Forsyth Road. Macon, Ga.

Wave—Pewer—Time

Operating power—5,000 watts.

(100% modulation—automatic crystal control.)

319.1 meters; 340 kilocycles.

Licensed to operate unlimited time on clear channel.

Operates on Eastern War Time.

Agency Commission
Agency commission 15% to recognized agencies. No
cash discount. No commission on talent. Invoices i
muiled 1st of month.

mailed 1st of month.

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

Also sold in combination—see listing of Georgia
Major Market Trio.

Rates include charges by owners of music copyrights.
The following rates are for national advertising.

Announcements and programs cannot be combined to
earn lower program rate.

(After 6:00 p.m.)

| - | • | 1 hr. 1 | 1/2 hr. | 1/4 hr. | 5 min. |
|-----|---------------|-----------|---------|---------|--------|
| 1 | time | 100.00 | 80.00 | 40.00 | 25.00 |
| 13 | times | 95.00 | 67 00 | 38.00 | 28.75 |
| 26 | times | 90.00 | 54.00 | 36.00 | 22.50 |
| 52 | times | 85.00 | 51.00 | 34.00 | 21.25 |
| 100 | times | 80.00 | 48.00 | 32,00 | 20.00 |
| 156 | times | 77.50 | 46.50 | 31.00 | 19.38 |
| 260 | times | 75.00 | 45.00 | 80.00 | 18.75 |
| | (This listing | eontinued | on next | nage) | |

MACON—Continued W M A Z—Continued

| | | (Bet | ore Bill | 1 p.m.) | | | |
|----------|---------------|-------------|----------|----------|---------------|---------|--|
| | | | 1 hr. | 1/2 hr. | 1/4 hr. | 5 min. | |
| 1 | time | | 70.00 | 42.00 | 28.00 | 17.50 | |
| 13 | | | 66.50 | 39.90 | 26.60 | 16.62 | |
| 26 | times | | 63.00 | 37.80 | 25 .20 | 15.75 | |
| 52 | | | 59.50 | 35.70 | 23.80 | 14.87 | |
| 100 | | *********** | 56.00 | 33.60 | 22.40 | 14.00 | |
| | times | | 54,25 | 32.55 | 21.70 | 13.56 | |
| | | | 52,50 | 31.50 | 21.00 | 13.12 | |
| | | discount | of 5% | when fiv | e or mo | re pro- | |
| gran | ns are | broadcast | weekly. | | | | |
| D | ANNOUNCEMENTS | | | | | | |

ANNOUNCEMENTS
(After 6:00 p.m.)
100 wds.
10.00
9.50
9.50
8.50
8.50
7.50
7.50 50 wds. 25 wds. 9.00 8.00 8.55 7.60 8.10 7.20 7.65 6.80 7.20 6.40 6.75 6.00 6.30 5.60 times..... times..... times..... times..... 7.00
(Hefore 6:00 p.m.)
7.00
6.65
6.30
5.95
5.60
5.25
4.90
psyriptions take the 6.00 5.70 5.40 5.10 4.80 4.50 4.20 5.00 4.75 4.50 4.25 4.00 8.75 8.50 times 300 times.....

TALENT
Rates on application.
REMOTE CONTROL
Remote control charges: 2.00 per broadcast, plus line fees.

REMOTE CONTROL
Remote control charges: 2.00 per broadcast, plus line fees.
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'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 Macon 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 tates apply when using transcribed programs.
Musical programs must conform with the etandards 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 enxaged 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. Recorded programs close two weeks in advance.

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.

Seveters and Teveters.

ersonnel
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.
enrasentalives
The Katz Agency. Inc.

MOULTRIE

(Colquitt County) WMGA
(Established 1939)

(Established 1839)

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.

Mave—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

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, Involces mailed weekly. No commission on program cost, production, talent or wire

Charges Advantations | following urvavaram cost, production...
| mission on program cost, production...
| charges. | seeral Advertising | The following rates are for national advertising. | 1 ti. | 13 ti. | 26 ti. | 39 ti. | 52 ti. | 1 ti. | 26 ti. | 39 ti. | 18.00 | 21.00 | 18.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 | 20.00 |

| ı | i ti. | 13 U. | 261 | ւլ, ծ | y ti. | 52 tl. |
|------|----------------|-------|-------|--------|-------|--------|
| | 1 hour 30.00 | 27.00 | 24.1 | 00 2 | 1.00 | 18.00 |
| • | 1/2 hour 18,00 | 16.20 | 14.4 | 40 1 | 2,60 | 10.80 |
| | 1/4 hour 12.00 | 10.80 | 9.0 | 80 | 8.40 | 7.20 |
| ļ | 5 minutes 8.00 | 5.40 | 4. | 80 | 4.20 | 8.60 |
| | SPECIA | L WE | KLY 1 | RATES | | |
| , | | | Ре | r week | for | |
| | 1/2 hour: | 1 | 13 | 26 | 89 | 52 |
| | | week | weeks | weeka | weeks | weeks |
| × | 2 times weekly | 30.60 | 22.95 | 19.90 | 18.35 | 15.30 |
| į | 3 times weekly | 43,20 | 32,40 | 28.10 | 25.90 | 21.60 |
| 1111 | 5 times weekly | 63.00 | 47.25 | 40.95 | 37.80 | 81.50 |
| Į | g times weekly | 70.20 | 52.65 | 45,60 | 42.10 | 85.10 |
| j | 1/4 hour: | | | | | |

 2 times weekly...
 20.40
 15.30
 13.25
 12.25

 3 times weekly...
 28.80
 21.60
 18.70
 17.30

 5 times weekly...
 42.00
 81.50
 27.30
 25.20

 6 times weekly...
 46.80
 85.10
 80.40
 28.10

5 minutes: 1 13 26 39 52 week weeks weeks weeks weeks 2 times weekly... 10.20 7.85 6.85 6.10 5.10 3 times weekly... 14.40 10.80 9.85 8.65 7.20 5 times weekly... 21.00 15.75 18.65 12.60 10.50 6 times weekly... 23.40 17.55 15.20 14.05 11.70 Four programs per week charged pro rata to three day rate; seven programs per week charged pro rata to tree day rate; seven programs per week charged pro rata to three day rate; seven programs per week charged pro rata to three day rate; seven programs per week charged pro rata to three day rate; seven programs per week charged pro rate to six day rate.

100 word announcement equal to one minute announce

 Daily only.
 — Per veck for 1 1 32 26 33

 100 words:
 week weeks w 56 times weekly. 43.20 50 words: 6 times weekly. 8.80 12 times weekly. 16.20 24 times weekly. 27.00 36 times weekly. 32.40 6.60 12.15 20.25 24.30 5.70 10.55 17.55 21.05 24 times weekly. 27.00 20.25 17.55 10.20 15.00
36 times weekly. 32.40 24.30 21.05 19.45 16.20
25 words:
8 times weekly. 5.85 4.40 3.80 3.50 2.90
12 times weekly. 10.80 3.10 7.00 6.50 5.40
24 times weekly. 12.00 13.50 11.70 10.80 9.00
36 times weekly. 21.60 13.50 11.70 10.80 9.00
36 times weekly. 21.60 16.20 14.05 12.95 10.80
SPECIAL FEATURES
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 etation 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 alcohollo beverages not accepted.
Maximum length of contract one year.

Advertising of liquor or alconomic voverages and cepted.

Maximum length of contract one year.

Price quoting permitted. No restrictions except close censorship against fraudulent, obscene, questionable or injurious articles or products.

Closing Time

Closing date two weeks in advance.

Announcements, transcriptions and talks close 24 hours in advance.

Mechanical Program Equipment
Equipped to handie programs by electrical transcriptions, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and latoral cut recordings.

rersonnel
Manager—John F. Pidcock,
Program Director—Jackie Stringfellow.
Representatives
None.

ROME (Floyd County)

WRGA (Established 1929)



Hates effective March I. 1927.

Owned and operated by Rome Broadcasting Corp.

Business Office and Studio—National City Bank
Building, Rome, Georgia.

Transmitter—Seventh Avenue, Rome, Ga.

Wave—Powsr—Time

Operating power—250 watts.

(1010% medulation—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 6:45 a.m. to 11:10 p.m.

Agency Commission

Agency commission 15% to recognized advertising

gency Commission
Agency commission 16% 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 lst of each month.
General Advertising

| | | (After 6:00 | p.m.) | | |
|-----------|-------|-------------|--------|--------|-------|
| | 1 tí. | 13 ti. | 26 ti. | 39 ti. | 52 ti |
| 1 hour | 60.00 | 57.00 | 54.00 | 51.00 | 48.00 |
| | | 33.25 | 31.50 | 29.75 | 28.00 |
| | 20.00 | 19.00 | 18.00 | 17.00 | 16.0 |
| 5 minutes | 10.00 | 9.50 | 9.00 | 8.50 | 8.00 |
| | - { | Before 6:00 | 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 | 18.00 | 17.10 | 16.20 | 15.30 | 14.40 |
| 5 minutes | 7.50 | 7 13 | R 75 | 6.38 | 6.00 |
| | A | NNOUNCE | | | |
| | | (Day or n | ighti | | 1000 |
| | | | | | |

On application.

RECORDED PROGRAMS
Regular time charges apply to recorded programs.

Not restricted to certain hours.

TALENT

REMOTE CONTROL

Arrangements for remote control broadcasts can be made 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 Integrating.

Closing Time
Talent programs, announcements and talks close 24
hours in advance of broadcast.
Recorded programs can be broadcast immediately.
Recorded programs 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.
None.

SAVANNAH

(Chatham County)

WSAV
(Established 1939)



Rates effective February 1. 1941.
Owned and operated by WSAV, Inc.
Business Office and Studio—Liberty National Bank
Building, Savannah. Georgia.
Transmitter—One mile East of Savannah.
Wave—Fower—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 diacount.
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.

(6:00 p.m. to 11:00 p.m. week days and after 12:30 p.m. Sundays) 300 or more
1:11. 13 ti. 26 ti. 52 ti. 100 ti. ti.

13 tl. 26 tl. 52 tl. 100 tl. 71.25 67.50 63.75 60.00 42.75 40.50 38.25 36.00 25.65 24.30 22.95 21.60 14.25 13.50 12.75 12.00 8.10 7.65

50 word or less ... 6.00 5.70 5.40 5.10 4.80 CLASS "B" (6:00 a.m. to 6:00 p.m. and after 11:00 p.m. week days)
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 5 minutes... 10.00 9.50 9.00 8.50 8.00 1 minute or 100 words 6.00 50 words or less 4.00 5.70 5.40 5.10 4.80 4.50

4.00 3.80 3.60 3.40 3.20 Men 52 consecutive weeks of advertising are need, 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.

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.

contract by station at extra cost agreed upon. Rates on request.

NEMOTE CONTROL

Additional charges made for programs originating outside stations studies. Activities

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 Reduirements

Advertising of adohollo beverages excepting beer and when 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 tasts are musical under contract by station at extra contract and other contract only. The management of the station reserves the right to refuse any program which. In its opinion, does not maintain the station's standards. No periods sold in builk for re-sale.

Closing Time

Typewritten or printed copies of addresser.

refuse any program which, in its opinion, does not maintain the station's standards. No periods sold in bulk for re-sale.

Closing Time

Typewritten or printed copies of addresses or talks must be submitted for station's approval at least 24 hours in advance and must conform to policies of the station management.

Closing time for all commercial copy and publicity is one week in advance.

Mechanical Program Equipment

Equipmed 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 Dantel.

Advertising Manager—N. W. Brandon.

Representatives George P. Hollingbery Company.

GEORGIA—Continued

SAVANNAH—Continued

WTOC (Established 1929)



Rates effective March 1. 1939. (Card No. 8.)
Owned and operated by Savannah Broadcasting Cotopany, Incorporated.
Businosa Office and Studio—518 Albercorn Street,
Savannah, Georgia.
Transmitter—3 miles west of Savannah. Woodville
Section. Louisville Road.
Fave—Pawer—Time
Operating power—5,000 watts days; 1,000 watts nights.
(100% modulation—crystal control.)
232.6 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.
gency Commission

12:00 midnight. Week uays

Agency Commission
Agency Commission 15% allowed on net station time
only to recognized advertising asencies. Bills due
and payable on the 10th day of month following
broadcasts. 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.

CLASS "A"

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

| | | CDASS | | | |
|-----|--------------|----------|-----------|----------|--------|
| | (6:00 | p.m. to | 10:30 p.n | 1.) | |
| | | l br. | 1/2 hr. | 1/4 hr. | 5 min. |
| 1 | time | . 125.00 | 75.00 | 50.00 | 25.00 |
| 13 | times | 118.75 | 71.25 | 47.50 | 28.75 |
| 26 | times | 112.50 | 67.50 | 45.00 | 22.50 |
| 52 | times | | 63.75 | 42.50 | 21.25 |
| 100 | times | | 60.00 | 40.00 | 20.00 |
| 156 | times | | 58.12 | 38.75 | 19.37 |
| 260 | times | | 56.25 | 37.50 | 18.75 |
| | | CLASS | "B" | | |
| (| 6:30 a.m. to | 6:00 p.n | n. and 10 | :30 p.m. | to |
| | | 12:00 mi | dnight) | | |

85.00 mi 85.00 80.75 76.50 72.25 68.00 65.88 63.75 time..... times....

Rates and creates on the belowing services:
WTOC Farm and Home Hour: 15 minutes during mornings.
Feminine Hourslass: 15 minutes late afternoons.
Hill-Billy Units.
Good Morning Men (Milk Man's Seronade): Participation basis, 6:30 a.m. to 8:00 a.m.
News: Can be sponsored in periods of 5, 10 and 15 minutes.

westher reports, temperature, tide and fishing reports, time signals, lost and found column, bulletin Westher reports, temperature, tide and fishing reports, time signals, lost and found column, bulletin board of the air.

POLITICAL BROADCASTS

Rates and details on request.

TRANNCRIPTIONS

Transcription libraries available. Recording equipment maintained.

Rates on request.
REMOTE CONTROL
Charges for lines and additional special equipment will be billed at actual cost. Short wave transmitter available.
SERVICE FACILITIES

will be billed at actual cost. Short wave transmitter available. SERVICE FACHITTES

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 hilled at actual cost.

Contract and Other Redulements.

All commercial copy both as to length and content. where the companion of the content of the station management. The companion of the companion o

Personnel
President—W. T. Knight, Jr.
Program Director—Weldon Herrin.
Representatives The Katz Agency, Inc.

THOMASVILLE

(Thomas County)

WPAX (Kerabitehed 1984)



Rates effective July 1, 1842.

Uwned and uperated by Windly Radio.

Rusiness Office and Mudto—117 Remington Avenus.

Thomasville, Georgia, telephone 809.

Transmittlet—117 Remington Ave. Thomasville. Ga.

Wave—Power—11me
Operating power—250 warts.
241.8 meters: 1240 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern Wav 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 hour...... 60.00 59.00 58.00 57.00 55.00 51.00 17.00 17.00 18.50 18.00 17.00 17.00 18.50 18.00 17.00 17.00 18.50 18.00 17.00 17.00 18.50 18.00 17.00 17.00 18.50 18.00 17.00 17.00 18.50 18.00 17.50 18.00 17.50 18.00 17.50 18.00 17.50 18.00 17.50 18.00 17.50 18.00 18.50 18.00 17.50 18.00 18.50 18.00 17.50 18.00 18.50 18.50 18.00 18.50 18.50 18.50

Rates on application
Contract and Other Requirementa
Rates do not include charges for talent.
Closing Time
Copy must be in hands of station one day before

Copy mus broadcast.

Persannel
Owner—H. Wimpy.
Commercial Manager—Charles Lawton,
Representatives None.

TOCCOA

(Stephens County)

WRLC

(Established 1941)

Tights,

1 hour.

1/2 hour.

1/4 hour.

10 minutes.

5 minutes.

DISCOUNTS

Three days weekly:

3 month contract.

Six days weekly:

3 month contract.

3 month contract.

| 3 month contract | 25% |
|-----------------------------|--------|
| 6 month contract | 35% |
| ANNOUNCEMENTS | |
| | |
| | 3.00 |
| 50 words | 2.00 |
| 20 words | 1,00 |
| Station break | 3.00 |
| DISCOUNTS | |
| 26 to 51 times | 10% |
| 52 to 99 times | 15% |
| | |
| | 20% |
| 151 to 199 times | 25% |
| 300 or more times | 30% |
| SPECIAL TEATURES | ,- |
| 1/4 hour: News Programs | |
| 13 weeks contract, per week | 0 . 00 |
| 26 weeks contract, per week | 00.00 |
| | 70.00 |
| 5 nilnutes: | |
| 13 weeks contract, per week | 35.00 |
| 26 weeks contract, per week | 30 00 |
| REMOTE CONTROL | 00.07 |
| | |

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.

ment available.

Contract and Other Requirements
Advertising of alcoholic heverages not accepted. Contracts subject to cancellation by two weeks' written notice accombanied by certified check at short rate to date of last program.

Clasina Time

Contracts close one week in advance of first broadcast. Announcement copy and transcriptions close 12 hours in advance. Talke 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—Virgle E. Craig.
Commercial Manager—Harold Marier,
Representatives
None.

VALDOSTA

(Lowndes County)

WGOV (Established 1940)

I minute 5.50 5.25 4.75 4.25 3.75 3.25 2.75t

Rates on request.

REMOTE CONTROL

Equipped to handle remote control programs from any point in South Georgia. Rates on request.

Mobile unit available.

Contract and Other Redulements

Advertising of alcoholic beverages not accepted, excepting heer 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 chort 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)

WAYX (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—220 Piant Avenue. Waycross Georgia, telephone 965.
Transmitter—Waycross. Georgia.
Wave—Power—Time
Operating power—250 watta.
243.9 meters; 1230 kilocycles.
Licensed to onerate 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 charsed by owners or musicopyrights.

(All hours)
11tl. 13tl. 26tl. 52tl. more 1

(All hours)
13 ti. 26 ti.
50.00 40.00
30.00 25.00
20.00 18.00
R 00 7 00 104 r 10re t 25.0 18.0 12.0 1 ti. 1 hour 60.00 1/2 hour 35.00 1/4 hour 25.00 5 minutes. 10.00 52 ti. 30.00 20.00 14.00 6.00 ANNOUNCEMENTS
100 words 4.00 3.80 3.60
50 words or 3.40 3.0 2.2

(This listing continued on next page)

25

www.americanradiohistory.com

WAYCROSS—Continued WAYX-Continued

WAYX—Continued
RECORDED PROGRAMS
Transcription library eervices available, rates and details on request.
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.
Ontract 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.
Signing Time
Continuity must be submitted 24 hours before broadcasting.

dechanical Program Equipment 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.

ersonnsi Manager—John J. Tobola. Advertising Manager—Jack Harder. Representatives
Hal Holman Company.

WEST POINT

WDAK (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. Transmitter—General Tyler Hotel Bldg., West Point, Georgia

Georgia Company Lyrer Hotel Bldg., West Point, ave—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. gency Commission.

Actual operating sentences in the sentence of the sentence of

| | | 1 ti. | 13 ti. | 26 ti. | 52 ti. | 104 ti. | 156 ti. |
|-----|---------|---------|----------|--------|---------|---------|---------|
| 1 | hour | 67.50 | 64.00 | 60.75 | 57.25 | 54.00 | 50.50 |
| 1/2 | hour | 40.50 | 38.50 | 36.50 | 84.50 | 32.50 | 30.75 |
| 1/4 | | 22.50 | 21.50 | 20.25 | 19.25 | 18.00 | 17.00 |
| 5 | minutes | | 10.50 | 10.00 | 9.50 | 9.00 | 8.50 |
| | (5:00 | a.m. | to 6:00 | p.m. | week d | аув) | |
| | hour | | 42.75 | 40.50 | 38.25 | 36.00 | 33.75 |
| | hour | 27.00 | 25.50 | 24.00 | 22,50 | 21.00 | 18.75 |
| 1/4 | hour | | | 13.50 | 12,75 | 12.00 | 11.25 |
| 5 | minutes | 9.00 | 8.55 | 8.10 | 7.65 | 7.20 | 6.75 |
| | | | NOUNC | | | | |
| | (6 | :00 p.: | m. to 12 | :00 m | idnight |) | |

| | | 100 wds. | 50 wds. | 25 wds. | | | |
|------------|------------------|-----------|---------|---------|--|--|--|
| 1 | tlme | . 6.00 | 3,75 | 2.25 | | | |
| 13 | times | . 5.75 | 3.60 | 2.20 | | | |
| 26 | times | | 3.40 | 2.05 | | | |
| 52 | times | | 3,20 | 1.95 | | | |
| 104 | times | | 3.00 | 1.80 | | | |
| 150 | times | | 2.85 | 1.70 | | | |
| 300 | times | | 2.60 | 1.60 | | | |
| 1.000 | times | 8.50 | 2.25 | 1.50 | | | |
| 1.000 | (5:00 a.m. to 6: | 00 p.m.) | | 1.00 | | | |
| _ | (J.00 a.m. to b; | UU P.EE.J | | | | | |
| 1 | time | | 3.00 | 1.85 | | | |
| 13 | times | _ 5.00 | 2.85 | 1.80 | | | |
| 26 | times | | 2.70 | 1.75 | | | |
| 52 | times | | 2.55 | 1.65 | | | |
| 104 | times | | 2.40 | 1.55 | | | |
| 150 | times | | 2.25 | 1.50 | | | |
| | | | | | | | |
| 300 | times | | 2.10 | 1.35 | | | |
| 1,000 | times | 3.25 | 1.85 | 1.15 | | | |
| DISCOIDING | | | | | | | |

DISCOUNTS

DISCOUNTS

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:

Sminutes daily (6 daws) Claration

Time, weather and temperature reports. Rates on request.
Newscasts:
S minutes daily (6 days) Class A time, per wk 30.00 5 minutes daily (6 days) Class B time, per wk 22.50 Minimum contract 13 weeks.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

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. Instant and Other Requirements
Advertising of alcoholic beverages not accepted. Maximum contract term is one year. Jissing Time
Ten days in advance of broadcast to be included in general publicity releases. Continuity must be sub-initted 24 hours before broadcast.

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.

General Manager—L. J. Duncan.
Commercial Manager—J. H. Orr.
Program Director—Frances Ledbetter.
Chief Engineer—Dige Bishop.
Music Librarian—Lloyd Harris.
Formentalives

IDAHO

BOISE

(Ads County) KIDO (Established 1928)



Rates effective February 1. 1987.

Owned and operated by G. Phillips. Business Office & Studio—Hotel Boise, Boise, Idaho. telephone 680. Transmitter—4-1/2 miles west of Boise, Idaho.

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; 1836 kilecycles.
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 commission on program charges.
Cash discount none.
Bills payable upon receipt of invoice.

Cash discount non invoice.
General Advertising

eneral Advertising
For combination rates see listing of Blue Network
Combany (North Mountain Group).
Rates include charges by owners of music copyrights.
The following rates are for national advertising.
(6:00 p.m. to 11:00 p.m. week days and
Sundays)

| | | l ti. | 26 ti. | 52 ti. | 78 ti. | 156 ti. | 300 / |
|-----|-----------|---------|----------|--------|--------|---------|-------|
| 1 | hour | 120.00 | 114.00 | 108.00 | 102.00 | 96.00 | 84.1 |
| 1/2 | hour | 72.00 | 68.40 | 64.80 | 61.20 | 57.60 | 50. |
| 1/4 | hour | 48.00 | 45,60 | 43.20 | 40.80 | 38.40 | 33. |
| 5 | minutes | 24.00 | 22.80 | 21.60 | 20,40 | 19.20 | 16. |
| | (12: | 00 noor | 1 to 6: | 00 p.m | Sund | avs) | |
| 1 | hour | 90.00 | 85,50 | 81.00 | 76.50 | 72.00 | 63.0 |
| 1/2 | hour | 54.00 | 51.30 | 48.60 | 45.90 | 43.20 | 37. |
| 1/4 | hour | 36.00 | 34.20 | 32.40 | 30.60 | 28.80 | 25. |
| 5 | minutes | 18.00 | 17.10 | 16.20 | 15.30 | | 12. |
| | (8:00 e.i | m. to f | 3:00 p.: | m. and | 11:00 | P.m. 1 | to . |
| 1 | | dnight | | | | | |
| ĵ | | | | | | 00 mid | |
| | | | | Sunday | | 11110 | |
| | L | ~~ ~~ | F# 00 | | | | |

| | | night S | Sundaye) | l . | | |
|---------|------------|---------|----------|--------|-------|--------|
| 1 hou | | 57.00 | 54.00 | 51.00 | 48.00 | 42.00 |
| | r 86.00 | 34.20 | 32,40 | 30.60 | 28.80 | 25, 20 |
| 1/4 hou | r 24.00 | 22.80 | 21.60 | 20.40 | 19.20 | 16.80 |
| 5 mir | | 11.40 | 10.80 | 10,20 | 9.60 | 8.40 |
| (12: | 00 midnigh | t to 8: | :00 a.m | . week | (ays) | |
| 1 hou | r 40.00 | 38.00 | 36.00 | 34.00 | 32.00 | 28.00 |
| 1/2 hou | r 24.00 | 22.80 | 21.60 | 20.40 | 19.20 | 16.80 |
| 1/4 hou | r 16.00 | 15.20 | 14.40 | 13.60 | 12.80 | 11,20 |
| 5 mir | utes 8.00 | 7.60 | 7.20 | 6.80 | 6.40 | 5,80 |

1/4 hour... 16.00 15.20 14.40 13.60 12.80 11.20
5 minutes 8,00 7.60 7.20 6.80 6.40 5.60
ANNOUINCEMENTS
(6:00 p.m. to 11:00 p.m. week days and Sundays)

1 ti. 26 ti. 52 ti. 78 ti. 156 ti. 300 ti. 100 words... 15.00 14.25 13.50 12.75 12.00 10.50
50 words... 12.00 11.40 10.80 10.20 9.60 8.40
(12:00 noon to 6:00 p.m. Sundays)
100 words... 11.25 10.69 10.13 9.56 9.00 7.87
50 words... 12.05 10.40 10.30 9.56 9.00 7.87
50 words... 19.00 8.55 8.10 7.68 7.20 6.30
(8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 monon and 11:00 p.m. to 12:00 midnight week days and 8:00 a.m. to 12:00 noon and 11:00 p.m. to 12:00 midnight Sundays)
100 words... 7.50 7.13 6.75 6.38 6.00 5.25
50 words... 6.00 5.70 5.40 5.10 4.80 4.20
(12:00 midnight to 8:00 a.m. week days)
100 words... 7.50 7.13 6.38 6.00 5.25
50 words... 8.00 4.75 4.50 4.24 4.00 3.50
50 words... 4.00 3.80 3.60 3.40 3.20 2.80
TALKS
TALKS
TRECORDED PROGRAMS

RECORDED PROGRAMS
Transcription library services available—rates on application.

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.

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 38-1/3 and 78 r.p.m. double turn-tables.

Manager—G. Phillips.
Promotion Manager—Boyd Braithwaite.

Representatives
John Blair & Company.

IDAHO FALLS

(Bonneville County)

KID (Established 1928)

Rates received April 27, 1939.
Owned and operated by K I D Broadcasting Co.. Inc. Business Office and Studio-Srd floor. B. W. M. Butilding, Idaho Falla, Idaho, telephone 4.
Transmitter—Three miles southeast of Idaho Falls.

Transmitter—Three miles southeast of Idaho Falls.

Wave—Power—Time
Operating power—5,000 watts to local sunset; 500
watts thereafter. (100% moduation.)
22.2 meters; 1356 kilocycles.
Licensed to operate full time on regional channel.
Operates on Mountain War Time.
Actual operating achedule: Week days and Sundays
6:00 a.m. to 12:00 midnight.

Agency Commission

Agency commission

Agency commission 15% to recognized agencies. Cash discount

General Advertising

Rates include existing ASCAP tax.

1 to 2 2t. 52 t. 78 tl. 156 tl. 300 tl.

1 hour.... 94.50 89.78 85.05 80.33 75.00 66.15

1/2 hour.... 37.80 35.91 84.02 32.13 30.24 26.46

5 minutes 18.90 17.96 17.01 16.07 15.12 13.23
100 words... 15.75 14.96 14.18 13.39 12.60 11.03

50 words... 12.60 11.97 11.34 10.71 10.08 8.82

TALKS

If acceptable, 25% above standard rate.

Reconded Proor Agency

Reconded Proor Agency

Transcription library service available—rates on request.

TALENT

TALENT

Transcription library service available—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

Talent programs close three days in advance of broadcast. Announcements. talks and recorded programs close one hour in advance

Mehenteal 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.)

Rates effective June 1, 1940. (Card No. 5.)
Owned and operated by H. E. Studebaker.
Studio—Lewis-Clark Hotel Bidg.. Lewiston, Idaho.
telephone 1950.
Transmitter—Lewis-Clark Hotel Building. Lewiston.
Wave—Power—Time
Operating power—250 watta.
(100% modulation.)
214.3 meters; 1400 kilocycles.
Affiliated with KUJ, Walla Walla, Washington.
Licensed to operate on recional channel unlimited.
Operates on Pacific War Time.

Agency Commission 15%. No cash discount. Accounts payable 10th of month following production.

counts payable 10th of month following production.

General Advertising
Maximum direct commercial allowable is 15% of
the proxram time.

Run-of-position (station option of time), 85% discount from the following rates.

(Day or Night)

1 13 26 52 156 260 312
t. t. tl. tl. tl. tl. tl.
1/2 hour... 25.00 23.75 22.50 21.25 18.75 17.50 18.25
1/4 hour.... 15.00 14.25 13.50 12.75 11.25 10.50 9.75
5 minutes 10.00 9.50 9.00 8.50 7.50 7.00 6.50
*100 words... 8.00 5.70 5.40 5.10 4.50 4.20 8.00
(*) Commercial transcription equivalent—one minute
or less.

or less.

SPECIAL FEATURES
Bulk Time Signal Service—Daily except Sunday
35 words, station option of time:

| | | | T OT M COV- | |
|----|-------------|-------|-------------|--------|
| | | 6 tl. | 12 ti. | 18 ti. |
| 1 | month | 70.00 | 130.00 | 180.00 |
| 6 | months | 66.50 | 123.50 | 171.00 |
| 12 | months | 63.00 | 117.00 | 162.00 |
| | POLITICAL F | RATES | | |

On request.

TALENT

Rates on request.
REMOTE CONTROL

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
Equipmed 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. Wike.
Representatives
John Blair & Company.

NAMPA

(Canyon County)

KFXD (Established 1930)



Rate card dated May 1, 1937. (Card No. 7A.) Rate card dated hisy 1, 1931. Coata No. (A., Owned and operated by Frank E. Hurt, Business Office and Studio-1624 Twelfth Avenue Couth Nampa. Idaho telephone 1200. Other Studios-809 Main St., Bolse. 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
Uberatink power—250 watta.
(100% modulation.)
243.0 meters; 1230 kilocycles.
Licensed to operatio on local channel.
Operates on Mountain War Time.
Actual operating schedule: Sundays 9:00 a.m. to
6:30 p.m. Weck days 6:00 a.m. to 10:00 p.m.
Agency Commission
Akency commission 15% and 15%; cash discount 2%.

or less..... 2.25 1.44 1.38 1.30 1.28 1.15

RECORDED PROGRAMS

REGULAR time charges apply. Not restricted to certain hours.

tain hours.

TALENT
Sponsor must arrange own taient. All arrangements should be direct with taient.

REMOTE CONTROL
Wire and mechanical charges for remote control installations will be required in advance.

stalistions will be required in advance.
Contract and Other Requirements
Advertising of sicoholic beverages not accepted.
Rates are for station time only and do not include
taient. All programs and announcements subject to
approval of the station management. The 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 or character creditable
alike to the station and advertiser.

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.

POCATELLO

(Bannock County)

KSEI (Established 1926)



Rates effective June 15. 1938. (Card No. 12-A.) Nates elective June 15, 1938. (Card No. 12-A.)
Owned and operated by the Radio Service Corporation of Idaho, telephone 960.
Business Office and Studio—Pocatello, Idaho,
Transmitter—Bannock County Fair Grounds.
Wave—Power—Time
Operating power—1.000 watts to local sunset; 250
watts thereafter.
(100% modulation—crystal control.)
322.6 meters; 930 kilocycles.
Licensed to operate full time.

Licensed to operate full time.
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.

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). Hates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management. (12:90 noon to 1:00 p.m., 6:00 p.m. to 10:00 p.m. to 1

1 minute or 100 p.m. | 1000 p.

All frequency discounts must be earned within a period of one year from starting date.

Program periods and announcements cannot be com-bined to carn additional discounts. Program period discounts must be earned within program bracket. Announcement discounts must be earned within an-nouncement 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. Itates on request.

TALENT
Variety of talent is available for sponsorship. Hateon request

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. Other service facilities include production department and merchandising sides.

Contract and Other Requirements

ourract and other negativements.
All programs must comply with station's standard
of quality. Advertising not in public interest may
be refused by station. Right reserved to limit the
length and frequency of periods. All programs must
comply with the rules and regulations of the Federal
Communications Commission and the Federal Trade

Commission
Time is sold subject to change for network or outstanding local broadcasts. In case of change of time
courtesy announcements to this effect will be made.

Closing Time

No deadline except on programs requiring special music and preparation. It was required, unless substitutions permitted. 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-Henry H. Fletcher.

Representatives

The Walker Company.
Pacific Coast—Honer Griffith Company.

TWIN FALLS (Twin Falls County)

KTFI (Established 1928)



Rates effective June 15. 1938. (Card No. 15-A.) Owned and operated by Radio Broadcasting Corpora-

tion.

Business Offices and Studios—Radio Bidg.. Twin
Falls. Idaho, telephone 2400.

Transmitter—4 miles west of Twin Falls. Idaho. on
U. S. Highway 30.

ve-Power-Time

Operating Dower—1.000 watts.
(100% modulation—crystal control.)
236.2 meters; 1270 kilocycles.
Licensed to operate unlimited time on cleared 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% on net time charges to agencies recognized. Commission applies on time only. No commission on talent, remote control or other production expense. No cash discount. Bills due and payable me when rendered.

General Advertising

For combination rates see listings of Blue Network Company (North Mountain Group) and National Broadcasting Company (North Mountain Group). Fees charked by owners of music copyrights are not included in rates.

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)

10:00 p.m. week days and all day Sundars)

1 26 52 104 156 208 812
1 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
1/4 hour... 25.00 23.75 22.50 21.25 20.00 18.75 17.50
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 minute or 100
words... 8 100 5.70 5.40 5.10 4.80 4.50 4.20
66:00 s.m. to 12:00 noon. 1-00 p.m. to 6-00

DISCOUNTS All frequency discounts must be earned within a period of one year from date of contract.

Announcements or program periods of five minutes or more cannot be combined to earn larger discounts.

ELECTRICAL TRANSCRIPTIONS AND RE-ORDED PROGRAMS

Accepted at regular rates for either programs or ar a announcements. Transcription library available—rates on request.

TALKS
Talks will be charged at regular rate.

SPECIAL FRATURES
News Service and Time Signals—rates and details of reducat.

TALENT TALENT Itates on reducst.

REMOTE CONTROL

Remote control broadcasts will be charged at actua
cost. In addition to station time.

SERVICE FACILITIES
Continuity department offers assistance in preparits copy or carrying out instructions for presentation recopy material is furnished. Other service facilitis include production department and merchandish

Contract and Other Requirements
Rates are net for contract periods indicated. If adrertiser places a contract for a certain period at immediately renews without interruption for an aditional period, he may combine the two periods is order to earn a screeter discount for the period of the second contract, the rate for the second contract the being determined by the total period of the combina contracts. Such lower rate applies only to the second contract. Permission to retroact to the initial contract will not be granted. If a contract is not renewed by fore its expiration, the schedule applying only the number of broadcasts in the renewal contract he earned.

Contracts, subject to station approval. federal. second

he sarned.
Contracts subject to station approval. Isderal, sts and municipal government regulations. Contracts all subject to the code of ethics of the National Assiciation of Broadcastera, the regulations of the Fe'eral Communications Commission and the Feder Trade Commission.
Right is reserved to limit the length and frequent of periods. Time is sold subject to change for nework or outstanding local broadcasts. In case a change of time courtesy announcements to this effectivities of the courtesy announcements to this effections.

Clasing Time
Any reasonable time in advance of broadcast,
make printed program achedule advertiser shou
determine schedule two weeks in advance of servic

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

Personnel Gen'l & Prom. Mgr.-F. M. Gardner.

Representatives
The Walker Company.
Pacific Coast—Homer Griffith Company.

WALLACE (Shoshone County)

KWAL (Established 1939)

Rates effective March 1, 1940. (Card No. 2.) Rates effective March 1. 1940. (Card No. 2.)
Owned and operated by Silver Broadcasting Compai
Business Office and Studio—Wallace. Idaho. Otr
Studios—Keilosc. Idaho.
Transmitter—Wallace. Idaho.
Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilcoycles.
Licensed to operate unlimited time.
Operates on Pacific War Time.

Agency Commission
Agency commission
Agency commission
Agency commission
Bills are paid by 20th of month following services
Cash discount
—.

General Advertising eneral Advertising
For combination rates see listings of Don Lee Brodcasting System (Northwest Group); Pacific Brodcasting Company and Mutual Broadcasting Syst.

 casting Company and Mutual Broadee
 Geometry
 Market
 Broadee

 1
 1/2
 1/4
 5

 1
 1/2
 1/4
 5

 1
 1 times...
 40.00
 24.00
 14.40
 8.60

 12 times...
 38.10
 22.80
 13.70
 8.75

 53 times...
 36.10
 21.65
 13.00
 7.75

 105 times...
 32.60
 19.50
 11.70
 7.00

 157 times...
 32.60
 19.50
 11.70
 7.00

 157 times...
 29.40
 17.60
 10.50
 6.30

 271 times...
 29.40
 16.70
 10.00
 6.00

 271 times...
 27.90
 16.70
 10.00
 6.00
 7.30 271 times. 27,90 16.70 1

(All other
1 time. 20.00 12.00
14 times. 19.00 11.40
27 times. 18.05 10.80
53 times. 16.30 9.75
105 times. 16.30 9.75
157 times. 14.70 8.80
271 times. 13.95 8.35 time) 7.20 6.85 6.50 4.30 4.05 3.80 3.65 3.50 3.30 6.15 5.25 5.00 3.15 3.00

POLITICAL BROADCASTS
Station rates apply. Copy must be submitted 24 his before broadcast. Minimum time, five minutes.

TALENT Available at union scale, plus 20%.

REMOTE CONTROL
Remote control facilities available. Rates on requi

Contract and Other Requirements
All acceptable accounts are subject to the same r.
No contracts accepted for more than one year.
Commercial copy and talks are subject to the
proval of the management.

Mechanical Program Equipment
Equipped to handle programs by electrical to
scription, using 33-1/3 and 78 r.p.m. turn-tables
rettical and lateral cut recordings.

Personnel General Manager-R. G. Binyon.

s!

ILLINOIS

AURORA WMRO

(Established 1938)

(Established 1938)

(Rates received March 30, 1939,

Owned and operated by Martin R. O'Brien.

Business Office and Studio—Aurora. Illinols.

Transmitter—Aurora. Illinols.

Ageve—Power—Time.

Operating power—250 watts.

1/231.4 meters; 1280 kilocycles.

1/261.4 meters; 1280 kilocycles.

1/261.5 meters; 1280 kilocycles.

1/271.5 meters; 1280 kilocycles.

1/271.5 meters; 1280 kilocycles.

1/271.5 meters; 1280 meters; 1 1 ti. 1 hour.... 46.00 1/2 hour.... 27.60 1/4 hour... 17.25 10 minutes 13.80 5 minutes 8.63 hour.... 46.00
hour.... 27.60
hour.... 27.60
hour.... 17.25
hour.... 17.25
hour.... 18.80
hour.... 17.25
hour.... 18.80
hour.... 18.80
hour.... 18.80
hour... 18.80
hour..

1 hour.... 34.50 11/2 hour.... 20.70 11/4 hour.... 10.35 110 minutes 8.63 5 minutes 5.75 27.60 16.56 8.28

1 hour... 23.00 1/2 hour... 13.80 1/4 hour... 6.90 10 minutes 5.18 5 minutes 3.85

ersonnel Manager—Martin R. O'Brien. Promotion Manager—Vincent G. Cofey Program Director—Mary Louise Brown.

BLOOMINGTON

(McLean County) WJBC

(Established 1924)
Rates effective July 15, 1941. (Card No 9.) Owned and operated by A. M. McGregor Hugh L. Gately and D. C. McGregor.

State of the state of t

Transmitter—W. Gregory Ave., Normal, III.

/ave—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.

Quency Commission 15% to recognized agencies on 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.

cash discount.

Seneral Advertising

Rates include fees charged by owners of must copprights. (6:00 a.m. to 12:00 midnight) 300 or 12:00 midnight (6:00 a.m. to 12:00 midnight) 300 or 12:00 a.m. to 1.00 a.m. to 1.0

ANNOUNCEMENTS
(6:00 a.m. to 12:00 midnight)

50 words or 35 word station
break..... 3.50 3.35 3.15 2.90 2.80 2.30 2.10
ninute transcription
or less.... 5.00 4.75 4.50 4.25 3.75 3.25 3.00

or less... 5.00 4.75 4.50 4.25 8.75 3.25 8.00 CONSECUTIVE WEEKLY RATES — Per week for — 13 wks. 26 wks. 55 wks. Three 1/4 hours weekly...... 45.00 41.00 38.00 Flve 1/4 hours weekly....... 30.00 25.00 50.00 Six 5 minutes weekly........ 30.00 25.00 25.00 Rates include transcription library service Rates for talent on request.

Morning Mirthman—7:00 s.m. to 8:15 s.m., Monday through Saturday, 100 word participation for non-competitive advertisers on a weekly basis, per week 21.00

competitive advertisers on a weekiy Dasis, per week 21.00.

Temperature Report Package—One service announcement each hour plus 30 words commercial, Monday through Saturday (16 dally), per week 96.00. One service announcement every other hour plus 30 words commercial, Monday through Saturday (8 dally), 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 30 words commercial, per week 36.00. Three service announcements daily, Monday through Saturday, plus 30 words commercial, per week 54.00. Minimum contract 13 weeks; discounts: 28 weeks 5%; 52 weeks 10%.

POLITICAL RATES

Rates on request.

Rates on request.

RECORDED PROGRAMS
Recular station charges apply to recorded programs
TALENT

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 departmente, 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.

verturai and Anna Personnel
Director—A. M. McGregor.
Sales Manager—Hugh L. Gately.
Representatives
Spot Sales. Inc.

CAIRO

(Alexander County)

WKRO (Established 1942)

(Established 1942)
Rates effective March 1, 1942.
Owned and operated by Oscar C. Hirsch.
Business Office and Studie—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 oberate unlimited time.
Actual operating schedule: Sundays 8:00 a.m. to 9:00
D.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 broad-

Cast.

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 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 5.95

minutes 4.00 3.80 3.60 3.40 ANNOUNCEMENTS 4.00 3.80 3.25 3.09

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 or programs, speeches, etc. In addition to station advertiser pays for additional expense involved. outract and other Reduirements

programs, speecnes, etc. In addition to station time, advertiser pays for additional expense involved. Contract and Other Requirements
Entertaliament 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 resuit of broadcasting for client.
Closing Time
Talent programs and talks close two weeks in advance of broadcast. Announcements close one week in advance of broadcast. Announcements close 12 to 24 hours in advance of broadcast. Announcements close 12 to 24 hours in advance of broadcast. Recorded programs close one week in advance of broadcast. 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.

None.

CARTHAGE

(Hancock County)
W C A Z

CHAMPAIGN (Champaign County)

WDWS

Rates effective June 1. 1936. (Card No. 2.) Owned and operated by The Champaign News-Gazette, Inc.

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.
Wran-Tensmitter—Champaign, Illinois.
Uran-Tensmitter—Champaign, Illinois.
Derates on Central War Time.
Agency Commission
Agency Commission 15% to recognized agencies.
Cash discount 2%—10th of month following date of programs
Fees charged by owners of music copyrights are not included in rates.
13 28 39 52 100 380
ti. ti. ti. ti. ti. ti. ti.
1 hour... 50.00 42.50 35.00 31.50 27.50 25.00 22.50
1/2 hour... 30.00 25.50 21.00 19.00 16.50 16.00 14.00
1/4 hour... 18.00 15.00 12.00 11.00 10.00 9.00 8.00
5 minutes 9.00 7.50 8.00 5.25 4.50 4.00 8.50
ANNOUNCEMENTS
Imlante... 325 2.75 2.25 2.15 1.95 1.75 1.60
50 words... 2.50 2.10 1.75 1.65 1.50 1.35 1.25
25 words... 1.75 1.55 1.40 1.35 1.25 1.10 1.00
SPECIAL FEATURES
News. weather and time signals—rates on request.
FOLITICAL RATES
Political talks—rates for regular transcription library service.

TALENT
Variety of live talent available at cost.

TALENT
Variety of live talent available at cost. (This listing continued on next page)

ILLINOIS—Continued

CHAMPAIGN—Continued

WD WS—Continued
REMOTE CONTROL
Remote control rates on application.
Contract and other Redutrements
Alcoholic beverages not accepted except beer and wine.

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—Marajen Stevick Dyess.

Redresentatives

Texas Daily Press League, Inc.

CHICAGO

(Cook County) WAAF (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
A&ency commission
A&ency commission 15% allowed on net time charges to advertising agencies recognized by station. No cash discount. cash discount.

General Advertising

The following rates are for local and national advertising.

All discounts contingent on definite contract for con-secutive weeks within one year.

| | 1 A | fter 6:00 | p.m.) | | |
|-----|-------------|-----------|---------|---------|----------------|
| | 14 | | | 00.41 | |
| | | 1 ti. | 13 ti. | 26 ti. | 52 tl. |
| 1 | hour | 131.00 | 125.00 | 118.00 | 111.50 |
| 1/2 | hour | 78.50 | 74.50 | 70.50 | 66.75 |
| 1/4 | hour | 45.50 | 43.25 | 41.00 | 38.75 |
| 5 | minutes | 23.00 | 21.75 | 20,50 | 19.50 |
| | (B | fore 6:0 | 0 p.m.) | | |
| 1 | hour | 115.00 | 109.25 | 103.50 | 97.75 |
| 1/2 | hour | 69.00 | 65.50 | 62.00 | 58.50 |
| 1/4 | hour | 40.00 | 38.00 | 36.00 | 34.00 |
| 5 | minutes | 20.00 | 19.00 | 18.00 | 17.00 |
| SPE | ECIAL RATES | FOR T | HREE | AND SIX | TIME |
| | | | CONTRA | | |
| | (A | fter 6:00 |) p.m.) | —Per | wee k — |

| • • | 3 t1. | 6 11. |
|--|---------------------------------------|----------|
| 1 hour | 335 00 | 590.00 |
| 1/2 hour | | 354 00 |
| 1/4 hour | | 205.00 |
| | | |
| 5 minutes | 58.00 | 102.00 |
| (Before 6:00 p.m.) | | |
| 1 hour | 293.25 | 517.50 |
| 1/2 hour | 176.00 | 310.50 |
| 1/4 hour | | 180.00 |
| 5 minutes | | |
| The above special rates for three as | | |
| | | |
| week contracts are subject to the foll | owing ar | scounts. |
| on contract for: | | |
| 13 to 25 weeks | | 5% |
| 26 to 51 weeks | | 10% |
| 52 weeks | · · · · · · · · · · · · · · · · · · · | 15% |
| When three or more programs per | | |
| Sunday may be substituted for a wee | k day by | paying |

Sunday may be substituted for a week day by paying the one time rate, subject to the discounts earned by the number of consecutive Sundays used.

ANNOUNCEMENTS

100 words maximum. No announcements accepted for 100 words maximum. Accepted only on schedule of one or more per day for consecutive days. Time of announcements sub-

| lect to change by station. | |
|----------------------------|-------|
| (After 6:00 p.m.) | |
| Single announcement | 15.50 |
| 6 announcements, each | 12.00 |
| 24 announcements, each | 10.50 |
| 78 announcements, each | |
| 156 announcements, each | |
| (Before 6:00 p.m.) | 0.00 |
| Single announcement | 12.50 |
| 6 appoincements each | |

| of commercial co | рy; | | | |
|------------------|-------------|----------|----------|---------|
| | (After 6:00 | p.m.) | | |
| | 1 wk. | 13 wks. | 26 wks. | 52 wks. |
| Per week | | | 56.25 | 53.00 |
| | Before 6:0 | | | |
| Per week | | | | |
| Weather Reports | | 17s week | ly; maxi | mum 50 |
| words of commer | | | | |
| | (After 6:00 | (p.m.) | | |
| Por week | 68.75 | 65.25 | 61.75 | 58.50 |
| | T) | | | |

| | (After 6:00 | p.m.) | | | |
|-----|--------------|-------|---------|---------|--|
| | 1 wk. 1 | | 26 wks. | 52 wks. | |
| Per | week 75.00 | | 67.50 | 68.75 | |
| | (Before 6:00 | p.m.) | | | |
| Pcr | week 60.00 | 57.00 | 54.00 | 51.00 | |
| | | | | | |

Breakfast Express: Monday through Baturday, one hour or more before 0:00 a.m. Per hour, per week. 310,50. Subject to frequency discounts of 5% for 13 weeks, 10% for 28 weeks and 15% for 52 weeks. Transcription programs from station's library are subject to special charges.

Transcription programs from station's library are subject to special charges. TALENT Lists of available tailent, program suggestions and prices will be furnished on request.

RESIOTE CONTHOL.

Trograms broadcast from points outside of studios of station are subject to special charges. Contract and Other Requirements
Liquor advertising not accepted. Rates are for station time exclusive of talent Ali programs subject to approval of station management. Any type of program desired by the advertiser is available.

Ali proposals subject to prior booking of 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 33-1/8 and 78 r.p.m. double turn-table for either vertical or lateral cut recordings.

Personnel
Pregrand 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—Elmhurat. Illinote.
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
Agency commission
Agency commission 15% to recognized advertising
agencies. No cash discount.
General Advertising
Bates include clurges by owners of music converges.

| ыепега | I Advertising | | | | |
|-------------|-----------------|-----------|----------|-----------|----------|
| Rate | es include char | ges by o | | music cor | yrights. |
| | | CLASS | "A" | | |
| | (A | fter 6:0 | 0 p.m.) | | |
| | | 1 ti. | 13 tl. | 26 ti. | 52 t1. |
| 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 | 50.00 | 45.00 | 42.50 | 40.00 |
| _ | | CLASS | "B" | | |
| | (9:00 a.m. to | 1:00 p.i | m. and 4 | :00 p.m. | to |
| | | | .m.) | | |
| 1 | hour | 170.00 | 153.00 | 144.50 | 136.00 |
| $1/\bar{2}$ | hour | 105.00 | 94.50 | 89.25 | 84.00 |
| 1/4 | hour | 60.00 | 54.00 | 51.00 | 48.00 |
| - 5 | minutes | 35.00 | 31.50 | 29.75 | 28.00 |
| - | | CLASS | "C" | | |
| | (1:00 | p.m. to | 4:00 p.n | n.) | |
| 1 | hour | 125.00 | 112.50 | 108.65 | 100.00 |
| 1/2 | hour | 75.00 | 67.50 | 63.75 | 60.00 |
| 1/4 | hour | 45.00 | 40.50 | 38.25 | 36.00 |
| 5 | minutes | 20.00 | 18.00 | 17.00 | 16.00 |
| | | CLASS | "D" | | |
| | (6:00 | a.m. to | 9:00 a. | m.) | |
| 1 | hour | | 101.25 | 97.80 | 90.00 |
| $1/\bar{2}$ | hour | | 60.75 | 57.38 | 54.00 |
| 1/4 | hour | | 36.45 | 34.45 | 32.40 |
| - 5 | minutes | 18.00 | 16.20 | 15.30 | 14.40 |
| | WEEKLY | FREQU | JENCY 1 | RATES | |
| | | CLASS | "A" | | |
| | (2 | After 6:0 | 0 p.m.) | | |
| | | | | -Per wee | k |
| | | | 3 ti. | 5 ti. | 6 ti. |
| 1 | | | 450.00 | 667.00 | 720.00 |
| 9/0 | 1 | | 070 00 | 400.00 | 490.00 |

| 1 hour | 450.00 | 667.00 | 720.00 |
|-------------------------|----------|----------|--------|
| 1/2 hour | | 400.00 | 432.00 |
| 1/4 hour | | 252.00 | 261.00 |
| 5 minutes | 112.50 | 165.00 | 180.00 |
| | 'B" | 100.00 | 130.00 |
| | | | |
| (9:00 a.m. to 1:00 p.m. | and 4 | :00 p.m. | to |
| 6:00 p.r | n.) | | |
| 1 hour | 385.00 | 567.00 | 612.00 |
| 1/2 hour | 235.00 | 350.00 | 378.00 |
| 1/4 hour | 135 00 | 200.00 | 216.00 |
| 5 minutes | 80.00 | 117.00 | 126.00 |
| | "C" | 111.00 | 120.00 |
| | | | |
| | 1:00 P.n | | |
| 1 hour | 280.00 | 415.00 | 450.00 |
| 1/2 hour | 165.00 | 250.00 | 270.00 |
| 1/4 hour | 100.00 | 150.00 | 165.00 |
| 5 minutes | 45.00 | 65.00 | 72.00 |
| 5 mlnutes | ייחיי | 00.00 | . 2.00 |
| | | | |

| | | a.m. | | | | | |
|------|----------|------|----|-----|-----|--------|--------|
| 1 | hour | | | 252 | .00 | 373.50 | 405.00 |
| 1/2 | hour | | | 148 | .50 | 225.00 | 243.00 |
| | hour | | | | | 135.00 | 148.50 |
| 5 | minutes. | | | 40 | .50 | 58.50 | 64.80 |
| - | | DISC | OU | NTS | | | |
| 13 1 | weeks | | | | | | 10% |
| 26 1 | weeks | | | | | | 15% |
| | woolea | | | | | | 20% |

ANNOUNCEMENTS
Maximum length, 125 words for live announcements.
CLASS "A"

| | 1 tí. | 3 t!. 54 00 | 5 ti. | 6 ti. |
|-------------|----------------|----------------|-------|-------|
| 125 words | 20.00 | 54 00 | 80.00 | 90.00 |
| CL | ASS "B." "C | "." or " | D., | |
| 125 words | 15.00 | 38.25 | 56.25 | 60.00 |
| (*) 50 word | s or less dedt | ict 40%. | | |
| | DYGGGY | ATENCO ' | | |

26 times 15% 52 times 20% 152 times SPECIAL FEATURES
Time signals, weather and temperature reports or news flashes supplied at no extra charge.
POLITICAL
One time rate applies. No discounts.
ELBUTRICHAL TRANSITIPTIONS
No extra charge for handling of advertisers' recorded to electrically transcribed programs.
TALENT
Rates on application.
EQUIPMENT OF 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 rest appossibility for program preparation and presentation.

sponsoring for programs property from the following states of station managers ment. All programs must conform to the standards of station.

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

Personnel
President—Gene T. Dyer.
Representatives
The Walker Company.

WBBM (Established 1928)

COLUMBIA 😰 **OPERATED**

Rates effective April 1, 1942. (Card No. 18.)

Owned and operated by the Columbia Broadcastins System, Inc.

Business Office and Studios—416 N Michicar Ave.
Wrigley Bidg., Chicago, Ill., Whitehal 6000.
Transmitter—Itasca. Ill.

Wave—Power—Time
Operating power—50,000 watts.
(100% modulation—crystal control.)
384.6 meters; 780 Rilocycles.
Licensed to operate on mationally cleared channel of Operates on Central War Time.
Actual operating sneeds: Sundays 7:00 a.m. to 1.00 meters of Central War Time.
Actual operation of Section 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
(7:00 p.m. to 10:30 p.m. week days and 5:00 p.m. to 10:30 p.m. Sunday)

1 day 2 days 3 days 4 days 5 days 6 day 1 hr. 325.00 1850.00 2227.50 297.00 3712.50 3990.0 1/2 hr. 330.00 850.00 1335.50 1425.5 (CASS "C"
(8:30 p.m. to 7:00 p.m. seek days and 1:00 p.m. Sunday)

1 hr. 550.00 1100 01 485.00 1782.00 2227.50 2376.0 1/4 hr. 297.00 594.00 802.00 1089.00 1385.50 1425.5 (CASS "C"
(8:30 a.m. to 6:00 p.m. week days 8:30 a.m. to 1:00 p.m. sunday and 10:30 p.m. to 1:00 p.m. sunday and 10:30 p.m. to 1:00 p.m. week days 8:30 a.m. to 1:00 midnight daily)

1 hr. 412.50 825.00 1113.75 1485.00 1856.00 1880.0 179.15 (CASS "C"
(8:30 a.m. to 6:00 p.m. week days 8:30 a.m. to 1:00 midnight daily)

1 hr. 217.50 455.00 300.00 345.00 590.00 1227.50 1320.0 (CASS "C"
(8:30 a.m. to 6:00 p.m. week days 8:30 a.m. to 1:00 p.m. sunday and 10:30 p.m. to 1:00 p.m. sunday and 10:30 p.

(This listing continued on next page)

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ALTO おおは

CHICAGO—Continued WBBM—Continued

WBBM—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 Broadcast-ing Time Rates") for the additional broadcast desperiod already being charged.

Weekly Dollar Vulume Discount
Weekly Dollar Vulume Discount
Weekly Dollar vulume Discount
Weekly Dollar of the day of

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:

Each CLASS "B" 100.00 1

12:00 mldnight dally)

CLASS 'D'
(12:00 mldnight to 8:30 a.m. dally)
38.50 †205.00

TALENT
Program ideas, lists of talent and rates on application.

Program ideas, lists of talent and rates on application.

REMOTE CONTROL.

Programs originating outside of the studies 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 40 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 nosable to facilitate production. Maximum Equipment

Equipment Equipment

Equipment Equipment

Commercial Manager—J. Kelly Smith.

Regresentatives

Radio Sales.

(Established 1926)
Rates effective September 1, 1938. (Card No. 8) Owned and operated by Chicago Federation of Labor.
Business Office and Studio—American Furniture Mart,
688 Lake Shore Drive. Chicago. III.. Superior 55un
Transmitter—DuPage County. northeast of Downers

| 1 hour | 250.00 150.00 |
|---|------------------|
| 1/2 hour | |
| 1/4 hour. | 100.00 |
| | |
| | 100.0 |
| | 60 01 |
| 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) | |
| l hour | 187.50 |
| 1/2 hour | 112.50 |
| | 75.0 |
| | |
| 5 minutes | 45.00 |
| 5 minutes | |
| (1:00 p.m. to 8:00 p.m. week days, and 5: | :00 |
| p.m. to 6:00 p.m. Sundays: 10:00 p.m. | |
| 10:30 p.m. week days and Sundays) | |
| | |
| 1 hour | 125.0 |
| 1/2 hour | 75.00 |
| 1/4 hour | 50.00 |
| 5 minutes. | 30.00 |
| Cl,ASS ''D' | 30.00 |
| | |
| (*10:30 p.m. to 9:00 a.m.) | |
| 1 hour | 85.0 |
| 1/2 hour | 50.00 |

| 1 | HOUT. | 569.75 | D02. |
|----|---------------------------------|----------|------|
| 2 | hour | 236.25 | 337. |
| 4 | hour | 157.50 | 225. |
| 5 | minutes | 94.50 | 135. |
| | CLASS "C" | | |
| (1 | 1:00 p.m. to 6:00 p.m. week day | s. and 5 | :00 |
| | .m. to 6:00 p.m. Sundays: 10:0 | 00 p.m. | |
| - | 10:30 p.m. week days and S | undays) | |
| 1 | hour | 281.25 | 408. |
| 19 | hour | 188 75 | 949 |

I hour 281.25 406.25 1/2 hour. 181.25 106.25 1/2 hour. 182.50 162.50 5 minutes 67.50 97.50 67.50 97.50 67.50 97.50 67.50 97.50 67.50 97.50 67.50 97.50 67.50 97.50 67.50 97.50 67.50 97.50 67.50 97.50 67.50 97.50

 different rate classifications. All discounts apply to time charges only.

 Lime charges only.

 Less than 13 weeks.
 None

 13 to 25 weeks.
 5%

 28 to 38 weeks.
 10%

 30 to 51 weeks.
 15%

 52 weeks.
 20%

SPECIAL DISCOUNT FOR RUN-OF-STATION TIME

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:
(5:59 p.m. to 10:31 p.m.)
100 words or 1 minute electrical transcription... 20.00
50 words 100 words or I minute electrical transcription... 20.00 50 words (*10.31 p.m. to 5:59 p.m.) 15.00 100 words or I minute electrical transcription... 15.00 50 words or I minute electrical transcription... 15.00 50 words 10.00 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% 100 to 290 times... 20% 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

Accepted during regular broadcasting periods.

TALENT

Hates on request.

KEMOTE CONTROL

Additional charges are made for programs originating outsine of the station's studios, and for programs requiring special production.

SERVICE FACTUITIES

Nervices 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

of initial beautiful of the closed as far in advance of initial program as possible to facilitate production. Mechanical Program Equipment Equipped to handle programs by electrical transcrition, using 33-1/3 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.

REMOTE CONTROL

Programs originating outside the studies 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.

Clasing 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 83-1/8 and 78 r.m. recordings.

Representatives

None.

WEDC (Established 1926)

Rates effective February 11. 1941.

Rates effective February 11. 1941.

Owned and operated by Emil Denemark. Inc., Chicago. Illinois.

Bustness Office and Studio — 8860 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 WSBC.

Divides time with stations work.

Agency Commission 15% to recognized agencies on Agency commission 15% to recognized agencies on time charges only. No cash discount. Bills due and nayable with a constant of the commission of th

| (6:00 p.m | . to 12 | :00 midni | ght) | |
|--------------------|---------|-----------|--------|-------|
| 1 tl. | 13 ti. | 26 ti. | 39 ti. | 52 ti |
| 1 hour 85.00 | 80.75 | 76.75 | 72.90 | 69.2 |
| 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 | 14.60 | 13.88 |
| 100 word announce- | | | | |
| ment 14.00 | 13.30 | 12.65 | 12.00 | 11.40 |
| | | | | |

ILLINOIS—Continued

CHICAGO—Continued

W E D C—Continued

| | (0:00 | a.m. to | 6:00 P.m.) | | | | |
|---------------------------|---------|---------|------------|--------|--------|--|--|
| | I ti. | 13 ti. | 26 ti. | 39 ti. | 52 tl. | | |
| 1 hour | 60.00 | 57.00 | 54.15 | 51.45 | 48.90 | | |
| 1/2 hour | | 34.20 | 32.50 | 30.90 | 28.35 | | |
| 1/4 hour | 24.00 | 22.80 | 21.65 | 20.55 | 19.50 | | |
| 5 mlnutes | 12.00 | 11.40 | 10.85 | 10.30 | 9.80 | | |
| 100 word ar | nounce- | | | | | | |
| ment | 10.00 | 9.50 | 9.00 | 8.55 | 8.10 | | |
| ELECTRICAL TRANSCRIPTIONS | | | | | | | |

privilege, in which case discounts will be allowed as earned.

Closing Time
Contract should be closed two weeks in advance to assure proper publications, and program material must be arranged not less than 24 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. Kornour

Personnel
Manager—Frank J. Kotnour.
Representatives
None.

WENR (Established 1925)



BLUE NETWORK OPERATED

 \mathcal{Q}

Bates effective January 1, 1942, (Card No. 10.)
Owned and operated by Blue Network Company.
Business Office and Studio—Aierchandiae Mart. Chicago, Ullinois, Superior 8300.
Transmitter—Tinley Park. Illinois.
Wave—Power—Time
Onerating Dower—50.000 watts.
337.1 meters; 830 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., 2:00 p.m., to 1:00 a.m.
Saturday 3:00 p.m. to 3:30 p.m., 12:00 midnight to 1:00 a.m. Sunday 12:00 nonto 7:00 p.m. and 8:00 p.m. to 1:00 a.m.
Agency commission
Agency commission
Agency commission 15% to recognized advertising attences on met 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, such advertisers may elect to substitute new 2042 at rates on this card for the uncared portion of such commitments confered portion of such commitments on the effective allowed to such commitments of such commitments on the effective date of ouch new contracts. In the absence of such effective date of this card will apply to extensions of sald commitments for any period or periods up to and including Docember 31, 1942, for the same 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 blanket licenses.

Hates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

(6:00 p.m. to 6:30 p.m. week days, 6:00 p.m. to 75:00 p.m. bundly and 8:00 p.m.

| | p.m. daily except Saturday) | |
|-----|--------------------------------------|--------|
| 1 | hour | 750.00 |
| 1/2 | hour | 450.00 |
| 1/4 | hour | 300.00 |
| 110 | minutes | 250.00 |
| - 5 | minutes | 150.00 |
| J | CLASS "B" | 100.00 |
| | (1:00 p.m. to 6:00 p.m. Sunday only) | |
| | | 562,50 |
| ! | hour | 337.50 |
| 1/2 | hour | |
| 1/4 | hour | 225.00 |
| 10 | minutes | 187.50 |
| - 5 | minutes | 112.50 |
| • | CILARS "C" | |

| week day | |
|----------|--------|
| Sunday) | |
| | 875.00 |

| 1/2 | hour | 225.00 |
|-----|--|---------|
| 1/4 | hour | 150.00 |
| 10 | minutes | 125.00 |
| 5 | mlnutes | 75.00 |
| | CLASS "D" | |
| | (†12:00 midnight to 1:00 a.m. dally) | |
| 1 | hour | 250.00 |
| 1/2 | hour | 150.00 |
| 1/4 | hour | 100.00 |
| 10 | minutes | 84.00 |
| - 5 | minutes | 50.00 |
| (1 |) Service available only If a regularly sc | neduled |
| DI | ogram precedes. | |
| | CLASS "E" | |

| | Per week | | | | | | |
|-----|----------|----------|----------|----------|----------|----------|--|
| | | 2 t1. | 3 ti. | 4 ti. | 5 ti. | 6 ti. | |
| 1 | hr. | 1,200.00 | 1,575.00 | 2.025.00 | 2.437.50 | 2,700.00 | |
| 1/2 | hr. | 720.00 | 945.00 | | 1,462.50 | 1,620.00 | |
| 1/4 | hr. | 480.00 | 630.00 | 810.00 | 975.00 | 1,080,00 | |
| 10 | min. | | 525.00 | 675.00 | 812-50 | 900,60 | |
| 5 | min. | . 240.00 | 315.00 | 405.00 | 487.50 | 540.00 | |
| | | | CLASS | "B" | | | |

(1:00 p.m. to 6:00 p.m. Sunday only)
Not available.

Not available. CLASS "C" | CLA b min. 120.00 157.50 202.50 248.75 270.00 CLASS "D" (112.00 midnight to 1.00 s.m. daily)
1 in: 400.00 525.00 075.00 812.50 900.00
1/2 in: 400.00 210.00 270.00 825.50 540.00
1/4 in: 100.00 210.00 270.00 825.00 300.00
10 min. 133.33 175.00 225.00 270.83 300.00
5 min. 80.00 105.00 155.00 162.50 180.00
(†) Service available between 12.00 midnight and 1:00 s.m. only if a regularly scheduled program precedes.

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 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 12 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 tweive month period, the lowest frequency rate earned by one service will apply to the other service.

(Hetween 6:00 p.m. and 10:00 p.m. 300 or more contracts are made to the other service.

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 znnouncers and staff engineers in arranging and presenting programs, are included without extra charge, excepting in the event client specifies a particular announcer.

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 bours' 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

General Manager—E. R. Borroff.

Sales Manager—Ell Berry.

Program Manager—E. J. Huber.

Representatives

Blue Network Spot Sales.

Representatives
Blue Network Spot Sales.

WGES (Established 1924) Rates effective September 1, 1941, (Card No. 5,)

Owned and operated by Oak Leaves Broadcasting Station, Inc. Studio-2400 W. Madison Street, Chicago, Ill., Seeley

Studio—2400 W. Madison Street, Chicago, Ill., Seeley 8068.

Transmitter—4000 Washington Blvd., Chicago, Ill., dreve—Power—Time Operating power—5.000 watts.
215.8 meters; 1390 kilocycles.
Licensed to operate full time, Operates on Central War Time, Gency commission 15% allowed to recognized agencies on station time only. No cash discount. Bills rendered day following broadcast. Payable 1st of following month.
ieneral Advertisira

| a cii ci a | | ci ci siti | | | | |
|------------|-----------|------------|------------|------------|-----------|----------|
| Rate | es incl | ude char | rges by or | vners of r | nusic cop | yrights. |
| | | | CLASS | "A" | | |
| | | (6:00 | p.m. to | 10:30 p.n | n.) | |
| | | I hr. | 1/2 hr. | 1/4 hr. | 10 min. | 5 min. |
| 1 | time | 130.00 | 78.00 | 46.80 | 35.00 | 20.80 |
| 13 | times | 123.50 | 74.10 | 44.40 | 33.00 | 19.75 |
| 26 | times | 117.00 | 70,20 | 42.10 | 31.50 | 18.70 |
| 39 | times | 110.50 | 66.30 | 39.80 | 29.80 | 17.70 |
| 52 | times | 104.00 | 62.40 | 37.45 | 28.00 | 16.65 |
| 100 | times | 97.50 | 58.50 | 35.10 | 26.00 | 15.60 |
| | ********* | | CLASS | "B" | | 20.00 |
| | | (*7:00 | | 6:00 p.n | n.) | |
| 1 | time | 100.00 | 60.00 | 36.00 | 27.00 | 16.00 |
| 13 | | 95.00 | 57.00 | 34.20 | 25.60 | 15.20 |
| 26 | times | 90.00 | 54.00 | 32.40 | 24.00 | 14.40 |
| 39 | times | 85.00 | 51.00 | 30.60 | 22.95 | 13.60 |
| 52 | times | 80.00 | 48.00 | 28.80 | 21.60 | 12.80 |
| | times | 75.00 | 45.00 | 27.00 | 20.00 | 12.00 |
| | | day Cla | ss "B" r | ates 25% | extra. | |
| • | , ~ ~ | | CLASS | *,C*, | | , |
| | (| 10:30 p | | 2:00 midn | ight) | |
| 1 | time | 80.00 | 48.00 | 28.80 | 21.60 | 12.80 |
| 13 | times | 76.00 | 45.60 | 27.35 | 20.50 | 12.15 |
| 26 | times | 72.00 | 43.20 | 25.90 | 19.40 | 11.50 |
| | times | 00.00 | 40.00 | 24.50 | 10.20 | 10.00 |

| 1 | time | 80.00 | 48.00 | 28.80 | 21.60 | 12.80 |
|-----|-------|--------|----------|---------|-------|-------|
| 13 | times | 76.00 | 45.60 | 27.35 | 20.50 | 12.15 |
| 26 | times | 72.00 | 43.20 | 25.90 | 19.40 | 11.50 |
| 39 | times | 68.00 | 40.80 | 24.50 | 18.30 | 10.90 |
| 52 | times | 64.00 | 38.40 | 23.05 | 17.25 | 10.25 |
| 100 | times | 60.00 | 36.00 | 21.60 | 16.00 | 9.60 |
| | | | CLASS | "D" | | |
| | | (12:00 | midnight | to 7:00 | a.m.) | • |
| 1 | time | 65.00 | 39.00 | 23.40 | 17.50 | 10.40 |
| 13 | times | 61.75 | 37.05 | 22, 25 | 16.45 | 9.90 |
| 26 | times | 58.50 | 35.10 | 21.05 | 15.55 | 9.35 |
| 39 | times | | 33.15 | 19.90 | 14.90 | 8.85 |
| 52 | times | 52.00 | 31.20 | 18.70 | 13.85 | 8.30 |
| 100 | times | 48.75 | 29,25 | 17.55 | 13.00 | 7.80 |
| | | | | | | |

52 times 52.00 100 times 48.75 31.20 29,25 (This listing continued on next page)

| | <u> </u> |
|---|---|
| CHICAGO—Continued W G E S—Continued | Agency Commission Agency commission of 15% on time charges allowed on general accounts coming through an agency recog- |
| W G E S—Continued ANNOUNCEMENTS Class "B." | |
| Close "A" "C" & "D" | allowed only when payment is made on or before due date. Bills are rendered on the last day of the |
| 13 times 12.80 9.90 | broadcast month and all bills are payable on or be- fore the 15th of the month following that in which |
| | program is rendered. |
| 52 times 10.80 8.30 100 times 10.15 7.80 | General Advertising For combination rates see listing of Mutual Broad- |
| 200 times 9.45 (.30 | casting System. |
| 300 times | CLASS "A" (7:00 p.m. to 10:00 p.m. daily and Sunday) |
| Weekly frequency discount—six or more announce- | 1-12 13-25 26-51 52 |
| ments per week, 10%. WEEKLY FREQUENCY RATES | Per week: weeks weeks weeks weeks 1 time: 1 hour 750.00 675.00 675.00 637.50 |
| CLASS 'A'' (6:00 p.m. to 10:30 p.m.) | 1/2 hour 450.00 427.50 427.50 405.00 1/4 hour 300.00 292.50 292.50 277.50 |
| 1 hr 1/2 hr 1/4 hr. 10 min. 5 min. | 2 times: 1 hour 1500 00 1275.00 1275.00 1200.00 |
| 3 times 312.00 187.20 112.30 83.15 49.92 | 1/4 hour 600.00 555.00 555.00 525.00 |
| 6 times 520.00 512.00 167.20 136.60 53.20 | 1/2 hour 1149.00 1091.55 1062.83 1034.10 |
| CLASS "B". (7:00 a.m. to 6:00 p.m.) 3 times 240.00 144.00 86.40 63.96 38.40 | 4 times: 1 hour 2552.00 2424.40 2360.60 2296.80 |
| 5 times 350,00 210.00 126.00 93.27 56.00 | 1/2 hour 1582.00 1455.60 1417.00 1378.80 1/4 hour 1020.00 969.00 943.50 918.00 5 times: 1 hour 3190.00 3030.50 2950.75 2871.00 |
| CLASS "C" 100.00 240.00 144.00 100.00 04.00 | 1/2 hour 1915 00 1819.25 1771.38 1723.50 |
| (10:30 p.m. to 12:00 midnight) | 1/4 hour 1275.00 1211.25 1179.38 1147.50 |
| 5 times 280.00 168.00 100.80 75.60 44.80 | 1/2 hour 2025.00 1923.75 1873.18 1822.50 |
| CLASS "D | 7 times: 1 hour 3937.50 3740.63 3642.19 3543.75 |
| (12:00 midnight to 7:00 a.m.) 3 times 156.00 93.60 56.16 41.52 24.96 | 1/4 hour 1575.00 1496.25 1456.88 1417.50 |
| 6 times 261.30 156.00 90.05 70.55 41.80 | CLASS "B" (*6:30 p.m. to 7:00 p.m. daily and 1:00 p.m. |
| Additional Discounts | to 7:00 p.m. Sunday) |
| FOREIGN LANGUAGE RATES | 1 time: 1 hour 600.00 555.00 555.00 525.00 1/2 hour 360.00 342.00 342.00 324.00 |
| (Time only—Exclusive of talent) . CLASS 'A' | 1/4 hour 240.00 234.00 234.00 222.00 2 times: 1 hour 1200.00 1020.00 1020.00 960.00 |
| (6:00 p.m. to 10:30 p.m.) 1 1/2 1/4 10 5 1 | 2 times: 1 hour 1200.00 1020.00 1020.00 960.00 1/2 hour 720.00 648.00 648.00 612.00 1/4 hour 480.00 456.00 456.00 432.00 |
| hour hour min. min. min. 1 time 185.00 111.00 66.60 50.00 29.60 19.25 13 times 175.75 105.45 63.25 47.50 28.10 18.30 | 3 times: 1 hour 1530.00 1453.50 1415.25 1377.00 |
| 13 times_ 175.75 105.45 63.25 47.50 28.10 18.30 26 times_ 166.50 99.90 59.95 45.00 26.65 17.45 | 1/4 hour 612.00 581.40 566.10 550.80 |
| 26 times. 166.50 99.90 59.95 45.00 26.65 17.45 39 times. 157.25 94.35 56.60 42.50 25.15 16.50 52 times. 148.00 88.80 53.25 40.00 23.65 15.55 | 1/2 hour 1224.00 1162.80 1132.20 1101.60 |
| 100 fimes 138 75 83 25 49.95 37.50 22.20 14.40 | 1/4 hour 816.00 775.20 754.80 734.40 5 times: 1 hour 2550.00 2422.50 2358.75 2295.00 |
| 300 times., 120.25 72.15 43.25 32.50 19.25 12.70 | 1/2 hour 1530.00 1453.50 1415.25 1377.00 1/4 hour 1020.00 969.00 943.50 918.00 |
| (*6:00 a.m. to 6:00 p.m. and 10:30 p.m. to | 6 times: 1 hour 2700.00 2565.00 2497.50 2430.00 |
| 12:00 midnight) | 1/4 hour 1080.00 1026.00 999.00 972.00 |
| 13 times. 123.50 74.10 44.45 32.90 19.75 12.80 26 times. 117.00 70.20 42.10 31.20 18.70 12.15 | 7 times: 1 hour \$150.00 2992.50 2913.50 2835.00 1/2 hour 1890.00 1795.50 1748.25 1701.00 |
| 39 times., 110.50 66.30 39.80 29.45 17.70 11.50 | 1/4 hour 1260.00 1197.00 1165.50 1134.00 CLASS "C" |
| 100 times 97.50 58.50 35.10 26.00 15.60 10.15 | (9:00 a.m. to 1:00 p.m. daily and Sunday and |
| 200 times. 91.00 54.60 32.75 24.25 14.55 9.45 300 times. 84.50 50.70 30.40 22.50 13.50 8.80 | (9:00 a.m. to 1:00 p.m. daily and Sunday and 5:00 p.m. to 6:30 p.m. week days) 1 time: 1 hour 405.00 384.75 384.75 364.50 |
| 300 times. 84.50 50.70 30.40 22.50 13.50 8.80 (*) Sunday Class "B" rates 25% extra. Weekly discount for programs six or more times per week 10%. This discount does not apply to represent the sunday of the sunday | 1/2 hour 245.00 238.88 238.88 226.63 1/4 hour 165.00 160.88 160.88 152.63 |
| per week 10%. This discount does not apply to announcements, | 10 min. 123.75 123.75 123.75 117.56 5 min. 82.50 82.50 82.50 78.39 |
| POLITICAL RATES One time rate, regardless of frequency or number of | 2 times: 1 hour 810.00 729.00 729.00 688.50 1/2 hour 490.00 465.50 465.50 441.00 |
| times used. RECORDED PROGRAMS | 1/4 hour 330.00 313.50 313.50 297.00 |
| No extra charge for handling of recorded or electri- | 5 min. 165.00 160.88 160.88 152.73 |
| cally transcribed programs. TALENT | 3 times: 1 hour 1032.00 980.40 954.60 926.80 1/2 hour 624.00 592.80 577.40 561.60 |
| Rates on application. REMOTE CONTROL | 1/4 hour 420.00 399.00 388.50 378.00 |
| Programs broadcast from points outside the studios of station are subject to special charges. SERVICE FACILITIES | 5 min. 210.00 199.50 194.25 189.00 4 times: 1 hour 1376.00 1307.20 1272.80 1238.40 |
| SERVICE FACILITIES | 1/2 hour 832.00 790.40 769.60 748.80 |
| Any type of program desired by the advertiser is available for program preparation and presentation. Program auggestions, lists of talent, and prices fur- | 1/4 hour 560.00 532.00 518.00 504.00 10 min. 420.00 399.00 388.50 378.00 |
| nished on reduest. | 5 min. 280.00 266.00 259.00 252.00 5 times: 1 hour 1720.00 1634.00 1591.00 1548.00 |
| Contract and Other Requirements All programs subject to approval of station manage- | 1/2 hour 1040.00 988.00 962.00 936.00 1/4 hour 700.00 665.00 647.50 630.00 |
| ment. All programs must conform to the standards of station; where advertiser prepares own program it should be submitted in advance for director's ap- | 10 min. 525.00 498.75 485.63 472.50 5 min. 350.00 332.50 323.75 315.00 |
| should be submitted in advance for director's approval. All proposals subject to prior booking of | 6 times: 1 hour 1824.00 1732.80 1687.20 1641.60 |
| time. Any type of program desired by the adver- | 1/4 hour 744.00 706.80 688.20 669.60 |
| smount be submitted in abstance to refere 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 and presentation. | 16 mln. 558.00 530.10 516.15 502.20 5 mln. 872.00 353.40 344.10 334.80 |
| Closing Time | 7 times: 1 h-ur 2128.00 2021.60 1968.40 1915.20 1/2 hour 1288.00 1223.60 1191.40 1159.20 1/4 hour 868.00 824.60 802.90 781.20 |
| Contracts should be closed three weeks in advance to make printed program schedules. Records must be delivered to studios at least one | 1/4 hour 868.00 824.60 802.90 781.20 10 min. 651.00 618.45 602.18 585.90 |
| week' in advance. | 5 min. 434.00 412.30 401.45 390.60 |
| Where advertiser prepares own program it should be | CLASS "D" (1:00 p.m. to 5:00 p.m. week days) |
| submitted not less than three days in advance for program director's approval. Mechanical Program Equipment | 1 time: 1 hour 344.25 324.00 324.00 303.75 1/2 hour 206.25 202.13 202.13 189.88 |
| Equipped to handle programs by electrical trenscription, using 33-1/3 or 78 r.p.m. double turn-tables | 1/4 hour 140.25 186.13 136.13 127.88 |
| for vertical and lateral cut recordings. | 10 min. 105.19 102.10 102.10 95.91 5 min. 70.13 68.07 68.07 63.94 |
| Personnel Manager—Gene T. Dyer. | 2 times: 1 hour 688.50 607.50 607.50 567.00 1/2 hour 416.50 392.00 392.00 367.50 |
| Representatives Forjoe & Company (East only). | 1/4 hour 280.50 264.00 264.00 247.50 10 min. 210.38 198.00 198.00 185.63 |
| | 5 min. 140.25 132.00 132.00 123.75 |
| W G N | 3 times: 1 hour 877.20 825.60 799.80 774.00 1/2 hour 530.40 499.20 483.60 468.00 1/4 hour 357.00 336.00 325.50 315.00 |
| (Established 1922) | 10 min. 267.75 252.00 244.13 236.25 5 min. 178.50 168.00 162.75 157.50 |
| Rates effective January 15, 1942. (Card No. 8.) | 4 times: 1 hour 1169.60 1100.80 1066.40 1032.00 |
| Owned and operated by WGN, Inc. Business Office—441 N. Michigan Ave., Chicago, Ill. Studio—441 N. Michigan Avenue, Chicago, Illinois, | 1/2 hour 707.20 685.60 644.80 624.00 1/4 hour 476.00 448.00 434.00 420.00 10 min. 357.00 336.00 325.50 315.00 |
| | 10 min. 357.00 336.00 325.50 315.00 5 min. 238.00 224.00 217.00 210.00 |
| Transmitter—Roselle, Illinois. Wave—Power—Time | 5 times: 1 hour 1462.00 1376.00 1333.00 1200.00 |
| Operating power—50,000 watts. (100% modulation—crystal control.) | 1/4 hour 595.00 560.00 542.50 525.00 10 min. 446.25 420.00 406.88 393.75 |
| 416.7 meters: 72H Kilocycles. | 5 min. 297.50 280.00 271.25 262.50 |
| Licensed to operate full time on cleared channel. Operates on Central War Time. | 6 times: 1 hour 1550.40 1459.20 1413.60 1368.00 1/2 hour 938.40 883.20 855.60 828.00 1/4 hour 632.40 895.20 576.60 558.00 |
| 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. | 10 min. 474.30 446.40 432.45 418.50 |
| uays 0:30 a.m. to 2:00 a.m. | 5 min. 316.20 297.60 288.30 279.00 |

| CLASS (10:00 p.m. to 1:00 a | .m. and 7:00 a.m | |
|--|--|-----------------------------|
| (10:00 p.m. to 1:00 a 9:00 a.m. daily 1-12 Per week: weeks | 13-25 26-51 weeks weeks | 52 Wee k s |
| 1 time, 1 hour 300.00 | 292 50 292 50 | 277.50 166.50 |
| 1/2 hour 180.00 1/4 hour 120 00 10 min, 90.00 | 292.50 292.50 175.50 175.50 120.00 120.00 90.00 90.00 60.00 60.00 | 114.00 85.50 |
| 1/2 hour 180.00 1/4 hour 120.00 10 mtn. 90.00 5 min. 60.00 2 times: 1 hour 600.00 1/2 hour 360.00 1/4 hour 240.00 | 555.00 555.00 | 525.00 |
| 1/2 hour 360.00 1/4 hour 240.00 | 342.00 342.00 | 324.00 |
| 10 min. 186.00 5 min. 120.00 | 234.00 234.00 175.50 175.50 120.00 120.00 | 166.50 |
| 10 min. 186,00 min. 120,00 min | 120.00 120.00 726.75 707.63 436.05 424.58 | 413.10 |
| 1/4 hour 306.00 10 mtn 229.50 | 290.70 283.05 218.03 212.30 145.35 141.53 | 275.40 |
| 5 min. 153.00 4 times: hour 1020.00 | 218.03 212.30 145.35 141.53 969.00 943.50 581 40 566.10 387.60 377.40 490.70 283.05 193.80 188.70 1211.25 179.38 726.75 707.63 | 137.70 918.00 |
| 1/2 hour 612.00 | 581 40 566.10 887.60 377.40 290.70 283.05 | 550,80 367.20 |
| 10 min. 306.00 5 min. 204.00 | 290.70 283.05 193.80 188.70 | 275.40 183.60 |
| 5 times 1 hour 1275.00 | 1211.25 1179.38 | 1147.50 688.50 |
| 1/2 nour 785.00 1/4 hour 510.00 10 mln. 382.50 5 min. 285.00 6 times: 1 hour 1350.00 1/2 hour 810.00 1/4 hour 540.00 | 202.00 271.10 | 459.00 344.25 |
| 5 min. 255.00 8 times: 1 hour 1350.00 | 242.25 235.88 | 344.25 229.50 1215.00 |
| 1/2 hour 810.00 1/4 hour 540.00 | 769.50 749.25 513.00 499.50 | 729.00 486.00 |
| 7 970.00 | 050.50 040.55 | 364.50 248.00 |
| 5 min. 270.00 7 times: 1 hour 1575.00 1/2 hour 945.00 | 1496.25 1456.88 897.75 874.13 | 1417.50 850.50 |
| 1/4 hour 630.00 | 598.50 582.75 448.88 437.07 | 567.00 425.25 |
| 5 min. 315.00 (*) 6:30 p.m. to 7:00 p | 299.25 291.38 m. dally and 1:0 | 283.50 0 p.m. to |
| 7 times: 1 hour 1375.00 1/2 hour 945.00 1/4 hour 630.00 10 min. 472.50 5 min. 315.00 (*) 6:30 p.m. to 7:00 r. 7:00 p.m. Sunday, availant surface and the surface and the surface and to beginning of first cower rate, under all class alternate days except Sunday 1 material classes in the surface and the | lable at Class C r | ates from |
| All of the above rates are | based on consecut | ive weeks |
| advertiser to rate earned to heginning of first co | by such extension represents The three | etroactive |
| week rate, under all class alternate days except Sun- | es, is for the sam | e hour on |
| rate, under all classes, is except Sunday, Under the | for the same hour | each day |
| day period, same hour, m | ay be substituted | for week |
| Sunday rate for substitut | ed Sunday period | and pro |
| GROSS TIME | DISCOUNTS | |
| Identical time periods pur secutive weeks at the 1 | chased for 18 or 1 to 12 weeks 1 to | nore con- lme rates |
| under all classifications m following dollar volume di | ay be combined to scounts: | earn the |
| Less than 165.00 per wee 165.00 but less than 330.0 | k 00 per week | None |
| 330.00 but less than 495.0 495.00 but less than 660.0 | 00 per week | . 5% . 7-1/2% |
| 660.00 but less than 825.4 | 00 per week 00 per week | 10% 12-1/2% |
| GROSS TIME Identical time periods pur secutive weeks at the 1 under all classifications in following dollar volume di Less than 165.00 per week 185.00 but less than 330.0 330.00 but less than 330.0 485.00 but less than 330.1 825.00 but less than 825.5 825.00 but less than 990.990.00 or more per week. 5% additional is allowed consecutively. The above time purchased at the 3 c but the billing for such in determining the partic applicable to time purc counts apply. | advertisers using | 15% 52 weeks |
| consecutively. The above time purchased at the 3 c | discounte do not r more times a w | apply to sek rates. |
| but the billing for such in determining the partic | ı time will be o ular dollar volume | considered discount |
| applicable to time purc counts apply. | hases to which | uch dis- |
| ANNOUN (Prior to 6:0 One minute announcement Less than six days per Six days weekly. 6 ann 18 an 156 ann 312 an Electrically transcribed a the advertiser are subject net per announcement. SPECIAL 1 | CEMENTS | |
| One minute announcement | . copy limit 120 | words: |
| Six days weekly, 6 and | nouncements, each | 45.00 42.75 |
| 156 an 312 an | nouncements, each | 41.60 |
| Electrically transcribed a | nnouncements fur | nished by |
| net per announcement. SPECIAL I | TEATURES | • |
| Station breaks: Copy lim | it 25 word comme | rcial an- |
| cepted after 6:00 p.m.: 6:00 p.m. to sign-off. | each | 50.00 |
| cepted after 6:00 p.m.: 6:00 p.m. to sign-off, 6:00 a.m. to 6:00 p.m. Participating program: | each | 25.00 |
| Home Management Progr. 1 minute announcement: less), three times wee 1 minute announcements | m—For group sp (i.e., 110 words | onsorship : or |
| less), three times wee 1 minute announcements | ekly, alternate days , six times weekly | 245.00 400.00 |
| ELECTRICAL TI Electrical transcription p advertiser are subject to a | LANSCRIPTIONS | |
| cast. | | er broad- |
| TAL Program rates on request. | ENT | |
| | CACILITIES ce department in | arranging |
| Services of program servi and producing programs a program charges will be addition to the charge fc Contract and Other Require Advertising of alcoholic cepting hear | vallable upon requ billed to the adv | est. These ertiser in |
| addition to the charge for Contract and Other Require | r time. ments | |
| | | pted, ex- |
| Rates are net for time or Lectures, educational, re | ulv. Higious, political. | business |
| Rates are net for time or Lectures, educational, ra and promotional talks are matter is. In the opinion public interest to a natio No tate protection is gibroadcasts specified in this the term of the contra the date of the first broad No advertising contracts specific broadcast periods days prior to date of ini All programs and annour approval of the manageme | accepted only who | n subject f genuine |
| nublic interest to a nation | nal audience. Iven beyond the r | umber of |
| broadcasts specified in the | e contract, and in ict to exceed one | no event year from |
| the date of the first broa | deast. at existing time | rates for |
| specific broadcast periods days prior to date of ini | are accepted mor- | than 30 |
| All programs and announ | cements are subject. | ct to the |
| The rate applicable to a allowed, pending its exp | dvertiser's contractivation, but if contraction | t will be ontract is |
| approval of the manageme The rate applicable to a allowed, pending its exp cancelled advertiser must ference between rate allow Closing Time | promptly pay str wed and rate earn | ation dif- ed. |
| Closing Time The closing date for gen material is 2 weeks in a | | |
| material is 2 weeks in a (This listing conti | uvance of date of nuced on next mane | broadcast.) |
| | | |

ILLINOIS—Continued

CHICAGO—Continued W G N-Continued

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

for vertical and lateral cut recordings.

Personnel
General Manager—Frank P. Schreiber.
Sales Manager—William A. McGuineas.

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.

WILL W

(Established 1924)
Rates effective November 1, 1941. (Card No. 19.) Owned and operated by WJJD, inc. Studio-230 N. Michigan Avenue, Chicago, Illinois

Studio-230 N. Alenigan Archives, State 5466.

Transmitter—17 niles northwest of Chicago, Ill., five miles east of Des Plaines, Ill. (ave—Power)—I mile Operatink power—20.0000 watts.

Wave—Power—11nms
Operating power—20,000 watts.
c1000% modulation.)
258.6 meters; 1160 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

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

CLASS "A"

| | | | CLASS | n | | |
|-------|------|--------|-----------|----------|--------|---------|
| | | (| After 6:0 | () P.m.) | | |
| | | I ti. | I3 ti. | 26 t1. | 52 t1. | 100 ti. |
| 1 | hour | 260.00 | 234.00 | 221.00 | 208.00 | 195.00 |
| 1/2 | hour | 160.00 | 144.00 | 136.00 | 128.00 | 120.00 |
| 1/4 | hour | 95.00 | 85.50 | 80.75 | 76.00 | 71.25 |
| 5 011 | utes | 55.00 | 49.50 | 46.75 | 44.00 | 41.25 |
| | | | 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) hour 175.00 157.50 148.75 140.00 131.25

| 1/2 hour | 110.00 | 99.00 | 93.50 | 88.00 | 82.50 |
|-----------|----------|----------|----------|-----------|-------|
| 1/4 hour | 65.00 | 58.50 | 55.25 | 52.00 | 48.75 |
| 5 minutes | 40.00 | 36.00 | 34.00 | 32.00 | 30.00 |
| | | CLASS | "C" | | |
| | (*1:00 | p.m. to | 4:00 p.m | .) | |
| 1 hour | 130.00 | 117.00 | 110.50 | 104.00 | 97.50 |
| 1/2 hour | 80.00 | 72.00 | 68.00 | 64.00 | 60.00 |
| 1/4 hour | 55.00 | 49.50 | 46.75 | 44.00 | 41.25 |
| 5 mlnutes | 35.00 | 31.50 | 29.75 | 28.00 | 26.25 |
| | eption: | Sundays, | 1:00 p.m | . to 4:00 | p.m. |
| Class | B' rates | anply. | • | | |
| | | | *ITO! | | |

| | | CLASS | D | | |
|-----------|--------|-----------|----------|-------|-------|
| | (6:00 | a.m. to | 9:00 a.r | n.) | |
| 1 hour | 100.00 | 90.00 | 85.00 | 80.00 | 75.00 |
| 1/2 hour | 60.00 | 54.00 | 50.00 | 48.00 | 45.00 |
| 1/4 hour | 35.00 | 31.50 | 29.75 | 28.00 | 26.25 |
| 5 minutes | | 18.00 | 17.00 | 16.00 | 16.00 |
| o minutes | | CLASS | "A", | 20.00 | 20.00 |
| | | | | | |
| | (A | fter 6:00 | p.m.) | | |
| | | | | D | |

| | | | Per weel | <u> </u> |
|-----|-------------------------|--------|----------|----------|
| | | 3 ti. | 5 tl. | 6 ti. |
| 1 | hour | 585.00 | 865.00 | 936,00 |
| 1/2 | | | 535,00 | 576.00 |
| 1/4 | | | 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.r | | | |
| | | | | |

| 1 | hour | 395.00 | 585.00 | 630.06 |
|-----|-----------------|-----------|--------|--------|
| 1/2 | hour | 247.50 | 385.00 | 398.00 |
| 1/4 | hour | 146.25 | 215.00 | 235.00 |
| 5 | minutes | 90.00 | 135.00 | 145.00 |
| | CLASS | C., | | |
| | (1:00 p.m. to 4 | 1:00 r.m. | .) | |
| 1 | hour | 292.50 | 434.00 | 468.00 |
| 1/2 | hour | 180,00 | 287 00 | 288.00 |
| 1/4 | hour | 123.75 | 184.00 | 198.00 |
| - 5 | minutes | | 117.00 | 126.00 |
| - | DO 4 TO | UTO | | |

| CLASS "D" | |
|-----------------------------|--------------------|
| (6:00 a.m. to 9:00 a. | .m.) |
| 1 hour 250.00 | 0 400.00 450.00 |
| 1/2 hour 150.00 | 240.00 270.00 |
| 1/4 hour 90.00 | 140.00 155.00 |
| 5 minutes | |
| Weekly Frequency Time Rates | ire subject to the |

following discounts on contracts: 13 weeks, 10%: 26 weeks, 15%: 52 weeks, 20%. ANNOUNCEMENTS CLASS "A"

ELECTRICAL TRANSCRIPTIONS
No charge for electrical transcriptions provided by
the advertiser. TALENT
trates on spulication.

the agreriser.

TALENT
Tattes on application.

REMOTE CONTROL

Remote control and programs requiring apecial production are subject to nominal production charks.

Shiftith, ACTLIFILD.

Practicelly any type of program desired by the advertiser is or can be made available. Station will assume the entire responsibility for program construction and presentation. Auditions of program construction and presentation. Auditions of program construction and presentation. Additions of program construction 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 pushive so as to facilitate production.

Copy for all lectures and talks must be submitted 18 hours in advance of broadcast.

Mechanical Program Equipment.

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

President—Raiph Atlass.

Sales Management.

ersonnet President—Ralph Atlass. Sales Manager—Arthur F, Harre.

Representatives
John E. Pearson Company,
Pacific Coast—Walter Biddick.

WJWC

See complete listing under Hammond, Ind.

WLS Established 1974



Rates effective February 1, 1939. (Card No. 11.)

Rates effective February I, 1939. (Card No. 11.)

Owned by the Agricultural Broadcasting Company. Controlled and operated by Frairie Farmer. 1230 W. Washinkton Boulevard. Chicago, Illinois. Business Omice and Studio—Frairie Farmer Building. 1230 Washinkton Blvd. Chicago. Ill. Monroe 9700. Trainmitter—Tinley Park. Illinois.

'ave—Power—Time 'therefore year. (Park illinois.)

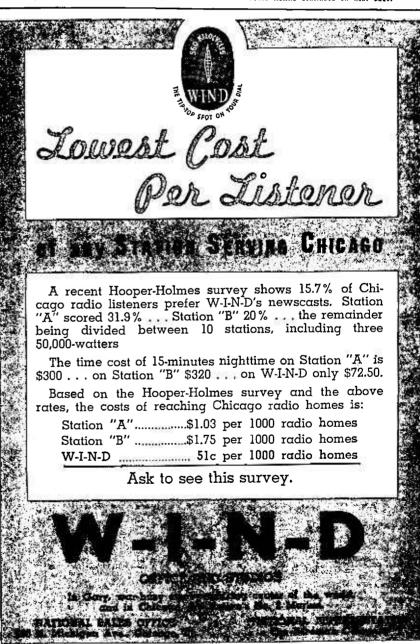
37.1 meters; 830 Kilocycles. Livensed to be been so with station WENR. Operates on Central War Time. Operates on Central War Time. Operating schedule: Daily except Saturday and Sunday. 5:00 a.m. to 3:00 p.m., 6:00 p.m. to 12:00 midnight; Sunday 8:00 a.m. to 12:00 non, 7:00 p.m. to 8:00 p.m. to 8:00 p.m.

to 8:00 p.m. Agency Commission

Agency Commission
Akency commission 15% on station time only to advertising agencies recognized by station. Cash discount 2% on net of time charges for payment by 19th of menth 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 in different rate classifications.



CHICAGO—Continued

W L S-Continued

| EVENING PROGRAMS | | | | | | | | |
|------------------|------|------------------|------------------|------------------|------------------|---------------------------------------|--------|--|
| 1/2 | hour | 750.00 450.00 | 712.50 427.50 | 675.00 405.00 | 800.00 360.00 | 104 t1. 562.50 337.50 225.00 | 525.00 | |

| 5 minutes | 225.00 2 | 213.75 202.50 | 180.00 | 168.75 | 157.50 |
|-----------|----------------------|--|------------------|------------------|------------------|
| | DAYTI | IME PROGR | AMS | | |
| 1/2 hour | 270.00 2 180.00 1 | 127.50 405.00 256.50 243.00 171.00 162.00 128.25 121.50 | 216.00 144.00 | 202.50 135.00 | 189.00 126.00 |

WEEKLY FREQUENCY RATES (Programs)

| (Nighttime) | | | | | | | |
|-------------------|-----------------------------|----------|----------|----------|--|--|--|
| | Less than 13 to 25 26 to 51 | | | | | | |
| Three days weekly | : 13 wks. | wks. | wks. | 52 wks. | | | |
| i 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 | 576.0C | | | |
| 5 minutes | 540.00 | 488.00 | 459.00 | 432.00 | | | |
| Five days weekly: | | | | | | | |
| 1 hour | 2.812.50 | 2,531,25 | 2,390.63 | 2,250.00 | | | |
| 1/2 hour | 1.687.50 | 1,518,75 | 1.434.38 | 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: | | | | | | | |
| I 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 week! | y: (Dayt | ime) | | | | | |
| 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 | | | |

| | Less mai | 1 10 10 2 | , 20 10 01 | |
|-------------------|----------|-----------|------------|----------|
| Five days weekly: | 13 wks. | wks. | wks. | 52 wks. |
| 1 hour | 1,687.60 | 1,518.75 | 1,434.38 | 1,850.00 |
| 1/2 hour | 1.012.50 | 911.25 | 860.63 | 810.00 |
| 1/4 hour | 675.00 | 607.50 | 578.75 | 540.00 |
| 5 minutes | 506.25 | 455.63 | 430.31 | 405.00 |
| Six days weekly: | | | | |
| l hour | 1,890.00 | 1,701.00 | L,696.50 | 1,512.00 |
| 1/2 hour | 1,184.00 | 1,020.60 | 963.90 | 907.20 |
| 1/4 hour | 756.UO | 680.40 | 642.60 | 604.80 |
| 5 minutes | 567.00 | 510.30 | 481.95 | 453.60 |
| | DISCOU | UNTS | | |
| Discounts are all | Inwed on | contract | only for | 13. 26 |

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 charked pro rats to receive the search days pro rate 10 six day rate. Weekly frequency rates for programs are subject to the following additional discounts when advertisers use more than one period daily or more daily 20%. ANNOUNCEMENTS

| | 1 tt. | | | | 104 t1. | | |
|-----------|--------|--------|--------|--------|---------|-------|--|
| 1 minute | 125.00 | 118.75 | 112.50 | 100.00 | 93.75 | 87.50 | |
| 50 words | 75.00 | 71.25 | 67,50 | 60.00 | 56.25 | 52.50 | |
| (Daytime) | | | | | | | |
| 2 minutes | 112.50 | 106.88 | 101.25 | 90.00 | 84.38 | 78.75 | |
| 1 minute | 75.00 | | | 60.00 | 56.25 | 52.50 | |
| 50 words | | | 40.50 | 36.00 | 33.75 | 31.50 | |
| W | EEKLY | FREQ | UENC | | Es | | |
| | | | | | | | |

(Announcements)
(Nighttime)
Less than 13 to 25 20 to 51
13 wks. wks. wks. minute_____ words____ ve days weekly: minute_____

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!



MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA METWORK-KOY PHOENIX . KTUC TUCSON . KSUN BISBEE-LOWELL

| | (Daytin | 10) | | |
|--------------------|-----------|----------|----------|---------|
| | Less than | 13 to 25 | 26 to 51 | |
| Three days weekly: | 13 wks. | wks. | 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: | | | | |
| 2 minutes | 421.90 | 379.71 | 358.62 | 337,52 |
| 1 minute | 281.25 | 253.13 | 239.06 | 225,00 |
| 50 words | 168.75 | 151.88 | 143.44 | 135.00 |
| Six days weekly: | | | | |
| 2 minutes | 472.50 | 425, 25 | 401.63 | 378.00 |
| I minute | 815.00 | 283.50 | 267.75 | 252.00 |
| 50 words | 189.00 | 170.10 | 160.65 | 151.20 |
| | DISCOIL | NTS | | |

DISCOUNTS

DISCOUNTS

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
tate; 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

"Homomobium: Adultational discounts when ad-

"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 claracter 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 26 to 51 wks. wks. 52 wks. 52 wks. 304.00 288.00 243.00 517.75 490.50 414.00

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 combly 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 an 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 tailent 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 charge without notice, and no rate protection is given beyond the scheduled period specified in especitive contract. No time sold in bulk for resule. Programs not furnished by, but rendered instudios of station, subject to minimum additional charge of time cost. Surcharge not subject to agency discount.

Closing Time Contracts should be closed two weeks in advance to meet Prairie Farmer radio page and general pub-

meet Prairie Fatuer ratue 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 announceing the name, address and business of the advertiser and putting on any available program which it considers suitable.

Mechanical Program Equipment Rquipped 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—Burridge D Butler
President and Manager—Glenn Snyder.
Sales Manager—Charles M. Freeman.
Program Director—Harold Saford.
Promotion Manager—Don E. Kelley.

Representatives

John Blair & Company.

ILLINOIS—Continued

CHICAGO—Continued

W M A Q (Established 1922)



Rates effective January 15, 1940, (Card No. 9.4 Owned and operated by National Broadcasting Co..

Business Office and Studio—Merchandise Mart, 222
North Bank Drive, Chicago, III., Superior 8380.
Transmitter—Near Bloomingdale, Illinois.

Wave—Power—Time
Operating power—50,000 watts.
(100% modulation.)
447.8 meters: 670 kilocycles.
Litensed to operate full time on cleared national
channel. Operates on Central War Time.
Actual operating schedule. Sunday s:00 a.m. to
1:00 a.m. Week days 6:45 a.m. to 1:00 a.m.

Agency Commission gency Commission 15% to recognized advertising assencies on net charges for station time. No commission on program charges. No cash discount. Bills due and payable when rendered.

General Advertising
Commitments made Drior 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 commitments for any period or periods, 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. Itates 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.

| | CLIADS 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 |
| • | | 100.00 |
| | CLASS "B" | |
| | (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 |
| ۰ | mmaco | 120.00 |
| | CLASS "C" | |
| | (10:30 p.m. to 12:00 midnight and 9:00 a.n | |
| | to 6:00 p.m., exclusive of 1:00 p.m. to 6:0 | 10 |
| • | p.m. Sunday afterngon) | ,,, |
| 1 | hour | 400.00 |
| 1/2 | hour | 240.00 |
| 1/4 | hour | 160.00 |
| *10 | minutes | 134.00 |
| *5 | minutes | 80.00 |
| - 0 | minutes | 00.00 |
| | CLASS "D" | |
| | (12:00 midnight to 9:00 a.m.) | |
| 1 | hour | 267.00 |
| 1/2 | hour | 160.00 |
| | | 107.00 |
| 1/4 *10 | hour | 89.00 |
| 10 | minutes | 89.00 54.00 |
| | oninutes | 54.00 |
| (. | Available only in restricted periods. | |
| | CLASS "E" | |
| | | |

SERVICES .

Time Signals: Each service exclusive to one adver-

| 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 Club and Radio Night Club: Time cost Program Cost gross per week per week | 1 hour unit. | 1.000.00 | 30.00 | 1/2 hour unit. | 400.00 | 30.00 | 1/4 hour unit. | 400.00 | 15.00 |

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."

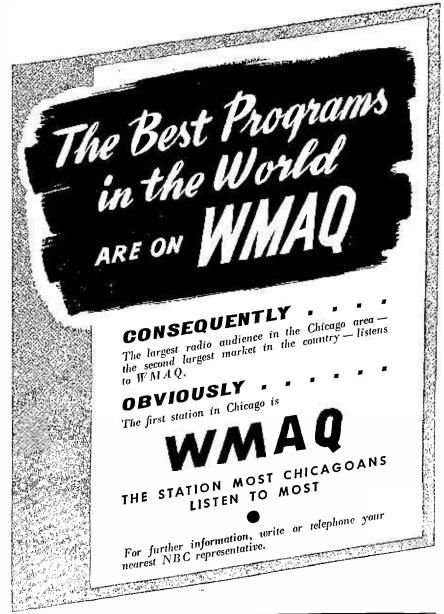
Weekly Dollar Volume Discounts
Applicable to schedules of eight or more consecutive weeks of local broadcastins. Contracted value of local time at gross rates:
Less than 160.00 weekly None 160.00 or more but less than 320.00 weekly 2-1/2% 320.00 or more but less than 480.00 weekly 5% 480.00 or more but less than 640.00 weekly 7-1/2% 640.00 or more but less than 800.00 weekly 12-1/2% 960.00 or more but less than 800.00 weekly 12-1/2% 960.00 or more weekly 12-1/2% 15% Rebates for Consecutive Weeks

Rebates for Consecutive Weeks
26 to 38 consecutive weeks
39 to 51 consecutive weeks
52 or more consecutive weeks

fore earning their own rebates based on the number of consecutive weeks used.

Interruptions of a series necessitated by the broadcasting of special exents of importance will not affect the advertiser's right to the discount or rebate. Or both 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 Dreviously silowed. All concurrent local contracts for the same advertiser at the rates listed under Classes "A."

"B., "C." "D.," and "E" may be combitted for determining the rate of the Dollar Volume Discount. Discounts effective from beginning of service only on lirm contracts or as contracts become firm.



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CHICAGO—Continued W M A Q—Continued

CLASS "B" (1:00 p.m. to 6:00 p.m. Sunday only)

t 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)

| | | | | –1'er weel | | |
|-----|------|--------|--------|------------|----------|----------|
| | | | | | | |
| | | 3 tl. | 4 ti. | 5 ti. | 6 ti. | 7 ti. |
| 1 | hr. | 990.00 | | 1,600.00 | | 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 | 533,50 | 600.00 | 700.00 |
| •5 | min. | 198.00 | 264.00 | 320.00 | 360.00 | 420.00 |
| | | | | ***** | | |

CLASS "D" (12:00 midmight to 9:00 a.m.)

1 hr. 600,00 880,00 1,066.67 1,200.00 1,400.00
1/2 hr. 396.00 526.67 640.00 720.00 840.00
1/4 hr. 264.00 352.00 426.67 480.00 560.00
*10 mln, 220.00 293.33 355.67 400.00 466.67
*5 mln, 132.00 176.00 213.33 240.00 280.00
(*) Available in restricted periods.

(*) 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 tweive 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 tweive month period, the lowest frequency rate carned by one service will apply to the other service.

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

grams 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 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.

excepting in the event client specified 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. Independent announcements may be moved to other periods if available and as arranged by station manager upon 24 hours' notice.

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
Equipmed 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.

WMBI (Established 1926)



Owned and operated by The Moody Bible Institute of Chicago.
Business Offices and Studios—153 Institute Place, Chicago, Ill., telephone 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

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.

Vice-President and Director—H. C. Crowell. Program Director—W. P. Loveless. Director of Promotion—Russell T. Hitt. Chief Engineer—A. P. Frye.

Does not sell time.

WSBC

(Established 1925)
Hates effective September 1, 1938. (Card No. 5.)

Hates effective September 1, 1938. (Card No. 5.)
Owned and operated by Radio Station WSBC.
Business Office and Studio—2400 W. Madison Street
Chicago, Illinois, Seeley 3066.
Transmitter—2400 W. Madison Street, Chicago, Itl.
Wave—Power—Time
Operating power—250 watts.
1400% modulation—crystal control.)
241.9 meters; 1240 kilosycles.
Divides time with WEDC and WCRW.

General Advertising
Rates include charges by owners of music copyrights.

Rates include charges by owners of music copyrl SPONSORED PROGRAMS

(6:00 p.m. to 12:00 midnight week days and all day Sunday)

1 1 1/2 1/4 10 5
11 1/2 1/4 10 5
11 1 time... 80:00 48:00 28:80 21:30 12:80
12 1 times... 78:00 45:60 27:35 20:25 12:15
26 times... 78:00 45:60 27:35 20:25 12:15
29 times... 68:00 40:80 24:50 18:10 10:90
52 times... 68:00 48:40 23:05 17:05 10:25
100 times... 68:00 38:40 23:05 17:05 10:25
100 times... 59:00 38:00 21:80 18:70 18:85
300 times... 59:00 31:20 18:70 13:85 8:30

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.

lists of talent, and prices furnished on request.
ontract and Other Requirements
All programs subject to approval of station management. All programs must conform to the etandards 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 transcr
tion. using 33-1/3 or 78 r.p.m. double turn-table

Personnel Manager-John A. Dyer.

Representatives
Forioe & Company (East only).

CICERO

(Cook County)

WHFC



Rates effective April 1, 1939. (Card No. 20.)
Owned and operated by WHFC. Inc.. Cicero. Ill.
Studio-6138 W. Cermak Road. Cicero 4305. Cicero,

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 15% on station time and talent to advertising agencies recognized by station. No cash discount. All bills randered on day following broad cast, payable immediately.

General Advertising

CLASS "A"
(After 5:00 p.m. daily)

|) ti. |
|-------|
| 4.00 |
| 0.00 |
| 4.00 |
| 0.00 |
| 7.00 |
| |

CLASS 'B' (7:00 a.m. to 5:00 p.m. 1 ti. 13 ti. 26 ti. 1 hour 60.00 57.00 54.00 1/2 hour 35.00 33.25 31.50 1/4 hour 20.00 19.00 18.00 5 minutes 10.00 9.50 9.00 1 minute 6.00 5.75 5.50 daily) . 52 ti. . 52 ti. . 29.75) 17.00) 8.50 100 ti. 45.00 28.00 16.00

TALKS
Accepted subject to the approval of station manage-

ment.
Rates on application.
Publicity takes are accepted subject to approval of station directors. Takes may not exceed five minutes in length and manuscript must be submitted for approval prior to time of presentation. Takes may be delivered by advertiser's representative or station announcer.

announcer.

TALENT

Any type of program desired by the advertiser will be booked by the station.

SERVICE FACILITIES
Services of the Program Service Department to 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.

Clasing 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

Personnel

Station Manager-Richard W. Hoffman.

DANVILLE (Vermilion County)

WDAN (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 invoiced for remote control broadcasts. Statements due 10th of month following broadcasts.

General Advertising

ANNOUNCEMENTS

rolliteal. One films rate applies. No frequency discounts.
Writtee 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 illust and slander laws. Limit 30 minutes in any of 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

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. Mobile unit available, rates on request.

SERVICE FACILITIES

All time charges quoted include the use of station facilities and the services of the continuity, program and publicity departments. Station maintains a survey and promotion service which includes complete trade area route lists. This service is available to advertisers without charge.

Contract and Other Requirements

No alcoholic beverage advertising accepted.

The station manager reserves the right to reject or revise commercial copy for broadcasting in the public interest and in conformity with the rules and regulations set forth by Federal Communications

Advertises.

Commission.

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, as determined by the station's published time discounts.

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) WSOY (Established 1925)

Rates effective March 1, 1940. (Card No. 6.)

Owned and operated by Commodore Broadcasting, 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.

'ave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate unlimited time.
Operates on Central War Time.

Agency Commission Agency communision 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. Quantity discounts apply on periods or announcements used consecutively within 12 months, Frequency discounts do not apply on announcements.

CLASS "A"

CLASS "B" (6:00 s.m. to 11:30 s.m., 1:00 p.m. to 6:00 p.m. 10:00 p.m. to 12:00 midnight)

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 16.00 16.00 16.00 16.00 minutes. 10.00 9.50 9.00 8.50 8.00 7.50 7.00

FREQUENCY DISCOUNTS

On station time only, minimum 13 times. Does not apply to announcements or 5 minute periods. 3 times per week. 10% additional. 5 or 6 times per week. 20% additional.

ANNOUNCEMENTS

SPECIAL FEATURES

Direct 24 hour leased wire service-10% additional to time 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.

Arrangements can be made for remote control broad-

Casts. 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.

Clesing Time
One week prior to starting time.

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

Personnel
General Manager-Merrill Lindsay.

Representatives Sears & Ayer, Inc.

EAST ST. LOUIS

(St. Clair County) WTMV

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 8424 and East 4390.

Transmitter—Hotel Broadview, East St. Louis, Ill.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocyoles.
Licensed to oberate 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

(9:00 a.m. to 10:00 p.m.)

1 hour..... 60.00 57.00 54.0 55.00 48.00 48.00

1/2 hour..... 85.00 84.0 32.40 80.60 28.80 27.00

1/4 hour.... 24.00 22.80 21.60 20.40 19.20 18.00

CLASS "B"

(Sign-on to 9:00 a.m. and 10:00 p.m. to sign-off)

1 hour.... 40.00 38.00 38.00 34.00 32.00 30.00

1/2 hour... 24.00 22.80 21.60 20.40 19.20 18.00

1/2 hour... 40.00 38.00 36.00 34.00 32.00 30.00

1/2 hour... 16.00 15.20 14.40 18.60 12.80 12.00

5 minutes 8.00 7.60 7.20 6.80 6.40 6.00

4.80 4.50 3.20 3.00

ELECTRICAL TRANSCRIPTIONS
Electrical transcriptions will be broadcast at the regular rate.

TALENT
All talent is extra—rates on application.

REMOTE CONTRO!

Cost of broadcasting any programs originating outside of the regular established studies of station shall be baid for by the advertiser. Portable equipment available for remote pick-ups.

ment available for remote pick-ups.

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. Any program may be refused by the station, and any advertising contract may be cancelled by station if its management deems it advisable.

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. Station assumes no responsibility for interference to programs caused by strikes, storms, weather conditions, lock-outs, Everement regulation, mechanical difficulties, or any other cause beyond its control.

Mechanical Program Equipment Equipped to handle Programs by electrical transcrip-tion, using 38-1/3 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 Paro.

Representatives Sears & Ayer, Inc.

GALESBURG

(Knox County)

WGIL (Established 1938)

Rates effective June 1, 1939.

Owned and operated by Galesburg Rroadcasting Co. Business Office and Studio-Hill Arcade, Galesburg. Illinois. Transmitter-

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

Agency Commission 15% on net charges for station facilities to recognized agencies. No cash discount.

General Advertising
Quantity discounts apply on each classification only,
and on advertising matter used consecutively within
12 months.

CLARS "4"
(11:30 s.m. to 1:00 p.m. and after 6:00 p.m.)

| hour | 54.00 | 51.00 | 104 ti. 48.00 | 260 tl. 45.00 |
|--------|----------------|----------------|------------------|------------------|
| hour | 32.40 19.00 | 30.60 18.00 | 28.80 17.00 | 27.00 15.00 |
| minute | 9,00 | 8.50 | 8.00 | 7.50 |
| | CLASS | | | |

(All other time)

1 hour.... 47.50 45.00 1/2 hour... 28.50 27.00 1/4 hour... 15.60 14.85 5 minutes 7.50 7.15

ANNOUNCEMENTS

(11:30 a.m. to 1:00 p.m. and after 6:00 p.m.)
13 tl. 26 tt. 52 tl. 104 tl. 26
1 minute. 3.80 3.60 3.40 3.20
50 words... 2.50 2.35 2.25 2.15 260 t1 3.00 2.05 (All other time) 2.55 2.40

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

to the control of the

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

Personnei General Manager-Rollin B. Laughner, Jr.

Representatives Sears and Ayer, Inc.

HARRISBURG (Saline County)

WEBQ (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., Harris-burg 28. 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 sre due 10th of month following broadcast.

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HARRISBURG-Continued WEBQ-Continued

| local advertising rates | for national advertising. For consult station management. |
|-------------------------|---|
| (AU | hours) |

| (All hours) | | | | | | | |
|------------------|-----------|----------|--------|----------|--|--|--|
| | I ti. | 13 ti. | 26 ti. | *100 21. | | | |
| I hour | 40.00 | 38.00 | 36.00 | 84.00 | | | |
| 1/2 hour | 25,00 | 23.75 | 99 50 | 71 75 | | | |
| 1/4 hour | 15.00 | 14.25 | 13.50 | 12.75 | | | |
| (*) To be used v | vithin or | ie year. | | | | | |

ANNOUNCEMENTS

Price quoting permitted in announcements.
(All hours)

| | | I ti. | 13 ti. | 26 ti. | 52 ti. | *100 th. |
|---|----------|--------|------------|--------|--------|----------|
| 1 | minute | 4.50 | 4.00 | 3.50 | 8.00 | 2.50 |
| 2 | minutes | 5.50 | 5.00 | 4.50 | 4.00 | 8.50 |
| 5 | minutes | 8.00 | 7.50 | 7.00 | 6.50 | 6.00 |
| | (*) To 1 | e used | within one | уеаг. | | |

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

ontract and Uther Requirements
Advertising of alcoholic beverages not accepted, excepting beer and wine.
Rates do not include taient. Services of announcer
are included without extra charge.
All contracts are subject to regulations of the Govcrument, State and Federal Rudio Commissions, the
National Association of Broadcasters, and the Hartisburg Broadcasting Company fixelf. The management
reserves the right to reject all copy not approved by
them.

Clasing 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)

WJPF

(Established 1940)

Rates effective August 1, 1940.

Owned and operated by Egyptian Broadcasting Co. Business Office and Studios—Herrin, Illinois.

Wave-Power-Time

Operating Dower—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 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. tl 1:30 a.m. to 1:00

D.m. and 6:00 p.m. to 9:00 p.m.)

1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 156 tl.

1 hour..... 35.00 38.25 31.50 29.75 28.00 28.25

1/4 hour..... 25.00 38.25 31.50 29.75 28.00 28.25

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"

ANNOUNCEMENTS

1 minute.. 5.00 4.50 4.00 3.50 8.00 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) WLDS (Established 1942)

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

Owned and operated by Stephenson, Edge and Korsmeyer,
Business Office and Studio—Fox-Illinols Theater,
Jacksonville, Ill.
Transmitter—Old State Road, 1-1/2 miles east of
Jacksonville, Ill.

Wave-Power-Time

ave—rower—11me
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 6:30 a.m. to local sunset.

Agency Commission

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.

CILAS "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 non 10:00 p.m. Saturdays and 12:00 non 10:00 p.m. Saturdays and 12:00 non 10:00 p.m. Saturdays and 12:00 p.m. Saturdays and 12:00 p.m. 10:00 p.m. 10:00

CIASS 'B' (All other time)
hour... 30.00 28.50 27.00 22.50 24.00 22.50 21.00
hour... 18.00 17.10 16.20 15.30 14.40 13.50 12.60
hour... 12.00 11.40 10.80 10.20 9.60 9.00 8.40
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 ti. 25 ti. 50 ti. 100 ti. 200 ti. 300 ti.
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 4.25
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 unlass quoted by station.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted ex-cepting beer and light wines. Two weeks' notice re-quired 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.

General Manager-Edgar Parsons.

Representatives

Howard H. Wilson Company.

JOLIET (Will County) WCLS

Rates effective February 1, 1942, (Card No. 20.) Owned and operated by WCLS. Inc.
Business Office and Studio-601 Walnut St., Joliet, Transmitter-601 Walnut St., Joliet, Ill.

Wave-Power-Time

Operating power—256 watts.

(100% modulation 1
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.

Rates include charges by owners of music copyrights.

CLASS "A"

(11:30 a.m. to 1:00 p.m. and 5:30 p.m. to
7:00 p.m.)

| | | 1 ti. | 26 ti. | 78 ti. | 156 ti. | 234 ti. | 312 ti. |
|-----|---------|-------|--------|--------|---------|---------|---------|
| | hour | | 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 | 21.60 | 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 | 4.06 | 3.84 | 3.60 |
| | | | | | | | |

CLASS "B" (8:30 a.m. to 11:30 a.m., 1:00 p.m. to 5:30

| | | | :00 p.m | | | | |
|-----|---------|-------|---------|-------|-------|-------|-------|
| 1 | hour | 40.00 | | 28.50 | 27.00 | 25.50 | 24.00 |
| 1/2 | hour | 24.00 | | | | 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 |
| õ | 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 | | 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 | | 7.20 | 6.84 | 6.50 | 6.12 | 5,76 | | |
| 10 | minutes | 8.10 | 5.40 | 5.12 | 4.86 | 4.60 | 4.32 | | |
| | 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

SPECIAL FEATURES
Rates on news and special features given on request.

POLITICAL BROADCASTS Rates on request.

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 etation.

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

ontract and Other Requirements
All programs are subject to the approval of etation
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 falls 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.

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.

General Manager-Robert M. Holt.

Representatives

MOLINE

WHBF

(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 WMBD (Established 1927)



Itales effective July 1, 1942.

nates enecuve 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.

Peorla and Pckin. III.

Wave—Power—Time

(herating nower 5.000 watts days; 1.000 watts nighta
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
Agency commission 15% to recognized advertising
agencies. No cash discount. All hills rendered first of
each month, due and payable by the 10th of month.

each month, due and payable by the 10th of month. General Advertising
Nor combination rates see listing of Columbia Broadcasting Systom (Basic Supplementary Group).
Music Licenses: ASCAP—Blanket commercial license
and blanket sustaining license; BMI—Blanket sustaining and commercial license.
The following rates are for general advertising. For
retail advertising rates consult station management.
Program and announcement contracts must be figured
separately for discounts earned. Extra announcers
1.00 each for discounts earned.

CLASS "A"

16:30 pm. to 10:30 p.m. week days and Sundays)

1 ttl. 13 tt. 26 tt. 52 tt. 100 tt. 260 tt. 1 hour... 15:0.00 142:50 135:0.01 127:50 120:00 112:50 12/ hour... 80.00 76:00 72:00 68:00 64:00 60:00 1/4 hour... 50:00 47:50 45:00 12:50 40:00 37:50 (CLASS "B")

(9:00 a.m. to 1:00 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. week days and 8:00 a.m. to 6:30 p.m. sundays)

1 hour... 90:00 45:50 81:00 76:50 72:00 67:50 1/2 hour... 48:00 45:60 43:20 40:80 38:40 36:00 1/2 hour... 48:00 45:60 43:20 40:80 38:40 36:00 1/2 hour... 48:00 45:60 43:20 40:80 38:40 36:00 1/2 hour... 48:00 45:60 43:20 12:55 12:00 10:55 minutes 12:50 21:37 20:25 10:12 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 58:25 1/2 hour... 40:00 38:00 36:00 31:00 32:00 30:00 1/4 hour... 25:00 23:75 22:50 21:25 20:00 18:75 10 minutes 12:50 (23:75 22:50 21:25 20:00 18:75 10 minutes 12:50 (23:75 21:00 11:00 9:37 (10:30 p.m. to 12:00 midnight and 5:45 a.m. to 3:00 a.m. daily)

If less than six quarter hours per week or less than quarter hour units used, Class "C" rates apply. The state of the state

| | | Six days weekly | | | | |
|-----|------|-----------------|---------|--------|--------|--|
| | | 1 mo. | 3 mos. | 6 mos. | 1 yr. | |
| 1 | hout | 800.00 | 760.00 | 720.00 | 680.00 | |
| 1/2 | hour | | 475.00 | 450.00 | 425.00 | |
| 1/4 | hour | २००.०० | 285.00 | 270.00 | 255.00 | |
| | | | ******* | | | |

ANNOUNCEMENTS





THE RIGHT INTRODUCTION

Gets You In...

No "outsider" can match the sellling influence of WMBD in the rich PEORIAREA 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 PEORIAREA. 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 Afternoon and evening surveys show similar dominance.

4.9%

SOUND MERCHANDISING ASSISTANCE . . . Peoriarea knows WMBD — and WMBD knows this market WMBD - and inside and out. We will gladly answer your questions about Peoriarea—co-operate fully in merchandising your products here.



CBS WMBD member o f network is α

(5:45 a.m. to 6:20 p.m. and 10:01 p.m. to 12:00 midnight week days and Sunday)

1 ti. 12 ti. 26 ti. 52 ti. 100 ti. 200 ti. 1 minute (transcription or live) 10:00 p.50 p.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 PEATURE RATES

Time signals, newcasts and sportscasts—rates on request.

TALENT

REMOTE CONTIOL.

If program originates outside of studios, additional of charge will be made for remote service.

SELVICE FACILITIES

Nervices of the station program department are available without additional cost to advertisers.

Program ideas will be prepared and submitted by station production department on request.

Contract and Other Redulrements

Beer and whe advertising accepted for program service only. No announcements accepted. No hard liquor is advertising.

Program rates are for the time facilities of the stavention only; additional charges for talent and service depending on type of program. Programs to be given from one of the station studies in Peoria.

Publicity talks accepted only when subject is of public interest and service in the opinion of the station in director.

All contracts subject to government regulations. Station reserves the right to refuse or discontinue any is derettising program for reasons astifactory to itself. It all programs must conform to the standards of the station. Where advertiser arranges his own programs, if must be submitted a reasonable time in advance in for approval.

Maximum iength contract, one year.

If must be submitted a reasonable time in advance of for approval.

Maximum inength contract, one year.

Closing Time

Manuscripts should be submitted 10 days in advance. Tontracts should be closed two weeks in advance to it insure publicity listing.

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—Edgar L Bill.

Program Manager—Vernon Nolte.

National Sales Manager—Hugh K. Boice, Jr.

Representatives

Free & Peters. Inc.

QUINCY (Adame County) WTAD



Rate card Issued October 1, 1941.

Itate card Issued October 1, 1941.

Owned and operated by Illinois Broadcasting Corporation.

Studio (main)—10th floor, W. C. U. Building.

Quincy, Ill., telephone 6200.

Transmitter—Quincy Gardens, Quincy, Illinois.

Ver—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.

gency Commission

quest. Time signals, weather reports, special features. Rates on request.

on request.

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.

REMOTE COMMERCIA

Rates on request.

REMOTE CONTROL

Programs originating outside of studios subject to additional charges. Rates on request.

SERVICE FACULITIES

Service of continuity writers, program planning nariment. production department and nublicity department available at no additional cost.

The second secon

OUINCY—Continued W T A D—Continued

WTAD—Continued

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. Announcements at breaks
adjacent to higher time classifications are charged at
rate of higher classification. Announcements may not
be combined with programs to earn frequency discounts. No contract accepted for more than 52 weeks.
Closing Time

All contracts should be closed one week in advance
of broadcast to insure proper publicity.

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

ROCKFORD

(Winnebage County) WROK (Established 1923)



Rates (ffective February 1, 1942.

Owned and operated by the Rockford Broadcasters.

Number and operating by the Rockford Broadcasters. Inc.
Business Office and Studio—News Tower, Rockford. Illinois, Main 5652.
Transmitter—Kilburn Are. Road, 4-1/2 miles N. W. of Rockford. Illinois, Vave—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.

night.

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 Broad-

For combination rates ove listing of the control of

| | (6:00 1 | p.m. to | 10:00 | p.m.) | | |
|------------|---------|---------|--------|--------|---------|---------|
| | 1 ti. | 13 ti. | 26 tl. | 52 tl. | 100 ti. | 300 ti. |
| l hour | 110.00 | 100.00 | 90.00 | 85.00 | 80.00 | 70.00 |
| 1/2 hour | 66.00 | 60.00 | 55.00 | 52.00 | 50.00 | 45.00 |
| 1/4 hour | 40.00 | 38.00 | 36.00 | 34.00 | 31.00 | 28.00 |
| 10 minutes | 28.00 | 27.00 | 25.00 | 24.00 | 22.00 | 20,00 |
| 5 minutes | 15.00 | 14.00 | 13.00 | 12.00 | 11.00 | 10.00 |
| 100 words | 9.00 | 8.50 | 8.00 | 7.50 | 7.00 | 6.50 |
| | | CLASS | "B" | | | |
| | | | | | | |

...0 a

1 hour...
1/2 hour...
1/4 hour...
10 min
5 1/4 hour.... 10 minutes 5 minutes 100 words....

| 100 words... | 0.00 | 8.50 | 8.50 | 8.50 | 7.50 | 7.50 | 7.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 |

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 required.

Rates on application.

Rates on application.

Additional charges are made for programs originating outside of the station's studios, and for programs requiring special productions.

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 setual cost. Contract and Other Requirements.

All acceptable accounts are subject to the same rates. No periods are sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contracts, subject to card rates and regulations.

All programs are subject to annoval of the station.

actions.

All programs are subject to approval of the station.

No contract accented for more than one year's services.

Advertising contracts are not assignable.

Clasing Time

Clasing Time
Talent programs close one week in advance of broadcast. Transcribed programs, announcements, talks,
etc., close 24 hours before time of broadcast.

Mechanical Program Equipment
Equipment of handle programs by electrical transcription, using \$3-1/8 and 78 r.p.m. double turn-tables
for vertical and lateral cut recordings. Equipped
to make recordings.

Personnel
Managing Director—James W. Rodgers.
General Manager—Watter M. Kosseler.
Commercial Manager—John J. Dixon.
Program Director—Maurice Owens.
Sales Promotion Manager—William R. Traum. Representatives
Headley-Reed Company.

ROCK ISLAND

(Rock Island County)

WHBF (Established 1925)



Rates effective December 1, 1941, (Card No. 9.) naues effective December I, 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.

Operating Daver—5 000 mate.

rransmitter—53rd St. and 23rd Ave., Moline, IIL 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
Agency commission in 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 carned.
General Advertising

Droadcast.

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.

No contract accepted for longer contract.

wine, automating not accepted excepting beer and wine, No contract accepted for longer period than one year. Rates cover only station time and facilities for programs originating in WHDF studies. The editorial content of all broadcasts is subject to the approval of the management. Station management reserves the right to accept or reject commercial copy for programs or spot announcements and in the event of the advertisers not submitting acceptable copy, and if for such reason contract is cancelled, advertiser agrees to be short-rated for times used. Contract renewals subject to rates in effect at time of renewal.

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 33-1/8 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.

Personnel
General Manager—Leslie C. Johnson.
Sales Manager—Maurice J. Corken.
Program Manager—Woodrow Magnuson.
Representatives
Howard H. Wilson Company.

SPRINGFIELD

(Sangamon County) WCBS (Established 1922)



Rates received August 13, 1940.

Owned and operated by WCRS, 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—11me
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
Agency commission
Agency commission 15% on net charges for station
time to recognized advertising ascences. No cousmission on program charges and charges inclidental to the construction and production of programs. No cash discount. Bills rendered 1st of month.

General Advertising
For cembination 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. Proceedings of the continuation of the continuation

(6:00 p.m. to 11:00 p.m.) 80.00 rate applies. See above schedule.

ILLINOIS—Continued

SPRINGFIELD—Continued

W C B S-Continued Closing Time

Closing Time
Two weeks prior to initial 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
Prosident—Harold L. Dewing.
Manager—Jack Heintz.
Promotion Manager—John J. Corrigan.
Regrasmitties

Representatives
Sears and Ayer, Inc.

WTAX

Rates received October 21, 1940. Nation received October 21, 1940.

Owned and operated by WTAX, Inc.

Business Office—720 Relach Bldr., Springfield, Ill.

Studio—Relach Building, Springfield, Illinois.

Transmitter—Relach Building, Springfield, Illinois.

Transmitter—Relach Building, Springfield, Illinois.

Wave—Power—Time
Operating power—100 watts.
(100% modulation—crystal control.)
241.9 meters; 1240 kilocycles.
Licensed to operate untimited time on cleared local channel.
Operates on Central War Time.

Operates on Central War Time.

Agency Commission 15% to recognized advertising agencies. Cash discount — No commission on talent. Payments must be mide on or before the 10th of month for programs broalcast during the month previous. Billed first of month.

| Table | Fayment | Faymen

280.00 168.00 112.00 56.00

vertisers.

TALENT
Rates on application.

REMOTE CONTROL

Arrangements for local remote control broadcasts can be made.

ne made.

Contract and Other Requirements

Rates do not include tatent. Services of announces
are included without extra charge.

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 Managor—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 Bidg., Tuscola, Ill., telephone 98. Transmitter—1-1/2 miles north and one mile east of the Junction of U. S. hixtways 36 and 45.

Wave-Power-Time

Operating power—1,000 warts.
285.7 meters; 1050 kilocycles.
Licensed to operate full time days.
Operates on Central War Time.
Operating schedule: 7:00 a.m. to local sunset.

Agency Commission

Agency commission 15% to recognized advertising agencies on time and talent. No cash discount. All bills rendered 1st of each month, due and payable bills rendere by the 10th.

General Advertising
Rates includes charges by owners of music copyrights.
Program and announcement contracts must be figured
separately for discounts earned.
The following rates are for general advertising. For
retail rates consult station management.

or less..... 6.50 6.17 5.85 5.20 5.52 4.87

or less..... 6.50 6.17 5.85 5.52 6.20

CLASS "B"

(9:00 a.m. to 11:59 a.m. week days and 7:00 a.m. to 11:59 a.m. week days and 7:00 a.m. to 11:59 a.m. and 1:00 p.m. to local sundant for the first sundays and 1:00 p.m. to local sundant for the first sundays and 1:00 p.m. to local sundant for the first sundays and 1:00 p.m. to local sundant for the first sundays and 1:00 p.m. 1:00 25:60 21/4 hour..... 20:00 19:00 18:00 17:00 16:00 1 10 minutes 15:00 14:25 13:50 12:75 12:00 1 5 minutes 10:00 9.50 9:00 8:50 8:00 1 minute (electrical transcription or live) 6:50 6:17 5.85 5.52 5.20 100 words 4.88 words

5.22 4.67 4.95 4.40 4.13 or less..... 5.50 5.22 4.95
CLASS "C"

1:00 p.m. to local sunset w
1:00 p.m. 25.60 24.32 23.04
1/2:00ur.... 48.00 45.60 43.20
1/2:00ur.... 25.60 24.32 23.04
1/4:00ur.... 16.00 15.20 14.40
10 minutes 12.00 11.40 10.80
5 minutes 8.00 7.60 7.20
1 minute (electrical transcription or live) 5.50 5.22 4.95
100 wyords week days) 40.80 38. 21.76 20. 13.60 12. 38.40 20.48 12.80

4.67 4.13 00 words or less..... 4.50 4.27 4.05 3.82

(5:00 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.

Per month for-s. 6 mos. 1 00 540.00 5 50 315.00 2 50 225.00 2 1 mo. 3 mos. 600.00 570.00 350.00 332.50 250.00 237.50 3 mos. 570.00

SPECIAL FEATURES
Time signals, weather reports, temperature reports
and newscasts—rates on request.

TALENT
Rates on request, Extra announcers: Each announcement .50; each program 1.00.

Rates on request. Extra announcers: Each announcement .50; each program 1.00.

REMOTE CONTROL

If prorram originates outside of studios, additional charge will be made for remote service.

SERVICE FACILITIES

Services of the station program department are available without additional cost to advertisers.

Program Ideas will be prepared and submitted by station production devartment on request.

Contract and Other Requirements

Program rates are for the time facilities of the station only; additional charges for talent and services depending on type of program.

Publicity talks accepted only when subject is of public interest and service in the opinion of the station director. Manuscript must be submitted for approval. Talk may be delivered by advertiser's representative or by station announcer without additional charge. All contracts subject to government regulations. Station reserves the right to refuse or discontinue any advertising program for reasons satisfactory to itreif. All programs must conform to the standards of the station. Where advertisers ranges his own program. The station of the station of the station of the station of the programs of the station. Where advertisers are representating after 12:00 noon for program service only No announcements accepted. No hard liquor or wine advertising.

Maximum length of contract, one year.

Maximum length of contract, one year.

Closing Time
Manuscript should be submitted ten days in advance.
Contracts should be closed two weeks in advance to
insure publicity listing.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.D.m turn tables

Personnel
President-Edgar L. Bill.
Vice-President-Charles C Caley.
Manager-Walter C. Schafer. 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. if

Does not sell time.

INDIANA

ANDERSON

(Madison County)

IMadison County)

WHBU

(Established 1923)
Rates effective January 1, 1929. (Card No. 2.)

Owned and operated by Anderson Broadcasting Corp. Business Office and Studio—640 Citizens Bank Building. Anderson, Indiana. telephone 234.

Transmitter—1110 Meridian St., Anderson, Indiana. Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
241.9 meters; 1240 kilocycles.
Licensed to operate full time.
Oncrates on Central War Time.
Agency Commission 15% to recognized agencies. except on locally sponsored programs. Cash diteount 2% on net—10 days from invoice date. No cash discount on talent. Invoices mailed monthly.
General Advertising
Rates include charges by owners of music copyrights. Six air appearances maximum daily per advertiser.

11. 131. 261. 891. 521. 781. 1

1 hour... 87.50 35.75 33.75 32.00 20.00 26.52 1

1/4 hour... 22.50 21.50 20.25 19.25 18.00 15.75 to minutes 10.50 10.00 9.45 8.95 8.40 7.25 to minutes 10.50 1.000 9.45 8.95 8.40 7.25 to minutes 10.50 10.000 9.

Personnel
President and General Manager—L. M. Kennett
Commercial and Promotion Mgr.—John R. Atkinson.
Recresentatives Hal Holman Company.

ELKHART (Elkhart County)

WTRC (Established 1931)

| 1 | time | | | 100 wds. 2.00 | 50 wds. 1.25 |
|----|---------------|-------|-----------------------|------------------|-----------------|
| | or more times | | 15.75 LENTS | 10.50 | 4.90 |
| | times | | 18.00 17.00 | 12.00 11.25 | 5.60 5.25 |
| 26 | times | 36.00 | $\frac{21.35}{20.25}$ | 14.25 13.50 | 6.65 5.30 |

13 times. 1.80 1.20
26 times. 1.80 1.13
25 times. 1.80 1.00
150 times. 1.60 1.00
300 or more times. 1.50 94
300 or more times. 1.40 87
Time signals in conjunction with 50 word announcements, double the 50 word rate.
News Reports: Fire minute periods. every hour on the hour, daily except Sunday from 7:00 a.m. to 10:00 p.m. Sold on yearly contracts only; ratee on application.

application.

ELECTRICAL TRANSCRIPTIONS
Transcription library services available—rates and details on request.

TALENT
Station will furnish talent for sponsor, rates contingent upon class of musicians and entertainment dealerd. Talent furnished by sponsor must be acceptable to station management.

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ELKHART—Continued WTRC-Continued

REMOTE CONTROL

Where remote control broadcasting is desired, additional charges for lines and equipment must be

ditional charges for lines and equipment must be added.
Contract and Other Requirements
Hard liquor advertising not accepted.
All rates for time only, talent le additional. Nu 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 owners'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

tion, using 33-1/8 and 78 f.D.m. of General Manager—R. R. Baker Commercial Manager—Paul Upson. Studio—Director—Ethel Gelss. lepresentatives Burn-Smith Company, Incorporated.

EVANSVILLE

(Vanderburgh County)

WEOA

(Established 1936)

(Extablished 1986)

Rates effective September 30, 1987.

Owned and operated by Evnasville On The Air. Inc. Business office and studio—519 Vine Street. Evansville, Indiana. Other studios, Memorial Coliseum and Evansville College, telephone 2-1171.

Wave—Power—11me
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 not charges for station facilities to recognized advertising ascencies. No commission on program costs or production charges. Cash discount on taient. Involces malied first of each month.

General American State College (Supplementary Group).
The forowing rates are for national advertising.

(After 6:00 p.m. week days and after 12:00 non Sundays)

1 hour. 10.00

| 1 | hour | 100.00 |
|-----|---------------------------------|--------|
| 3/4 | hour | 80.00 |
| 1/2 | hour | 60.00 |
| 1/4 | hour | 40.00 |
| | | 30.00 |
| 10 | minutes | |
| 5 | minutes | 20.00 |
| 1 | minute | 10.00 |
| 30 | word station break | 9.00 |
| , | (Before 6:00 p.m. week days and | |
| | hefore 12:00 noon Sundays) | |
| | | 80.00 |
| | hour | |
| 3/4 | hour | 64.00 |
| 1/2 | hour | 48.00 |
| 1/4 | hour | 32.00 |
| 710 | minutes | 24.00 |
| | | |

| 3/4 hour | 64.00 |
|--|---------|
| 1/2 hour | 48.00 |
| 1/4 hour | 32.00 |
| | 24.00 |
| | 16.00 |
| 1 minute | 8.00 |
| 30 word station break | 6.00 |
| DISCOUNTS | 0.00 |
| Less than 13 times | Net |
| 13- 25 times | 5% |
| 26- 39 times | 10% |
| 40- 52 times | 15% |
| 53-104 times | 20% |
| 105-210 times | 30% |
| SPECIAL FEATURES | -5,0 |
| Weather and street werests market servets time | - A I A |

Weather and river reports, market reports, time eig-nals, baseball and football, news service—rates on request.

nals, baseball and football, news service—rates on request.

TALENT

Rates on application.

REMOTE CONTROL

Arrangements can be made for remote control provided telephone company has available circuits.

MERCHANDISING FACILITIES

Merchandisins, display and demonstration service can be arranged.

Centract and Other Requirements

Rates are for station time: taleut is extra.

Clesing Time

Talent programs, talks and recorded programs close two weeks in advance of broadcast. Announcements close one week indivance.

Mechanical Program Equipment

Eduipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Menanger—Clarence Leich.

Representatives Weed and Company.

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 Collseum
and Evansville College, telephone 2-1171.
Transmitter—Six miles northeast of city on Burkhardt

and Evansville College, tereprover a surface and Evansville College, tereprover a family Rond.

Nond.

Nond.

Nond.

Nond.

Nond.

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

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 malled first of each month.

General Advertising eneral Advertising
For combination rates see listing of National Broadcasting Company (Basic Supplementaries),
(6:00 p.m. to 12:00 monitors week days and

| | after 12:00 noon Sunday) | |
|-----|---|--------|
| 1 | hour | 150.00 |
| 1/2 | hour | 90.00 |
| 1/4 | hour | 60.00 |
| íô | minutes | 45.00 |
| -5 | minutes | 80.00 |
| ĭ | minute | 15.00 |
| 30 | | 12.00 |
| | | |
| 10 | 3:00 a.m. to 6:00 p.m. week days and before | ore |
| | 12:00 noon Sunday) | |
| - 1 | hour | 190 00 |

| 1 (CUI | |
|-----------------------|-------|
| 1/2 hour | 72.00 |
| 1/4 hour | 48.00 |
| 10 minutes | 36.00 |
| 5 minutes | 24.00 |
| 1 minute | 12.00 |
| 30 word station break | |
| DISCOUNTS | 10.00 |
| | |
| Less than 13 times | Nej |
| 13 to 25 times | . 5% |
| 26 to 39 times | . 10% |
| | |

18 to 25 times. 16%
22 to 35 times. 16%
25 to 35 times. 16%
26 to 35 times. 16%
36 to 104 times. 20%
36 to 104 times. 20%
37 to 210 times. 20%
38 to 104 times. 20%
38 to 105 to 210 times. 20%
39 to 210 times. 20%
30 times are the service cores, news service, curbcone reporter, cooking school. Hoosler philosopher, mysterious planist, school for brides. Mr. and Mrs., city court—rates and details on request.

Any arrangements desired for remote control broadcasts can be arranged provided A. T. & T. bas available circuits.
Contract and Other Requirements
Bates 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 eervice is given in every way, procuring window displays, assisting in the distribution of mail matter and generally adding in putting over any advertising campaign in coperation 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 compress continuity department capable of handling any program.

plete 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
Equipmed to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel Closence Velob.

Personnel
Manager—Clarence Leich.
Representatives
Weed and Company.

FORT WAYNE

(Allen County)

WGL

(Established 1924)

Ratea effective October 1, 1939. (Card No. 6.) Owned and operated by Westinghouse Radio Stations.

Owned and oberated 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 mid-

Actual operation and the property of the company of

| | 1 tl. | 18 ti. | 26 ti. | 52 ti. | 100 ti. | 800 ti |
|-----------|---------|---------|--------|--------|---------|--------|
| 1 hour | 100.00 | 95.00 | 90.00 | 85.00 | 80.00 | 75.00 |
| 1/2 hour | | 57.00 | 54.00 | 51.00 | 48.00 | 45.00 |
| 1/4 hour | 40.00 | 38.00 | 86.00 | 34.00 | 32.00 | 30.00 |
| 5 minutes | | 19.00 | 18.00 | 17.00 | 16.00 | 15.00 |
| 1 minute | 10.00 | 9.50 | 9.00 | 8.50 | 8.00 | 7.50 |
| (7:00 a. | m. to 6 | :00 p.z | n, and | 10:00 | p.m. t | 0 . |
| | | | | | | |

1 hour... 50.00 47.50 45.00 42.50 40.00 1/2 hour... 80.00 28.50 27.00 25.50 24.00 1/4 hour... 20.00 19.00 18.00 17.00 16.00 5 minutes. 10.00 4.75 4.50 4.05 8.00 1 minute... 5.00 4.75 4.50 4.05 8.00 take the one minute rate.

SPECIAL PARTICIPATING FEATURES
Sue Gibson's Notebook: 9:00 a.m. to 9:30 a.m. Monday through Friday. Women's participation feature:
5 minutes 10:11 13:11. 26:11. 52:11. 100:11. 300:11.
5 minutes 10:40. 47.5 5.00 8.55 4.00 3.75.
Weeday taient charge (no falent Schaffer 10:0 word participation)—5 minute participation. 6 word participation of minute participation. 9 weekly, 2.00.
Herb Hayworth's Roundsman'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, 10:00, 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. to 6:00 p.m. and 10:00 p.m. to 7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 7:00 a.m. to 8:00 a.m. to 6:00 p.m. to 10:00 a.m. to 6:00 p.m. to 10:00 a.m. to 6:00 p.m. to 7:00 a.m. to 8:00 and 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.

FOLITICAL SPEECHES AND RELIGIOUS

RECORDED PROGRAMS

REMOTE CONTROL

Additional charges are made for programs originating outside the station's studios and for programs requiring special production.

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 for announcement but will meet advertiser'

WOWO (Established 1925)

Rates effective January 1, 1942. (Card No. 1A.) Owned and operated by Westinghouse Radio Stations. inc.

inc.
Business Office and Studio—Westinghouse Building,
Fort Wayne Indiana, Anthony 2136.
Transmitter—Highway junction of Roules 33 and 30.
5-1/2 miles north of Ft. Wayne, Ind.

5-1/2 miles north of Ft. Wayne, 100.

/ave—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.

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 not charges for station time only. No cash discount. Bills due and payable when rendered. General Advertising 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, offective at any time after January 1, 1942, at rates on this card for the unspired portion of such commitments on the effective date of such new contracts. In the absence of such effective date of such new contracts. In the absence of such 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).

CLASS "A."

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

CLASS "A.-(6:00 p.m. to 10:00 p.m.)

| /2 | hour | 132.00 |
|-----|--|--------|
| 14 | hour | 80.00 |
| 10 | minutes | 64.00 |
| 45 | minutes | 44.00 |
| - 0 | | 40.00 |
| | CLASS "B" | |
| | (9:00 a.m. to 6:00 p.m. and 10:00 p.m. | to |
| | 10:30 p.m.) | |
| 1 | hour | 150.00 |
| | 1 | |

INDIANA—Continued

FORT WAYNE—Continued W O W O-Continued

| (| 5 00 | a.m. | 10 | 9 00 2 00 | Am. | and ight | 10.30 | p.m. | 10 |
|-----|-------|--------|------|--------------|-----|-------------|--------|-------------|--------|
| 1 | hour | | | | | | | | 100 00 |
| 1/2 | hour | | | | | | | | fa.09 |
| 1/1 | mur | | | | | | | | 40.00 |
| .10 | minu | tes | - | | - | | | | . 21 M |
| - 3 | minu | ites | | *** | | | | | 20,60 |
| ٠, | ') At | stlabi | e on | | | | 1 peri | 214. | |
| | | | | | HH | | | | |

10 minutes 22.60

17 Available only in restricted periods.

(**) Available only in restricted periods.

(**) Available only in restricted periods.

(**) Available only in restrict a periods.

(**) Available only in restrict a periods.

Time Signals: Each service arciusitive to one advertiter,

6:00 pm. to algn-off, aeven nights weekly—Two
10 word, two 20 word. The actual time and apelling of a name are each counted as one word. Per

week \$75.00.

This service available only to time plece manu
facturers or those who regularly furnish a time

service to the public.

Nign-on to 6:00 p.m. seven days weekly—Pive 10

word and one 50 word. The actual time and apell
ing of a name are each counted as one word. Per

week \$17.50.

News liroadcasis. Weather Reports. Temperature Re
ports—Rates on request.

Musical Clock: Refore 9:00 a.m., Monday through

Naturday, 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. 275.00 60,00

1/4 hour. 275.00 30.00

1/4 hour. 275.00 30.00

1/4 hour. 275.00 10.00

1/4 hour. 275.00 10.00

1/2 hour. 275.00

1/2 hour.

Per announce-ment....... 20.00 19.00 18.00 17.00 16.00 15.00

POLITICAL AND RELIGIOUS REGALICANTS
Rates on reviews.

ELECTRICAL-TRANSCRIPTIONS
Accreted during revises benederating persons
Transcription library services available—rotes and
details on request.

TALENT
Tilent, lists, creerum tices and program Bions, larinding spectimes conscipuitly will be furnished without cost at the request of an adverticer or agracy
litrices, dramsfire and other labent will be furnished by station artists bureau
at MINISTE. TANDROIL

Additional chases are made for programs originatlog sociate transcription and the
Contract and Other Requirements.

All accretable accounts are subject to the same
rates. No periods are sold in buils for trasic. Advertisers excerating in group reconstants are required to make individual contracts, subject to earl
rates and regulations. All programs are subject to
suppross of the station.

Periors of the station program department, and
announcer or except where for is required by ary
governing lator organization.

Time wild in network optional period is subject to
reading.

Announcements analyce station breaks are sold subject
to removal to other period when becausers.

Time sold in network cotional 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

Protram material must be submitted one week in advance of broadcast date. No changes within two days preceding broadcast.

Mechanical Program Eguipment

Equipped to handle programs by electrical transcription, using 33-1/2 and 78 rp.m. turn-tables for tertical and lateral cut recordings.

Manager—J. B. Conley.

Sales Manager—Frank V. Webb.

Remessentatives

National Broadcasting Company, Inc.

GARY

(Lake Countr) WIND

(Established 1927)

Bates effective Pebruary 1, 1942. (Card No. 13.)

Uwned and operated by Johnson-Kennedz Badio Corporation. Gary, Indiana.
National Advertising Office—230 N. Michigan Avenue, Chicago. Illinois. State 4176.
Transmitter—Gary, Indiana.

Wave—Power—Time
Operating power—5,000 watta.
(190% modulatioo—direct crystal control.)
533.7 metera; 580 kilozycies.
Licensed to operate full time.
Operates on Central War Time.
Actual operating achedule: 24 hours daily.

Operates on.

Actual operating achedule: 22 1000...

Agency Commission
Ascency commission 15% allowed to agencies recognized by station. No cash discount. Billis due and payable as billed.

General Advertising
Affiliated with the Columbia Broadcasting System.

Rates include charges by owners of music copyrights.
20% discount for "tun of schedule" on all station time in excess of 5 minutes.

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

1 til. 13 ti. 26 ti. 52 ti. 104 ti.
200 and 170.00 160.00 150.00 180.00

| | 1 11. | 13 ti. | 26 ti. | 52 ti. | 104 (1. |
|-----------|----------|----------|-----------|-----------|---------|
| 1 hour | 200.00 | 180.00 | 170.00 | 160.00 | 150.00 |
| | 120.00 | 108.00 | 102.00 | 96.00 | 90.00 |
| 1/4 bour | 72.50 | 65.25 | 61.50 | 58.00 | 54.50 |
| 5 minutes | | 31.50 | 29.75 | 28.00 | 26.25 |
| | • | CLASS | .B | | |
| (9:00 a. | m. to 1: | | 5:00 P.m | L to 6:00 | D. DL. |
| | | :00 p.m. | to 5:00 D | | |
| | 154.00 | | 131.00 | 123,25 | 115.50 |
| 1/2 hour | | 84.00 | 79.50 | 75.00 | 71.50 |
| 1/4 hour | | | 47.00 | 44.00 | 41.00 |
| 5 minutes | | 25.00 | 23.50 | 22.00 | 20.50 |
| | | CLASS | | | |
| (*1:00 | p.m. to | | n. and 10 | :00 p.m. | to |
| | • | 11:00 P | | | |
| 1 hoor | 132.00 | | 112.00 | 105.00 | 99.00 |

| 1 1 | hour | 132.00 | 119.00 | 112.0 | | 105.0 | 00 | 99.0 |
|-------|-------|----------|---------|-------|------|-------|------|-------|
| | hour | 79.00 | 71.00 | 67.4 | | 64.1 | 00 | 61.0 |
| 1/4 | hour | 50.00 | 45.00 | 42.3 | | 40.0 | | 37.5 |
| 5 យុវ | autes | 25.00 | 22.50 | 21.3 | | 20.1 | 00 | 18.73 |
| (*) | | | Sunday | 1:00 | p.m. | to | 5:00 | p.m |
| C1a | S\$ " | B" rate: | apply. | | | | | |
| | | | CLASS | D., | | | | |
| | | (1):00 | p.m. to | 9:00 | 3.00 | .) | | |
| | | | | | | | | |

| CIESS "A | 3 rates | appur. | | | |
|----------|---------|-----------|----------|-------------|------|
| | | CLASS | D., | | |
| | (11:00 | p.m. to | 9:00 a.m | <u>).</u>) | |
| 1 hour | 100.00 | 90.00 | 85.00 | 80.00 | 75.0 |
| 1/2 hour | 60.00 | 34.00 | 51.00 | 48.00 | 45.0 |
| 1/4 bour | 35.00 | 31.50 | 29.75 | 28.00 | 26.2 |
| | 17.50 | 15.75 | 14 75 | 13.75 | 12.7 |
| | | | | RATES | **** |
| 11 1-1-1 | | CLASS | | Traite | |
| | fe-00 : | | 0:00 p.m | ١. | |
| | 10:00 | p.m. 10 1 | 0100 p.m | Per week | |
| | | | | | |

| | (6:00 p. | me. to 1 | 0:00 p.s | | |
|----|-----------------|----------|----------|------------|--------|
| | | | | Per week | |
| | | | 3 11 | 3 11 | 6 11 |
| 1 | hour | | 480.00 | 700.00 | 800.00 |
| /2 | hour | | 288.00 | 420.00 | 480.00 |
| /4 | bour | | 174.00 | 253.75 | 290.00 |
| Š | minutes | | 96.00 | 140.00 | 160.00 |
| - | | LASS | 'B** | | |
| | (9:00 a.m. to 1 | | . and 5: | :00 p.m. : | a. |
| | | 6:00 p.: | | | |
| 1 | hour. | | 369.00 | 539.00 | 616.00 |
| /2 | hour | | 224.00 | 327.00 | 374.00 |
| 74 | hout | | 132.00 | 192.00 | 220 00 |

1/4 hour____ 5 minutes_ | Description: Sunday 1:00 p.m. to 5:00 p.m.
| Description: Sunday 1:00 p.m. to 5:00 p.m. and 10:00 p.m. a

1 bour
1/2 bour
1/4 bour
5 minutes
(*) Exception: Sunday
Class "B" rates apply.

| 6.5 | | |
|-----------|---|---|
| 3 M 4 m | . f | |
| - | Far Frei | |
| * ** | 1.0 | # 11 |
| 224 84 | 6 540 444 | \$ tot 200 |
| | 714 64 | 278 84 |
| 24 84 | 1 5 5 204 | \$ \$ \$ 64 |
| 61 M | 7.8 615 | 11 M |
| e subject | to diam | iquits de |
| | | |
| | and the second | 18% |
| | | _ 11% |
| | | >4 % |
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| | 3 ft 125 84 136 84 136 84 94 84 61 84 9 846/344 | the see everyone the control of the |

CLASS "A"
(Case p.m. to 18 55 p.m.)

(class a label of m 1

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111. 211

121 veris

120 class a label of m 1

(label a label of m 1

Tates. Raise to result of the control of the control of the case of accounts. All preserves and transvertetions are sublest to conceen of the station management. Contest ergy or requests for mail reply secreted only on proffee units of fire minutes or more.

All programs and advertising copy subject to appeared of estation.

of station.

Claims Time
All contrasts should be plosed as for in advance of
initial penerum as possible to facilitate conduction.

Cony for all lectures and talks must be apposited 40
hours in advance of breadess.

Mechanical Program Equipment
Enuloped to handle programs by electrical transcription, using 22-1/2 and 78 r.p.m. double turn-tables.

Provident-Ralph L. Arlaw Sales Manager-John T. Carey.

Representatives
The Foreman Company,

HAMMOND (Lake County) WJOB

WJOB

Rates effective Juby 1, 1946, (Card No. 1.)
Owned and operated by O. E. Bichardson and Fred
L. Adair.
Studios—449 State Street, Hammond, Indiana, telephone 9500.
Transmitter—449 State Street, Hammond, Indiana,
Wave—Pews—Tima
Operating power—100 watts,
243.9 meters; 1230 kilocycles,
Operates on Central War Time,
Actual operating schedule; 7.5W a.m. to 12:50 midnight.
Asserve Commission

night.

Agency Commission

Agency Commission 15% on bet charges for Ration
facilities to recognized advertising agreedes. Bills
payable monthly in advance. No cash discount.

Make all checks payable to WJOB.

Make all cheens several devertising and severtising. For including rates are for national advertising. For incal advertising rates consoli station management. (6:00 p.m. to 18:00 p.m.) 28 tt. 28 tt. 27 m. 28:00 68:00 68:00

| 1 | Property and the second | 78.09 | 63.99 | 96, M |
|------|-------------------------|----------------|-------|-------|
| | hour | 12.50 | 19.00 | 37.54 |
| | bour | 25.64 | 22.54 | 29,00 |
| | telectes. | 12.50 | 11.00 | 19,00 |
| _ | (6:94 a.m. | . to 6:30 p.m. | , | |
| 1 | bogr | 69.00 | 53.60 | 61.00 |
| 1 10 | Mar | 34.64 | 32.80 | 30,04 |
| 1/4 | | 20.00 | 15.03 | 17.09 |
| - 5 | minutes. | 10.04 | 9.00 | 7.5 |
| | ANNOL | NODMONIS | | |
| 180 | words or less: | | | |
| | (After | 6:00 p.m.) | | |
| - | | | | |

βķ

HAMMOND—Continued W J O B-Continued

| (Before 6:00 p.m.) | |
|--|-------|
| 1 time | 4.50 |
| 13 times | 4.25 |
| 26 times | 4.00 |
| 52 times | 3.75 |
| 100 times | 3.50 |
| 200 times | 3.25 |
| 300 times | 3.00 |
| Foreign Language Announcements | |
| Rates on request. | |
| SPECIAL FEATURES | |
| News, time signals, weather reports-rates on rec | uest. |
| RECORDED PROGRAMS | |
| Accepted for all hours without additional charge | 8 |
| TALENT | |

Accepted for all hours without additional charke. TALENT
Rates on application.

REMOTE CONTROL

Station can make any pick-up desired by advertisers lates for lines on application.

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 etation.

Closing Time

Closing date for general publicity and program service is one week in advance of broudcast.

Mechanical Program Equipment

Evulpped to handle Drograms by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables, for vertical and lateral cut recordings.

Personnel

Manager—O. E. Richardson.

verticai and lance.

Personnel Manager—O, E. Hichardson.
Commercial Manager—R. C. Adair
Remesentatives
Cox & Tanz.

WJWC



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.
197.4 meters; 1520 kilocycles.
Operates on Central War Time.
Actual operating schedule: Stindays 7:00 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.

(6:00 p.m. to 10:00 p.m. daily)
1 13 26 39 52 184 300

| | (6:00 | p.m. | to 10: | 00 P.m | | 7) | |
|--------------------------------------|---|--|--|---|---|---|----------------------------------|
| | 1 | 13 | 26 | 39 | 52 | 104 | 300 |
| | ti. | ti. | ti. | ti. | ti. | tl. | ti. |
| 3/4 hr 1 | 12.00 | 106.40 | | 95.20 | 89.60 | 84.00 | 78.00 |
| 1/2 hr | 84.00 | 79.80 | 75.60 | 71.40 | 67.20 | 63.00 | 58.80 |
| 1/4 hr | 56.00 | | 50.40 | 47.60 | 44.80 | 42.00 | 39.20 |
| 10 min | 42.00 | 39,90 | 37.80 | 35.70 | 33.60 | 31,50 | 29.40 |
| 5 min | 28.00 | 26.60 | 25.20 | 23.80 | 22.40 | 21,00 | 19.60 |
| | | C | LASS | "B" | | | |
| | | | | | | | |
| (9:00 | a.m. | to 6: | 00 p.m | | | p.m. to | 9 |
| (9:00 | a.m. | | :00 p.m. 00 p.m. | | | p.m. to | 0 |
| 3/4 br | 07.20 | | 00 p.m. 60.48 | daily) 57.12 | 53.76 | 50.40 | 47.04 |
| • | | 11:0 | 00 p.m. 60.48 | daily) | | | - |
| 3/4 br | 67.20 | 11:0 63.84 47.88 | 00 p.m. 60.48 45.36 30.24 | daily) 57.12 42.84 28.56 | 53.76 40.32 26.88 | 50.40 37.80 25.20 | 47.04 35.28 23.52 |
| 3/4 br 1/2 hr | 07.20 50.40 | 11:0 63.84 47.88 | 00 p.m. 60.48 45.36 30.24 | daily) 57.12 42.84 | 53.76 40.32 | 50.40 37.80 | 47.04 35.28 |
| 3/4 br 1/2 hr 1/4 br | 67.20 50.40 33.60 | 11:0 63.84 47.88 31.92- 23.94 15.96 | 00 p.m. 60.48 45.36 30.24 22.68 15.12 | daily) 57.12 42.84 28.56 21.42 14.28 | 53.76 40.32 26.88 | 50.40 37.80 25.20 | 47.04 35.28 23.52 |
| 3/4 hr 1/2 hr 1/4 hr 10 min | 67.20 50.40 33.60 25.20 16.80 | 11:0 63.84 47.88 31.92 23.94 15.96 | 00 p.m. 60.48 45.36 30.24 22.68 | dally) 57.12 42.84 28.56 21.42 14.28 | 53.76 40.32 26.88 20.16 13.44 | 50.40 37.80 25.20 18.90 12.60 | 47.04 35.28 23.52 17.64 |

(11:00 p.m. to 9:00 a.m. dally)
3/4 hr 44.80 42.56 40.32 38.80 35.84 33.60 31.36
1/2 hr 33.60 31.92 30.24 28.56 26.88 25.20 23.52
1/4 hr 22.40 21.28 20.16 19.04 17.92 16.80 15.68
10 mln 16.80 15.96 15.12 14.28 13.44 12.60 11.70
5 mln 11.20 10.64 10.08 9.52 8.96 8.40 7.84
WEEKLY FREQUENCY PROGRAM TIME RATES
CLASS "A"
(6:00 p.m. do 10:00 p.m. dally)

| (6:00 p.m. to) | | | |
|-------------------------|---|-----------|---------|
| | | week- | 70 1. |
| Three days weekly: I wk | | 26 wks. | 52 wks. |
| 3/4 hour 268.8 | | 228.48 | 215.04 |
| 1/2 hour 201.0 | | 171.36 | 161.28 |
| 1/4 hour 134.4 | | 114.24 | 107.52 |
| 10 ininutes 100.8 | | 85.68 | 80.64 |
| 5 minutes 67.2 | 0 60.48 | 57.12 | 53,76 |
| Five days weekly: | | | |
| 3/4 hour 420.0 | 0 378.00 | 357.00 | 336.00 |
| 1/2 hour 315.0 | 0 283.50 | 267.75 | 252,00 |
| 1/4 hour 210.0 | 0 189.00 | 178.50 | 168.00 |
| 10 minutes 157,5 | 0 141.75 | 133.88 | 126.00 |
| 5 minutes 105.0 | | 89.25 | 84.00 |
| Six days weekly: | • | 0 | |
| 3/4 hour 470.4 | 0 423.36 | 399.84 | 376.32 |
| 1/2 hour 352.8 | 0 317.52 | 299.88 | 182.24 |
| 1/4 hour 235.2 | 0 211.68 | 199.92 | 188.16 |
| 10 mlnutes 176.4 | 0 158.76 | 149.94 | 141.13 |
| 5 minutes 117.6 | | 99.96 | 94.08 |
| CLAS | S "B" | ນນ.ນບ | 04.00 |
| (9:00 a.m. to 6:00 r | | 0.00 | |
| | | 0:00 p.m. | ιο |
| | .m. dally) | | |
| Three days weekly: | | * 0 = 00 | 100.00 |
| | | 137.09 | 129.02 |
| 1/2 hour 120.9 | | 102.82 | 96.77 |
| 1/4 liour 80.6 | 14 72.58 | 68.54 | 64.51 |
| 10 minutes 60.4 | | | 48.38 |
| 5 minutes 40.3 | 36.29 | 34,27 | 32.26 |
| Five days weekly: | | | |
| 3/4 hour 252.0 | | 214.20 | 201.60 |
| 1/2 hour 189.0 | 00 170,10 | 160.65 | 151,20 |
| 1/4 hour 126.0 | 0 113.40 | 107.10 | 100.80 |
| 10 minutes 94.5 | 50 85.05 | 80.33 | 75.60 |
| 5 minutes 63.0 | | 53.55 | 50.40 |
| | | | |

| | | ——Per ' | week | | | | | | | |
|---------------------------------|-----------|----------|-----------|----------|--|--|--|--|--|--|
| Six days weekly: | 1 wk. | 13 wks. | 26 wks. | 52 wks. | | | | | | |
| 3/4 hour | 282.24 | 254.02 | 239.90 | 225.79 | | | | | | |
| 1/2 hour | 211.68 | 190.51 | 179.93 | 189.34 | | | | | | |
| 1/4. hour | 141 19 | 127.01 | 119.95 | 112.90 | | | | | | |
| 10 mlnutes | 105 94 | 95.26 | 89,96 | 84.67 | | | | | | |
| 5 minutes | | 63.50 | 59.98 | 56.45 | | | | | | |
| | CLASS | "C" | 00.00 | 00.10 | | | | | | |
| (11:00 p.m. to 9:00 a.m. daily) | | | | | | | | | | |
| Three days weekly: | u. 10 5. | то ц.щ. | (aris) | | | | | | | |
| 3/4 hour | 107.52 | 96.77 | 91.39 | 86.02 | | | | | | |
| | | 72.58 | 68.54 | 64.51 | | | | | | |
| 1/2 hour | 80.64 | | | | | | | | | |
| 1/4 hour | 53.76 | 48.38 | 45.70 | 43.01 | | | | | | |
| 10 minutes | 40.32 | 36.29 | 34.27 | 32.26 | | | | | | |
| 5 minutes | 26.88 | 24.19 | 22.85 | 21.50 | | | | | | |
| Five days weekly: | | | | | | | | | | |
| 3/4 hour | 168.00 | 151.20 | 142.80 | 134.40 | | | | | | |
| 1/2 hour | 126.00 | 113.40 | 107.10 | 100.80 | | | | | | |
| 1/4 hour | 84.00 | 75.60 | 71.40 | 67.20 | | | | | | |
| 10 minutes | 63.00 | 56.70 | 53,55 | 50.40 | | | | | | |
| 5 minutes | 42.00 | 37.80 | 35.70 | 33.60 | | | | | | |
| Six days weekly: | | | | | | | | | | |
| 3/4 hour | 188.16 | 169.34 | 159.94 | 150.53 | | | | | | |
| 1/2 hour | 141 19 | | 119.95 | 112.90 | | | | | | |
| 1/4 hour | | | 79.97 | 75.26 | | | | | | |
| 10 minutes | 70.50 | 62.50 | | | | | | | | |
| 5 minutes | | | | | | | | | | |
| Four days weekly | | | | | | | | | | |
| Don't days weeking p | oro rata | to three | day week | ly rate. | | | | | | |
| Seven days weekly | | | | | | | | | | |
| Discounts on weel | | | | | | | | | | |
| predicated upon co | nsecutive | and con | tinuous v | reeks of | | | | | | |
| broadcasting. | | | | | | | | | | |
| ANNOUNCEMENTS | | | | | | | | | | |
| | CLASS | "A" | | | | | | | | |

| oudcus | sting. | ANN | OUNCE | MENT | g | | |
|--------|--------|------|--------|---------|---------|------|-------|
| | | C | LASS | "A" | | | |
| | (6:00 | p.m. | to 10: | 00 p.m. | . daily |) | |
| | 1 | 13 | 26 | 39 | 52 | 104 | 300 |
| | ti. | ti. | ti. | ti. | tì. | tl. | ti. |
| | ute or | | | | | | |
| words | | | 15.75 | | 14.00 | | 12.25 |
|) wds. | 10.50 | | 9.45 | 8.93 | 8.40 | 7.88 | 7.35 |
| | | | TADE | 4.T)** | | | |

52.52 31.52

13.44 8.06

without extra cost.

Contract and Other Requirements

No periods are sold in bulk for resale. All programs and announcements are subject to approval of station. Lectures, educational, religious, business and promotional talks accepted only when subject matter is, in the opinion of the station management, of genuino public interest. Maximum length of contract one year. All contracts should be closed as far in advance of initial program as possible to facilitate mechanical program Englances.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription using 83-1/8 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.

Personnel Station Manager-William R. Cline. Representatives
Free & Peters, Inc.

INDIANAPOLIS

(Marion County) WFBM (Established 1924)



Rates revised July 1, 1942. (Card No. 10.)

| 1 | time | 128.00 | 70.00 | 44.00 | 22.00 |
|-----|---------|---------|-------|--------|-------|
| 13 | times | 125.00 | 66.50 | 42.90 | 21.45 |
| 26 | times | 122.00 | 65.25 | 41.80 | 20.90 |
| 52 | times | 115.00 | 63.00 | 39.60 | 19.80 |
| 104 | times | 109.00 | 59.50 | 37.40 | 18.70 |
| 156 | times | 102.00 | 56.00 | 35, 20 | 17,60 |
| 260 | times | 99.00 | 54.25 | 34.10 | 17.05 |
| 300 | times | | 52.50 | 33.00 | 16.50 |
| | | CLASS ' | "C" | | |
| | (*11:00 | p.m. to | | | |
| 1 | time | 85.00 | 51.00 | 31.00 | 15.00 |
| 13 | times | 83,00 | 49.50 | 30.00 | 14.25 |

| 13 wks. | 26 wks. | 39 wks. | 52 wks. |
|----------------------------|---------|----------|---------|
| 1 hour 387.50 | 362.50 | 337.50 | 287.50 |
| 3/4 hour 310.00 | 290.00 | 270.00 | 230.00 |
| 1/2 hour 242.20 | 226.55 | 210.95 | 179.70 |
| 1/4 hour 145.30 | 135.95 | 126.55 | 107.80 |
| Monday through Saturday, | | n, to 6: | 30 a.m. |
| in 13 week non-cancellable | | | |
| 1 hour 300.00 | 250.00 | 225.00 | 200.00 |
| 1/9 hours 900.00 | 175 00 | 150 00 | 195.00 |

fication.

(6:00 p.m. to 10:30 p.m. dally and all day Sunday)

Sunday)

100 wds 40 wds. kdays)
12.00
11.40
10.80
10.20
9.60
9.30
9.70 9.50 9.00 8.50 8.00

Time signal announcements available daily. Rates on request.
Early Birds: Refore 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. Hoosier Farm Circle: Program and announcement narticipation. Rates on request.
Mr. Farrell's Kitchen of the Air: Minimum participation five minutes, two, three or five times weekly. 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

INDIANAPOLIS—Continued

INDIANAPOLIS—Continued

WFBM—Continued

ELECTRICAL TRANSCRIPTIONS

Not restricted to certain hours, Accepted at eard rates.

TALENT

Station maintains and operates an Artists' Bureau.

REMOTE CONTROL

Programs originating outside of the studios are subject to special charges.

SELVICE 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, Talic programs, continuities, etc., must be submitted one week in advance for review by program director. All contracts subject to cancellation unless started within 30 days.

week in advance to contracts subject to cancellation universal of the contracts subject to cancellation universal of the contracts subject to cancellation universal of the contract co

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 1023, Indianaapolis, 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 schedulo: 5:00 a.m. to 12:00 midnight.
Agency Commission

night.
Agency Commission
Agency commission 15% to recognized advertising agencies. No cash discount. No commission on talent.
John Commission of talent.
For combination rates see listing of Mutual broad-

For commination reverse the contribution of music copyrights.

CLASS "A"

(6:00 p.m. to 10:30 p.m., week days and after "100 p.m. to n.m. Sundays)

| | | 2:0 | Up.m. | Sunday | 73) | | |
|-----|--------|--------|--------|--------|-------|-------|-------|
| | | 1 | 1/2 | 1/4 | 5 | 100 | 30 |
| | | hour | hour | hour | min. | wds. | wag. |
| 1 | time | 180.00 | 108.00 | 62.00 | 30.00 | 15.00 | 12.00 |
| 13 | times | 171.00 | 102.60 | 58.90 | 28,50 | 14.25 | 11.40 |
| 26 | times | 162.00 | 97.20 | 55.80 | 27.00 | 13.50 | 10.80 |
| 52 | times | 153.00 | 91.80 | 52.70 | 25.50 | 12.75 | 10.20 |
| 104 | times | 144.00 | 86.40 | 49.60 | 24.00 | 12.00 | 9.60 |
| 156 | times | 135.00 | 81.00 | 46.50 | 22.50 | 11.25 | 9.00 |
| 260 | times | 126.00 | 75.60 | 43.40 | 21.00 | 10.50 | 8.40 |
| 300 | times | 117.00 | 70.20 | 40.30 | 19.50 | 9.75 | 7.80 |
| | | | CLASS | B | | | |
| | /# .00 | | | | | | _ |

300 times. 117.00 70.20 40.30 19.50 9.75 7.80 (7:30 a.m. to 6:00 p.m. week days and 10:30 p.m. daily)
1 time... 108.00 11.00 p.m. daily)
1 times... 102.40 55.00 33.25 17.10 9.50 7.20 25 116.50 9.50 7.20 13 times. 102.40 55.00 33.25 17.10 9.50 7.20 25 times. 91.80 52.70 22.75 15.30 8.50 6.80 10.10 10

POLITICAL

Rates on request.

TALENT

Dramatic, instrumental and vocal talent for programs are available. REMOTE CONTROL

Add cost of lines and facilities.

SERVICE FACTULTIES

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 remate facilities are axira.

Contracts not accepted for period longer than one year. First program must be presented within 30 days from date of contract.

Mechanical Program Equipment

Equipmed to handle programs by electrical transcription. using 33-178 and 78 r.p.m. double turn-tables.

Personnel

President—II. G. Wall.

orsonnel
President—II. G. Wall.
General Managor—O. J. Kelchner.
Commercial Managor—J. J. Flanigan.

Paul II. 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, Indianapolts, Ind. Hiley 1541.
Address all communications to WIRE, P, O, 108,
Indianapolis, Indiana.
Transmitter—44th Street and Ralston Boad. Indianapolis. Indiana.

Wave—Power—Time
Operating power—5,000 watts.
(100% modulation -crystal control.)
209.8 meters; 1430 kilocycles.
Operates (uli time.
Oberates on Central War Time.

Oberates on Central War Time.

Agency Commission
Akency 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 16th of month following broadcast.

General Advertising For commission 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.)

| | (6:00 I | o.m. to | 10:30 P.D | 1.) | |
|-----|---------|----------|-----------|---------|-------|
| | | l hr. | 1/2 hr. | 1/4 hr. | 5 mln |
| 1 | time | 260.00 | 145.00 | 85.00 | 40.0 |
| 18 | times | 253.00 | 141.00 | 83.00 | 39.0 |
| 26 | times | 247.00 | 138.00 | 81.00 | 38.0 |
| 52 | times | 234.00 | 130.00 | 77.00 | 36.0 |
| 104 | times | 221.00 | 123.00 | 72.00 | 34.0 |
| 156 | times | 208.00 | 116.00 | 68.00 | 32.0 |
| 260 | times | 195.00 | 109.00 | 64.00 | 30.00 |
| | | Il other | hours) | | |
| 1 | time | 135.00 | 75.00 | 48.00 | 25.0 |
| 13 | times | 132.00 | 73.00 | 47.00 | 24.0 |
| 26 | times | 128.00 | 71.00 | 46.00 | 23.0 |
| 52 | times | 122.00 | 67.00 | 43.00 | 22.00 |
| 104 | times | 115.00 | 64.00 | 41.00 | 21.00 |
| 156 | times | 108.00 | 80.00 | 38.00 | 20.00 |
| 260 | times | 101.00 | 56 00 | 96.00 | 19.00 |
| | SPOT | ANNOU | NCEMEN' | rs | |
| | 2101 | | | (*) | (†) |
| 1 | time | | | | 14.0 |
| 13 | times | | | 19.50 | 13.5 |
| | | | | | 20.0 |

13 times. 10,00 25.50
26 times. 18.50 12.50
194 times. 18.50 12.50
194 times. 17.00 11.50
260 times. 17.00 10.50
(*) 6.00 p.m. to 10.30 p.m.
(*) All other time. 19.00
Time signals—rates on request.
News—Leased vire service available. Rates and details on request.

TALENT
Program ideas and talent prices furnished upon request.

quest.

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.

on coverage and market relating to radio advertising campaigns and plans for merchandising radio campaigns and plans for merchandising radio campaigns.

REMOTE CONTROL

Wire and mechanical charkes 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 risks to take the following period of the reserves the risks as the reserves the risks as the reserves the following and advertising for risks as the reserves the tast of the reserves the risks as the reserves the reserves the risks as the reserves the risks as the reserves the risks as the reserves the risks of the reserves the reserves the reserves the reserves the reserves the risks of the reserves th

ment.
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 Bullding, Indiana.
Transmitter—Rawls Avenue and Post Road. Marion County, Indiana.

County. Indiana.

Wave—Power—Time
Operating power—5.000 watts days: 1.000 watts nights.
222.0 meters; 1310 kilocycles.
Operates on Central War Time
Actual operating schedule: 5:00 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.
Itates include charges by owners of music copyrights.
CLASS "A."

CLASS "A."

Week days)

| Carrier | Carr

TALENT

Rates on request.

SERVICE FACILITIES

Merchandising sids 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.

Personnell
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.

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. Veek 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., 1 hr. 1/2 hr. 1/4 hr. 5 min.

1 time. 60.00 37.50 22.50 10.00
13 times. 57.00 35.75 21.50 9.50
104 times. 64.00 37.50 22.50 10.00
13 times. 54.00 33.75 22.50 10.00
26 times. 54.00 33.75 22.50 10.00
26 times. 48.00 30.00 18.00 8.00
260 times. 48.00 30.00 18.00 8.00
27.50 times. 50.00 30.00 18.00 8.00
280 times. 48.00 30.00 18.00 8.00
280 times. 48.00 30.00 18.00 8.00
280 times. 48.00 30.00 18.00 8.00
280 times. 49.00 27.50 16.00 7.00
281 times. 49.00 25.00 15.00 7.00
282 times. 49.00 25.00 15.00 7.00
283 times. 47.50 27.50 16.00 7.00
284 times. 49.50 25.00 15.00 7.00
285 times. 49.50 25.00 15.00 7.00
286 times. 49.50 25.00 15.00 7.00
287 times. 49.50 25.00 15.00 7.00
288 times. 49.50 25.00 15.00 7.00
280 times. 49.50 26.00 26.00 11.00 6.00
280 times. 49

Facilities subject to extra charges for line and me chanical costs. Extra charges not subject to commission.

mission.

Contract and Other Redulrements

Advertising of alcoholic beverages not accepted excerbeer and wine. Contracts subject to cancellation between two weeks written notice accompanied by certific check at short rate to date of last program.

Closing Time
Contracts close one week in advance of first br
cast. Announcement copy, transcriptions and t
close 24 hours in advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrir-tion, using 33-1/3 and 78 r.p.m. double turn-table 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 Bidg., Fourth and Ferry Sts., Lafayette, Ind., telephone 4300. Transmitter—1/2 mile northwest of studio, Lafayette, Ind.

Wave-Power-Time

Vave—Power—Time
Operating power—250 wasts.
206.0 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. Blits rendered 1st of month; due 10th of month.

General Advertising

The following rates are for national advertising. Rates include charges by owners of music codyrights.

CLASS "A"

(12:00 noon to 1:15 p.m. and 5:30 p.m. to 9:00 p.m.)

| 55 minutes 1/2 hour 1/4 hour 5 minutes Spot | 15.60 | 13 ti. 48.48 27.17 14.30 7.15 4.94 | 26 t1. 46.80 24.70 13.00 6.50 4.55 | 104 t1. 87.44 19.76 10.40 5.20 3.77 | 260 tl. 32.76 17.29 9.10 4.55 3.38 |
|---|-------|---|---|--|---|
| | | CLASS | "B" | | |

(9:00 a.m. to 12:00 noon, 1:15 p.m. to 5:30 n.m. and 9:00 n.m. to 10:00 p.m.)

| 55 minutes 1/2 hour 1/4 hour 5 minutes | 23.40 12.48 | 21.45 11.44 5.72 | 37.70 19.50 10.40 5.20 | 33.93 17.55 9.36 4.68 | 27.16 15.60 8.32 4.16 | 26.39 13.45 7.48 3.64 2.34 |
|---|----------------|------------------------|---------------------------------|--------------------------------|--------------------------------|--|
| Spot | | 3.90 | 3.51 | 3.12 | 2.73 | 2.34 |
| | | CLASS | "C" | | | |

CIASS "C"
(6:00 a.m. to 9:00 a.m. and 10:00 p.m. to
11:00 p.m.)
Package rates only. See "Frequency Rates."
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.)

| | | Par | week | |
|------------|-------|--|---|---|
| 55 minutes | 72.80 | 13 wks. 237.51 122.85 65.52 82.76 22.23 | 26 wks. 211.12 109.20 58.24 29.12 | 52 wks. 184.73 95.55 50.96 25.48 17.29 |
| Брос | CLASS | "B" | 20110 | 21122 |

| (9:00 a.m. to 1 | | | | 5:30 |
|-----------------|----------|----------|--------|--------|
| p.m. and 9 | :00 p.m. | to 10:00 | p.m.) | |
| 55 minutes | 203.80 | 182.52 | 162.24 | 141.96 |
| 1/2 hour | 105.30 | 94.77 | 84.24 | 72.71 |
| 1/4 hour | 65.90 | 50.31 | 44.72 | 39.13 |
| 5 minutes | 28.60 | 26.74 | 22.88 | 20.02 |
| Spot | 19.50 | 17.55 | 15.60 | 13.45 |
| -, | CLASS | "C" | | |

ot m c 00:01 bee m s 00:0 ot m s 00:0)

| | 11:00 p | .m.) | | | | | |
|------------------------|---------|--------|--------|-------|--|--|--|
| 55 minutes | 127.40 | 113.16 | 100.62 | 87.88 | | | |
| 1/2 hour | 67.60 | 60.84 | 54.08 | 47.32 | | | |
| 1/4 hour | 39.00 | 35.10 | 31.20 | 27.30 | | | |
| 5 minutes | 19.50 | 17.55 | 15.60 | 14.85 | | | |
| Spot | 13.00 | 11.70 | 10.40 | 9.10 | | | |
| mn + Margan Yamii o Ma | | | | | | | |

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

losina i line
Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks
close 24 hours in advance.

Mechanical Program Equipment

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

Personnel Manager-Joe Spring.

Representatives

Cox & Tanz.

WBAA

Owned and operated by Purdue University.

Wave—Power—Time
Operating power—5,000 watts,
326.1 meters; 920 kilocycles.
Licensed to operate full time.
Operates on Central War Time.

Business Manager-John W. Ditamore.
Program Director-Gilbert D. Williams.
Production Manager-Cecilia Hendricks Wahl. Does not sell time.

MUNCIE

(Delaware County)

WLBC



Card issued January 1, 1940.

Owned and operated by D. A Burton.
Business Office and Studio-Anthony Bldg., Muncie
Indiana, telephone 5411.
Transmitter-Anthony Building. Muncie. Indiana

Transmitter—Anthony Building, Muncie, Indiana Wave—Power—Time Operating power—250 watts. '1014' modulation—crystal control.1. 223.9 meters; 1340 kilocycles. Licensed to operate full time on local channel. Operates on Central War Time. Actual operating senequie, Sunday 6:30 a.m. to 11:00 p.m. Week days 5:30 a.m. to 11:30 p.m.

Namey Commission Agency Commission 15% on station time. No cash discount. Invoices mailed first of each month. No discount on talent. Agency Commission

General Advertising The following rates are for national advertising. The following rates made by owners of music copyrights. 1 th. 13 tl. 26 tl. 52 tl. 10 SPECIAL PACKAGE DATES

| 1/4 hour. 3 times weekly 1/4 hour, week days 5 mirutes, week days | 1 wk. 35.00 70.00 30.00 | 50.00 | 13 wks. 22.00 35.00 20.00 |
|---|----------------------------------|-------|------------------------------------|
| ANNOUNCEMENTS | AND | | 100 #1 |

| 1 11. | 10 ti. | 40 LI. | 30 11. | 100 61 |
|------------------------|--------|--------|---------------|-------------|
| I minute transcription | or 100 | words | | |
| or less 3.00 | 2.70 | 2.40 | 2.25 | 2.0 |
| SPECIAL | PACKA | GE RAT | res | |
| 100 words or less: | | 1 wk. | 4 wks. | (†) 12.0 |
| 1 announcement | daily | 18.00 | 15.00 | 12.0 |
| 2 announcements | daily | 35.00 | 25.00 | 18.0 |
| 3 announcement | dally | 50.00 | 35.00 | 25.0 |
| 4 announcements | daily | 60.00 | 45.00 | 32.0 |
| 6 announcements | dally | 80.00 | 5 5.00 | 38.0 |
| 16 announcements | daily | 100.00 | 70.00 | 50.0 |

(†) 13 or more weeks.

Special package rates only subject to 20% discount for 52 weeks non-cancellable contract.

FOLITICAL TALKS Day or night; not subject to frequency discounts. 90.00

TALENT
All talent subject to approval of station management.
REMOTE CONTROL
Any necessary arrangements can be made for remote control broadcasts. Line charges are extra.

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 Resulrements

Rates quoted are for the station (acilities only; talent

official and contracts and contracts are 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 acres 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 lime
Closing date for inclusion in general publicity and
newspaper releases is two weeks in advance of broad-

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 r.p.m. double turn-tables.

Personnel Commercial Manager-W. F. Craig.

Representatives Forice & 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. See listing under Louisville, Kentucky.

RICHMOND

(Wayne County) WKBV

W N. B Y

(Established 1926)

Rates effective November, 1933.

Owned and operated by Kney Radio Corporation.

Studio—225 N. 8th Street, Richmond. Indiana.

Transmitter—U. S., Road No. 27—two miles north of Richmond, Indiana.

cremond, Individual Action of the Coperating 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.

Personnei 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; 860 kilocycles.
Operates 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 15% on station time. No commission on talent. line charge, etc. Cash discount 2% if paid on or hefore 10th of month following service.

ress..... 10.00 9.50 9.00

(7:00 a.m. to 5:30
hour... 75.00 71.25 67.50
hour... 30.00 28.50 27.00
minutes 15.00 14.25 13.50
minute or less... 8.00 7.50 7.00 6.50 6.00 5.50

| 1 minute or | 5.10 4.80 SPECIAL FEATURES
News—Leased wire service available. Rates on re-

quest. It ime signals, weather reports, news flashes and similar services furnished on request. Rates on participating programs and features furnished ou

request. Political and religious broadcasts—rates on request. TALENT Rates on application.

REMOTE CONTROL

Rates on application.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted. excepting beer and wine.

No periods sold in bulk for resale.

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 Propram 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

Managing Director—T D. Schurz

for verticus and according for verticus and analysing Director—F. D. Schurz. Commercial Manager—R. H. Swintz. Representatives
Paul H. Raymer Company.

INDIANA—Continued

FORT WAYNE—Continued

WOWO—Continued CLASS "C" (5:00 a.m. to 9:00 a.m. and 10:30 p.m. to 12:00 midnight) 1 hour 12:00 mldnisht) 100.00
1/2 hour 60.00
1/4 hour 60.00
1/4 hour 32.00
1/5 minutes 32.00
**S minutes 20.00
(*) Available only in restricted periods.
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.

Per announce-ment........ 20.00 19.00 18.00 17.00 16.00 15.00

POLITICAL AND RELIGIOUS BROADCASTS

Rates on request.

ELECTRICAL TRANSCRIPTIONS
Accepted during regular broadcasting per
Transcription library services available—rates
details on request.

TALENT

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.

KEMOTE 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 resalo. 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's program department, staff announcers and staff encineers 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 change.

Announcements and/or station breaks are sold subject to removal to attent except.

time soid 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 V. Webb.

Hebresentatives

National Broadcasting Company, Inc.

GARY

(Lake County)

WIND (Established 1927)

Rates effective February 1, 1942. (Card No. 13.)

Rates effective February 1, 1942. (Card No. 18.)

whosed and operated by Johnson-Kennedy Radio Corporation. Gary, Indiana.

National Advertising Office—230 N. Michigan Avenue, Chicago, Illinois. State 4176.

Transmitter—Gary. Indiana.

/ave—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,

ogency Commission.

Actual operating schedule: 24 hours uain.

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 ti. 13 ti. 26 ti. 52 ti. 104 ti.

| | | 1 ti. | 13 ti. | 26 tí. | 52 ti. | 104 ti. | |
|-------|--------|--------|---------------|--------|------------|---------|--|
| | | | | | | | |
| | our : | 200.00 | 180.00 | 170.00 | 160.00 | 150.00 | |
| | our : | 120.00 | 108.00 | 102.00 | 96.00 | 90.60 | |
| 1/4 h | our | 72.50 | 65.25 | 61.50 | 58.00 | 54.50 | |
| 5 mir | ıutes | 35.00 | 31.50 | 29.75 | 28.00 | 26.25 | |
| | | | | B | | | |
| (9:0 | | | :00 p.m., | | 1. to 6:00 | | |
| | | | | | o.m. Sund | | |
| | our : | 154.00 | 138.50 | 131.00 | 123,25 | 115.50 | |
| | our | 93.50 | 84.0 0 | 79.50 | 75.00 | 71.50 | |
| | lour | 55.00 | 50.00 | 47.00 | 44.00 | 41.00 | |
| 5 min | nit as | 27.50 | 25.00 | 23.50 | 22 00 | 90 KA | |

hour 53.00 50.00 47.00 44.00 4.00 cminutes 27.50 25.00 23.50 22.00 2 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 2 hour 79.00 71.00 67.00 64.00 4 hour 50.00 45.00 42.50 40.00 minutes 25.00 22.50 21.25 20.00 2 (*) Exception: Sunday 1:00 p.m. to 5:00 Class "B" rates apoly.

1 hour 132.00 1/2 hour 79.00 1/4 hour 50.00 5 minutes 25.00 (*) Exception: Class "B" rates

(*) Exception: Sunday 1:00 p.m. to 5:00 Class "B" rates apply.

CLASS "D" [CLASS "D" 0:00 a.m.]

1 hour 100.00 90.00 85.00 80.00 1/2 hour 80.00 64.00 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.)

| | (0:00 p.m. to 1 | 0:00 p.p | | |
|-----|-------------------------|----------|-----------|--------|
| | | | Per week | |
| | | 3 tl. | 5 tl | # ff. |
| 1 | hour | 480.00 | 700.00 | 800.00 |
| 1/2 | hour | 288.00 | 420.00 | 480.00 |
| /4 | | | 253.75 | 290.00 |
| Ď | minutes | | 140.00 | 160.00 |
| - | CLASS ' | 'B'' | | |
| | (9:00 a.m. to 1:00 p.m. | . and 5: | 00 p.m. t | 0 |
| | 6:00 p.n | | | |
| 1 | hour | 369.00 | 539.00 | 616.00 |
| 1/2 | hour | | 827.00 | 874.00 |

224.00 527.00 182.00 192.00 66.00 96.00

816.00 195.00 100.00

6 tl. 450.00 270.00 155.00 The spe follows: 13 week ANNOUNCEMENTS

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 retains.

rates. Rates apply to all classes of accounts. All programs and transcriptions are subject to approval of the 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.

of estation
Closing Time
All contracts should be closed as far in advance of
initial program as mossible to facilitate production
Cony for all lectures and talks must be submitted 48
bours in advance of broadcast.
Mechanical Program Equipment
Equipped to bandle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
President—Ralph L. Atlase
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, tele-phone 9800. phone 9800. Transmitter—449 State Street, Hammond, Indiana.

Transmitter—449 State Street, Hammond, Indiana.

Wave—Power—Time

Uperating power—100 watta.
243.9 meters; 1230 kilocycles.

Operates on Central War Time.

Actual operating schedule; 7:00 a.m. to 12:00 midnight.

night.

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.)

| (6:00 p.m. to 10:00 p.m.) | | | | | | |
|---------------------------|--------------------------|--------|--------|--|--|--|
| | 1 ti. | 18 tl. | 26 tl. | | | |
| 1 | hour | 68.00 | 66.00 | | | |
| $1/\bar{2}$ | hour 42.50 | 40.00 | 87.50 | | | |
| 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 | hour 60.00 | 53.00 | 48.00 | | | |
| 1 /0 | hour 36.00 | 32,00 | 80.00 | | | |
| 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 D.m.) | | | | | |

HAMMOND—Continued W J O B--Continued

| | (Before 6:00 P.m.) | |
|------|--------------------------------|------|
| 1 | | 4.50 |
| 13 | times | 4.25 |
| 26 | times | 4.00 |
| 52 | times | 3.75 |
| 100 | times | 3.50 |
| 200 | times | 3.25 |
| 300 | times | 3.00 |
| | Foreign Language Announcements | |
| Rate | es on request. | |
| | SPECIAL FEATURES | |

News, time signals, weather reports—rates on request.
RECURIDED PROGRAMS
Accepted for all hours without additional charge.
TALENT

Accepted for all hours without additional charge.

TALENT
TALENT
Rates on application.

REMOTE CONTRUL
Station can make any pick-up desired by advertisers thates for lines on application.

Services of program department for arranking 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 time
Closing time
Closing to experimental publicity and program wervice is one week in advance of broadcast.

Machanical Program Equipment
Equipment 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—O. E. Richardson.

Personnel
Manager—O. E. Richardson.
Commercial Manager—R. C. Adair
teoresentatives
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.
Studos—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.
1874. 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.

CLASS "A'"

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

| CLASS "A" | | | | | | | |
|-------------------|--------|--------|--------|--------|---------|---------|-------|
| | (6:0) | p.m. | to 10: | 00 p.m | . daily | ') | |
| | 1 | 13 | 26 | 39 | 52 | 104 | 300 |
| | ti. | ti. | ti. | ti. | ti. | ti. | ti. |
| 3/4 hr | 112.00 | 106.40 | 100.80 | 95.20 | 89.60 | 84.00 | 78.00 |
| 1/2 hr | 84.00 | 79.80 | 75.G0 | 71.40 | 67.20 | 63.00 | 58.80 |
| 1/4 hr | 56.00 | 53.20 | 50.40 | 47.60 | 44.80 | 42.00 | 39.20 |
| 10 min | 42.00 | | 37.80 | 35.70 | 33.60 | 31.50 | 29.40 |
| | 28.00 | 26.60 | 25,20 | 23.80 | 22.40 | 21.00 | 19.60 |
| CLASS "B" | | | | | | | |
| (9:0 | 0 a.m. | to 6: | 00 p.m | | | p.m. te | • |
| 11:00 p.m. dally) | | | | | | | |
| 3/4 hr | 67.20 | 63.84 | 60.48 | 57.12 | 53.76 | 50.40 | 47.04 |

| 3/4 hr | 67.20 | 63.84 | 60.48 | 57.12 | 53.76 | 50.40 | 47.04 |
|--------|-------|--------|-------|--------|---------|-------|-------|
| 1/2 hr | 50.40 | 47.88 | 45.36 | 42.84 | 40.32 | 37.80 | 35.28 |
| 1/4 hr | 33.60 | 31.92- | 30.24 | 28.56 | 26.88 | 25.20 | 23.52 |
| 10 min | 25.20 | 23.94 | 22.68 | 21.42 | 20.16 | 18.90 | 17.64 |
| 5 min | 16.80 | 15.96 | 15.12 | 14.28 | 13.44 | 12.60 | 11.76 |
| | | | | ., C., | | | |
| | | 0 p.m. | | | . daily | ') | |
| 3/4 hr | 44.80 | 42.56 | 40.32 | 38.08 | 35.84 | 33.60 | 31.36 |
| 1/2 hr | 33.60 | 31.92 | 30.24 | 28.56 | 26.88 | 25.20 | 23.52 |
| 1/4 hr | 22.40 | 21.28 | 20.16 | 19.04 | 17.92 | 16.80 | 15.68 |
| 10 min | 16.80 | 15.96 | 15.12 | 14.28 | 13.44 | 12.60 | 11.76 |

| 0/1 111 11:00 14:00 40:02 30:00 30:04 33:00 31:30 | | | | | | | | |
|---|--|--|--|--|--|--|--|--|
| 1/2 hr 33.60 31.92 30.24 28.56 26.88 25.20 23.52 | | | | | | | | |
| 1/4 hr 22.40 21.28 20.16 19.04 17.92 16.80 15.68 | | | | | | | | |
| 10 min 16.80 15.96 15.12 14.28 13.44 12.60 11.76 | | | | | | | | |
| 5 min 11.20 10.64 10.08 9.52 8.96 8.40 7.84 | | | | | | | | |
| WEEKLY FREQUENCY PROGRAM TIME RATES | | | | | | | | |
| CLASS "A" | | | | | | | | |
| (6:00 p.m. to 10:00 p.m. daily) | | | | | | | | |
| | | | | | | | | |

| | CLASS | | | |
|--------------------|---------------------|----------------|---------|---------|
| (6:00 p.m | . to 10: | | | |
| | | Per v | veek | |
| Three days weekly: | 1 wk. | 13 wks. | 26 wks. | 52 wks. |
| 3/4 hour | 268.80 | 241 .92 | 228.48 | 215.04 |
| 1/2 hour | 201.60 | 181.44 | 171.36 | 161.28 |
| I/4 hour | 134.40 | 120.96 | 114.24 | 107.52 |
| 10 minutes | | 90.72 | 85.68 | 80.64 |
| 5 minutes | | 60.48 | 57.12 | 53.76 |
| Fire days weekly: | | | | |
| 3/4 hour | 420.00 | 378.00 | 357.00 | 336.00 |
| 1/2 hour | 315.00 | 283.50 | 267.75 | 252.00 |
| 1/4 liour | | 189.00 | 178.50 | 168.00 |
| 10 minutes | | 141.75 | 133.88 | 126.00 |
| 5 minutes | | 94,50 | 89.25 | 84.00 |
| Six days weekly; | 200.00 | 51100 | 00.20 | 61.00 |
| 3/4 hour | 470 40 | 423.36 | 399.84 | 376.32 |
| 1/2 hour | | 317.52 | 299.88 | 182.24 |
| 1/4 hour | 225 20 | 211.68 | 199.92 | 188.16 |
| 10 minutes | | 158.76 | 149.94 | 141.12 |
| 5 minutes | | 105.84 | 99.96 | 94.08 |
| | CLASS | "B" | 00.00 | 94.08 |
| (9:00 a.m. to 0 | | | .00 5 | 4- |
| (2.00 a.m. 10 (| 3:00 p.m :00 p.m | and 10: | 00 p.m. | to |
| Three days weekly: | .oo p.m | . daily) | | |
| | | | | |

| 5 minutes | 117.60 | 105.84 | 99.96 | 94.08 |
|--------------------|---------|---------|---------|--------|
| | CLASS | "B" | | |
| (9:00 a.m. to G | | and 10 | 00 D.m. | to |
| 11 | 00 p.m. | daily) | | |
| Three days weekly: | | , | | |
| 3/4 hour | 161.28 | .145.15 | 137.09 | 129.02 |
| 1/2 hour | 120.96 | 108.86 | 102.82 | 96.77 |
| 1/4 hour | 80.64 | 72.58 | 68.54 | 64.51 |
| 10 minutes | 60.48 | 54.43 | 51.41 | 48.38 |
| 5 minutes | 40.32 | 36.29 | 34.27 | 32.26 |
| Five days weekly: | 10,02 | 00.20 | 01.21 | 02.20 |
| 3/4 hour | 252.00 | 226.80 | 214.20 | 201.60 |
| 1/2 hour | 189.00 | 170.10 | 160.65 | 151.20 |
| 1/4 hour | 126.00 | 113.40 | 107.10 | 100.80 |
| 10 minutes | 94.50 | 85.05 | 80.33 | 75.60 |
| 5 ininutes | 63.00 | 56.70 | 53.55 | 50.40 |
| | | | | |
| | | | | |

| | | Per | week | |
|---------------------|-----------|-----------|-----------|----------|
| Six days weekly: | I wk. | 13 wks. | 26 wks. | 52 wks. |
| 3/4 hour | | 254.02 | 239.90 | 225.79 |
| 1/2 hour | | 190.51 | 179.93 | 169.34 |
| 1/4. hour | | 127.01 | 119.95 | 112.90 |
| 10 minutes | | 95.26 | 89.96 | 84.67 |
| 5 minutes | 70.56 | 63.50 | 59.98 | 56.45 |
| | CLASS | "C" | 00100 | ****** |
| (11:00 p.t | | | daily) | |
| Three days weekly: | | | | |
| 3/4 hour | 107.52 | 96.77 | 91.39 | 86.92 |
| 1/2 liour | 80.64 | 72.58 | 68.54 | 64.51 |
| 1/4 hour | | 48.38 | 45.70 | 43.01 |
| 10 minutes | 40.32 | 36.29 | 34.27 | 32,26 |
| 5 minutes | 26.88 | 24.19 | 22.85 | 21.50 |
| Five days weekly: | | | | |
| 3/4 hour | 168.00 | 151.20 | 142.80 | 134.40 |
| 1/2 hour | 126.00 | 113.40 | 107.10 | 100.80 |
| 1/4 hour | 84.00 | 75.60 | 71.40 | 67.20 |
| 10 minutes | 63.00 | 56,70 | 53,55 | 50.40 |
| 5 minutes | 42.00 | 37.80 | 35.70 | 33.60 |
| Six days weekly: | | | | |
| 3/4 hour | 188.16 | 169.34 | 159.94 | 150.53 |
| 1/2 hour | 141.12 | 127.01 | 119.95 | 112.90 |
| 1/4 hour | 94.08 | 84.67 | 79.97 | 75.26 |
| 10 minutes | 70.56 | 63.50 | 59,98 | 56.45 |
| 5 minutes | | 42.34 | 39,98 | 37.63 |
| Four days weekly ; | oro rata | to three | day week | ly rate. |
| Seven days weekly | pro rat | a to six | day week | ly rate. |
| Discounts on week | dy freq | uency pre | ogram ra | tes are |
| predicated upon con | nsecutive | and con | tinuous v | recks of |
| broadcasting. | | | | |
| | | | | |

ANNOUNCEMENTS

| | | C | LASS | "A" | | | | | |
|----------|--------|-------|--------|---------|---------|-------|-------|--|--|
| | | | | | | | | | |
| | (6:00 | p.m. | to 10: | UU D.M. | . daily | ') | | | |
| | 1 | 13 | 26 | 39 | 52 | 104 | 300 | | |
| | 1 | 13 | 20 | อย | 02 | 104 | 300 | | |
| | ti. | ti. | ti. | ti. | ti. | t1. | ti. | | |
| | | | •1. | | | | | | |
| One mir | ute or | 125 | | | | | | | |
| Man de | 17.50 | 10 00 | 35 75 | 14.88 | 14.00 | 13.13 | 12.25 | | |
| | | | | | | | 12.20 | | |
| 60 wds. | 10.50 | 9.98 | 9.45 | 8.93 | 8.40 | 7.88 | 7.35 | | |
| 00 1143. | 10.00 | | | | 0.10 | 1.00 | 1.00 | | |
| | | C | LASS | "B" | | | | | |

CLASS "B" (9:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m. dally)

One minute or 125 words 10.50 9.98 9.45 8.93 8.40 7.88 7.35 60 wds. 6.30 5.99 5.57 5.36 5.04 4.73 4.41 CLASS "C" (11:00 p.m. to 9:00 a.m. dally)

One minute or 125

(11:00 p.m. to o.co c....

One minute or 125
words 7.00 6.65 6.38 5.95 5.00 5.25 4.00
60 vds. 4.20 3.99 3.78 3.57 3.36 3.15 2.94
WEEKLY FREQUENCY ANNOUNCEMENT RATES
CLASS 'A'
(6:00 p.m. to o.co c....

CHASS 'A'
Per week

1 10:00 p.m. datly)

Per week

2 6 vks. 52 wks.

| I wk. | 13 wks. | 26 wks. | 52 wks. |
|-------|--|--|---|
| | | | |
| 42.00 | 37.80 | 35.70 | 33.60 |
| 25.20 | 22.68 | 21.42 | 20.16 |
| | | | |
| | | | |
| 65.65 | 59.09 | 55.80 | 52.52 |
| 39.40 | 35.46 | 33.49 | 31.52 |
| | | | 02/02 |
| | | | |
| 73.50 | 66,15 | 62.48 | 58.80 |
| 44.10 | 39.69 | 37.49 | 35.28 |
| TASS | "B" | | |
| | 42.00 25.20 65.65 39.40 73.50 44.10 | 42.00 37.80 25.20 22.68 65.65 59.09 39.40 35.46 73.50 66.15 44.10 39.69 | 42.00 37.80 35.70 25.20 22.68 21.42 65.65 59.09 55.80 39.40 35.46 33.49 73.50 66.15 62.48 44.10 39.69 37.49 |

(9:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m. daily)
Three days weekly:

| One minute or | | | | |
|-------------------|-------|-------|-------|-------|
| 125 words | 25.20 | 22.68 | 21.42 | 20.16 |
| 60 words | 15.12 | 13.61 | 12.85 | 12.10 |
| Fire days weekly: | | | 22.00 | 14.10 |
| One minute or | | | | |
| 125 words | 39.40 | 35.4c | 33.49 | 31.52 |
| 60 words | | 21.29 | 20.10 | 18.92 |
| Six days weekly: | | -2.20 | | 10.02 |
| One minute or | | | | |
| 125 words | 44.10 | 39.69 | 37.49 | 35.28 |
| 60 words | | 23.81 | 22.49 | 21.17 |
| | 20 | 20.01 | 44.40 | 21.14 |

a.m. daily)

Five days weekly:

One minute or

125 words. 26.25 23.63 22.31

60 words. 15.75 14.18 13.39

Six days weekly:
One finance 20.40 26.46 24.09

125 words. 20.40 26.46 24.09

Four days weekly pro rata to three day weekly

Seven days weekly pro rata to six day weekly

Seven days weekly pro rata to six day weekly

Discounts on weekly frequency announcement

are predicated upon consecutive and continuous v

of broadcasting.

SPECIAL FEATURES

Rates and details on request.

Rates and details on request.

TRANSCRIPTIONS
Accepted during regula brodgesting periods.

Rates and details on request.

Rates and details on the control of the station subject to special charges.

SERVICE FACILITIES
Station maintains a program. continuity, and production staff that is available to advertisers at all times without extra cost.

Output Description of the subject of the station control of the station representation of the station of the subject to advertisers at all times without extra cost.

without extra cost.

Contract and Other Requirements

No periods are sold in bulk for resale. All programs
and announcements are subject to approval of station.

Lectures, educational, religious, business and promotional talks accented only when subject matter is, in
the opinion of the station management, of senuine
public interest. Maximum length of contract one
year. 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 Station Manager-William R. Cline.

Representatives
Free & Peters, Inc.

INDIANAPOLIS

(Marion County) WFBM (Established 1924)



Rates revised July 1, 1942. (Card No. 10.)

Rates revised July 1. 1942. (Card No. 10.)

Owned and operated by WFBM, Inc.

Gustness Office and Studio—18 Monument Circle.

Indianapolie, Indiana, Lincoln 8596.

Transmitter—Millersville, Marion County. Ind., 5
miles northeast of Indianapolis.

Www—Power—Ilme
Operation power—5,000 watts.

100% modulation—ctystal control.)

238.1 meters; 1200 kilocycles.

Licensed to operate fuit 'ime on regional channel.
Operates on Central War Tims.

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
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.

The touswing rates are for both local and national
advertising CLASS "A"

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

1 hr. 1/2 hr. 1/4 hr. 5 min.

| | (6:00 | p.m. to | 10:30 p.m. | | |
|-----|-------|----------|------------|---------|--------|
| | | 1 hr. | 1/2 hr. | 1/4 hr. | 5 min. |
| 1 | time | . 256.00 | 140.00 | 80.00 | 38.00 |
| 13 | times | 250,00 | 136.50 | 78.00 | 37.00 |
| 26 | times | 243.00 | 133.00 | 76.00 | 36.00 |
| 52 | times | 230.00 | 126.00 | 72,00 | 34.00 |
| 104 | times | 218.00 | 119.00 | 65.00 | 82.50 |
| 156 | times | 205.00 | 112.00 | 64.00 | 80.50 |
| 260 | times | 199.00 | 108.50 | 62.00 | 29.50 |
| | times | | 105.00 | 60.00 | 28.50 |
| | | CLASS | "B" | / | |
| | | | | | |

(8:30 a.m. to 6:00 p.m. and 10:30 p.m. to

| 1 | time | 128.00 | 70.00 | 44.00 | 22.00 |
|-----|---------|---------|----------|-------|-------|
| | times | | 66.50 | 42.90 | 21.45 |
| | times | | 65.25 | 41.80 | 20.90 |
| 52 | times | 115.00 | 63.00 | 39.60 | 19.80 |
| | times | | 59,50 | 37.40 | 18.70 |
| | times | | 56.00 | 35.20 | 17.60 |
| 260 | times | 99.00 | 54.25 | 34.10 | 17.05 |
| 300 | times | | 52.50 | 33.00 | 16.50 |
| | | | 'C'' | | |
| | (*11:00 | p.m. to | 8:30 a.n | 1.) | |
| 1 | time | 85.00 | 51.00 | 31.00 | 15.00 |
| 18 | t1mes | 83.00 | 49.50 | 30.00 | 14.25 |
| | | | | | |

| | 13 wks. | 26 wks. | 39 wks. | 52 wks. |
|-------------------|---------|-----------|----------|---------|
| 1 hour | 387.50 | 362.50 | 337.50 | 287.50 |
| 3/4 hour | 310.00 | 290.00 | 270.00 | 230.00 |
| 1/2 hour | 242.20 | 226.55 | 210.95 | 179.70 |
| 1/4 hour | | 135.95 | 126.55 | 107.80 |
| Monday through S | | 11:00 p.n | n. to G: | 30 a.m. |
| in 13 week non-ca | | cycles. | • | |
| 1 hour | | 250.00 | 225.00 | 200.00 |
| 7 /0 1 | | | | |

fication.

(6:00 p.m. to 10:30 p.m. daily and all day
Sunday)

40 wds.

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.
Hoosler Farm Circle: Program and announcement participation. Rates on request.
Mr. Farrell's Kitchen of the Air: Minimum participation five minutes, two, three or five times weekly. Rates on request.
News (leased wire service) and sports features—rates on request.

on request.
POLITICAL BROADCASTS
Regular rates apply, cash in advance.
(This listing continued on next page)

INDIANA—Continued

TERRE HAUTE

(Vigo County)

WBOW (Established 1926)



Rates effective March 15, 1937.

Owned and operated by Ranks of Wabash, Inc.
Business Office and Studio-308 S. Sixth St., Terre
Haute, Indiana, Crawford 3394.
Transmitter—First and Peyton Streets.

(ave—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 Broad-casting Company (Basic Supplementaries) and Blue Network Company (Basic Supplementaries). The following rates are for national advertising.

(After 6:00 p.m. weeks days and after 12:00 noon Sunday)

| l hour | 100.00 |
|---|--------|
| 3/4 hour | 80.00 |
| 1/2 hour | 60.00 |
| 1/4 hour | 40.00 |
| 10 minutes | 30.00 |
| 5 minutes | 20.00 |
| I minute | 10.00 |
| Chain break announcement | . 8.00 |
| (Before 6:00 p.m. week days and before 12:00 noon Sunday) | |

| 12.00 Hoon Sunday) | |
|---------------------------------------|---------|
| 1 hour | . 80.00 |
| 8/4 hour | . 64.00 |
| 1/2 hour | 48.00 |
| 1/4 hour | 82.00 |
| 10 minutes | |
| 5 minutes | 16.00 |
| 1 minute | 8.00 |
| I III I I I I I I I I I I I I I I I I | , X.00 |
| Chain break announcement | 6.00 |
| DISCOUNTS | |
| Loge than 19 times | Mat |

| 0.00 |
|-----------|
| |
| Net |
| 5% |
| 5% 10% |
| 15% |
| 20% |
| 25% |
| 80% |
| |
| |

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.

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 transcrip-tion, 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 Busseron St., Vincennes, Ind. Studios—Grand Hotel, Vincennes, Ind. Transmitter—Route U. S. 41, one-half mile north of city.

-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. Itills 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.

| | | | p.m. to | 10:00 | p.m.) | | |
|-----|---------|-------|---------|--------|--------|---------|---------|
| | | 1 ti. | 13 ti. | 26 ti. | 52 ti. | 100 ti. | 300 ti. |
| _1 | hour | | 47.50 | 45.00 | 42.50 | 37.50 | 82.50 |
| 1/2 | hour | | 28.50 | 27.00 | 25.50 | 22.50 | 19.50 |
| 1/4 | hour | | 19.00 | 18,00 | 17.00 | 15.00 | 13.00 |
| 10 | minutes | | 14.25 | 13.50 | 12.75 | 11.25 | 9.75 |
| 5 | minutes | | 9.50 | 9.00 | 8.50 | 7.50 | 6.50 |
| _ 1 | minute. | 6.00 | 5.70 | 5.40 | 5.10 | 4.50 | 3.90 |
| 50 | words | 3.00 | 2.85 | 2.70 | 2.55 | 2.25 | 1.95 |
| | | | CLASS | "B" | | | |
| | | (6:00 | a.m. to | 6:00 | p.m.) | | |

| | | (6:00 | a.m. to | 0:00 | p.m.) | | | |
|------|----------|-------|----------|-------|----------|---------|-------|--|
| .1 | hour | 30.00 | 28.50 | 27.00 | 25.50 | 22.50 | 19.50 | |
| 1/2 | hour | 18.00 | 17.10 | 16.20 | 15.30 | 13.50 | 11.70 | |
| | hour | | 11.40 | 10.80 | 10.20 | 9.00 | 7.80 | |
| 10 | minutes | 9.00 | 8.55 | 8.40 | 7.65 | 6.75 | 5.85 | |
| 5 | minutes | 6.00 | 5.70 | 5.40 | 5.10 | 4.50 | 3.90 | |
| 1 | minute | 4.00 | 3.S0 | 3.60 | 3.40 | 3.00 | 2.60 | |
| | words | 2,00 | 1.90 | 1.80 | 1.70 | 1.60 | 1.50 | |
| Cha. | In break | annou | ncements | limi | ted to 3 | 0 word: | Blx. | |
| | | | | | | | | |

Chain break announcements limited to 30 words. Bit or seven days per week figured pro rata. Announcements and programs may not be grouped to earn frequency discounts.

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 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.

ment 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 cancellistion 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.

right to work and the property of the property

IOWA

AMES

(Story County)

WOI

Owned and operated by Iowa State College of Agriculture and Mechanic Arts.
Studio-Ames, Iowa.
Transmitter—Ames. Iowa.
Operating power—5.000 watts days.
468.8 meters; 640 kilocycles.

Does not sell time.

BOONE (Boone County)

KFGO

Owned and operated by Boone Biblical College. Boone. Iowa. 233.1 meters; 1260 kilocycles. Licensed to operate days.

Does not sell time.

BURLINGTON

(Des Moines County)

KBUR (Established 1941)

(Established 1941)
Rate card dated July 1, 1941.
Owned and operated by Burlington Broadcasting Co.
Business Office and Studio—National Bank, Bidg.,
Burlington, Iowa, telephone 620.

Wave—Power—Time
Operating power—250 watts.
Jeensed to operate full time.
Operates on Contral War Time.
Actual operating schedule—
Actual Operating schedule—
Actual Operations

Agency Commission 15% on net station time to reo-ognized agencies. No commission on political broad-casts. No cash discount. Bills due and payable when rendered.

rengered.

General Advertising
For combination rates see listing of Blue Network
Company (Basic Blue Notwork).

| 12:00 noon to 1:00 p.m. | "A" and 6:0 | 0 p.m. | to | | | |
|----------------------------|----------------|----------|--------|--|--|--|
| 10:00 p | | · p | | | | |
| l hr. | 1/2 hr. | 1/4 hr. | 5 min. | | | |
| | 48.00 | 28.00 | | | | |
| | | | 16.00 | | | |
| 3 times 76.00 | 45.80 | 26.60 | 15.20 | | | |
| 8 times 72.00 | 43.20 | 25.20 | 14.40 | | | |
| 2 times 68.00 | 40.80 | 23.80 | 13.60 | | | |
| 4 times 64.00 | 38.40 | 22.40 | 12.80 | | | |
| 6 times 60.00 | 36.00 | 21.00 | 12.00 | | | |
| 0 times 56.00 | 33.60 | 19.60 | 11.20 | | | |
| 2 times 52.00 | 31.20 | 18.20 | 10.40 | | | |
| | | 18.20 | 10.40 | | | |
| CLASS | "B" | | | | | |
| (9:00 a.m. to 12:00 noc | | 00 p.m. | to | | | |
| 6:00 p.m.) | | | | | | |
| 1 time 48.00 | 28.00 | 16.00 | 9.60 | | | |
| 3 times 45.60 | 26.60 | 15.20 | 9.12 | | | |
| 6 times | 25.20 | 14.40 | 8.64 | | | |
| 2 times 40.80 | 23.80 | 13.60 | 8.16 | | | |
| 4 times 38.40 | 22.40 | 12.80 | 7.68 | | | |
| | 21.00 | 12.00 | 7.20 | | | |
| | | | | | | |
| 10 times 33.60 | 19.60 | 11.20 | 6.72 | | | |
| 2 times 31,20 | 18.20 | 10,40 | 6.24 | | | |
| CLASS "C" | | | | | | |
| (5:30 s.m. to 9:00 a.m. | . 1:00 p.: | m. to 5: | 00 | | | |
| p.m. and after 10:00 p.m.) | | | | | | |

6.40 6.08 5.76 5.44 5.12 4.80 4.48 4.16 arned on the broadcasting.

50 wds. 30 wds. 6.40 4.80 6.08 4.56 5.76 4.32 4.08 3.84 3.60 3.36 3.12

Regular rates apply, Payable in advance.

TALENT

Rates on request.

SERVICE FACILITIES

Complete merchapdising 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.

Clissing 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 checking. Transcriptions chould arrive seven days in advance of broadcast to allow for necessary replacements.

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

Personnel
General Manager-Gerard B. McDermett.

Representatives
William G. Rambeau Company.

CEDAR RAPIDS

(Linn County) WMT

(Established 1922)

Rates effective February 1, 1943. (Card No. 11.)

Owned and operated by the Iowa Broadcasting Co.

Business Office and Studios—Sth Floor Paramount

Theatre Bidg., Cedar Rapids, Iowa. telephone 6127.

Other Studios—Russell Lamson Hotel, Waterloo, Iowa,

telephone 3618,

Transmitter—1-1/2 miles east and 1-1/2 miles north

of Marion, Iowa.

Yave—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 5:30 a.m. to 12:00 midnight. Rates effective February 1, 1943. (Card No. 11.)

night.

night. gency 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

station due and payable 10th of following 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 10:00 p.m.)
 p.m. to 10:00 p.m.)

 1 to 11. 13 ti. 26 ti. 52 ti. 104 ti. 260 ti. 51

 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 60.00 562.5

 5 minutes 37.50 35.65 33.75 31.85 30.00 28.15

1/4 hour... 75.00 71.25 67.50 03.75 60.00 56.25
5 minutes 37.50 35.65 33.75 33.85 30.00 28.15
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 hour... 125.00 11.25 67.50 63.75 60.00 56.25
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., 10:00 p.m. to 10:30 p.m. week days, and 9:00 a.m. to 10:30 p.m. week days, and 9:00 a.m. to 10:00 p.m. Sundays)
1 hour... 112.50 106.90 101.25 95.60 90.00 84.40
1/2 hour... 67.50 64.15 60.75 37.40 54.00 50.65
1/2 hour... 42.00 39.90 37.80 38.570 33.50 31.50
5 minutes 21.00 19.95 89.00 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. and after 10:30 p.m. Sundays)
1 hour... 100.00 95.00 90.00 85.00 80.00 75.00
1/2 hour... 100.00 95.00 90.00 85.00 80.00 75.00
1/2 hour... 35.00 33.25 31.50 29.75 28.90 26.25
5 minutes 17.50 16.65 15.75 14.85 14.00 13.15
SPECIAL DISCOUNT
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 1/2 min. 100
1 trans.

| | (6:00 | p.m. to | 10:30 p.m | .) | |
|-------|--------------|----------|-----------|---------|-------|
| | | 30 or | 1/2 min. | 100 | 1 min |
| | | 60 words | trans. | words | trans |
| 1 | time | 15.00 | 16.00 | 17.00 | 21.00 |
| 13 | times | 14.25 | 15.20 | 16.15 | 19.9 |
| | times | | 14.40 | 15.30 | 18.90 |
| | times | | 13.60 | 14.45 | 17.8 |
| 104 | times | | 12.80 | 13.60 | 16.80 |
| 300 | times | | 12.00 | 12.75 | 15.7 |
| 500 | times | | 11.20 | 11.90 | 14.7 |
| 750 | times | | 10.40 | 11.05 | 13.6 |
| 1.000 | times | 9.00 | 9.60 | 10.20 | 12.60 |
| | | CLASS | "B" | | |
| | (Before 6:00 | | | 30 p.m. |) |
| 1 | time | | 10.00 | 11.00 | 13.5 |
| 19 | times | | 9.50 | 10.45 | 19 8 |

8.55 8.10 7.65 7.20 6.75 6.30 5.85 5.40 12.85 12.15 11.45 10.80 10.15 9.45 9.00 8.50 8.00 7,50 7.00

Rates on request.
RECORDED PROGRAMS
Transcription library available—details on request.
TALENT

Rates on request. REMOTE CONTROL
REMOTE CONTROL
REMOTE SERVICE FACILITIES
Services of the stations' production departments, announcing and technical statis are available without charge.

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 re-reserves the right to refuse or discontinue any pro-grams or announcements for reasons satisfactory to themselves. All programs subject to change of time upon 28 days' notice. All proposals are subject to prior booking of time.

prior booking of time.

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.

Porsonnel Vice-Fres. 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.) Named and operated by Clinton Broadcasting Corp.
Business Office and Studio—246 Fifth Ave. Clinton.
Iowa, telephone 448.
Transmitter—245 Fifth Ave., Clinton, Iowa.

Transmitter—346 Fifth Ave., Clinton, Iowa.

/ave—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 15% to recognized agencies on station time only. No cash discount. Bills rendered first of month and are due 10th of month.

5 minutes 11.25 10.69 10.13 9.57 9.01 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. to 10:00 p.m. to 10:00 p.m. to 10:00 1/2 hour..... 50.00 47.50 45.00 42.50 40.00 1/2 hour.... 18.00 17.10 16:20 15.30 14.40 19 minutes 13:20 12.54 11.88 11.22 10.55 5 minutes 9.00 8.55 3.10 7.65 7.20 CLASS "C"

(6:00 a.m. to 9:00 a.m. week days and after

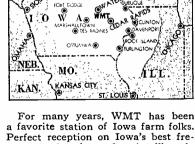
| Minutes | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00

(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!



quency, 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.



IOWA—Continued

CLINTON—Continued

K R O S-Continued ANNOUNCEMENTS

CI.ASS "A"
(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)

1 13 26 52 100 250 500 ti. ti. ti. ti. ti. ti. ti. ti. 1 minute transcrip-tion 6.20 5.89 100 wds 5.00 4.75 50 wds 4.25 4.00 5.58 5.27 4.96 4.65 4.03 4.50 4.25 4.00 3.75 3.25 3.75 3.50 3.25 3.00 2.75

00 wds 4.20 4.00 3.75 3.00 3.25 3.00 2.75 2.25 CLASS "B" (9:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m., 0:00 p.m. to 10:00 p.m. week days and before 12:00 noon Sundays)

1 minute transcription 5.00 4.75 4.50 4.25 4.00 3.75 3.25 2.75 100 wds 4.00 3.80 3.60 3.40 3.20 3.00 2.60 2.20 50 wds 3.25 3.10 2.95 2.80 2.55 2.50 2.20 1,90

100 wds 4.00 3.80 3.60 3.40 3.20 3.00 2.60 2.20 1.90 CLASS "C"

G:00 a.m. to 9:00 a.m. and after 10:00 p.m.)

1 minute transcription 4.50 4.28 4.06 3.74 3.52 3.30 2.86 2.42 1.90 wds 3.50 3.33 3.16 2.99 2.32 2.65 2.50 1.95 50 wds 3.00 2.85 2.70 2.55 2.40 2.25 1.95 1.65 Definite position only guaranteed when spot is purchased six dars per week. Station reserves last 30 seconds of programs for its own use.

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. Headline News Flashes—30 word commercial, six per day, floating schedule, per month 25.00. Half service, six per day, per month 25.00. Half service, six per day, per month 25.00. Half service, and special, floating schedule, six per day, per month 25.00. Half service, 3 per day, per month 25.00. Weather and Temperature Service—75 word commercial, four times daily, floating schedule, per month 25.00. Weather and Temperature Service—75 word commercial, four times daily, floating schedule, per month 25.00. Weather and Temperature Service—75 word commercial, four times daily, floating schedule, per month 25.00. Sidesealle Reporter—Time plus telephone cost and Sideseals Reporter—Time plus telephone cost and

Weather and Temperature Service—75 word commercial, four times daily, floating schedule, per month 225,00.
Sidewalk Reporter—Time plus telephone cost and 10.00 per week for announcer and engineering.
Sports—Between 5:00 p.m. and 7:00 p.m., 15 minutes daily, per month 25:00; special announcer, per month 20:00. Between 10:00 p.m. and 10:30 p.m., 15 minutes daily, per month 175:00; special announcer, per month 15:00.
The following discounts apply to Headline News Flashes, Time Signais, Weather and Temperature Service, and Sports: 3 months 5%; 6 months 10%; 12 months 15%.

POLITICAL TALKS
Rates on request.

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

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.

gram and inerchandising locas.

Contract and Other Redulrements
Advertising of alcoholic beverages not accepted excepting beer and light wines.

Contracts subject to cancellation by written notice accompanied by certified cheek at short rate to date of last program. No contract signed for more than one year.

one year.
Station reserves the last 30 seconds of all programs
for its own use. Discounts retreactive on entire schedule as earned within one year.

ule as earned within one year.

Closing Time
('Oniracts close one week in advance of first broadcast.
Announcement copy and talks close 24 hours in advance.
Transcriptions close 48 hours in advance.

Mechanical Program Equipment
Equipmed 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-Morgan Sexton.

Representatives Spot Sales, Inc.

DAVENPORT (Scott County)

WHBF

Listed by the Federal Communications Commission as a Rock Island, Illinois, station. Considered by the Mutual Broadensting System as their Itock Island, Davenport, Moline outlet.

WOC (Established 1921)



Itates effective February 1, 1943. (Card No. 9.)
Card received December 10, 1942.
Owned and operated by the Tri-city Broadcasting
Company
Bushness Office and Studios—1002 Brady St., Davenport, Lava. Lelephone 2-3521.
Transmitter—1000 Brady Street, Davendort, Iowa.

Wave-Power-Time Operating power-5,000 watts. 211.3 meters; 1420 kilocycles. Licensed to operate full time. Operates on Central 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% on station time only, allowed to recognized advertising agencies. Cash discount 2%-10 days.

Akency commission 15% on station time only, allowed to recommized advertising spencies. Cash discount 2%—10 days.

General Advertising For combination rates see Blue Network Company (Basic Blue Network).

CLASS "A"

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

11, 13 ti 26 11, 52 ti. 100 ti. 250 ti. 10 ti. 250 ti

5 minutes 10.00 9.50 9.00 8.50 8.00 7.50 QUANTITY DISCOUNTS
QUANTITY DISCOUNTS
Ouncity discounts as shown above are retroactive on entire schedule as earned for program time or unnouncements, used within one year but not including News, Musical Clock, or other special rate features. When an advertiser is using three or more quarter hour strips per week (minimum of fire quarter hours per strip) on a non-contiguous schedule, he will be entitled to one half of the half hour rate for each individual quarter hour period.

One minute transcription 12.00 11.40 10.80 10.20 9.60 100 words or less........ 10.00 9.50 9.00 8.50 8.00 9.00 7.50

discounts.

'TRANSCRIPTIONS
Library service available—regular rates apply.
RealoTE CONTROL
Rates on request.

REMOTE CONTROL.

Rates on request.

Musical and dramatic talent engaged for the advertiser at minimum costs.

SERVICE FACILITIES

Merchandising services of the station staff will be furnished for spot proadcasting schedules without additional charge, except for cash expenditures which are paid by advertiser.

The services of the station production department are offered without additional charge to advertisers for the development of program and merchandising ideas. Contract and Other Requirements

All rates are for time and service facilities of station only.

All contracts subject to present and future State and Federal regulations. Station reserves the right to discontinue or to retuse any advertising program for reasons satisfactory to themselves, except in cases governed by the Federal regulations.

All proposals subject to propose the state of the cases are proposed to the proposed proposed to the cases and advertising program for reasons satisfactory to themselves, except in cases governed by the Federal regulations.

All proposals subject to propose the position of time All contracts may be cancelled upon 14 days' written notice on payment of carned rate.

Closing Time

notice on payment or earner and techniques of the Closing Time
Where advertiser prepares own program it should be submitted not less than three days in advance for program director's approval.
Electrical transcriptions should be delivered to studies at least ten days in advance to permit checking and shipment of replacements.

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

orsonnel
President—B. J. Palmer,
Vice-President—D. D. Palmer,
General Manager—Buryl Lottridge,
Commercial Manager—L. O. Fitzgibhons,
Program Manager—Mark Russell,

Representatives
Free & Peters, Inc.

DECORAH

(Winneshlek County)

KWLC

Owned and operated by Luther College.

Wave—Power—Time
Operating power—250 watts,
241.9 meters; 1240 kilocycles,
Licensed to operate days.

Does not sell time.

DES MOINES

(Polk County) KRNT

(Established 1935)

Rates effective January 1, 1942. (Card No. 6.)
Uwited and operated by lows Broadcasting Company.
Affiliated with the Des Moines Register and Tribune.
Business Office and Studic—Des Moines Register &
Tribune Building, Des Moines, Iowa, Des Moines
3-2111

Transmitter—S. E. 22nd and Park, Des Moines, Iowa.

wave—Power—Time
Operating power—5,000 watts.
222.2 meters; 1350 kilocycles.
Licensed to operate full time.
Operates on Central War Time.

Agency Commission 15% to recognized agencies. No commission at the transfer of the 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.

CLASS "A"

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

1 tt. 13t. 26 tt. 52 tt. 104 tt. 200 tt.

1 hour.... 200.00 190.00 180.00 170.00 180.00 150.00 0

1/2 hour... 100.00 95.00 90.00 85.00 80.00 75.00 0

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 "B"

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.

1 hour... 100.00 95.00 90.00 85.00 30.00 71

1/2 hour... 40.00 38.00 36.00 34.00 32.00 37

1/3 hour... 40.00 38.00 36.00 34.00 32.00 37

5 minutes 20.00 19.00 18.00 17.00 16.00 11

CLASS "C"

(9:00 a.m. to 11:45 a.m., 5:00 p.m. to 6:00 p.m. to 10:00 p.m. to 10:30 p.m. week days.

9:00 a.m. to 10:00 p.m. Sundays)

1 hour... 80.00 16.00 72.00 68.00 64.00 61

1/2 hour... 45.00 42.75 40.50 38.25 36.00 31

1/4 hour... 30.00 28.50 27.00 25.50 24.00 25

5 minutes 15.00 14.25 13.50 12.75 12.00 11

CLASS "D"

(Before 9:00 a.m., 1:15 p.m. to 5:00 p.m.

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)

1 hour.... 70.00 65.00 53.00 59.50 56.00 1/2 hour... 40.00 38.00 36.00 34.00 32.00 1/4 hour... 25.00 28.75 22.50 21.25 20.00 5 minutes 12.00 11.40 10.80 10.20 9.60

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.)

100 14.45 13.60 12.75 11.90 11.05 10.20 16.80 15.7

| | | | CLA | 12 . Tr. | | | |
|------|---------|--------|--------|----------|----------|-------|-------|
| | (Before | 6:00 | p.m. | and afte | er 10:30 | p.m.) | |
| 1 | time | | | | | 10.00 | 12.50 |
| 13 | times | | 8.1 | | .50 | 9.50 | 11.8 |
| 26 | times | | | 0 9 | .00 | 9,00 | 11.2 |
| 52 | | | | 5 8 | .50 | 8.50 | 10.63 |
| 104 | times | | | 0 8 | .00 | 8.00 | 10.00 |
| 800 | times | | | 5 7 | .50 | 7,50 | 9.37 |
| 200 | times | | 6.1 | iÓ 7 | .00 | 7.00 | 8.71 |
| 750 | | | | Š 6 | .50 | 6.50 | 8.1 |
| .000 | | | | 0 6 | .00 | 6.00 | 7.50 |
| | (This | listin | g cont | inued of | n next | pago) | |

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DES MOINES—Continued KRNT-Continued

R N 1—Uontinued

SPECIAL FEATURES

Farm Family Circle—6:00 a.m. to 6:30 a.m. Monday through Saturday; one minute daily participation.

weeks, per week. 55.00

13 weeks, per week. 55.00

26 weeks, per week. 47.50

27.50

26 weeks, per week. 45.00

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27.50 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: 45.00
13 weeks, per week. 42.50
26 weeks, per week. 42.50
52 weeks, per week. 40.00
52 weeks, per week. 35.00
Also sold in combination with Whit Magic
Kitchen' and WNAX "Your Neighbor Lady."

Musical Clock: Six 15 minute announcements per week daily except Sunday,

1 wk. 13 wks. 26 wks. 39 wks. 52 wks. 1 wk. 13 wks. 26 wks. 39 wks. 02 wks. 70 wks. 10 wks.

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.

service is available to advertisers.

Contract and Other Requirements

Maximum length of contract, 52 weeks.

Discounts are retroactive as earned. All programmust conform to standards of station. Copy prepared by advertiser must have statio, 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 taient.

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.

Manager—Craig Lawrence. Local Commercial Manager—Bob Dillon. National Sales Manager—Tee 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 3-2111

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 follow-log month.

General Advertising

For combination rates see listings of Blue Network Company (Basic Blue Network), Mutual Broadcasting System, and Cowles Stations. Discounts, as earned, retroactlys within 52 weeks' schedule.

 CLASS "A"

 CLASS "A"

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

 1: 13 ti. 26 ti. 52: 1 1.04 ti. 260 ti. 1

 1 hour ... 160.00 152.00 144.00 136.00 128.00 120.00

 1/2 hour ... 80.00 76.00 72.00 68.00 64.00 60.00

 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



'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."



Affiliated with the Des Moines Register & Tribune

Represented by The Katz Agency

CLASS "B"

(11:45 a.m. to 1:15 p.m., 8:00 p.m. to 8:30 p.m. sundays)

1 ti... 13 ti... 26 ti... 52 ti... 104 ti... 260 ti... 1 hour.... 8.00 p.m. to 8:30 p.m.

1 hour.... 48.00 45.60 43.20 80.00 64.00 ou... 1/2 hour... 20.00 30.40 28.50 27.20 25.60 24.00 5 minutes 16:00 15.20 14.40 18.60 12.80 12.00 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 hour... 56:00 53.00 50.40 47.60 44.80 42.00 1/2 hour... 38.60 31.90 30.25 28.55 26.90 25.20 1/4 hour... 22.40 21.30 20.15 19.05 17.90 18.86 5 minutes 11.20 10.65 10.10 9.50 8.95 8.40 CLASS "D"

(Hefore 9:00 a.m., 1:15 p.m. to 5:00 p.m., after 10:30 p.m., and before 9:00 a.m., Sunday.

1 hour... 45:00 42.75 40.50 88.55 36.00 33.75 1/2 hour... 27.00 25.66 24.30 32.20 5 21.60 20.52 1/4 hour... 27.00 25.66 24.30 32.20 5 21.60 20.55 1/4 hour... 18.00 17.10 16.20 15.30 14.40 13.50 5 rinutes 9.00 8.55 8.10 7.65 7.20 6.75 8PECIAL DISCOUNT

a prinutes 8.00 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

| | C | LASS | "A" | | |
|-------|----------------|---------|------------|----------|--------|
| | (6:UU p. | m. to | 10:30 P.m. | .) | |
| | | 30 or | 1/2 min. | 100 | 1 min. |
| | | 60 wds. | trans. | words | trans. |
| 1 | time | 13.00 | 14.00 | 15.00 | 19.00 |
| 13 | times | 12.35 | 13.30 | 14.25 | 18.05 |
| 26 | times | 11.70 | 12.60 | 13.50 | 17.10 |
| 52 | times | 11.05 | 11.90 | 12.75 | 16.15 |
| 104 | times | 10.40 | 11.20 | 12.00 | 15.20 |
| 300 | times | 9.75 | 10.50 | 11.25 | 14.25 |
| 500 | times | 9.10 | 9.80 | 10.50 | 13.30 |
| 750 | times | 8.45 | 9.10 | 9.75 | 12.35 |
| 1,000 | times | 7.80 | 8.40 | 9.00 | 11.40 |
| | C | LASS | B | | |
| | Before 6:00 p. | m. end | after 10: | 30 p.m.) | |
| 1 | time | 7.00 | 8.00 | 8.00 | 10.50 |
| 13 | times | 6.65 | 7.60 | 7.60 | 9.98 |
| 26 | times | 6.30 | 7.20 | 7.20 | 9.45 |
| 52 | times | 5.95 | 6.80 | 6.80 | 8.93 |
| 104 | times | 5.60 | 6.40 | 6.40 | 8,40 |
| 300 | times | 5.25 | 6.00 | 6.00 | 7.88 |
| 500 | times | 4.90 | 5.60 | 5.60 | 7.35 |

4.20 4.80 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.

2 evening, dally: 30 or 60 words to include time signal and commercial.

3 kg. 28 wks. 39 wks. 59 wks. Per week. 180.00 171.00 162.00 153.00 Weather reports: 21 announcements per week. 2 day-time. 1 evening. dally: 30 or 60 words of commercial copy plus forecast or temperature report.

Per week. 100.00 95.00 30.00 85.00 885.00 ausisted Clock: St. 15 minutes announcements per week dally except Sunday. Special rate includes recordings and announcer on day. Before 1 wk. 13 wks. 26 wks. 39 wks. 52 wks. 7:00 a.m. 60.00 55.00 50.00 45.00 40.00 7:00 a.m. 60.00 55.00 50.00 45.00 40.00 7:00 a.m. 60.00 55.00 60.00 55.00 50.00 80.00 am. 70.00 65.00 60.00 55.00 50.00 17:00 a.m. 60.00 55.00 60.00 55.00 50.00 17:00 a.m. 60.00 65.00 60.00 55.00 50.00 17:00 a.m. 60.00 65.00 60.00 55.00 50.00 17:00 a.m. 60.00 65.00 60.00 55.00 60.00 55.00 17:00 am. 60.00 65.00 60.00 55.00 60.00

Transcription library available—details on request. TALENT
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 Regulrements
Maximum length of contract, 52 weeks.
Discounts are retroactive as earned. All programs must conform to standerds 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
Equipmed to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tablee for vertical and lateral cut recordings.

Personnel
Manager—Craig Lawrence.

resonnei Manager—Craig Lawrence. Local Commercial Manager—Bob Dillon. National Sales Manager—Ted Enns. Sales Promotion Manager—Wayne Welch. errasentativa. The Katz Agency. Inc.

IOWA—Continued

DES MOINES—Continued

W H O (Established 1924)



Rates effective January 1, 1940. (Card No. 12.) owned and operated by the Central Broadcasting to Business Office and Studios—914 Wainut St., Des Moines, Iowa, telephone 3-7147, Transmitter—Mitcheliville. Iowa (15 miles east of

Des Moines).

Wave—Power—Time
Operating power—50.000 watts.

288.5 meters; 1040 kilocycles.
Licensed to operate this time on nationally cleared channel.

incensed to operate tuil time on maximum.

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.

For combination rates see issum of the coating 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 1/2 hour; 1.400 words for one hour broadcast. Five minute broadcasts should include entertainment or educational features.

| | | (6:30 | p.m. to | 10:00 | p.m.) | | |
|----------|---------|--------|---------|--------|--------|---------|---------|
| | | 1 ti. | 13 tl. | 26 ti. | 52 ti. | 100 ti. | 250 ti. |
| | 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 |
| OTAGG UD | | | | | | | |

CLASS "B" (6:00 p.m. to 6:30 p.m. and 10:00 p.m. to 10:30 p.m.) 1 hour... 335.00 318.25 301.50 284.75 288.00 251.25 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 90.00 114.00 108.00 57.00 57.00 51.00 48.00 45.00

1/4 hour... 120.00 114.00 108.00 102.00 98.00 90.00 5 minutes 60.00 57.00 54.00 51.00 48.00 45.00 CLASS "C"

(8:30 a.m. to 1:00 b.m. and 5:00 p.m. to 6:00 p.m. week days and 12:00 noon to 6:00 p.m. week days and 12:00 noon to 1/2 hour... 150.00 124.50 121.50 200.00 187.50 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 10.25 1/2 hour... 125.00 128.25 121.50 114.75 108.00 168.75 1/2 hour... 125.00 213.75 202.50 191.25 180.00 168.75 1/2 hour... 135.00 128.25 121.50 114.75 108.00 161.25 1/4 hour... 135.00 138.25 121.50 114.75 108.00 101.25 5 minutes 40.00 38.00 36.00 34.00 32.00 30.00 50.00 CUANTITY 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 enlire schedule as earned for program time of 1/4 hour or longer. Five minute programs for quantity discounts, but earn discounts separately.

"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 Gawgia 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!

for IOWA PLUS!

DES MOINES.....50,000 WATTS B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. National Representatives

I 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.

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.

| | I | er week | |
|-------------------------------|------------|----------|--------|
| | Time | News | Total |
| | cost | cost | cost |
| Farm news (6:30 a.m. to 6:4 | 5 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 | | | |
| 6 days weekly | | | 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 | 365.00 | 90.00 | 455.00 |
| 3 days weekly | 202.50 | 60.00 | 262.50 |
| Afternoon extra (5:00 p.m. to | 5:10 p.t | n.): | |
| 6 days weekly | 180.00 | 48.00 | 228.00 |
| 3 days weekly | 100.00 | 30.00 | 130.00 |
| Early evening news (6:30 p.n | i. to 6:40 | D.m.): | |
| 6 days weekly | | | 432.00 |
| 3 days weekly | 195.00 | 48.00 | 243.00 |
| Evening final (10:15 p.m. to | | | |
| 7 days weekly | 400.00 | 77.00 | 477.00 |
| Sunday news periods-9:45 a | .m. to 1 | 0:00 a.m | 1:30 |
| p.m. to 1:45 p.m. and 5:1 | 5 p.m. | to 5:30 | p.m.— |
| regular time cost plus 20 00 | | | - |

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 nor included with other program time for discount. Rates are for six days weekly and do not include talent; 1 hour 600.00; 1/4 hour 300.00; 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 stays per week, 300.00.

Lowa Barn Dance Frolic: Saturday from 8:00 p.m. to 10:15 p.m.: regular rates apply, plus the following alent charges: 1 hour 175.00; 1/2 hour 100.00; 1/4 hour 60.00.

Weather reports, time signals and temperature re-

hour 60,00. Weather reports, time signals and temperature re-ports on floating time basis at regular spot announceports on floating time basis at regular spot announcement rates.

Football sames—225.00 per game, plus costs for lines, announcer and broadcasting privileges, if any.

RECORDED PROGRAMS

Regular time charges apply to recorded programs. Not restricted to certain hours.

Charges for talent are made in accordance with scale authorized by Des Moines Musicians Association.
Additional charges are made for talent. Bates 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 studied for spot broadcasting schedules without stational charge, except for cash expenditures which are paid by the advertiser.
The services of station production department are offered without charge to advertisers and advertising senetics for the development of program and merchandising ideas.

Contract and Other Requirements
Advertising of beer or alcoholic beverages not ac-

ontract 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 prosram 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 studies in Desi-Moines.

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.

Personnei
Vice-President and Manager—J. O. Maland.
Sales Manager—Hale Bondurant. Representatives Free & Peters. Inc.

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DUBUQUE

(Dubuque County)

KDTH (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—11ms
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 mid-

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 Broad-casting System. CLASS "A"

| 1 hour 1/2 hour 1/4 hour | p.m. to 1 ti. 100.00 60.00 40.00 | 10:00 13 ti. 95.00 57.00 38.00 | p.m.) 26 ti. 90.00 54.00 36.00 | 85.00 51.00 34.00 | 100 ti. 80.00 48.00 30.00 |
|--------------------------------|--|--|--|-------------------------|------------------------------------|
| 5 minutes | 25.00 | 23.75 | 22.50 | 21.25 | 20.00 |
| | CLASS | "B., | | | |
| (7:00 | a.m. to | 1:00 | p.m.) | | |
| 1 hour | 50.00 | 47.50 | 45.00 | 42.50 | 40.00 |
| 1/2 hour | 30.00 | 28.50 | 26.00 | 25.50 | 24.00 |
| 1/4 hour | 20.00 | 19.00 | 18.00 | 17.00 | 16.00 |
| 5 minutes | | 14.25 | 13.50 | 12.75 | 11.00 |
| | CLASS | .,C., | | | |
| (10:00 p.m. to | | m. an | d 1:00 | p.m. | lo |
| 1 hour | 33 75 | 29 00 | 20.50 | 98 75 | 97.00 |

33.75 32.00 80.50 20.00 19.00 18.00 13.50 13.00 12.50 8.25 8.10 7.85 WEEKLY RATES

CLASS "A" (6:00 p.m. to 10:00 p.m.)

| , , | | -Por W | do | |
|---------------------|--------|--------|--------|--------|
| | 13 | 26 | | 52 |
| Three times weekly: | wks. | wks. | wks. | wks. |
| I hour | 240.00 | 228.00 | 216.00 | 204.00 |
| 1/2 hour | 144.00 | 136.80 | 129.60 | 122.40 |
| 1/4 hour | | 91.20 | | |
| 5 minutes | 48.00 | 45.60 | 43.20 | 40.80 |
| Five times weekly: | | | | |
| 1 hour | 340.00 | 323.00 | 306.00 | 289.00 |
| 1/2 hour | | | | |
| 1/4 hour | | | | |
| 5 minutes | 68.00 | 64.60 | 61.20 | 57.80 |
| CLASS | 8 "B" | | | |
| (7:00 a m 4 | 1.00 | | | |

| Three times weekly: | | | | |
|-----------------------|---------|--------|--------|--------|
| I 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 inlinutes | 24.00 | 22.80 | 21.60 | 20.40 |
| Five times weekly: | | | | |
| 1 hour | 170.00 | 161.50 | 153.00 | 144.50 |
| 1/2 hour | 102.00 | 96.90 | 91.80 | 68.70 |
| 1/4 hour | 68.00 | 64.60 | 61.20 | 57.80 |
| 5 minutes | 34.00 | 32.30 | 30.60 | 28.90 |
| CLASS | s "c" | | | |
| (10:00 p.m. to 7:00 a | a.m. an | d 1:00 | p.m. | to |

| | p.m.) | | | |
|---------------------|----------|------------|--------|-------|
| Three times weekly: | | | | |
| 1 hour | 81.00 | 76.95 | 72.90 | 68.85 |
| 1/2 hour | 48.60 | 46.17 | 43.74 | 41.31 |
| 1/4 hour | 32.40 | 30.78 | 29.16 | 27.54 |
| 5 minutes | ******* | ********** | | |
| Five times weekly: | | | | |
| 1 hour | 114.92 | 109.17 | 103.43 | 97,68 |
| 1/2 bour | 70.15 | 65.50 | 62.06 | 58.61 |
| 1/4 hour | | 43.67 | 41.37 | 39.07 |
| 5 minutes | ******** | | | |

Six days per week—add 1/5 of 5 time rate. Seven days per week—add 2/5 of 5 time rate.

ANNOUNCEMENTS

| | | CLASS | A., | | | |
|---------------------------------|----------------|------------------|----------------|----------------|--------------|------------------------------------|
| 60 words or less 1 minute | 1 ti. 7,00 | 6,65 | 26 ti. 6.30 | 52 tl. 5,95 | | 260 o more ti. 4.5 6.5 |
| 60 | (7:00 | CLASS a.m. to | "B" 1:00 | p.m.) | | |
| 60 words or less 1 minute | . 5.25 7.50 | 4.99 7.12 | 4.72 6.75 | 4.46 6.37 | 3.94 5.62 | 3.4 4.8 |

POLITICAL BROADCASTS
Resular rates apply. Cash in advance. Copy must be submitted 48 hours in advance. Subject to agency commission.

TALENT Rates on request.

REMOTE CONTROL

REMOTE CONTROL

Remote control equipment available. Charges for programs originating outside studies quoted on request.

SERVICE FACILITIES

Merchandising, display and surveys can be arranged.

Contract and Other Requirements
Advertising of beer accepted. All contracts must be
completed in 12 months. Rates cover only station
time and facilities for programs originating in station studies. 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
m 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

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. Binkiey.
Chilef Engineer—Stan Beck.

Representatives
John E, l'earson Company.

WKBB

(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—Pswer—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 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.

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 coupleted within 12 months. Entertainment programs of
dive minutes or more may not be combined with announcements to earn additional requency discounts.

CLASS "A"

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

| | | 1 hr. | 1/2 hr. | 1/4 hr. | 5 min. |
|-----|------------------|----------------------|---------|---------|--------|
| 1 | time | 80.00 | 48.00 | 32.00 | 20.00 |
| 13 | times | 76,00 | 45.60 | 30.40 | 19.00 |
| 26 | times | 72.00 | 43.20 | 28.80 | 18.00 |
| 52 | times | 68.00 | 40.80 | 27.20 | 17.00 |
| 104 | times | 64.00 | 38.40 | 25.60 | 16.00 |
| 156 | times | 60.00 | 36.00 | 24.00 | 15.00 |
| 250 | times | 56.00 | 33.60 | 22.40 | 14.00 |
| | times | | 31.20 | 20.80 | 13.00 |
| | C | LASS " | ъ | | |
| | (8:00 a.m. to 12 | :00 noon 6:00 p.m | and 1:0 | 00 p.m. | to |

| (8:00 a.m. to 12 | :00 noon 6:00 p.m | | 00 p.m. | to |
|------------------|----------------------|-------|---------|-------|
| 1 time | | 24.00 | 16.00 | 12.00 |
| 13 times | 38.00 | 22.80 | 15.20 | 11.40 |
| 26 times | | 21.60 | 14.40 | 10.80 |
| 52 times | | 20.40 | 13.60 | 10.20 |
| 104 times | | 19.20 | 12.80 | 9.60 |
| 156 times | | 18.00 | 12.00 | 9.00 |
| 250 times | | 16.80 | 11.20 | 8.40 |

| 312 | tlmes | 26.00 | 15.60 | 10.40 | 7. |
|-----|-------------------|-------|-----------|------------|--------|
| | C | LASS | "C" | | |
| | 6:00 a.m. to 8:00 | | and after | 10:00 p.m. |) |
| 1 | time | 27.00 | 16.00 | 11.00 | 7. |
| 13 | times | 25.65 | 15.20 | 10.45 | 6. |
| | times | | | 9.90 | 6. |
| 52 | times | 22.95 | 13.60 | 9.35 | 5. |
| 104 | times | 21.60 | 12.80 | 8.80 | 5. |
| 156 | times | 20.25 | 12.00 | 7-25 | 5 |
| 250 | times | 18.90 | 11.20 | 6.70 | 4 |
| | times | | 10.40 | 6.15 | 5.4.4. |
| | ANN | OUNC | EMENTS | | |
| | | | | | |

CLASS "A"

| | (12:00 | noon | to | | | | 6:00 |) p.m. | to | |
|-----|--------|------|----|-------|-----|-------|------------|---------|----|----|
| | | | | 10:00 | p.m | .) | | | | |
| | | | | | | 1 mi | n. | 50 wds. | 30 | w |
| 1 | time. | | | | | 8.00 |) | 6.00 | | 5. |
| 13 | times. | | | | | 7.6 |) . | 5.70 | | 4. |
| 26 | times | | | | | 7.20 | D | 5.40 | | 4. |
| 52 | | | | | | | Ď | 5.10 | | 4. |
| 104 | | | | | | | ň | 4.80 | | 4. |
| 156 | | | | | | | ň | 4.50 | | 3. |
| 250 | | | | | | | | 4.20 | | 3. |
| 31. | | | | | | | | 3.50 | | 3. |
| | | | | | · · | n. (- | • | | | ٠. |

CLASS "B"
(8:00 s.m. to 12:00 noon and 1:00 p.m. to
6:00 p.m.) 1 time... 13 times... 26 times... 52 times

| 1 | tlme | 6.00 | 4.00 | 3.50 |
|------------------------------|--|--------------------------------------|--------------------------------------|--------------------------------------|
| 13 | times | 5.70 | 3.80 | 3 33 |
| 26 | times | 5.40 | 3.60 | 3.15 |
| 52 | times | 5.10 | 3.40 | 2.98 |
| 204 | times | 4.80 | 3.20 | 2.80 |
| 156 | times | 4.50 | 3.00 | 2.63 |
| 250 | times | 4.20 | 2.80 | 2.45 |
| 312 | times | 3.90 | | |
| | | | 2.60 | 2.28 |
| | (6:00 a.m. to 8:00 a.m. and | after | 10:00 p.m.) | |
| | | | | |
| 1 | time | 5.00 | 3.50 | 3.00 |
| 13 | time | 5.00 4.75 | | |
| | times | 4.75 | 3.33 | 2.85 |
| 13 | times | 4.75 4.50 | 3.33 3.15 | 2.85 2.70 |
| 13 26 52 | timestimes | 4.75 4.50 4.25 | 3.33 3.15 2.98 | 2.85 2.70 2.55 |
| 13 26 52 104 | timestimestimestimes | 4.75 4.50 4.25 4.00 | 3.33 3.15 2.98 2.80 | 2.85 2.70 2.55 2.40 |
| 13 26 52 104 156 | times | 4.75 4.50 4.25 | 3.33 3.15 2.98 | 2.85 2.70 2.55 |
| 13 26 52 104 | times | 4.75 4.50 4.25 4.00 3.75 | 3.33 3.15 2.98 2.80 2.63 | 2.85 2.70 2.55 2.40 2.25 |
| 13 26 52 104 156 | timestimestimestimes | 4.75 4.50 4.25 4.00 | 3.33 3.15 2.98 2.80 | 2.85 2.70 2.55 2.40 |

DISCOUNTS

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 hroadcast 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 bracket 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 and apply. Advertisers availing themselves of such combination rate may not combine prior broadcasts to earn combination discounts and if combination rate is discontinued trequency discounts are discontinued and started anew.

SPECIAL FEATURES

News, sports, and any special event, rates on request.

POLITICAL

POLITICAL
Political broadcasts subject to agency commission, but payable in advance.
General rates apply.

RECORDED PROGRAMS

Transcription library service available. No service charge to advertiser and no restrictions as to broadcasting hours on electrical transcriptions furnished by advertiser.

ny advertiser.

TALENT
All talent extra. Itales on application.
REMOTE CONTROL
Additional special charges made for Drograms originating outside of station studios

SERVICE FACILITIES '

Services of proxim 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

ontract and Other Reduirements

Beer advertising accepted. Advertising of liquiors, 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 litself. 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 Drior 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 clanges necessary to meet the station's policies or governmental regulations, local, state or federal.

Contracts subject to cancellation by advertiser only 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.

Personnei

President-Walter E. Klauer. Manager-James D. Carpenter.

Representatives

Spot Sales, Inc.

FORT DODGE (Webster County)

KVFD (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 lst of month; due 10th of month. Cash discount 2%—10 days.

General Advertising

For combination rates see listing of Mutual Broad-casting System and North Central Broadcasting Sys-tem (Iowa Group).

CLASS "A"

| | | (6:00 | p.m. | to | 7:00 p | | |
|-----|-------|--------------|------|----|---------|---------|---------|
| | | | | | l hr. | 1/2 hr. | 1/4 hr. |
| 1 | time | | | | 60.00 | 36.00 | 21.00 |
| 13 | times | . | | | 57.00 | 34.00 | 20.00 |
| | times | | | | | 32.00 | 19.00 |
| 52 | times | | | | . 51,00 | 30.00 | 18.00 |
| 101 | times | | ··· | | 48,00 | 29.00 | 17.00 |
| | tlmes | | | | | 27.00 | 16.00 |
| | times | | | | | 26.00 | 15.00 |
| | times | | | | | 25.00 | 14.00 |
| | | | | | | | |

IOWA--Continued

FORT DODGE—Continued

K V F D-Continued

CLASS "B"

(12:00 noon to 1:00 p.m., 5:30 p.m. to 6:00 p.m. week days and 4:30 p.m. to 6:00 p.m. Sundaya

| /4 hr. |
|--------|
| 18.00 |
| 17.00 |
| 16.00 |
| 15.00 |
| 14.00 |
| 13.00 |
| 12.00 |
| 11.00 |
| |

CLASS "C"

(8:30 a.m. to 12:00 noon, 4:30 p.m. to 5:30 p.m., 7:00 p.m. to 9:00 p.m. week days and 12:00 noon to 4:30 p.m., 7:00 p.m. to 9:00 p.m. To 9:00 p.m. to 9:00 p.m.

| | p.m. Sunda | 198) | | |
|-----|------------|-------|-------|-------|
| 1 | time | 40.00 | 24.00 | 14.00 |
| 13 | times | 38.00 | 22.00 | 13.00 |
| 26 | times | 36.00 | 21.00 | 12.00 |
| 52 | times | 34.00 | 20.00 | 11.00 |
| 104 | times | 32.00 | 19.00 | 10.50 |
| 208 | times | 28.00 | 17.00 | 10.00 |
| 260 | t1mes | 26.00 | 16.00 | 9.50 |
| 312 | | 25.00 | 15.00 | 9.00 |
| | | | | |

CLASS "D"

CLASS 'D'

(Before 8:30 a.m., 1:00 p.m. to 4:30 p.m. week days, 8:00 a.m. to 12:00 noon Sundays and 9:00 p.m. to 12:00 midnight daily)

1 time. 28:00 19:00 18:00 18:00 10:50 25:00 19:00 18:00 10:50 25:00 17:00 10:00 25:00 17:00 10:00 25:00 17:00 10:00 25:00 17:00 10:00 25:00 17:00 10:00 25:00 17:00 10:00 25:00 17:00 10:00 25:00 17:00 10:00 25:00 17:00 10:00 25:00 17:00 17:00 10:00 25:00 17:00

| 9:00 4:30 3:15 | 1/2 | hour | 3:00 |
|----------------------|------|----------|------|
| 0.10 | 1,1 | | 2.00 |
| | 4:30 | 4:30 1/2 | |

ANNOUNCEMENTS

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 w | |
|-----------------------------|-----------------------|
| two announcers on all 15 n | |
| | 3 days 42.00 |
| 8:00 a.m. to 8:05 a.m., 6 | 3 days 25.00 |
| 12:15 p.m. to 12:30 p.m., 7 | 7 days 52.00 |
| 6:30 p.in. to 6:45 p.m., 7 | 7 days 72.00 |
| 9:00 p.m. to 9:15 p.m., 7 | 7 days 42.00 |
| 26 weeks 10% discount; | 52 weeks 15%; 13 week |
| minimum. | **** |

Time, temperature and weather—Spot announcement rates apply.

Pootball, basketball and bascball-liates on request.

Portfeasts—5:45 p.m. to 5:55 p.m. slx days per week 10% discount; 62 weeks 15%; 13 week minimum.

Farm Markets: 12:00 noon to 12:05 p.m... 12:09 noon to 12:09 p.m.
"The Kitchen Cuphosa" — Homemakers program, 0:00 a.m. to 9:39 a.m., Monday through Saturday; 100 word columercial plus incidents mention for sponsor's product. Program limited to cight non-competitive products. per week 15:00.

26 weeks 10% discount; 52 weeks 15%; 13 week minimum.

BERVICE 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.
Results of time not permitted. All programs, transcriptions and announcements are subject to approval of station management.

Personnel

President and Manager—15dward Breen. Vice-President--W. B. Swaney. Secretary-Treasurer—Allen R. Loomis. H.

Representatives

Burn-Smith Company, Incorporated.

IOWA CITY

(Johnson County)

WSUI

320.7 meters: 910 kilocycles. Does not sell time

MARSHALLTOWN

(Marshall County)

KFJB

(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 Sta.,
Marshalltown. Jown.
Marshalltown. Jown.
Marshalltown. Jown.
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.

1 13 26 39 52 100 200
1. 1 hour... 75.00 67.50 60.75 47.5 49.25 44.25 39.85
1/2 hour... 40.00 36.00 32.40 29.15 26.25 23.60 21.25
1/4 hour... 25.00 22.55 20.25 18.20 16.40 14.75 13.25
5 minutes 10.00 9.00 8.10 7.30 6.60 5.95 5.30
1 minute 5.00 4.50 4.05 3.65 3.30 3.00 2.75
50 words... 3.50 3.15 2.85 2.55 2.30 2.05 1.85
SPIECIAL FEATURES
News and aborts—rates on request.
POLITICAL OR SPECIAL ADVERTISING
Rates furnished on request.
ECORPED PROGRAMS
Recording equipment available. Rates and details on request.

RECORDED PROGRAMS
Recording equipment available. Rates and details on request.

Equipped to handle orthacoustic transcriptions.

TALENT
Rates furnished on request.

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 advertisets. 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.

Personnel
General Manager—E. N. Peak.
Representatives
The Walker Company.

MASON CITY

(Cerro Gordo County) KGLO



Rates effective April 1, 1941. (Card No. 4.)

Owned and operated by the Mason City GlobeGazette
Business Office and Studio—200 N. Federal Ave.,
Mason City, Iowa, telephone 2800.

Transmitter—1-1/2 miles west of Mason City on
It a Highway 18.

| | | id opera | ted by | the Mas | on City | Globe- | |
|----|---------------------------|------------------|-----------------------|----------------|----------------|----------------|--|
| | Gazette | | | | | | |
| | Buslness | Office ar | nd Studi | o—200 N | . Federa | l Ave., | |
| | | | | 10ne 2800 | | | |
| | Transmitte | | | West of | 51880h | City or | |
| | | Highway | 18. | | | | |
| ١, | Vave-Powe | | | | | | |
| | Operating | | | | | | |
| | 230.8 mete | ors; 1300 | kllocycle | 9. | | | |
| | Licensed t | | | | | | |
| | Operates o | n Centra | l War T | lme. | | | |
| , | Agency Com | | ~ | | | | |
| | Agency co | | | | | | |
| | agencies: | Cash di | scount 2 | o provid | 60 DIII 1 | endered | |
| | lat of mo | nth is D | ald by 2 | oth of m | ontn. | | |
| Ų | General Adv | ertising | | 1.41 | G-1 | 773 | |
| | Por combi | | | | | Broad- | |
| | casting Sy Itates incl | All motes | vortuwesu | ern Groui |)). | srei alida | |
| | itates inci | fillo citar | CLASS | WHELE OF | innain col | ATTRITES. | |
| | | | After 6:00 | 1 2 2 | | | |
| | | 1 tl. ' | 18 tl. | 26 t1 | 52 ti. | 100 ti. | |
| | 1 hour | 120.00 | | | 102.00 | 96.00 | |
| | 1/2 hour | | | 64.80 | 61.20 | 57.60 | |
| | 1/4 hour | 48.00 | 45.60 | | 41.80 | 38.40 | |
| | 5 minutes | | 23.75 | 22.50 | 21,25 | 20.00 | |
| | | 20.00 | CLASS | | | | |
| | (Afti | r 10:00 | a.m. and | before 6 | (.m.d nn: | | |
| | 1 hour | 00.00 | 57.00 | 54.00 | 51.00 | 48.00 | |
| | | | | | | | |
| | 1/2 hour | 80.00 | 84.86 | 82.40 | 80.60 | 28.80 | |
| | | $80.00 \\ 24.00$ | $\frac{84.86}{22.80}$ | 82.40 21.60 | 80.60 20.40 | 28.80 19.20 | |
| | 1/2 hour | $80.00 \\ 21.00$ | 84.86 | 82.40 | 80.60 | 28.80 | |

| _ | - | (Before hour hour hour WH mes week hour | _ | | | | | | | _ |
|---|-------------|---|-----------------|-----------------|---------------|----------|------------|--------|---------------|------|
| | | | 4 | <i></i> | à 1101 | , | | | | |
| | | (Before | 10.00 | CLIAE | and of | tor | 10.0 | | ١. | |
| | | Detore | 1 tl. | 13 1 | 1 5 | 26 +1 | 10.0 | 59 H. | ., 100 t | 1 |
| | 1 | hour | 40.00 | 38.0 | o a | 6.00 | • | 84.00 | 32.0 | iü |
| | $1/\bar{2}$ | hour | 24.00 | 22.8 | 0 2 | 1.60 | | 20.40 | 19.2 | 20 |
| | 1/4 | hour | 1 <u>6.00</u> _ | 14.4 | 01 | 2.80 | | 11,40 | 9.8 | 30 |
| | | WI | CEKLY | FRE | JUEN | ÇY | RAT | EB | | |
| | | | () | CLAN R | .00 P | m 1 | | | | |
| | 3 11 | nes weel | rlv: 😘 | TIPET O | .00 D. | Per 1 | veek | for- | | _ |
| | | | | 13 wl | cs. 28 | wke | . 3 | wks. | 52 wk | 9. |
| | Į. | hour | | 288.0 | 0 27 | 3.60 | 2 | 59.20 | 244.8 | 10 |
| | 1/2 | hour | | 172.8 | 0 IG | 4.16 | 1 | 55.52 | 146.8 | 88 |
| | 1/4 5 | hour mlnutes | | 115.2 | ון זע | 7.44 | 1 | 03.88 | 97.1 | 12 |
| | 3 | minutes | | 00.0 | | | | 04.00 | 91.0 | יטנ |
| | | () ** ** | 10:00 | CLAS | 8R. | | a . n . | | ١. | |
| | 1 | (After hour | 10.00 | 144 n | nu be. 113 | 1016 | 0.01 | 20 AU | 122 4 | |
| | 1/2 | hour | | 86.4 | กัร | 2.08 | . • | 77.76 | 122.4 73.4 | 4 |
| | 1/4 | hour | | 57.6 | Ď 5 | 4.72 | | 51,84 | 48.8 | 8 |
| | 5 | minutes | | 36,0 | 0 3 | 4.20 | | 82.40 | 30,6 | 30 |
| | | | | CLAS | S "C | | | | | |
| | | (Before | 10:00 | a.m. | and af | ter | 10:0 | O p.m. | .) | |
| | 1 /0 | nour | | 96.0 | ט א | 1.20 | | 80.40 | 81.6 | Ų. |
| | 1/4 | hour | | 20.4 | กร | 7 03 | | 98 48 | 94 0 | 10 |
| | •/ • | 11041 | ••••• | CT.AS | A" A | ; | | 20.10 | 21 | |
| | | (Before hour hour hour hour hour hour hour hour | (A | fter 6 | .00 D. | m.) | | | | |
| | 5 tir | aes week | ly: | | | | | | | |
| | .1 | hour | ********** | 408.0 | 0 38 | 7.60 | 3 | 67,20 | 346.8 | 30 |
| | 1/2 | hour | | 244.8 | 0 23 | 2.56 | 2 | 20.32 | 208.0 | 18 |
| | 1/4 | nour | | 163.2 | 15 | D.U4 | 1 | 46,88 | 138.6 | 2 . |
| | 3 | minutes | | OT. 4 C | יחוי פ | , c. 30 | | 12.23 | 68.0 | υ, |
| | | (After | 10:00 | m. s | nd he | fora | 6.00 | D m | 1 | 1 |
| | 1 | hour | | 204.0 | 19 | 3.80 | 1 | 83.60 | 173.4 | o -: |
| | 1/2 | hour | | 102.4 | 9 | 5.28 | _ | 89.16 | 83.0 | 4 |
| | 1/4 | hour | | 81.6 | 9 7 | 7.42 | | 73.44 | 69.3 | 6 |
| | 5 | minutes | | 51.0 | 4 | 8.45 | | 45.90 | 43.3 | 15 |
| | | Deter | 10.00 | CLAS | 8 | | 10.0 | 0 - | | |
| | 1 | hour | 10.00 | 136 0 | 1110 11 | 9 20 | 10.0 | 99 40 | 1156 | n c |
| | 1/2 | hour | | 81.6 | 7 | 7.42 | | 73.44 | 69.3 | ia i |
| | 1/4 | hour | | 41.6 | 5 3 | 9.57 | | 37.49 | 35.4 | ĭ' |
| | Six | days p | er wee | k, ad | 1 1/5 | of | the | 5 ti | ne rate | в. • |
| | Seve | n days | per we | ek, a | dd 2/3 | 5 or | the | 5 ti | me rat | в. ¦ |
| | | | AN | NUUN | CEDIE | NT: | 3 | | | 1 |
| | | | 1 ti | 13 + | .00 p. | ш., | 59 ti | . 100 | t1 300 i | |
| | 30 | words | 6.00 | 5.70 | 5.4 | Ŏ. | 5.10 | 4.8 | 0 4.5 | in n |
| | 60 | words | 8.00 | 7.60 | 7.2 | 0 | 6.80 | 6,4 | 0 6.0 | Ŏ. |
| | 100 | words | 9.00 | 8.55 | 8.1 | 0 | 7.65 | 7.2 | 0 6.7 | 5 1 |
| | 1 | minute | 12.00 | 11.40 | 10.8 | 0 1 | 0.20 | 9.4 | 0 8.8 | Ю " |
| | | | m | CLAS | S B. | · \ | | | | ļ |
| | 30 | musty. | 3 00 | ე დი | ,,vu p. | <i> </i> | 9 55 | 9.4 | 0 9 9 | 5 |
| | 60 | words | 4.00 | 3.80 | 3.6 | ŏ | 3.40 | 3.9 | 0 2.2 | יו |
| | 100 | words | 4.50 | 4.27 | 4.0 | 5 | 3.83 | 3.6 | ŏ 3.2 | 8 |
| | 1 | minute | 6.00 | 5.70 | 5.4 | 0 | 5.10 | 4.8 | 0 4.5 | Ō: |
| | | | SPE | CIAL | FEAT | URI | S | | | i |
| | Tim | e signal | s, weat | ner r | eports, | , te | mper | ature | reports | ij |
| | with | 30 wor sytime, sytime. s—Rates ts and | ra comi | mercia | r cobb | - | 90 | 90 | go. | - 1. |
| | | | | | week | e 100 | 20 eeks | week | u waab | |
| | 2 đ | vtime. | 1 eveni | ng | 32.5 | 0 3 | 0.87 | 29.2 | 4 27 A | 1 |
| | 3 d | ytime. | 1 eveni | ng | . 52.5 | 0 4 | 9.48 | 47.2 | 6 44.6 | 4 1 |
| | New | s—Rates | on re | quest. | | | | | | |
| | Spor | ts and | special | event | <u>s—R</u> a1 | tes | on r | equest | | - 1 |
| | | | | | | | | | | |
| | 16HC6 | מינט פו מידים | CTP1C | IUIL. AT. mi | RANG | ידקי | PTT | Ne | | |
| | Com | pleta tr | inscript | ion li | brary | Rervi | ice · | vaileh | le. | - (|
| | J-1144 | | SERV | TCE 1 | TACTT | J'T' | ES 1 | | | ٠, |
| | A I | es on s ELE Plets tra perchand | ising i | man 1 | avai | lable | fo | deal | er call | a l |
| | and | confider | tial su | rveys. | | | | | | |
| M | echa | nical Pr | ogram | Equip | ment | | | | | |
| | Equ | uped to | nandle | progr | ams b | y el | ectr | cai tr | anscrip | |
| | tion. | nical Pripped to using and la | tarel ~ | BOO 33 | r.D.B | a. ti | ırn-t | SOIGS | ior ver | • |
| P | TICE | nai 18. | rotal CI | as rece | raing. | в. | | | | |
| | Mon | OFF-F | C. E | ghme | . | | | | | |
| R | DEAS | entatives | | | - | | | | | |
| | Wee | d & Con | ipany, | | | | | | | |
| | | | | | | | | | | |

OTTUMWA (Wapello County)

(Wabello County)

KBIZ

(KBIZ

(Stablished 1941)

Rate card dated April 1, 1941. (Card No. 1.)

Owned and operated by J. D. (Jack) Falvey.

Husiness Office and Studio—117-110 E. Main Street.

Ottumwa, Iowa, telephone 5500

Transmitter—1/2 mile southwest in Community Gardens.

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
Agency commission
15% on time cost only allowed to recognized advertising aencies 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.

CLASS "A"

(11:00 a.m. to 1:00 p.m. and 6:00 p.m. to 9:00 p.m. week days and 12:00 noom to 9:00 p.m.
Sundays)

1ti. 13ti. 26 ti. 52 ti. 104 ti. 250 til

| | 1 ti. | 13 ti. | 26 ti. | 52 ti. | 104 ti. | 250 til | | |
|---|---------|--------|--------|---------|---------|---------|--|--|
| 1 hour | 80.00 | 76,00 | 72.00 | 68,00 | 66.00 | 65,0(| | |
| 1/2 hour | 50.00 | 47.50 | 45.00 | 42.50 | 40,00 | 35.0(| | |
| 1/4 honr | 32.00 | 30.00 | 28.00 | 27.00 | 25.00 | 22.5(| | |
| 10 minutes | 24.00 | 22.00 | 21.00 | 20.00 | 18.75 | 17.50 | | |
| 5 minutes | 10.00 | 15.00 | 14.00 | 13.00 | 12.00 | 11.2! | | |
| CLASS "B" | | | | | | | | |
| (6:00 a.m. to 11:00 a.m., 1:00 p.m. to 6:00 | | | | | | | | |
| p.m. and | 9:00 p. | m. to | 11:00 |). m. W | eck day | 8) | | |

1 hour... 1/2 heur... 1/4 hour... 1/4 minute 5 m 60.00 57.00 54.00 51.00 96.00 84.00 32.00 80.00 24.00 23.00 22.00 20.00 16.00 15.00 14.00 18.00 12.00 11.50 11.00 10.00

OTTUMWA—Continued K B I Z—Continued

FREQUENCY RATES
CLASS "A"
(11:00 a.m. to 1:00 p.m. and 6:00 p.m. to 9:00 p.m. week days and 12:00 noon to 9:00 p.m. Sundays)
Per week

| | | | -Per Week | | |
|------------|--------|--------|-----------|--------|--------|
| | | | | | |
| | 3 ti. | 4 ti. | 5 t1. | 6 ti. | 7 ti. |
| 1 hour_ | 192,00 | 240.00 | 280.00 | 312.00 | 342.00 |
| 1/2 hour | 115.00 | 144.00 | 168.00 | 188.00 | 205.00 |
| 1/4 hour | 77.00 | 96.00 | 112.00 | 125.00 | 136.00 |
| 10 minutes | | | 84.00 | 94.00 | 108.00 |
| 5 minutes | | 48.00 | 56.00 | 62.00 | 65.00 |
| o minucos | 00.00 | CLASS | "B" | | 00100 |
| | | | | | |

| | | | CIMOS | | | |
|----|---------|--------|-----------|------------|---------|--------|
| | | | | n., 1:00 p | | |
| | | | | l1:00 p.m. | week da | ays) |
| 1 | hour | 144.00 | 180.00 | 210.00 | 234.00 | 254.00 |
| 15 | hour | 86.00 | 108.00 | 126.00 | 140.00 | 150.00 |
| 14 | hour | 58.00 | 72.00 | 84.00 | 94.00 | 108.00 |
| Ò | minutes | 43.00 | 54.00 | 63.00 | 70.00 | 75.00 |
| 5 | minutes | 29.00 | 36.00 | 42.00 | 47.00 | 50.00 |
| | | | ddltional | Discounts | | |
| | | | | | | |

Weekly frequency rates subject to the following discounts for consecutive weekly service:

13 weeks. 55% 39 weeks. 15%

26 weeks. 10% 52 weeks. 20%

ANNOUNCEMENTS

Transcriptions of one minute or less—100 word announcement rates apply. (LASS "A"

CLASS "A."

(11:00 a.m. to 1:00 p.m. and 6:00 p.m. to 9:00 p.m. to 9:00 p.m. week days and 12:00 noom to 9:00 p.m. to 9:00 p.m. Sundays)

1 13 26 52 104 208 300 1100 words... 8:00 7.25 6.75 6.50 6.25 6.00 5.50 50 6.25 6.00 5.50 50 6.25 6.00 5.50 50 6.25 6.00 5.50 50 6.25 6.00 5.50 50 6.25 6.00 5.50 50 6.25 6.00 5.50 50 6.25 6.00 5.50 5.25 4.75 4.50 4.30 4.10 3.75 (6:00 a.m. to 11:00 a.m., 1:00 p.m. to 6:00 p.m. and 9:00 p.m. to 11:00 p.m. week days)

100 words... 4:00 4.25 4.00 3.85 3.70 3.55 3.85 SWECIAL FEATURES

News: Regular rates apply.

Sports, time signals and weather reports: 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 charkes are made for programs originating outside the station's studios, and for programs requiring special production. All wire and mechanical charkes for remote control; all traveling expenses, salaries of artists, etc., to be paid in advance when required.

SERVICE FACILITIES

required.

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. All program continuity, speeches, reriews, contests, etc., must be submitted in advance for review. The station reserves the right to reject any material without stating reasons. All contracts subject to cancellation unless service starts within sixty days.

All contracts subject to station's approval and government regulations now or hereinafter in force. Frequency discounts must be earned by consecutive weekly service allowable in advance on non-cancellable contracts only; otherwise, they are allowed as earned.

Closing Time
All copy must be submitted 24 hours in advance.
Closing date for inclusion in general publicity is
fourteen days before program. No changes within two
days preceding broadcast. Program material must be
arranged one week in advance of broadcast.

dechanical Requirements
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 General Manager—J. D. (Jack) Falvey.

SHENANDOAH

(Page County)
KFNF

(Established 1924)



Owned and operated by KFNF, Incorporated. Business Office and Studio—405 Sycamore Street. Shenandoah, Iowa, telephone 1. Transmitter—Shenandoah. Iows.

Assess Computation.

Transmitter—Shenandoan.

Tows.

Jave—Dower—Time

Operating power—1,000 watts to local sunset; 500 wastrs threastler.

326.1 meters; 290 kilocycles.

Divides time with station KUSD; KFNF 7/8 time.

KUSD. 1/8 time.

Operates on Central War Time.

During vacation period at University of South Dakota this station uses time allotted to KUSD.

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.

D.m. Veek days 6:00 a.m. to 3:00 p.m. and 6:00 p.m.

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 ceash discount. All invoices rendered monthly, payable at face, when rendered. Short rate billing rendered when frequency rate is not earned.

0 5 4.0.

—Per week for—
s. 6 mos. 12 mos.
81.00 72.00
20 125.00

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. This service is not cancellable upon less than 14 days prior to written notice.

6 days. per week. 30.00

7 days, per week. 32.50

Discounts applicable to station breaks:

13 to 25 weeks. 10%

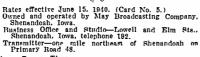
39 to 51 weeks. 15%

55 weeks. 20%

Manager—John Nicolson.
Commercial Manager—J. Frank Stubbs.

Representatives
Howard H. Wilson Company.

K M A (Established 1925)



Wave—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.

Operates on Central war Time.

Agency Commission 15% on time cost only to advertising agencies recognized by station. All bills rendered on ist of each month, payable on 10th of each month. No cash discount.

General Advertising
For combination rates see listings of Blue Network Company (Basic Supplementary) and Mutual Broadcasting System.

Rates incluse charges by owners of music copyrights. The following rates are for both local and national advertising: CLASS "A"

(11:30 a.m. to 1:00 p.m. and 6:00 p.m. to 10:00 p.m. daily)

1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 250 ti. 10 ti. 250 ti. 10:00 p.m. daily)

1 hour... 130.00 123.50 117.00 110.50 104.00 97.50 1/2 hour... 75.00 71.25 67.50 63.75 60.00 36.25 1/4 hour... 45.00 42.75 40.50 38.75 36.00 33.75 5 minutes. 22.50 21.38 20.25 19.13 18.00 16.88 CLASS "I"

(Sign on to 11:30 a.m. 1:00 p.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight daily)

1 hour... 80.00 76.00 72.00 68.00 64.00 60.00 1/2 hour... 45.00 42.75 40.50 38.75 36.00 33.75 1/4 hour... 25.00 23.75 22.50 21.25 20.00 18.75 5 minutes. 12.50 11.88 11.25 10.63 10.00 9.38 QUANTITY DISCOUTES

Quantity discounts retroactive on entire schedule as earned for program time of 1/4 hour or more used within one year but not including News. Special Participation programs or other flat rate features. Additional Discounts

When an advertiser is using three quarter hours per day or more (minimum of 5 days per week) on a special discount on such preseram time of 10% from the flat of the second of 10% from the flat of the second of 10% from the flat of 10% will apply on program time to the lowest net billing for any one week.

ANNOUNCEMENTS

For schedules running 52 consecutive weeks, an additional discount of 10% will apply on program time to the lowest net billing for any one week.

ANNOUNCEMENTS

(11:30 a.m. to 1:30 p.m. and 6:00 p.m. to 1:00 p.m. and 6:00 p.m. to 1:10:10 p.m. and 8:00 p.m. to 1:10:10 p.m. to 1:

ELECTRICAL TRANSCRIPTIONS

Regular rates apply.

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.

TALENT

Studio staff talent available. Special talent arranged on request.

HEMOTE CONTROL

Studio staff talent available. Special talent arranged on request.

REMOTE CONTROL

Wire and mechanical charges to be paid by the advertiser and are net. No agenoy commission.

Contract and Other Requirements
Advertising of distilled liquors not accepted.

Itates are for time cost only for programs originating in Shenandons 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 exgulations. When advertisor propares 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

Closing Time Electrical transcriptions should be delivered to studios at least seven days in advance to permit checking and shipment of replacements.

Minment of replacements Mechanical Program Equipment Equipment and the programs by electrical transcription, using 38-1/8 and 78 r.p.m. double turn-table for vertical and lateral transcriptions.

ersonnei President—Earl E. May. Station Manager—J. C. Rapp.

IOWA---Continued

SIOUX CITY

(Woodbury County) KSCJ (Established 1927)

Rates effective February 1, 1942.

Owned and operated by the Perkine Broe. Company Business Office and Studio—415 Douglas Street. Shoux City. Iowa. Transmitter—Highway 75, seven miles northeast of

Nioux (tity, Iowa.

Transmitter—Highway 75, seven miles northeast of Sloux City, Jowa.

Ave—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.

Loseney Commission.

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.

is not earned.

General Advertising
For combination rates see listing of Blue Network
Company (Basic Blue Supplementaries).

CLASS "A"

| | | | p.m. to | | p.m.) | | |
|-----|-------|--------|---------|--------|--------|----------------|-------|
| | | l hr. | 1/2 hr | 1/4 hr | 5 min. | (+) | (†) |
| 1 | time | 160.00 | 100.00 | 60.00 | 30.00 | 18. 0 0 | 12.00 |
| 13 | times | 152.00 | 95.00 | 57.00 | 28.50 | 17.10 | 11.40 |
| 26 | times | 144.00 | 90.00 | 54.00 | 27.00 | 16.20 | 10.80 |
| 52 | times | 136.00 | 85.00 | 51.00 | 25.50 | 15.30 | 10.20 |
| 78 | times | 128.00 | 80.00 | 48.00 | 24.00 | 14,40 | 9,60 |
| 001 | times | 120.00 | 75.00 | 45.00 | 22.50 | 13.50 | 9.00 |
| 150 | times | 112.00 | 70.00 | 42.00 | 21.00 | 12.60 | 8.40 |
| 250 | times | 104.00 | 65.00 | 39.00 | 19.50 | 11.70 | 7.80 |
| ŠÕÕ | times | 96.00 | 60.00 | 36.00 | 18.00 | 10.80 | 7.20 |
| | | | 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.

| | | | Sund | аУаЈ | | | |
|-----|-------|-------|--------|-------|-------|-------|------|
| 1 | time | 90.00 | 60,00 | 40.00 | 20.00 | 12.00 | 8.00 |
| 13 | times | 85.50 | 57.00 | 38.00 | 19.00 | 11.40 | 7.60 |
| 26 | times | 81.00 | 54.00 | 36.00 | 18.00 | 10.80 | 7.20 |
| 52 | times | 76.50 | 51.00 | 34.00 | 17.00 | 10.20 | 6.80 |
| 78 | times | 72.00 | 48.00 | 32.00 | 16.00 | 9.60 | 6.40 |
| 100 | times | 67.50 | 45.00 | 30.00 | 15.00 | 9.00 | 6.00 |
| 150 | times | 63.00 | 42.00 | 28.00 | 14.00 | 8.40 | 5.60 |
| 250 | times | 58.50 | 39.00 | 26.00 | 13.00 | 7.80 | 5.20 |
| 300 | times | 54.00 | 36.00 | 24.00 | 12.00 | 7.20 | 4.80 |
| | | | CT 100 | 11(4) | | | |

| | (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.) | |
| 1 | time | 70.00 | 42.00 | 30.00 | 15.00 | 8.00 | 5.00 |
| 13 | | 66.50 | 39.90 | 28.50 | 14.25 | 7.60 | 4.75 |
| 26 | times | 63.00 | 37.80 | 27.00 | 13.50 | 7.20 | 4.50 |
| 52 | times | 59.5 0 | 35.70 | 25.50 | 12.75 | 6.80 | 4.25 |
| 78 | | 56.00 | 33.60 | 24.00 | 12.00 | 6.40 | 4.00 |
| 00 | times | 52.50 | 31.50 | 22.50 | 11.25 | 6.00 | 3.75 |
| 50 | | 49.00 | 29.40 | 21.00 | 10.50 | 5.60 | 3.50 |
| :50 | | 45.50 | 27.30 | 19.50 | 9.75 | 5.20 | 8.25 |
| 00 | times | 42.00 | 25.20 | 18.00 | 9.00 | 4.80 | 3.00 |
| | | | CLASS | 3 "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) | | | | | | | | |
|-----|----------|--------|--------|---------|---------|---------|------|--|--|
| 1 | time | 60.00 | 36.00 | 24.00 | 12.00 | 6.00 | 4.00 | | |
| 13 | times | 57.00 | 34.20 | 22.80 | 11.40 | 5.70 | 3.80 | | |
| 26 | times | 54.00 | 82.40 | 21.80 | 10.80 | 5.40 | 8.60 | | |
| 52 | times | 51.00 | 30.60 | 20.40 | 10.20 | 5.10 | 3.40 | | |
| 78 | times | 48.00 | 28.80 | 19.20 | 9.60 | 4.80 | 3.20 | | |
| 100 | times | 45.00 | 27.00 | 18.00 | 9.00 | 4.50 | 3.00 | | |
| 150 | times | 42.00 | 25.20 | 16.80 | 8.40 | 4.20 | 2.80 | | |
| 250 | times | 39.00 | 23.40 | 15.60 | 7.80 | 3.90 | 2.60 | | |
| 300 | times | 36,00 | 21.60 | 14,40 | 7.20 | 3.60 | 2,40 | | |
| (* | | minute | electi | feal to | anscrip | tion or | 100 | | |
| | n=-1a | | | | | | | | |

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

REMOTE CONTROL

Any desired pick-ups can be provided. Bates on application.

Contract and Other Requirements
Advertisting of distilled liquors not accepted.

Subject matter to be broadcast is at all time subject to the approval of the management of the estation.

Announcement copy will be broadcast as submitted, if approved, and charges will be made at next ligher 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 pregnan 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, contimities, etc., must be submitted at least one week in advance for review by program director.

Mechanical Program Equipment
Equipment to handle programs by electrical transcrip-tion, using 33-1/B and 78 r.h.m. double turn-tables for vertical and lateral cut recordings.

Personnel Manager-Engene T. Flaherty.

Representatives
George P. Hollingbery Company.

KTRI (Established 1988)



Rates effective May 1. 1988.
Owned and operated by The Sioux City Broadcasting Company.
Business Office and Studio—Commerce Building.
Sixth and Nebraska Streets. Sloux City, Iowa.
Transmitter—Commerce Building, Sixth and Nebraska Street, Sloux City, Iowa.

/ave—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.

Bills renuesed and General Advertising For combination rates see listing of Mutual Broadcasting System (lowa Group).

CLASS "A"

13-00 p.m.)

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

| 1 | hour | 100.0 |
|-----|--|-------|
| 1/2 | hour | 60.0 |
| 1/4 | hour | 86.0 |
| 10 | minutes | 27.0 |
| - 5 | minutes | 18.0 |
| 100 | words | 8.0 |
| 60 | words | 6.0 |
| 80 | words | 5.0 |
| ы | | 0.0 |
| | CLASS "B" | |
| (1 | 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.) | |
| | | |

| | p.m. and 10:00 p.m. to 10:30 p.m.) | |
|------|------------------------------------|-------|
| 1 | hour | 80.0 |
| 1/2 | hour | 48.0 |
| 1/4 | hour | 28.80 |
| 10 | minutes | 21.60 |
| Š | minutes | 14.40 |
| ากกั | words | 6.40 |
| 60 | words | 4.80 |
| 30 | words | 4.00 |
| | TO LOO HOUR | 2.00 |

| | CLASS "C" | |
|-----|---|-------|
| € | 3:00 a.m. to 11:30 a.m., 1:30 p.m. to 5:0 | 10 |
| | p.m. and 10:30 p.m. to 12:00 midnight) | |
| 1 | hour | 60.00 |
| 1/2 | hour | 86.00 |
| 1/4 | hour | 21.60 |
| 10 | minutes | 16.20 |
| 5 | minutes | 10.80 |
| 100 | words | 4.80 |
| 60 | words | 8.60 |
| 30 | words | 8.00 |
| | | |

| | | ISCO | | | |
|----|-------------------|-------|-----|-----------|-------|
| 13 | times | 5% | 100 | times | |
| 26 | times | 10% | 200 | times | |
| 52 | times | 15% | 300 | times | |
| | SPECIAL | WEE | KLY | RATES | |
| | (Three | times | Der | week) | |
| Fo | ur times per week | . add | 1/4 | of 3 time | rate. |

| | | CLASS | "A" | | |
|----|---------|---------|---------|---------------|---------|
| | (6:00 | p.m. to | 10:00 p | | |
| | | 13 wks. | 26 wks. | 39 wks. | 52 wks. |
| 1 | hour. | | 225.00 | 210.00 | 195.00 |
| /2 | hour. | 144.00 | 135.00 | 126.00 | 117.00 |
| /4 | hour | 86.40 | 81.00 | 75.60 | 70.20 |
| | minutes | 64.80 | 60.76 | 56.70 | 52.60 |
| 5 | minutes | 45.20 | 40.50 | B7 .80 | 85.10 |

| | CLASS | | | |
|------------------|----------|-----------|---------|--------|
| (11:30 a.m. to 1 | | | | 6:00 |
| p.m. and 10 | :00 p.m. | to 10:30 | p.m.) | |
| l hour | 192.00 | 180.00 | 168.00 | 156.00 |
| hour | 115.20 | 108.00 | 100.80 | 93.60 |
| hour | | 64.80 | 60.48 | 56.1€ |
| minutes | 51.84 | 48.60 | 45.86 | 42.12 |
| minutes | 84.56 | 32.40 | 80.24 | 28.08 |
| | CLASS ' | 'C'' | | |
| | | | | * |
| (8:00 a.m. to 1) | | | | |
| 0 m and 10.90 | n n n ta | a 12.00 r | nidnigh | t) |

| (1 | 8:00 a.m. to 11 | | | | |
|----|-----------------|--------|-------------|----------|--------|
| | p.m. and 10:30 | p.m. | to 12:00 | midnight |) |
| | hour | | | | 117.00 |
| | hour | | 81.00 | 75.60 | 70.20 |
| | hour | | 48.60 | 45.36 | 42.12 |
| | minutes | | 86.45 | 84.02 | 81.59 |
| 5 | minutes | 25.92 | 24.80 | 22.68 | 21.06 |
| | (Five | times | Der week |) | |
| | Alman non mank | - 24 1 | /0 ~/ K +1. | | |

| | | CLASS | "A" | | |
|----|-------------|---------|----------|--------|----------|
| | (6:00) | p.m. to | 10:00 p. | .m.) | |
| 1 | hour | 375.00 | 850.0Ō | 825.00 | 800.00 |
| /2 | hour | | 210.00 | 195.00 | 180.00 |
| /4 | hour | | 126.00 | 117.00 | 108.00 |
| | minutes | | 94.50 | 87.75 | 81.00 |
| 5 | minutes | 67.50 | 63.00 | 58.50 | 54.60 |
| | | CLASS | "B" | | |
| 11 | 190 am to 1 | 100 mm | K +0.0 | n m +a | # · 0 ft |

| CLASS "B" | | | | | | | |
|-----------------|-----------|----------|---------|-------|--|--|--|
| 11:30 a.m. to 1 | :30 p.m., | 5:00 g | .m. to | 6:00 | | | |
| p.m. and 10 | :00 p.m. | | 0 p.m.) | | | | |
| 1 hour | 800.00 | 280.00 | 260.00 | 240.0 | | | |
| 1/2 hour | 180.00 | 168.00 | 156.00 | 144.0 | | | |
| 1/4 hour | 108.00 | 100.80 | 93.60 | 86.4 | | | |
| 10 minutes | 81.00 | 75.60 | 70.20 | 64.8 | | | |
| 5 minutes | 54.00 | 50.40 | 46.80 | 48.2 | | | |
| CLASS "C" | | | | | | | |
| 10.00 - m to 15 | 1400 0 70 | * + an • | | K +00 | | | |

| (6 | 3:00 a.m. to 1: | L:80 a.m | a., 1:80 | p.m. to | 5:00 |
|----|-----------------|----------|----------|----------|--------|
| | p.m. and 10:8 | 0 p.m. | to 12:00 | midnight | |
| 1 | hour | 225.00 | 210.00 | 195.00 | 180.00 |
| /2 | hour | 185.00 | 126.00 | 117.00 | 108.00 |
| /4 | hour | 81.00 | 75.60 | 70.20 | 64.80 |
| 10 | ıninutes | 60.75 | 56.70 | 52.65 | 48.60 |
| B | minutes | 40.50 | 37.80 | 85,10 | 82.40 |
| | | | | | |

SPECIAL FEATURES
Participation programs:
CTASS "A"

| | | | BBALE | | | |
|--------|--------|---------|-------|-----------|-------|-------|
| | (| 6:00 p. | m. to | 10:00 p.p | n.) | |
| 6 da | ys ner | weck | 86,00 | BB.60 | 81.20 | 28.80 |
| | | week | 19.20 | 18.00 | 16.80 | 15.60 |
| 60 Wor | | | | | | |
| | | wook | | 25.20 | 28.40 | 21.60 |
| 8 da | ya Der | week | 14.40 | 18.50 | 12.60 | 11.70 |
| | | | | | | |

(All other 100 words: 13 wks. 26 wks. 50 mm.
6 days per week... 21.60 20.16 18.72 17.28
3 days per week... 11.52 10.80 10.08 9.86
60 words: 6 days per week... 16.20 15.12 14.04 12.96
3 days per week... 8.64 8.10 7.56 7.02
Time signals, weather and temperature reports—regular announcement rates apply.

ELECTRICAL TRANSCRIPTIONS
No extra charge for broadcasting of electrical transcriptions. No time restrictions.

TALENT (All other time)
13 wks. 26 wks.
k.... 21.60 20.16
k.... 11.52 10.80

scriptions. 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 charged.
All material subject to approval of station before it will be broadcast. Broadcasts must conform with rederal and state regulations.
Closing Time on 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.
Persennel
General Manager—Dietrich Dirks.

General Manager—Districh Dirks. epresentatives 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.

ing 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.

of a mile norm of species.

Wave—Power—Time

Operating power—100 watts.
241.0 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 Commissifion
15% to recognized advertising agencies on time only
No cash discount. Bills rendered first of month, pay
able on the tenth.

General Advertising
The following rates are for national advertising. For local advertising rates consult station management.
Rates include music copyright fees.

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

1 ti. 13 ti. 2ct 1. 52 ti. 104 ti. 2

1 hour..... 36:00 54:00 51:00 48:00 45:00

1/2 hour.... 37:50 33:75 31:90 30:00 28:15

1/4 hour..... 22:50 20:25 19:15 18:00 16:90

5 mitutes 15:00 13:50 12:15 11:55 11:05

1 minute 6:00 5:40 4:90 4:05 4:45 52 ti. 104 ti. 250 ti. 48.00 45.00 39.00 30.00 28.15 24.40 18.00 16.90 14.60 11.55 11.05 10.60 4.65 4.45 4.1t

1 minute 6.00 5.40 4.90 4.65 4.45 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 12:00 noon Sundays)
1/2 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

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; after 10:00 p.m. daily 38.00 32.00 1/2 hour..... 34.00 28.00 38.00 34.00 32.00 1/2 hour.... 34.00 28.00 29.00 21.00 90.40 19.20 1/4 hour.... 14.40 18.68 12.96 19.24 11.52 10 minutes 10.55 10.03 9.51 8.99 7.47 5 minutes 7.20 6.84 6.48 6.12 5.76

minutes 7.29 0.84 6.12 5.76 5.4

minutes 7.29 0.84 6.18 6.12 5.76 5.4

EREMOTE 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 cortified check at shor rate to date of last program.

Closing Time

Programs close one week in advance of first broad cast. Announcements, transcriptions and talks clos 12 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrintion. using 33-1/3 and 78 r.p.im. turn-tables foliateral and vertical recordings.

Personnel
Station Manager—L. W. Andrews.
Commercial Manager—L. W. Nolan.

Ropresentatives Hal Holman Company.

WATERLOO

(Blackhawk County)

KXEL



(Established 1912)

Rates received April 21, 1942.
Owned and operated by Josh Higgins Broadcasting Company,
Business Office and Studio—Waterloo, Iowa.
Transmitter—Dysart, Iowa.
Avev—Power—Time
Operating power—50,000 watts.
194.8 meters; 1536 kilocycles.
Licensed to operate full time on clear national channel.

312 times 86,00 42.00 24.00 12.00 6.00 (10:30 p.m. to 12:00 midnisht and 7:00 a.m. to 9:00 a.m.)

1 time 120.00 60.00 30.00 15.00 7.50 13 times 114.00 57.00 28.50 14.25 7.12 26 times 108.00 54.00 27.00 13.50 6.75 52 times 102.00 54.00 25.50 12.75 6.37 65 times 96.00 48.00 24.00 12.00 6.00 104 times 90.00 48.00 22.50 11.25 5.67 156 times 84.00 42.00 21.00 10.50 5.25 260 times 84.00 42.00 21.00 10.50 5.25 260 times 84.00 39.00 19.50 9.75 4.87 312 times 72.00 36.00 18.00 9.00 4.50 21.00 10.50 5.25 260 times 78.00 39.00 19.50 9.75 4.87 312 times 72.00 36.00 18.00 9.00 4.50 21.00 times 78.00 39.00 19.50 9.00 4.50 (*) One minute. 100 words or chain break.

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. Contracts subject to cancellation by 30 days written notice accompanied by certified check at short rate to date of last program.

Closing Time

Contracts close one week in advance. Announcement copy, transcriptions and talks close 24 hours in advance.

Mechanical Program Equipment

Equipment Soulpied to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for alteral or vertical cut recordings.

Personnel
Manager—Joe DuMond.
Representatives
John Blair & Company.

WMT

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.

Comprised of:
WHB—Kansas City, Mo.
KTBI—Wichita
KKBI—Salina
Affiliated with the Mutual Broadcasting System.

General Advertis ng
Rates on request.
Line Charges
No extra charge for lines. Permanent lines maintained.

Personnet

ersonnel
Sales Manager—Don Davis.
Program Co-ordinator—John Wahlstedt.
Erecutive Committee:
Itay Linton, KFBI, Wichita, Kansas.
Owen Balch, KSAL, Salina, Kansas.
J. Nelson Rupard, KTSW, Emporia, Kansas.
Ciem Morgan, KVGB, 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)

KVAK (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—

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
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 13 26 52 104 156 300
11 1 10 11. ti. ti. ti. ti. ti. ti.
1 hour.... 30.00 25.50 27.50 26.00 24.00 222.25 20.00
1/2 hour... 21.50 20.75 19.75 18.00 17.00 15.75 14.50
1/4 hour... 13.00 12.00 10.75 10.25 10.00 9.50 8.50
10 minutes 9.00 8.50 8.25 8.00 7.50 7.25 6.25
5 minutes 6.00 5.75 5.50
1 13 26 52 104 10 10.00 10.75 10.25 10.00
1 1 1 20 52 104 10 10.00 10.75 10.25 10.00
1 1 1 20 52 104 10 10.00 10.75 10.25 10.00
1 1 1 1 20 52 104 10 10.00 10.75 10.25 10.00
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1 1 1 1 20 52 104 10 10.00 10.75 10.25 10.00
1 1 1 1 10.00 10.75 10.25 10.00 9.50 8.50
1 1 3 20 52 104 10 10.00

COFFEYVILLE

(Montgomery County)

KGGF (Established 1980)



Rates effective January 1, 1942. (Card No. 4.) Owned and operated by Hugh J. Powell (Coffeyville

Rates effective January 1, 1932. (CATO NO. 21,) 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.

Transmitter—South Conceyvine, Canada Wave—Power—Time
Operating Dower—I 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 15% to recognized advertising agencies on net charges for station time. No commission or discount on charges for talent or news service. Accounts are due and payable on the tenth of the month following broadcast.

SPECIAL FEATURES
Time signals and other short announcements
on application.

TALENT Extra. Rates on application.

REMOTE CONTROL
Telephone and remote control equipment available at additional cost to quoted prices.
Estimates on remote control furnished on request.

Estimates on remote control furnished on request.

SERVICE FACILITIES

Services of program, advertising and continuity departments as well as announcing and operating staff in "scuring, 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 tates, Charges are for facilities of station only.

All programs are subject to approval of the station management.

All programs are sublect to approval of the station management.

Station reserves the right to refuse or discontinue any advertising which, in its opinion, does not maintain the station's standard.

Manuscripts on political topics, etc., must be submitted for approval of station management.

Programs of five minutes or more may not be combined with announcements of one minute or less to obtain frequency discounts. Announcements given adjacent to higher time classification, no contract accepted for more than 52 weeks. Frequency discounts must be earned within a contractual year.

must be earned within a constitution of the 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)

KGNO (Established 1930)



Rates effective May 1, 1942. Owned and operated by Dodge City Broadcasting Co. Business Office and Studio—705 Second Ava., Dodge City, Kansas, telephones (business office) 1100, (studio) 1340.

valuation 1340.
ransmitter-West Park Street Road, Dodge City, Kansas.

Wave—Power—Time
Operating power—1.000 watts davs: 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.

1 minute ANNOUNCEMENTS words......words

quest.

RECORDED PROGRAMS

Transcription built programs—rates on request.

Transcription library services available—rates on request.

TALENT

Rates on request.

SERVICE FACILITIES
Service of continuity, program, production, publicity
and merchandising departments available.

Contract and Other Requirements approval and governmental regulations. Rates quoted are for station time only. Services of the program advertising department as well as announcing and operating staff in securing talent, arransing, presenting and advertising programs, are included without extra charge.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using both 33-1/3 and 78 r.p.m double turn-tables for vertical 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) KTSW (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.
Vave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
I tenned 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.
gency Commission

Personne:
President—S. B. Warren.
General Manager—J. Nelson Rupard.
Representatives Senra & Ayer. Inc.

GARDEN CITY

(Finney County)

KIUL

RAIUL

Rate card lesued July 1, 1935.

Unined 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—11me
Operating power—100 watts.

[100% modulation.]

241.9 meters: 1240 kilocycles.
Licensed to operate unlimited time.
Operates on Mountain War Time.
Actual operating sciedule: 6100 am. to 10:00 p.m.

Agency Commission
Agency Commission

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Contract and Other Requirements
Above charges are for station facilities only.
An 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.

recordings, Alev C. ...
Personnel
I'resicent—F. D. Conard.
Manager and Program Director—Al Pyatt.
Chief Engineer—Henry McClintock.
Assistant Engineer—Kenneth Hall.
Representatives
None.

GREAT BEND

(Barton County)
KVGB (Established 1937)

Rates effective September 1, 1942. (Card No. 4.)
Uwned and operated by H. T. Townstey.
Business Office and Studio—Cork Bidg., Great Bend,
Kansas, telephone 1980. P. O. Box 757.
Transmitter—One mire south of Great Bend on
Highway 281.

Wave—Power—Time
Onerating power—250 watts.
214.3 meters; 1400 kilocycles.
1.1ccnsed to operate uninimised time.
Operates on Central War Time.
Actual operating schedule: Sunday 7:30 a.m. to 9:30
b.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.

CLASS "A"

(6:00 p.m. to 10:00 p.m.)
1 tit. 18 ti. 26 ti. 52 ti. 104 to 10 27 to

| | | (6:00 | p.m. to | 10:00 | | | |
|-----------|----------|-------|---------|---------|-------|---------|--------|
| | | 1 ti. | 13 ti. | 26 ti. | | 104 ti. | 312 ti |
| 1 | hour | 50.00 | 47.50 | 45.00 | 42,50 | 40.00 | 37.5 |
| 1/2 | hour | 30.00 | 28.50 | 27.00 | 25.00 | 24.00 | 22.5 |
| 1/4 | hour | 20.00 | 18.50 | 17.50 | 16.50 | 15.50 | 14.5 |
| 5 | minutes | 9.50 | 9.00 | 8.50 | 8.00 | 7.50 | 7.00 |
| 1 | minute | 5.00 | 4.75 | 4.50 | 4.25 | 4.00 | 3.7 |
| Cha | in break | 4.00 | 3.75 | 3.50 | 3.25 | 3,00 | 2.7 |
| CLASS "B" | | | | | | | |
| | (Before | 6:00 | p.m. an | d after | 10:00 | p.m.) | |

| | Retore | 6:00 | p.m. an | u atter | 10:00 | p.m.) | |
|------------------|---------|-------|---------|---------|-------|-------|--------------|
| 1 | hour | 30.00 | 28.50 | 27.00 | 25.00 | 24.00 | 22.50 |
| 1/2 | hour | 18.00 | 17.10 | 16.20 | 15.30 | 14.40 | 13,50 |
| 1/4 | hour | 10.00 | 9.50 | 9.00 | 8.50 | 8.00 | 7.50 |
| 5 | minutes | | 4.76 | 4.50 | 4.26 | 4.00 | 3. 76 |
| | minute | 3.00 | 2.80 | 2.70 | 2.60 | 2.40 | 2.20 |
| 1/2 | minute | 2.00 | 1.90 | 1.80 | 1.70 | 1.60 | 1.50 |
| SPECTAL FEATURES | | | | | | | |

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.

ELECTRICAL TRANSCRIPTIONS
Transcriptions not restricted to cartain hours
TALENT

Transcriptions not restricted to certain hours
Trales on request.

Remote Control
Equipped to handle remote facilities from all Doints
served by a telephone company. Line charges,
traveling expenses and installation charges to be paid
by client. Mobile unit available at nominal rates.
Contract and other Requirements
Beer accounts acceptable (legal in Kansas); accounts
other than beer must meet requirements and approval
of station management.
Subject matter to be broadcast is at all times subject to the approval of the station management.
Station reserves the right to cancel any broadcast to
substitute a sustaining program of unusual public
interest when, in the judgment of the station management, the action shall become necessary or proper
or when required by law or lawful order of any
governmental agency.
No contracts accepted for a period longer than one
year.

year.

Closing Time

Manuscript must be submitted for all talks or speeches at least 24 hours prior to broadcast.

Mechanical Program Equipment

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

ersonnel
General and Commercial Manager—Clem Morgan.
Program Manager—Ray Beals.
Chief Engineer—Leo Legletter.

HUTCHINSON

(Benn County)

KWBW

Rates received September 8, 1941.
Owned by William Wyse and Stanley Marsh.
Operated by the Nation's Center Broadcasting Com-

Operated by the Nation's Center Broadcasting Combaily.

Bushines Office and Studio-101 East Avenue A,

Hitchinson Karas, tolophone 5202.

Tanchinson Karas, tolophone 5202.

Tanchinson Karas

Operating nower—250 watts

100% modulation—automatic crystal control.)

205,0 motors: 1450 kilocycles.

Licensed to operate unlimited time.

Operates on Central War Time

Agency commission

Agency com

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 or lateral cut recordings.

for vertical of 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) KCKN



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, Drezel 4300.
Transmitter—901 N. Eighth Street, Kansas City.

Kansas City, Kansas, Livace Law Kansas City, Kansas City, Kausas.

Nave—Power—Time Operating power—250 watts.

1100% 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 15% to recognized advertising agencies. No cash discount.

General Advertising
The following rates apply to all sponsored broadcasts; local or national. (Day or Night)

1 hour... 45:00 42:75 40:50 38:25 36:00

1/2 hour... 27:00 25:65 24:30 22:95 21:60

1/4 hour... 18:00 17:10 16:20 15:35 14:40

10 minutes 15:00 14:25 15:50 12:75 7:22

I minute tranlocal or national.

1 tl.

1 hour.... 45.00
1/2 hour.... 27.00
1/4 hour.... 18.00
10 minutes 15.00
5 minutes 9.00
1 tninute transcription 8.00
100 words... 6.00
50 words... 4.00 6.40 4.80 3.20 Per wkk ... 50.00

14.85 12.40 7.45 6.60 4.95 8.30 1 minute transcription...
100 words...
50 words...
11 bour...
12 hour...
14 hour...
10 minutes...
1 minute transcription...
10 minute transcription... 27.0 16.2 10.8 9.0 5.41 4.8 3.6 12.4 93.75 20.25 22.30 14.85 12.40 20.25 13.50 11.25 6.75 6.00 4.50 8.00 | I minute transcription | 100 words | 50 words | 50 words | 1 hour | 1 hour | 1 hour | 1/2 hour | 1/4 hour | 1/4 hour | 1/4 hour | 1/4 hour | 1/5 minutes | 1 min

50 words 2.88 2.00
Centract and Other Requirements
Advertising of alcaledic beverages not accent
(This listing continued on next page) ages not accented.

www.americanradiohistory.com

.

نال: دار: دار:

KANSAS CITY—Continued KCKN—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 recordings.

Personnel
President—W. A. Bailey,
General Manager—Ellis Atteberry,
Representatives Capper Publications.

LAWRENCE (Douglas County)

KFKU

240.0 meters; 1250 kilocycles. Does not sell time.

WREN

(Established 1926)

(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.

Ave—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.

Operating schedule: Sundays 8:00 a.m. to 12:00 midnight.

Operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:30 a.m. to 2:30 p.m. and 3:00 p.m. to 12:00 midnight.

Agency commission

Agency commission

Agency commission 15% to recognized agencies. No cash discount.

Seneral 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.)

1 til. 1 til.

| | , | 1 ti. | 13 ti. |
|-------------|-----------|--------|--------|
| 1 | hour | 150.00 | 125.00 |
| | hour | 81.00 | 67.50 |
| | hour | 45.00 | 37.50 |
| | minutes | 22,50 | 18.75 |
| | minutes | | 12.50 |
| ĩ | minute | | 8.00 |
| $1/\bar{2}$ | minute | 7.20 | 6.00 |
| | CLASS "B" | | |
| | | | |

| minute | CLASS ''B' | (8:00 s.m. to 10:00 s.m. 12:00 noon 2:00 p.m. 5:00 p.m. to 6:00 p.m. week da ned 12:00 noon to 6:00 p.m. sundays) | lour | 12:00 noon to 6:00 p.m. sundays) | lour | 12:00 to 10:00 | 12:00 noon to 6:00 p.m. sundays) | lour | 12:00 p.m. | 12:00 | 12:00 | 12:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 13:00 | 1

| 1 | hour | 96.00 | 80.00 |
|---------------|---------------------|-------|-------|
| 1/2 | hour | 54.00 | 45.00 |
| 1/4 | hour | 30.00 | 25.00 |
| | minutes | 15.00 | 12.50 |
| | minutes | 9.60 | 8.00 |
| 1 | minute | 6.00 | 5.00 |
| $1/\tilde{2}$ | minute | 4.20 | 3.50 |
| -, - | QUANTITY DISCOUNTS | | |
| Bas | ed on 13 time rate: | | |

| Based on 13 time rate: | |
|--|-------|
| 26 times | 10% |
| 52 times 104 times | 10% |
| 208 times | 25070 |
| 312 times | 30% |
| STRIP RATES | 00,0 |
| Weekly charge, consecutive weeks only: | |

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 or any other expense in connection with program is additional. All talent and performers for programs will be furnished by WREN acting as the client's agent, and when requested by the client. WREN will assist as client's agent 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 outrand of the Requirements

Contract and Other Requirements
Station reserves the right to reconcile material for broadcast with station policy. All contracts subject to cancellation by either party upon 14 days' written notice. All contracts subject to present and future State and Federal regulations. Station reserves the right to discontinue or to refuse any advertising program for reasons satisfactory to themselves except in cases governed by Federal regulations. Rates quoted are for the number of broadcasts to be used within one year.
All proposals subject to prior booking of time.
Closing Time
Arrangements for musical programs must be made Contract and Other Requirements

losing 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.

Rechanical 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.
Fromotion Director—William P. Yearout.
Representatives George P. Hollingbery Company.

MANHATTAN

(Riley County)

KSAC

(Established 1924)

517.3 meters; 580 kilocycles. Does not sell time.

PITTSBURG KOAM

Rates received July 24, 1942. (Card No. 3.)

Owned and operated by the Pittanurg Broadcasting Company, Incorporated.

Business Office and Studio—Commerce Bidg.. Fourth and Broadway, Pittsburg, Kan., telephone 2165.

Transmitter—2-1/2 miles southeast of Pittsburg.

Wave—Power—Time
Onerating power—1.000 watte.
370.4 metera; 310 kilocycles.
Licensed to operate days only.
Operates on Central War Time.
Actual operating schedule; 5:00 a.m. to local sunset.
Agency commission
Agency commission
Agency commission 15% allowed to recognized agencies No cash diacount.
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.)

1 hr. 1/2 hr. 1/4 hr. 5 min. 1 min.

| | | e 1:30 | p.m. and | | 1:00 p.m | |
|-----|--------|---------|----------|---------|----------|----------|
| | | 1 hr. | 1/2 hr. | 1/4 hr. | 5 min. | 1 min. |
| 1 | time | 70.00 | 38.00 | 21.00 | 12.00 | 7.50 |
| 13 | times | 66.50 | 36.10 | 19.95 | 11.40 | 7.15 |
| 26 | times | 63.00 | 34.20 | 18.90 | 10.80 | 6.75 |
| 39 | times | 59.50 | 32.30 | 17.85 | 10.20 | 6.40 |
| 52 | times | 56.00 | 30.40 | 16.80 | 9.60 | 6.00 |
| 104 | times | 52.50 | 28.50 | 15.75 | 9.00 | 5.65 |
| 156 | times | | 26.60 | 14.70 | 8.40 | 5.25 |
| 260 | | 45.50 | 24.70 | 13.65 | 7.80 | 0.20 |
| | times | | | | | 4.00 |
| 312 | times | 42.00 | 22.80 | 12.60 | 7.20 | 4.90 |
| | | | CLASS | "B" | | |
| | | (1:30) | p.m. to | 4:00 p. | m.) | 60 wds. |
| | | 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 | 5.70 |
| 26 | times | 48.60 | 26.10 | 15.80 | 9.00 | 5.40 |
| 39 | times | 45.90 | 24.65 | 14.45 | 8.50 | 5.10 |
| 52 | times | 43.20 | 23.20 | 13.60 | 8.00 | 4.80 |
| 104 | times | 40.50 | 21.75 | 12.75 | 7.50 | 4.50 |
| 156 | times | 37.80 | 20.30 | 11.00 | 7.00 | 4.20 |
| 260 | times | | 18.85 | 11.05 | 6.50 | |
| 312 | times | 32.40 | 17.40 | 10.20 | 6.00 | 3.90 |
| 512 | times | | CIAL FE | | | 3.90 |
| NT | | | | | | |
| New | и игоа | acasta: | Fifteen | minute | periods | daily at |

News Broadcasts: Fifteen minute periods daily at 6:30 a.m., 7:30 a.m., 10:100 a.m., 12:15 p.m., 2:80 p.m. and 6:00 p.m., 10:100 a.m., 12:15 p.m., 2:80 p.m. and 6:00 p.m., 10:100 p.m., 10:

Musical Clock: Rates and details on request.
Woman's Hour: 15 minutes daily except Sunday.
available for participating announcements at regular

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 requiest.

TALENT

Studio talent available. Talent charges not included in programs.

in proxism.

In proxism.

Ontract and Other Requirements

All contracts and proxisms 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 regu-

lations.

Station reserves the right to discontinue or refuse
any advertising program for reason satisfactory to
themselves except in cases governed by federal regu-

nations.

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 Equipment and programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel President—E. Victor Baxter.

Commercial Manager—M. E. Stewart.

Representatives

The Walker Company.

SALINA (Saline County)

KSAL (Established 1987)



Rates effective August 1, 1941.
Owned and operated by KSAL Inc.
Business Office and Studio—Journal Building, Seventh and Iron Ste., Salina, Kan., telephone 100.
Transmitter—State Street Road.
Wave—Power—Time
Operating power—1,000 watts.
250.9 meters; 1150 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Agency Commission
Agency commission 15% to recognized advertising agencies on not 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.

(6:00 p.m. to 10:00 p.m. week days and after
1:00 n.m., Sundays)
1 th. 13 ti. 26 ti. 52 ti. 100 ti. 300 ti.
1 hour...... 75.00 71.25 67.50 63.75 60.00 52.55
1/2 hour...... 45.00 42.75 40.00 38.25 36.00 37.5
1/4 hour..... 30.00 28.50 27.00 25.50 24.00 22.50
5 minutes 15.00 14.55 13.50 12.75 12.00 11.25
Announce—ments..... 6.00 5.50 5.30 5.10 4.80 4.50

5 minutes 15.00 17.00 5.50 5.30 5.10 4.80 CLASS 'B'
(Before 6:00 p.m. and after 10:00 p.m.) 1.10 17.00

5 minutes 1.50 1.11 4.00 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.)

Per week for

| | | _ Р | er week f | or | |
|------------|---------|----------------|-----------|-----------|---------|
| 1/2 hour: | 1 wk. | 13 wks. | 26 wks. | 39 wks. | 52 wks. |
| 3 tlmes | 132.93 | 119.25 | 112.50 | 105.75 | 101.25 |
| 5 times | 213.75 | 183.75 | 172.50 | 165.90 | 163,20 |
| 6 times | 250.02 | 216.00 | 198,00 | 193.50 | 189.00 |
| 1/4 hour: | | | | | |
| 3 times | 87.75 | 79.47 | 74.97 | 70.47 | 67.50 |
| 5 times | 142.50 | 122.40 | 115.20 | 109.95 | 107.40 |
| 6 times | 166.50 | 144.00 | 132.12 | 129.24 | 126.00 |
| 5 minutes: | | | | | |
| 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 |
| | re 6:00 | p.m. and | |):00 p.m. | |
| 1/2 hour: | 0.00 | F1141 4114 | 41101 1 | , | • |
| 3 tlmes | 78.93 | 71.55 | 67.50 | 63.45 | 60.75 |
| 5 times | 128.25 | 110.25 | 103.50 | 99.00 | 96.75 |
| 6 times | 149.94 | 129.60 | 118.80 | 117.90 | 115.20 |
| 1/4 hour: | 110.01 | 120.00 | 110.00 | 221.00 | |
| 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: | | | | 01.02 | 00.00 |
| 3 times | 21.90 | 19.83 | 18.78 | 17.61 | 16.86 |
| 5 times | 35.61 | 30.60 | 28.72 | 27.45 | 26.85 |
| 6 times | 41.67 | 36.00 | 33.03 | 32.31 | 31.50 |
| | | | | | |

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

Itales on request.

REMOTE CONTROL

Programs originating outside the studies 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.

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.
Centract and Other Requirements
Resale of time not permitted. All programs, transcriptions and announcements are subject to approval
of station management.
Mechanical Pregram Eduipment
Equipment to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables
for vertical and lateral cut recordings.
Closing Time
All contracts should be closed as far in advance of

iosing time
All contracts should be closed as far in advance of initial program as possible to facilitate production.

Manager—Owen H. Balch
Representatives John E. Pearson Company.

KANSAS--Continued

TOPEKA (Shawnee County)





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 milea west of Topeka.

Wave—Power—Time
Operating power—5,000 watts.
(100% modulation.)
516.9 metere; 580 kilocycles.
Divides time with station KSAC.
Operates on Central War Time.
Actual operating schedule: 5:00 a.m. to 12:00 midnight daify 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 Broadcasting System (Blasic 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 | | | | | | | |
| | | m. Sunda: | | | | | |
| | 1 tl. | | 26 ti. | 52 ti | | | |
| 1 hour | 200.00 | | 180.00 | 170.0 | | | |
| 1/2 hour | | 114.00 | 108.00 | 102.0 | | | |
| 1/4 hour | | 76.00 | 72.00 | 66.0 | | | |
| 5 minutes | | 38.00 | 88.00 | 34.0 | | | |

| I minute | 30.00 | 28.50 | 27.00 | |
|--------------------|---------|----------|----------|-----------|
| Station break | 20.00 | 19.00 | 18.00 | 17.00 |
| | Strip R | | | |
| | | | Per week | for—— |
| 1/4 hour: | | 3 mos. | 6 mas. | 12 mos. |
| 3 days weekly | | | | |
| 5 days weekly | | | | |
| 6 days weekly | | | 255.00 | |
| For half hour stri | p rate | figure 8 | 10% of 1 | twice the |
| quarter hour rate. | | | | |

| | CLASS | | | | | | |
|---------------------|-----------|---------|--------|--------|--|--|--|
| (A | All other | r time) | | | | | |
| | 1 ti. | 13 ti. | 26 ti. | 52 tl. | | | |
| 1 hour | 125.00 | 118.75 | 112.50 | 106.25 | | | |
| 1/2 hour | | | 67.50 | 63.75 | | | |
| 1/4 hour | | 39.90 | 37.80 | 35.70 | | | |
| 5 minutes | | 26.60 | 25.20 | 23.80 | | | |
| 2 minutes | | 21.85 | 20.70 | 19.55 | | | |
| 1 minute | 15.00 | | 13.50 | 12.75 | | | |
| 50 word station bre | | | | 12.00. | | | |
| Stein Rates | | | | | | | |

| | ——Р | er week f | or |
|--------------------------|--------|-----------|----------|
| 1/4 hour: | 3 mos. | 6 mos. | 12 mos. |
| 3 days weekly | 110.00 | 105.00 | 90.00 |
| 5 days weekly | | 145.00 | 120.00 |
| 6 days weekly | 180.00 | 170.00 | 140.00 |
| For half hour strip rate | | | vice 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 Dinner Hour); 2:15 p.m. to 3:00 p.m. (The Kansas Round-Up), Programs are sold on a participate on 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 contract. one month. This rate cannot be applied to announcements after 8:00 p.m. Individual announcements on Farm Service Programs take the two minuter rate. Talent and program build-up supplied by station.

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, 10.00.2 No additional charge for the broadcast of electrical transcriptions.

TALENT

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.

cash discount.

cash discount.

SERVICE FACILITIES
Standard program services. Special farm programsbuilt to fit advertiser's requirements.
Contract and Other Requirements
Advertising of alcoholic beverages not accepted
All programs and announcements subject to station's

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 verhal agreements of any kind made with or by its representatives.

Closing Time
All programs close one week in advance of broadcasts. Mechanical Program Equipment
Equipment to handle programs by electrical transcription 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.



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!



WICHITA (Redgwich County)

KANS (Established 1986)



Rates effective January 1, 1942. (Card No. 9.)

Uwned anu operated by KANS Broadcasting Companies
Business Office and Studio-Hotel Lassen. Wichita
Lansas, 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 seneclous. 6:30v a.m. to 12:00 midnight
Agency Commission
Agency Commission 15% on net station time only if
recusnized advertising agencies.

General Advertising
For combination rates see listing of National Broadcasting Company (Southwestern Group).

The following rates are for national advertising.

CLASS "A"

(6:30 p.m. to 9:30 p.m.)

1 1/2 1/4 5 1

Ir. hr. hr. min. min. (*

1 time... 60.00 36.00 24.00 18.00 12.00 9.1

13 times. 57.00 33.20 22.80 17.10 11.40 8.51

26 times. 54.00 33.50 24.00 18.00 12.00 9.1

13 times. 57.00 33.20 22.80 17.10 11.40 8.51

52 times. 51.00 33.60 20.40 15.30 10.20 7.6

78 times. 45.00 27.00 18.00 13.50 9.00 6.7

104 times. 46.00 27.00 18.00 13.50 9.00 6.7

105 times. 33.00 12.60 14.40 10.80 7.20 5.4

500 times. 33.00 12.60 14.40 10.80 7.20 5.4

500 times. 33.00 18.00 12.00 9.00 6.00 4.1

1000 times. 27.00 18.00 13.20 9.00 6.00 4.1

1000 times. 30.00 21.60 14.40 10.80 7.20 5.6

50 times. 30.00 21.60 14.40 10.80 5.40 3.1

12 times. 30.00 22.00 16.00 12.00 6.00 4.1

13 times. 30.00 22.00 18.00 12.00 6.00 4.1

14 times. 30.00 25.00 16.30 10.20 9.00 6.00

15 times. 30.00 21.60 14.40 10.80 5.40 3.1

15 times. 30.00 21.60 14.40 10.80 5.40 3.1

16 times. 30.00 21.60 14.40 10.80 5.40 3.1

17 time. 30.00 21.00 14.00 9.00 6.00 4.1

18 times. 32.00 19.00 12.00 9.00 6.00 4.1

19 times. 32.00 19.00 12.00 9.00 6.00 4.1

10 times. 32.00 19.00 12.00 9.00 6.00 4.1

10 times. 32.00 19.00 12.00 9.00 6.00 4.1

11 time. 30.00 20.00 18.00 12.00 6.00 4.1

120 times. 32.00 19.00 18.00 12.00 6.00 4.1

13 times. 32.00 19.00 18.00 12.00 6.00 4.1

14 times. 32.00 19.00 18.00 12.00 6.00 4.1

15 times. 30.00 18.00 12.00 6.00 4.0

16 times. 30.00

WICHITA—Continued

KANS—Continued

KANS—Continued

SPECIAL FEATURES

Time signals, sports and special events. Special package rates on request.

POLITICAL SPECHES

Regular rates apply. Payment must accompany order.

ELECTRICAL TRANSLRIPTIONS

Program libraries available at cost.

contract and Other Requirements

Station policy conforms with the Code of Ethics of the National Association of Broadcasters.

President—Herh Boilister.

General Manager—Jack Todd.

Representatives

Headley-Iteed 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.

Transmittet—Five miles north of Wichita business
district.

district.

Auge.—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.

Operating schedule: 24 hours daily, tyency 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. Seneral Advertising
For combination rates see listings of Blue Network Company (Blue Southwestern Group) and Mutual Broadcasting System.

(G.300 p.m. to 10:30 p.m. week days and 12:300 noon to 10:30 p.m. Sundays)

| 12:00 noon | to 10:30 | p.m. St | indays) | |
|-------------------|----------|---------|---------|---------|
| 1 ti. | 13 ti. | 26 ti. | 52 ti. | 100 ti. |
| 1 hour 200.00 | 190.00 | 180.00 | 170.00 | 150.00 |
| 1/2 hour., 120.00 | 114.00 | 108.00 | 102.00 | 90.00 |
| 1/4 hour 80.00 | 76.00 | 72.00 | 68.00 | 60.00 |
| 10 minutes 60.00 | 57.00 | 54.00 | 51.00 | 45.00 |
| 5 initutes 40.00 | 38.00 | 36.00 | 34.00 | 30.00 |
| 1 minute., 20.00 | 19.00 | 18.00 | 17.00 | 15.00 |
| 50 words., 16.00 | 15.20 | 14.40 | 13.60 | 12,00 |
| | CLASS | "B" | | |
| 1 | 117 -41 | 41 | | |

| | | CLASS | "B" | | |
|------------|--------|------------|-------|-------|-------|
| | | (All other | time) | | |
| 1 hour. | 100.00 | 95.00 | 90.00 | 85.00 | 75.00 |
| 1/2 hour | 60.00 | 57.00 | 54.00 | 51.00 | 45.00 |
| 1/4 hour | 40.00 | 38.00 | 36,00 | 34.00 | 30.00 |
| 10 minutes | 30.00 | 28.50 | 27.00 | 25.50 | 22.50 |
| 5 minutes | 20.00 | 19.00 | 18.00 | 17.00 | 15.00 |
| 1 minute | 12.00 | 11.40 | 10.80 | 10.20 | 9.00 |
| 50 words | 10.00 | 9.50 | 9.00 | 8.50 | 7.50 |
| 62 4441 | ~~ | max | | | • |

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.
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 studies furnished advertisers without cost.

REMOTE CONTROL
Complete equipment and personnel to handle remote control programs.

Complete equipment and personnel to handle remote control programs.

Control programs.

Control 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 attandards.

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

Equipment

Equipment

Equipment

Equipment

Equipment

Equipment

August of the state of the

KFH (Established 1928)



Rates effective February 1, 1942. (Card No. 11.)
Owned and oberated by Radio Station KFH Co.. Inc.. (Wichita Eagle Broadcasting Service)
Business Office and Studios—York Rite Building.
Wichita, Kanasa, telephone 2-4491.
Tranamiter—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.)
225.6 meters; 1330 kilocycles,
Ideensed to operate unlimited time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 5:30 a.m. to 12:00 midAgency Commission 15% to recognized advertising
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 Broad-casting System (Basic Supplementary Group). Rates include charges by owners of music copyrights. The following rates apply to national advertising:

CLASS "A"

| | | (6:30 | p.m. (| o 10:00 | p.m.) | | |
|------|-------|--------|--------|---------|-------|-------|-------|
| | | | | | | | |
| | | l hr. | 1/2 h | | | (*) | (†) |
| 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 |
| 250 | times | 180.00 | 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 | 9.50 |
| 750 | times | 100.00 | | 37.50 | 20.00 | 11.25 | 8.75 |
| 1000 | times | 90.00 | | | 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., 10:00 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 | 8.7 |
|------|-------|--------|-------|-------|-------|-------|------|
| 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 | 6.5 |
| 150 | times | 70.00 | 43.75 | 26.25 | 14.00 | 7.90 | 6.18 |
| 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 | 81.25 | 18.75 | 10.00 | 5.65 | 4.4 |
| 1000 | times | 45.00 | 28.15 | 16.90 | 9.00 | 5.05 | 8.9 |
| | | | | | | | |

Hall-Gentry Studios

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 mln. | (*) | (†) |
|-------|----------|--------|---------|---------|--------|---------|------|
| 1 | time | 50.00 | 31.25 | 18.75 | 15.00 | 11.25 | 8.75 |
| 13 | times | 41.50 | 29.70 | 17.80 | 14.25 | 10.70 | 8.30 |
| 26 | times | 45.00 | 28.15 | 16.90 | 13.50 | 10.15 | 7.85 |
| 52 | times | 42.56 | 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 | 6.35 |
| 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 1 | rates fr | om 11: | 30 p.m. | to 6:0 | 0 a.m. | consult | sta- |
| tion | manage | ment. | | | | | |
| | _ | | | | | | |

One minute electrical transcription or 100

words.
(†) Fifty words or less.

(f) 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)

(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

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 KFHthe only full-time, 5,000watter in Kansas.

> > That Selling Station in Kansas' Biggest, Richest Market!

KFH WICHITA

CBS • 5,000 Watts Day and Night Call Any Edward Petry Office

KANSAS—Continued

WICHITA—Continued

K F H-Continued

Two or more program units of 16 minutes or more broadcast on the same day for one sponsor within the same time brackets (Class "A" (Lass "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 larker units to earn a lower rate may be scheduled contiguously at the option of the station on 28 days' notice.

Design dentification on 28 days' notice.

SPECIAL FEATURES

Design identification or other cut-in announcements made locally within advertiser's network time service charge. Nights. 22,50; days, 11.25, loss frequency discount.

Visical Clock—Sold only on "scross the board" basie:

(6:00 a.m. to 8:30 a.m.) Six days weekly: 13 wks. 26 wks. 39 wks. 52 wks. 1/2 hour, per week 90.00 85.50 1/4 hour, per week 65.00 61.75 81.00 58.50 Nowscasts-Six days weekly (as available): 0:00 a.m. to 6:15 a.m.: Per week........... 60.00 57.00 51.00 3:15 p.m. to 3:30 p.m.: Per week....... 95.00 85.00 80.00 100.00 95.00 90.00 8:25 a.m. to 8:30 a.m. and 9:30 a.m. to 9:35 a.m.: Per week......... 60,00 57.00 54.00 51.00

 Less than 3 months. Per month.
 400.00

 3 months, per month.
 380.00

 6 months. per month.
 380.00

 9 months, per month.
 330.00

 12 months, per month.
 300.00

 12 months. per month.
 300.00
 Also sold on basis of four 25 word announcements daily before 6:00 p.m.: Less than 3 months, per month. 295.00
3 months, per month. 280.00
6 months per month. 265.00
9 months per month. 255.00
12 months per month. 235.00

12 months, per month. 235.00 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. Opening markets 9:45 a.m. to 9:55 a.m., Monday through Saturday; noon markets, 12:50 p.m. to 1:00 p.m. Monday through Friday; closing markets, 1:30 p.m. to 1:40 p.m. Monday through Friday; closing markets, 1:30 p.m. to 1:00 p.m. Monday through Friday and 12:45 p.m. to 1:00 p.m. Saturday. The following rates apply:

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 broad-easts. Charges are rate plus line charge and instal-lation fee. TALENT

Talent available for sponsorship. Details on request.

SERVICE FACILITIES

Merchandising service available to severtisers.

Contract and Other Requirements

Advertising of alcoholic beverages other than beer not accepted. All continuity subject to approval of management.

At the station's option, the cancellation of this con-contract cannot become effective until two weeks after starting date that has been contracted for under the terms hereof.

Talent programs close two weeks in advance of broad-cast. All other programs close one week in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. turn-tables.

General Manager—M. M. Murdock. Itusiness Manager—Plez S. Clark. Nat'l Sales & Prom. Mgr.—Clark A. Luther.

Renresentatives

Edward Petry & Company, Inc.

KENTUCKY

ASHLAND

(Boyd County) WCMI (Established 1985)



Rates received August 31, 1942.

Owned and operated by The Ashland Broadcasting Company.

Business Office and Studio-WCMI Building. Badio Block, Ashland, Kentucky. Main 3010.

Other Offices and Studios—Radio Center, Huntington, W. Va., telephone 28358; First National Bank Bids., Ironion, Otho, telephone 578.

Transmitter—48th Street and Ohlo River, Ashiand, Kentucky.

Wave-Power-Time

Operating power—250 watta.
(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 mid-night; 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 Broad-casting System and Southern Network. When buying WCBII, Ashiand, Kentucky and WIAP, Lexington Kentucky, jointly, for one account for the same period, with equal amount of time on each sta-tion, a reduction of 10% will be allowed to all recog-nized agencies.

| National | National

CILASS "B"

(6:00 a.m. to 6:00 p.m. week days and 8:30 a.m. to 1:00 p.m. Stundays)
time... 60.00 32.50 19:00 8.00 4.00
times... 57.00 30.88 18.05 7.60 3.80
times... 51.00 27.63 16.15 6.80 3.40
times... 51.00 27.63 16.15 6.80 3.40
times... 45.00 24.38 14.25 6.00 3.20
times... 45.00 22.35 14.30 5.00 2.80 4.00 3.80 3.60 3.40 3.20 3.00 2.80

No retroactive discounts given. Announcements and programs of five minutes or more cannot be combined to earn larger discounts. When contracts are retnewed without interruption previous contracts will be credited toward discounts on future contracts.

WEEKLY PROGRAMS

CLASS "B"
Five days per week:
1 hour. 225.00 121.90 71.25

RELIGIOUS AND POLITICAL

Rates on request.

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.

available.

SERVICE FACILITIES

Complete production and merchandising department available.

Contract and Other Requirements

ontract 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 programs for any reasons 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 38-1/3 or 78 c.p.m. double turo-tables. Personnet

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 WLBJ (Established 1939)

Rates effective October 15, 1940.

NAMES Effective October 15, 1940.

Owned and operated by the Bowling Green Broadcasting Company, Inc.

Business Offices and Studios—Corner Fairriew and
Lehman Avenues, Bowling, Green, Kentucky.

Transmitter—Corner Fairriew and Lehman Avenues.

Bowling Green, Kentucky.

Wave-Power-Time

ave—Power—11me
Operating power—250 watts.
(100% modulation—crystal control.)
223.9 meters; 1340 kilocycles.
Licensed to operate unlimited time.
Operates on Central War Time.
Actusi 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

ments.

SPECIAL FEATURES
Time signals, weather reports, market reports, athletic events and religious broadcasts. Rates on request.

News service, Rates and details on request.

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 announcing and operating staff are at the disposal of the advertiser.

Contract and Other Requirements

ontract and Other Requirements
All programs must conform to the standards of the station. The station director reserves the right to refuse re 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 transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

President and Manager—Reyburn Rose. Vice-President—E. P. Harris. Secretary and Tressurer—Lee B. Jenkins. Chief Engineer—Paul Wolf.

Representatives

None.

HARLAN

(Harlan County)

WHLN (Established 1941)

Rates effective October 1, 1941.

Owned and operated by Blanfox Radlo Company, Inc. Business Office and Studio—South Main St., Harlan, Kentucky.
Transmitter—South Main St., Harlan, Kentucky.

Transmitter—South Man. So.

Wave—Power—Time

Operating power—250 watts.
206,9 meters; 1450 kilocycles.

Idensed 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.

1 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 cha | | | iusic co | |
|-------------------|------------|----------|----------|--------|
| 1 ti. | 13 ti. | 26 ti. | 39 ti. | 52 ti. |
| 1 hour 50.00 | 38.00 | 36.00 | 34.00 | 32.00 |
| 1/2 hour 30.00 | 24.50 | 23.00 | 32.50 | 20.00 |
| 1/4 hour 20.00 | 15.25 | 14.50 | 13.75 | 13.00 |
| 5 minutes 10.00 | 8.10 | 7.70 | 7.30 | 6.90 |
| 5% discount for | three prop | rams per | week: | 15% or |
| fluo en meno prop | | | | |

| | | CEMEN' | | |
|---------------------|------|-----------|-------------------|------|
| 100 words or one mi | nute | electrics | al transcription: | : |
| 1 time | | | | |
| 13 times, | 4.75 | | | |
| 26 times | 4,50 | | times | |
| 39 times | | | times | |
| 52 times | 4.00 | 1,560 | times | 2.75 |
| 30 words: | | | | |
| 1 time | | | times | 2.10 |
| 13 times | | | times | |
| 26 times | | | tlmes | 1.70 |
| 39 times | 2.45 | | times | |
| 52 times | 2.20 | 1.560 | times | 1.30 |

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include use of tra
tion library service. Instantaneous recording
ment available. transcrin.

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

TALENT Rates on request.

Rates on request.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted excepting beer and light wines. Contracts subject to cancellation by 30 day written notice accompanied by certified check at short rate to date of last program. No contract accepted for more than one year. All programs subject to management's approval and government regulations. All contracts subject to cancellation unless started within 30 days.

Closing Time
Contracts close one week in advance of first 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.

ersonnel Station Manager—R. B. Helms. Commercial Manager—Eddie Whikehart.

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 daytime.
Operates on Central War Time.
Actual operating schedule—

Igency Commission 15% to recognized agencies on 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.

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 tt. 13 tt. 26 tt. 52 tt. 104 tt.

| | 1 ti. | 13 ti. | 26 ti. | 52 ti. | 104 tl. |
|------------|-------|-----------|----------|---------|---------|
| 1 hour | | 57.00 | 54.00 | 51.00 | 48.00 |
| 1/2 hour | | 33,25 | 31.50 | 29.75 | 28.00 |
| 1/4 hour | | 19.00 | 18.00 | 17.00 | 16,00 |
| 10 minutes | | 14.25 | 13.50 | 12.75 | 12.00 |
| 5 minutes | | 9.50 | 9.00 | 8.50 | 8.00 |
| 1 minute | 5.00 | 4.75 | 4.50 | 4.25 | 4.00 |
| Additional | 5% di | scount on | five ór, | тоге 15 | minute |
| | | | | | |

Additional 576 discount of the programs weekly.

SPECIAL FEATURES
News—Leased wire service available. Rates on re-

quest.

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 agoncy 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.

Personnet
Pres. & Gen'l Mgr.—Plerce 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.
(ave—Power—Time

Wave—Power—Time

Operating power—250 watts.
233.9 meters; 1230 kilocycles.

Operates on Central War Time.

Actual operating schedule: 6:00 a.m. to 9:30 p.m.

Agency commission
Agency commission
Agency commission
15% on net station time charge.
Cash discount 2%—10 days.

| 1/2 | hour | 35.00 |
|-----|---------------|-------|
| 1/4 | hour | 20.00 |
| | minutes | 15.00 |
| 5 | minutes. | 10.00 |
| 3 | minutes | 6,00 |
| | ANNOUNCEMENTS | |
| 100 | -orde | 5 00 |

Applicable to programs and spot announcements.

18 times. 20% 144 times. 35%
26 times. 25% 156 times. 40%
52 times. 30% 182 times. 50%
Time Signals and Weather Re-purise. 50%
Oh 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,
Equipmed to handle any broadcast originating outside
of regular studies. Mobile unit available. Rates and
details on request.

details on request.

Contract and Other Requirements

Advertising of alcoholic heverages not accented, excepting beer and light wine.

Closing Time

Talent programs close one week in .dvance.

Announcements, talks and recorded programs close three days in advance.

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

Personnel
Pres. & Gen'l Mgr.—Pierce E. Lackey.
Man Dir. & Sales Mgr.—F. Ernest Lackey.
Engineer in Charge—Lynton R. Lemond.
Representatives
Sears & Ayer, Inc.

LEXINGTON

(Fayette County) WLAP (Established 1928)



Rutes effective Mar. 29, 1941 (Card No. 5), revised.
Owned and operated by American Broadcasting Corporation of Kentucky.
Bisiness Office and Studio—Radio Building, LexingTransmitter—Mason Headley Road. Lexington, Ky.

Transmitter—Mason Headley Road. Lexington. Ky.

Wave—Power—Time
Operating power—250 watts.
(190% modulation—crystal control.)
266.9 meters; 1456 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 mount 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 interrubtion previous contracts will be credited toward discounts on future contracts.

General Advertising

For combination rates see listings of Mutual Broad-casting 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:

| | (6:UU p | ı.m. to | 12:00 | midnig | nt weer | days: | |
|-----|---------|---------|-------|---------|---------|-------|------|
| | 1:00 | p.m. to | 12:00 | midnig | tht Sun | days) | |
| | | 1 | 1/2 | 1/4 | 5 | 100 | 50 |
| | | hour | hour | hour | min. | wds. | wds. |
| 1 | time | 100.00 | 58.00 | 36,00 | 15.00 | 6.00 | 5.60 |
| 13 | times | | 55.10 | 34.20 | 14.25 | 5.70 | 4.75 |
| 26 | times | | 52.20 | 32.40 | 13.50 | 5.40 | 4.50 |
| 52 | times., | | 49.30 | 30,60 | 12.75 | 5.10 | 4.25 |
| 100 | times | | 46.40 | 28.80 | 12.00 | 4.80 | 4.00 |
| 150 | times | | 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. we | ek daya | and | |
| | | | | | | | |

00 a.m. to 6:00 p.m. w. 8:00 a.m. to 1:00 p.m. w. 2... 75.00 45.00 25.00 es... 71.25 42.75 23.75 es... 63.75 88.25 21.25 es... 63.75 88.25 21.25 es... 60.00 36.00 20.00 es... 56.25 33.75 18.75 es... 52.50 31.50 17.50 times... times... times... times... 12.00 11.40 10.80 10.20 9.60 9.00 8.40 WEEKLY PROGRAMS

CLASS "A"

| Five days per week: 1 hour | 13 wks. | 26 wks. |
|----------------------------|---------|---------|
| 1 hour | 375.00 | 825.00 |
| 1/2 hour | 217.50 | 188.50 |
| 1.'4 hour | 135.00 | 117.00 |
| Three days per week: | | |
| 1 hour | 240.00 | 210.00 |
| 1/2 hour | 139.20 | 121.80 |
| 1/2 hour | 86.40 | 75.60 |
| CLASS "B" | | |
| Five days per week: | | |
| 1 hour | 281.25 | 243.75 |
| 1/2 hour | 168.75 | 146.25 |
| 1/2 hour | 93.75 | 81.25 |
| Three days per week: | | |
| 1 hour | 180.00 | 157.50 |

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" CLASS OT AGG (TD)

| | 13 wks. | 26 wks. | 13 wks. | 26 wks. |
|------------------|-----------|----------|---------|---------|
| 1/4 hour | 190.00 | 175.00 | 135.00 | 125.00 |
| 5 minutes | 80.00 | 75.00 | 65,00 | 60.00 |
| News-Five minute | periods: | | | |
| (6:00 p.r | n. to 12: | 00 midni | ght) | |

| Columber | Columber

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

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 WCMI COMBINATION RATES
When buying WLAP Lexington, Kentucky and WCMI
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 sub-lect 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 sovernment regulation. Station reserves right to refuse and/or discontinue any program.

Closina 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 83-1/3 and 78 r.p.m. turn-tables.

President and General Manager—Gilmore N. Nunn. Trossurer—Warren G. Davis. Station Director—Ted Grizzard. Chief Engineer—Sanford Heit.

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 Broad-casting Company (Basic Network).

| CLASS "A" | | | | | | | | | |
|---------------|-------------|--------|--------|--------|--------|--------|--|--|--|
| (€ | | m. to | | p.m.) | | | | | |
| 1 | 13 | 26 | 52 | | 150 | 300 | | | |
| ti. | tl. | ti. | ti. | ti. | ti. | ti. | | | |
| 1 hr 250.60 | 237.50 | 225 00 | 212.50 | 200.00 | 187.50 | 175.00 | | | |
| 1/2 hr 150.00 | 142.50 | | | | | | | | |
| 1/4 hr 90.00 | 85.50 | | | | | 63.00 | | | |
| | | 63.00 | 59.50 | | 52.50 | 49.00 | | | |
| 5 min 50.00 | | | 42.50 | | 37.50 | 35.00 | | | |
| 1 min 30.00 | 28.50 | 27.00 | 25.50 | 24.00 | 22.50 | 21.00 | | | |
| 1/2 minute or | | | | | | | | | |
| break 25.00 | 23.75 | 22.50 | 21.25 | 20.00 | 18.75 | 17.50 | | | |
| | GT 4 GG HPH | | | | | | | | |

| | | | | LASS | | | | |
|----|------|--------|--------|---------|--------|--------|--------|--------|
| | (6:0 | 0 p.m | | | | 10:00 | p.m. t | 0 |
| | | | | 10:30 r | | | | |
| 1 | hr | 185.00 | 175.75 | 166.50 | 157.25 | 148.00 | 138.75 | 129.50 |
| 12 | hr | 115.00 | 109.25 | 103.50 | 97.75 | 92.00 | 86.25 | 80.50 |
| 14 | hr | 70.00 | 66.50 | 63.00 | 59.50 | 56.00 | 52.50 | 49.00 |
| | | | | | | | 41 95 | |

0 mln 55:00 52:25 40:50 66:75 40:00 42:35 38:30 5 mln 40:00 38:00 36:00 31:00 32:00 30:00 38:00 1 mln 25:00 23:75 22:50 21:25 20:00 18:75 17:50 break 20:00 18:00 18:00 17:00 16:00 15:00 14:00

break 20.00 10.00 18.00 17.00 10.00 93.75 87.50 56.25 52.50 33.75 31.50 26.25 24.50 18.75 17.00 11.25 10.50

break 12.50 11.87 11.25 10.62 10.00 (CLASS "D") (10.38 "D") (10.38 "D") 1 br 80.00 76.00 72.00 68.00 64.00 12 br 50.00 47.50 45.00 42.50 40.00 12 br 50.00 47.50 45.00 42.50 40.00 10 min 25.00 23.75 22.50 21.25 20.00 5 min 15.00 14.25 13.50 12.75 12.00 1 min 12.50 11.87 11.25 10.62 10.00 12 min 15.00 14.25 13.50 12.75 10.00 1 min 12.50 11.87 11.25 10.62 10.00 12 min 16.00 10.00 10.00 10.00 8.50 8.00

Additional Quantity Discounts
500 to 799 times 35%; 800 or more times 40%
Quantity discounts will be allowed for the a
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 95:00: 1/2 hour per week 15:00: 1/2 hour per week 15:00: any discount except agency commission.

TRANSCRIPTIONS

No additional charge for transcriptions

TALENT
Itates on sublication

REMOTE CONTROL

Itates 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.
Advertisars of more than one product may bulk their contracts for time even though more than one agency is involved.

Glosing Time

Closing time for programs one week in advance; for announcements 24 hours in advance.

Mechanical Program Equipment

Equipped to handle electrical transcriptions, using 23-1/3 and 78 rpm, turn tables

General Manager Nathan Lord. Promother Manager George Pattaram.

Henresentatives.

Pres & Peters, Inc.

WGRC

WGRC

Rates effective October 15, 1940. (Card No. 4.)
Owned and operated by Northside Broadcasting Corp.
Business Office and Studios—Kentucky Home Life
Bidg., Louisrille, 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. Weck days 6:00 a.m. to 1:00 a.m.
Agency commission
Agency commission
Agency commission 15% on net chargee for station
facilities to recognized advertising agencies. No cash
discount. Invoices mailed first of each month and are
due within ten days.
General Advertising

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. TASS. "A".

| | | | | "A" | | |
|-----|---------|---------|-------------|----------|-----------|-------|
| | (6:00 I | o.m. to | 10:30 p.m. | week da; | ys and 1: | 00 |
| | | p.m. | to 6:00 p.: | m. Sunda | у) | |
| | | 1 hr. | 1/2 hr. | 1/4 hr. | 5 min. | (*) |
| 1 | time | 120.00 | 70.00 | 40.00 | 20.00 | 10.00 |
| 13 | times | 115.00 | 67.00 | 38.00 | 19.00 | 9.50 |
| 26 | times | 110,00 | 64.00 | 36.00 | 18.00 | 9.00 |
| 39 | times | 100.00 | 61.00 | 34.00 | 17.00 | 8,00 |
| 52 | times | 90.00 | 58.00 | 32.00 | 16.00 | 7.00 |
| 104 | times | 80.00 | 55.00 | 30.00 | 15.00 | 6.00 |
| 156 | times | 70.00 | 52,00 | 28.00 | 14.00 | 5.00 |
| 260 | times | 60.00 | 49.00 | 26.00 | 13.00 | 4.00 |
| | | | | | | 2144 |

| | | | CLASS | "B" | | |
|-----|--------|---------|----------|----------|-----------|------|
| | (9:00 | a.m. to | 1:00 p.m | . and 5: | 00 p.m. 1 | to |
| | | | 6:00 p.1 | n.) | | |
| | | 1 hr. | 1/2 hr. | 1/4 hr. | 5 min. | (*) |
| 1 | time | 75.00 | 45.00 | 25.00 | 15.00 | 7.00 |
| 13 | times | 70.00 | 42.00 | 23.00 | 14.00 | 6.50 |
| 26 | | 65.00 | 39.00 | 21.00 | 13.00 | 6.00 |
| 39 | | 60.00 | 36,00 | 19.00 | 12.00 | 5.50 |
| 52 | | 55.00 | 33.00 | 17.00 | 11.00 | 5.00 |
| 104 | | 50.00 | 30.00 | 15.00 | 10.00 | 4.50 |
| 156 | | 45.00 | 27.00 | 14.00 | 9.00 | 4.00 |
| 260 | times | 40.00 | 24.00 | 13.00 | 8.00 | 3.00 |
| | | | CLASS | ''C'' | | |
| | (10.20 | | | | 00 5 | |

CLASS "C"

(10:30 p.m. to 9:00 a.m. and 1:00 p.m. to 9:00 p.m.)

1 time. 65:00 40:00 20:00 12:00 13 times 60:00 37:00 18:00 11:00 26 times 55:00 34:00 16:00 10:00 39 times 50:00 31:00 14:00 9:00 52 times 45:00 28:00 13:00 8:00 104 times 40:00 25:00 12:00 7:00 156 times 35:00 22:00 11:00 6:00 260 times 30:00 19:00 10:00 5:00 (*) Announcements of 100 words or less, one or less transcriptions or chain breaks of 35 words. 7.00 6.50 6.00 5.50 5.00 4.50 4.00

POLITICAL SPEECHES AND RELIGIOUS
BROADCASTS
Regular rates apply.
SPECIAL FEATURES
Weather forecasts, time signals, news, etc.—rates on application.

TALENT

Any arrangements desired for remote control broad-casting 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?



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LOUISVILLE—Continued W G R C-Continued

WGRC—Continued

SERVICE FACILITIES

Station maintains a merchandising department contacting jobbers and distributors for foreign advertising and assisting in all types of sales promotion. Also a centinuity department for handling any type of program.

ontraot and Other Requirements
Rates are for station time. Talent is extra. All programs censored and subject to station policy. All contracts subject to general manager's approval. Station reserves the right to change the time of or to cancel any broadcast which might interfere with special programs of particular public interest. All rates are for broadcast within one year. Rates are not retroactive.

are not oroughest within one year, nates are not re-troactive. Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 83-1/8 and 78 r.p.m. double turn-tables. Closing Time

losing Time
Talent programs, talks and recorded programs close
two weeks in advance of broadcast. Announcements
close one week in advance of broadcast. This does
weeks an advance of broadcast. This does

Personnel
President and General Manager—S. A. Claier, Jr.
Vice-Pres. and Business Manager—C. L. Harris.
Commercial Manager—J. Porter Smith.
Representatives

epresentatives
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 Bidg., Third and Liberty Sts., Louisville, Ky., Wabash 2211.
Transmitter—Route 2, Anchorage, Ky. (near Eastwood, Ky.).
Wave—Power—Time
Operating power—50,000 watta.
1100% modulation—direct crystal control.)
357.1 meters; 840 kilocycles.
Licensed to operate ruli time or cleared national channel. Operates on Central War Time.
Actual operating schedule: Sundays 7:00 a.m. to Actual operating schedule: Sundays 7:00 a.m. to Actual operating schedule: Sundays 7:00 a.m. to 150% commission to recognized agencies. Bills due and payable when rendered. No cash discount.
General Advertising

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.

| According to the control of the co

more 315.00 189.00 112.00 87.50 63.00 35.00 28.00

more 157.50 94.50 56.00 43.75 31.50 17.50 14.00

(2:00 p.m. to 4:00 p.m. and 10:30 p.m. to 8:30 a.m.)

only on basis of five or more times per week, than five times per week rate take regular day

time rates.
1 ti. 112.50
26 ti. 106.88
52 ti. 104.06
65 ti. 101.25
130 ti. 98.44
156 ti. 95.63
260 ti. 90.03
312 ti 87.19
468 ti. 84.38
624 or more 112.50 67.50 40.00 37.50 35.00 25.00 20.00 106.88 44.13 38.00 35.63 38.25 23.75 19.00 104.06 62.44 37.00 34.69 82.83 23.13 18.50 98.44 59.06 35.00 32.81 30.63 21.88 17.50 99.00 54.00 28.00 30.00 31.88 29.75 21.25 17.50 90.00 54.00 32.00 30.00 28.00 20.00 16.00 87.19 52.31 31.00 29.06 27.13 19.38 15.83 38.38 50.63 30.00 28.13 26.25 18.75 15.00 ti. 33.30 50.50 cm or more i... 78.75 47.25 28.00 26.25 24.50 17.50 14.00

ez4 or more

tl... 78.75 47.25 28.00 28.25 24.50 17.50 14.00

DISCOUNTS AND RATES

Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast with or without interruption. No contract to exceed one year's duratterruption. No contract to exceed one year's duratterruption. No contract to exceed one year's duratterruption. So contract to exceed one year's duratterruption. One of the recent and will be quoted upon request. Two cannot 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 parents one hour rate, whichever applies. All programs one hour rate, whichever applies. All programs one hour rate, whichever applies, All programs one hour rate, whichever applies and the program of the program of

Contract and Other Requirements

ontract and Other Requirements
Products or copy of a laxative nature not accepted.
All contracts subject to the conditions of the standard NAB-AAAA contract. All program material subject to station approval, government regulations and NAB Code of Ethics for radio broadcast industry.

Executive Manager—W. L. Coulson. Commercial Manager—Joe Eaton. Program Director—Robert Kennett. Promotion Manager—John H. Hosgiand.

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 Hatel, P. O.
Box 1588, Louisville, Kentucky.
Transmitter—On top Tyler Hatel, Louisville, Ky.

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 7:30 a.m. to
12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Agency Commission

gency Commission
Agency commission 15% allowed to recognized agencies when agency places, handles and guarantees payment of entire contract. Payment date 10th of month following broadcast if client establishes credit. If credit cannot be established, payment required in advance and frequency discounts allowed only as earned. No cash discount.

General Advertising

SPECIAL WEEKLY RATES
Weekly rates are for continuous non-cancellable contracts. Earned rates are not retroactive upon renewal of contract, (6:00 p.m. to 10:00 p.m.)

| | —P | er week fo |)r |
|----------------|----------|------------|---------|
| 1/2 hour: | 13 v'ks. | | 52 wks. |
| 3 times weekly | 95.00 | 87.50 | 80.00 |
| 5 times weekly | 145.00 | 135.00 | 125.00 |
| 1/4 hour: | | | |
| 3 times weekly | 65.00 | 60.00 | 55.00 |
| 5 times weekly | 97.50 | 90.00 | 82.50 |
| 10 minutes: | | | |
| 3 times weekly | 58.00 | 54.00 | 50.00 |
| 5 times weekly | 87.50 | 80.00 | 72.50 |
| (All other | hours) | | |
| 1/2 hour: | | | |
| 3 times weekly | 65.00 | 60.00 | 55.00 |
| 5 times weekly | 102.50 | 95.00 | 87.50 |
| 1/4 hour: | | | |
| 3 times weekly | 45.00 | 40.00 | 35.00 |
| 5 times weekly | 70.00 | 65.00 | 60.00 |
| Ten minutes: | | | |
| 3 times weekly | 40.00 | 36.00 | 32.00 |
| 5 times weekly | 63.00 | 58.00 | 53.00 |
| ANNOUNCE | MENTS | | |

300

FOREIGN LANGUAGE PROGRAMS

ELECTRICAL TRANSCRIPTIONS
Accepted at regular rates. Transcription library service available—rates on request. Instantaneous recording equipment available.

Cording equipment available.

TALENT

Any type of talent desired by advertiser is available. Program ideas and talent rates will be furnished upon request. All special talent charges are in addition to rates quoted. Station's program and production department will assume entire responsibility for program and presentation if desired by client.

client.

REMOTE CONTROL

Rates on request. Wire and mechanical charges for remote control are in addition to rates quoted. Wire and mechanical installation charges may be required in advance.

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. All contracted time must be used within one year from

date of contract to earn frequency discounts. All contracts, continuity and programs subject to station manager's approval and to Rovernment, state, county and city of Louisville regulations. Station reserves right to refuse or discontinue any advertising for reasons satisfactory to itself. Contracts, unless otherwise agreed, subject to cancellation by two weeks' advance written notice accompanied by check for short rates to date of cancellation. All contracts made subject to interference by strikes, weather conditions or other unavoidable casualties beyond station's control, and no responsibility will be assumed beyond cancellation charges for time involved. Rates are for station facilities, general production of programs, continuity for announcements, station merchandising service and announcer. Special talent and production charges are extra.

Closing Time
Contracts one week in advance of first broadcast;
announcement copy, transcriptions and talks 24 hours
in advance.

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

ersonnel President—D. E. "Plug" Kendrick. Vice-Pres. & Gen'l Mgr.—L. L. "Jako" Jaquier. Sec'y-Treas. and Program Director—M. K. McCarten.

Representatives
Spot Sales, Inc.

OWENSBORO

(Davless 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 Liver-more Road, Owensboro, Kentucky. Transmitter—Byers Avenue and Livermore Road.

Wave-Power-Time

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kllocycles.
Licensed to operate unlimited time.
Operates on Central War Time.
Actual operatins 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.

| Paid within 10 days of invoice date.
| General Advertising | The following rates are for national advertisins. For local advertising rates consult station imanagement. | 1 hour. | 55.00 | 1/2 hour. | 55.00 | 1/4 hour. | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | minutes 125 word anouncement.....

DISCOUNTS SPECIAL FEATURES

News broadcasts, news services such as time, sport-ing events, etc.—rates and retails 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.

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. Hager.
Manager—Hugh O. Potter.

PADUCAH (McCracken County)

WPAD

(Established 1980) Rates effective September 1, 1941.

Owned and operated by Paducah Broadcasting Com-pany. Inc.
Business Office and Studio—Taylor Bldg., Paducah. Kentucky, telephone 4100, 4101.
Transmitter—Ninth and Terrell Sts., Paducah. Ky.

Transmitter—Minth and Terrell Sts., Paducah. Ky.

Wave—Power—Time
Operating power—250 watts.
(100% modulation—limiting amplifier.)
206.9 meters; 1456 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.

KENTUCKY—Continued

PADUCAH—Continued W P A D-Continued

General Advertising litates include charges by owners of music copyrights.

| | (6:00 | a.m. to | 11:30 p.m. | .) | |
|-------------|----------|------------|------------|---------|---------|
| | 1 t1. | 13 tl. | 26 ti. | 52 ti. | 104 tl. |
| 1 hour | 60.00 | 57.00 | 54,00 | 51.00 | 48.00 |
| 1/2 hour | 35.00 | 33.25 | 31.50 | 29.75 | 28.00 |
| 1/4 hour | 20.00 | 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 | 5.00 | 4.75 | 4.50 | 4.25 | 4.00 |
| An addition | nal disc | count of 5 | % allowed | on five | or more |
| 15 minute | Drogr | ms. | | | |

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, aspecial rates will apply.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include recordings and

announcer.

TALENT

Kates 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 studies. Mobile unit and nortable pack unit
available. Rates and details on request.

Contract and Other Requirements
Advertising of signification beverages not accepted excepting beer. Maximum length of contract, one year.

cepting beer. Maximum length of contract, one year.

Closing Time
Talont programs close one week in advance
Announcements, talks and recorded programs close
three days in advance.

Mechanical Program Equipment
Equipment to handle programs by electrical transcription, using 78 r.p.m. single and double turn-tables
and 38 r.p.m. double turn-tables.

ersonnel
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) KALB (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.
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.

able not later than form of the General Advertising General Advertising For combination rates see listing of Blue Network Company (Supplementary to Blue Southeentral Group). Rates for periods in excess of one nour in exact proportion to the corresponding one hour rates.

Assembly to the corresponding one hot 1 hour 1/2 hour 1/2

REMOTE CONTROL.
Remote control Installation 12.50. Line charges extra.
Signty 1.6. FACILITIES.
Advertisers are entitled to the services and cooperation of the regular staff in preparing and presenting programs, and to standard electrical and mechanical equipment at the station. Charges must be added for services other than these.

Contract and Other Requirements
All programs subject to station approval.
Rates are for station facilities only No Deriods 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 Cappellinl.

BATON ROUGE

(East Baton Rouge Parish)

WJBO (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—Housevert itond. Baton Rouge, La.

Vave—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
Agency commission
Agences on net charges for station time only. No
cash discount. Bills due and payable 10th of month
following broadcast.

1 hour....

| 3/4 | | 96.UU |
|-------------|--|-------|
| 1/2 | hour | 72.00 |
| 1/4 | hour | 48.00 |
| ž | minutes | 24.00 |
| Ī | 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 | | 54.00 |
| 1/4 | hour | 36.00 |
| ັ້ ວັ | | 18.00 |
| ī | 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 | | 60.00 |
| 3/4 | | 48.00 |
| 1/2 | hour | 86.00 |
| 1/4 | hour. | 24.00 |
| - · 5 | minutes | 12.00 |
| 1 | minute | 8.00 |
| $1/\bar{2}$ | minute or 20 word chain breaks | 6.00 |
| | DISCOUNTS | |
| Bas | sed on number of times used within period | to be |
| | year: | |
| 26 | times 5% 234 times | 25% |
| 78 | times 10% 312 times | 30% |
| 117 | | 1/2% |
| 156 | times 20% 936 times | |

Intermediate discounts in proportion. Intermediate discounts in proportion.

SPECIAL FEATURES

Sports, special events, time signals, and weather reports, rates on request.

POLITICAL BROADCASTS

(Day or Night)

120.66

1 hour 120.00 1/2 hour 72.00 1/4 hour TALENT 48.00

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. Charses must be added for services other than these.

Contract and Other Requirements
Rates are for station facilities only.

No periods sold in bulk for resuse.

All programs are subject to approval of the station flosing Time

All programs are sunject 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 transcrip-tion, using 33-1/3 and 18 r.p.m. turn-tables the tertical and lateral cut recordings.

tertical and fateral cut recovering.
Presumed President—Chas P. Manship, Ir.
Vice-Pres. & Gen'i Mgr.—J. R. Dabadio.
Secretary-Treasurer—Chas. P. Manship, Sr.
Representatives
George P. Hollingbery Company.

LAFAYETTE (Lafayette Parish) KVOL

Rates effective March 1, 1940.
Uwined and operated by Evangeline Broadcasting Co.
Inc.

Discounts: 3 months 10%; 6 months 15%; 12 morths 20%.

SPECIAL FEATURER

Weather reports, time signals and special broadcasts, rates, nn application
TALENT

Musical and dramatic talent engaged for advertiser by station at minimum prices. Additional charge for dramatic productions.

Rates on application.

SERVICE FACHITIES
The services of the station production departments are at the disposal of broadcasters without charge. Centract and Other Regularements
All entertainment program rates are for use of facilities of station only: talent is extra. Rates apply to only to programs produced in studios of station at Lafayette. Regular announcers serve all broadcasters without charge. Talks, political speeches, etc., accepted only when subject matter is, in opinion or staffon management, of grenuine public interest. Complete manuscript must be submitted for station and governmental regulations.

Mechanical Program Equipment Equipment Equipped to handle programs by electrical transcription, using \$33-1/3 and 78 r.p.m. turn-tables.

LAKE CHARLES

(Calcasieu Parish)

KPLC

RAP L C

Rates effective March 1, 1937. (Revised.)

Owned and operated by Calcasieu Broadcasting Co.
Business Office and Studio—Maiestic 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
Agency commission
15% to recognized agencies.
Payments are to be made not later than 10th of month following service. No cash discount.
General Ardvertising
The following rates are for national advertising.

1 ti. 13 ti. 39 ti. 78 ti. 156 ti. 312 ti.
1 hour... 45.00 42.75 40.50 383.25 38.00 33.75
1/2 hour... 45.00 42.75 40.50 383.25 20.00 18.75
1/4 hour... 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 minutes 1.00 0.045 9.90 9.35 8.80 8.35
5 minutes 7.50 7.13 6.75 6.38 6.00 5.63
1 minutes 1.00 10.45 9.90 9.35 8.80 8.55
50 words... 3.50 3.15 2.98 2.80 2.65
50 words... 3.50 3.15 2.98 2.80 2.65
News Service, 10 minute and 5 minute periods.

News Service, 10 rates on request.

Rates on request.

Rates on application.

RECORDED PROGRAMS

Trancrintion library services available—rates and details on require services of the service services of announcer and continuity department.

Service Faction requirement puliphed to handle recorants by electrical transcription, using 33-1/3 and 78 t.p.m. turn-tables (Internal equirement). Representatives None.

MONROE

(Quachita 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 mid-

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. each 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.

| | Class | Class | Class |
|-----------------------------|---------|-------------|-------|
| | "A" | "B" | "C" |
| 1 hour | 60,00 | 45.00 | 30.00 |
| 3/4 hour | 48.00 | 36.00 | 24.00 |
| 1/2 hour | 36.00 | 27.00 | 18.00 |
| 1/4 hour | 24.00 | 18.00 | 12.00 |
| 5 minutes | 12.00 | 9.00 | 6.00 |
| 1 minute transcription | 6.00 | 4.50 | 3,00 |
| 1/2 minute transcription | 4.50 | 3.38 | 2.25 |
| 100 words | 5.00 | 3.75 | 2.50 |
| 50 words | 4.00 | 3.00 | 2.00 |
| 35 word chain break | 5.33 | 4.00 | 2.67 |
| Class "A"-6:00 p.m. to 10: | 30 n.m. | | |
| Class "B"-7:00 a.m. to 6:0 | 0 p.m. | | |
| Class "C"-6:00 a.m. to 7:00 | a.m. & | after 10:30 | p.m. |

| Discounts | Discounts | Discounts | Discounts | Discounts | 13 times | 5% 104 times | 25% 26 times | 10% 208 times | 30% 30 times | 15% 260 times | 35% 50 times | 20% 312 or more times | 45% SPECIAL FEATURES | News: Leased wire service available. Sponsorship of newscasts or announcements run adjacent or during newscasts takes a 20% higher rate.

Transcription library service available—rates and details on application. Recording equipment available,

Rates on application.

SERVICE FACILITIES
Advertisers are entitled to the services of the regular
station starf and standard electrical and mechanical
equipment of the station. Charges must be added
for other than these.

tor other than these.

Confract and Other Regulrements
Rafea 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 transcrip-tion, using 33-1/8 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 Monteleons. New
Orleans, Louisians, Raymond 7135.
Transmitter—Gretns, Louisians.

Wave—Power—Time
Operating nower—1,000 watts.
(C. P. 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 gency 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. (6:00 p.m. to 10:80 p.m.)

| 1 nour | 100.00 |
|---|----------|
| 1/2 hour | 100.00 |
| 1/4 hour | KO 00 |
| 5 minutes | 36.00 |
| | |
| 1 minute | 20.00 |
| 1/2 minute | 15 00 |
| 35 word chain break | 20.00 |
| | _ 、 |
| (7:00 a.m. to 6:00 p.m. and after 10:30 p.s | n.) |
| 1 hour | 90.00 |
| 1/2 hour | 47.50 |
| 1/4 hour | 25.00 |
| 5 minutes | 15.00 |
| | 10.00 |
| 1 minute | |
| 1/2 minute | 7.50 |
| 35 word chain breaks | 10,00 |
| DISCOUNTS | |
| | |
| All contracts may be renewed on a retroactive | e Dasis |
| providing no lapse of time occurs between o | ontracts |
| and time on air. | |
| 13 times 5% 104 times | 25% |
| 26 times 10% 208 times | 80% |
| 26 times 10% 208 times | |
| 39 times | |
| 52 times | 45% |
| RECORDED PROGRAMS | |
| RECORDED I ROGHAMA | |

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 cervice. Services of station in
securing talent, arranging and presenting programs
are also included.

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.

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. Uhalt.

Representatives Weed & Company.

WIRW (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.

Transmitter—Audubus Bide, New Orleans, 2008
wate—Power—Time
Operating power—250 watts.
100% modulation—crystal control.)
243.9 meters; 1230 kilocycles.
Licensed to operate tuil time on clear local channel.
Operates on Central War Time.
Actual operating schedule: 7:00 a.m. to 12:00 mid-

Agency Commission
agency commission 15% to recognized advertising
agencies. Cash discount 2% on involces paid on or
before 10th of following month.

| 1/2 | 11VU1 | 20.00 |
|------|---|-------|
| 1/4 | hour | 15.00 |
| 5 | minutea | 7.60 |
| 1 | minute transcription | 5.00 |
| 1/2 | minute transcription | 8.75 |
| 100 | words | 4.00 |
| 50 | words or less | 3.00 |
| - • | (Before 6:00 p.m. and before 1:00 p.m. Sun- | |
| | days, and after 11:00 p.m. week days) | |
| 1/2 | hour | 13.00 |
| 1/4 | hour | 7.50 |
| °′ 5 | minutes | 3.80 |
| ĭ | minute transcription | 3.00 |
| 1/2 | minute transcription. | 2.00 |
| 100 | words | 2.40 |
| 50 | words or less | 1.80 |
| | | |

| Dentis | Less than 13 broadcasts | Net | 13 to 25 broadcasts | 5% | 26 to 38 broadcasts | 7-1/2% | 39 to 51 broadcasts | 16% | 20 to 52 or more broadcasts | 15% | 16% | 20 to 52 or more broadcasts | 15% | 20 to 52 or more broadcasts | 15% | 20 to 52 or more broadcasts | 15% | 20 to 52 or more broadcasts | 25% | 20 to 52 or more broadcasts | 25% | 20 to 52 or more broadcasts | 25% | 20 to 52 or more broadcasts | 25% | 20 to 52 or more broadcasts | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25%

SPECIAL FEATURES Rates and details on application.

TALENT
Talent for commercial programs extra, rates on appli-

ww.americanradiohistory.com -

REMOTE CONTROL
Remote control broadcasts can be made anywhere.
Regular rate plus line charges and other incidental

Contract and Other Requirements
Rates are for facilities of station only. Talent extraexcept for special features. Contract subject to governmental regulation and station owner approval.

180 00

Glosing 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 turp-tables.

Representatives ('ox & Tanz.

WNOE



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

Uperating power—250 watts.
(110% 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 2:90 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. Bilis payable 10th of following month.

人,然后,我们就是一个时间,我们就是一个人的人,我们就是一个人的人的人,也是一个人的人的人的人的人,也是一个人的人的人的人,也是一个人的人的人的人,也是一个人的人的人的人的人,也是一个人的人的人,也是一个人的人的人,也是一个人的人的人,也是一个人的人的人的人,也是一个人的人的人,也是一个人的人,也是一个人的人,也是一个人的人的人,也是一个人,也是一个

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.)

120.00
77.00 1 hour..... 1/2 hour.....

| 1/4 | hour | 40.00 |
|-----|--|--------|
| 5 | minutes | 20.00 |
| ĭ | minute transcription, 100 word announce- | |
| | | 8.00 |
| | ment or 35 word chain break | 0.00 |
| | (7:00 a.m. to 6:00 p.m. and 10:30 p.m. | |
| | to 12:00 midnight) | |
| 1 | hour | 60.00 |
| 1/2 | | 35.00 |
| | | |
| 1/4 | | 20.00 |
| 5 | minutes | 10.00 |
| 1 | minute transcription, 100 word announce- | |
| _ | ment or 35 word chain break | 6.00 |
| | | 0.00 |
| | DISCOUNTS | |
| Dis | counts allowed retroactively on the numb | ner of |
| hro | adcasts given within one year, provided no | lanue |
| | time occurs between contracts and time of | |
| | | |
| 13 | times 5% 156 times | . 30% |
| 26 | times 10% 208 times | . 35% |

26 times. 10% 208 times. 35% 38 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

Political Broadcasts
Three complete transcripts of political speeches must be submitted to station management at least forty-eight hours before scheduled time. Rates on reduest.

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.

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 reasons become a subject to obtain larger discounts permitted. No contracts to obtain larger discounts permitted. No contract to exceed one year's duration.

In conflicts between shot amountements and chain programs, chain programs take precedence. All contracts are accepted subject to two weeks cancellation chaise.

Cleaing Time

Classing Time
Talent programs close one week in advance. Announcements, talks and recorded programs close forty-eight hours in advance of presentation.

Mechanical Program Equipment
Equipment to handle programs by electrical transcrip-tion selfer double 33-1/8 and 78 rpm turn-tables for both lateral cut and orthacoustic recordings.

Personnel
President—James A. Noc.
Vice-President and General Mgr.—James E. Gordon.

Representatives
Joseph Hershey McGillyra, Inc.

LOUISIANA—Continued

NEW ORLEANS—Continued

WSMB

(Established 1925)



Rates effective May 5, 1941.

Owned and operated by WSMB, Inc. (Saenger Theatres, Inc., and Maison Blanche Dept. Store). Business Office and Studio-Malson Rianche Ruilding, 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 kileoyeles.
Litersed 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.

For combination rates see listing of National Broad-casting Company (Southcentral Group). The following rates apply to national advertising.

| | | CLASS | A., | | |
|-------------|---------|----------|-------------|--------|---------|
| | (6.00 | | 0:30 p.m.) | ı | 50 wds. |
| 1 | 1/2 hr. | 1/4 hr. | 5 min. | (*) | or less |
| | 110.00 | 60.00 | 35.00 | 20.60 | 18.00 |
| | 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 | 68.75 | 37.50 | 21.88 | 12.50 | 11.25 |
| 624 or mor | | 31.30 | 21.00 | 12.00 | 11.20 |
| | | 36.00 | 21.00 | 12.00 | 10.80 |
| times | 66.00 | | "B" | 12.00 | 10.00 |
| | | | | | |
| (8:00 a | | 6:00 p.m | | u p.m. | to |
| | | | night) | | |
| I 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 tlmes | 35.75 | 19.50 | 11.70 | 7.80 | 6.50 |
| 468 times | 34.38 | 18.75 | 11.25 | 7.50 | ₫. 25 |
| 524 or more | | | | | |
| times | 33.00 | 18.00 | 10.80 | 7.20 | 6.00 |
| | | CLASS | C., | | |
| (| 12:00 u | nidnight | to 8:00 a.i | 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 |
| | minute | | tion or 10 | | |
| | | | | | |

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 1/4 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 ('onsult radio station for recuirements.

TALENT

Any type talent can be had at union scale.

Any type talent can be had at union acrie.

Contract and Other Requirements

Station rates for programs include local announcer,
necessary rehearsals, and all other facilities except
islent, 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 reserve
the right to refuse or discontinue any advertising for
reasons satisfactory to themselves. Station maintains
a continuity and program planning department for
medial 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 contracts of exceed one year's duration.

Closing Dates

Closing Dates
Talent programs close 10 days in advance of programs, 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 88-1/8 r.p.m.

vertical and lateral cut.

Persennel
President—E. V. Richards,
General Manager—H. Wheelahan. Representatives
Edward Petry & Company, 1no.

WWL (Established 1922) COLUMBIA AFFILIATE

Rates effective January I, 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-Accopeveit Hotel, New Orleans, Louisiana
Transmitter—Jefferson Parish, Louisiana

Transmitter—Jefferson Parisin, Louisiana, /ave—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

gency Commission 15% on net Charges for station facilities to recognized advertising agencies. No commission on program costs, production charkes or talent. No cash discount. Bills due and payable luth of month following broadcast.

talent No cash discount. Bills due and payable lath of month following broadcast.

General Advertising For combination rates see listing of Columbia Broadcasting System (Southcentral Group). The following rates are for national advertising. For local advertising rates consult station management. Discounts earned on period broadcasts and announcements are separate and cannot be combined.

CLASS "A"

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

1: 13:1. 26:1. 26:1. 104:1 more ti
1/2 hour.... 220:00 209:00 198.00 187.00 176.00 185.00

1/4 hour.... 130:00 123.50 117.00 110.50 104.00 97.50

10 minutes 102.50 97.88 92.25 87.13 82.00 76.80

7 minutes 75.00 71.25 67.50 63.75 60.00 56.25

CLASS "B"

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

1/2 hour.... 150.01 142.50 183.00 127.50 120.00 112.50

1/4 hour... 90.00 85.50 81.00 76.50 72.00 67.50

10 minutes 70.00 66.50 69.00 59.50 56.00 52.50

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. week days: 7:00 a.m.

to 10:30 p.m. week days: 7:00 a.m.

to 10:30 p.m. week days: 7:00 a.m.

to 10:30 p.m. daily)

1/2 hour... 10.00 104.50 99.00 93.50 88.00 82.50

1/4 hour... 53.00 10.75 88.50 55.25 52.00 48.75

10 minutes 31.50 83.56 38.50 55.25 52.00 48.75

10 minutes 31.50 83.53 38.75 31.88 30.00 28.18

CLASS "D"

(Before 7:00 a.m.)

TILLASS '7D'
(Before 7:00 a.m.)

1/2 hour... 50.00 47.50 45.00 42.50 40.00 87.50
1/4 hour... 30.00 28.50 27.00 25.50 24.00 22.50
Class 'D' rates apply only when advertiser purchases a 1/4 hour or more at least five days per week. (This fisting 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.

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NEW ORLEANS—Continued W W L-Continued

ANNOUNCEMENTS
100 words (one minute) or less:
(6:00 p.m. to 10:30 p.m.)

13 ti. 26 ti. 52 ti. 104 ti 250 ti more ti 1 ti. Per announcement 40.00 38.00 36.00 34.00 32.00 80.00 28.00 (All other time)

Per announcement 22.50 21.38 20.25 19.13 18.00 16.88 15.75

22.50 21.38 20.25 19.13 18.00 16.88 15.75 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. and sign-off), available to one advertiser only, seren 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 at weekly.

— Per week — Nights Days

| | Nights | Days |
|-------------------------------|--------|----------|
| I week | 400.00 | 250.00 |
| 3 weeks | 380.00 | 237.50 |
| 6 weeks | 370.00 | 231.25 |
| 9 weeks | | 225.00 |
| 2 weeks | | 212.50 |
| Veather and Temperature: Part | | periods: |
| | | |

weather and temperature reports, plus 100 word an-nouncement, seven days weekly:
 nouncement, seven days weekiy:
 200.00
 100.00

 1 weeks.
 190.00
 95.00

 26 weeks.
 185.00
 92.50

 39 weeks.
 180.00
 90.00

 52 weeks.
 170.00
 85.00

NOTE: An 800 time rate of 15.75 is available for announcements only. Dixle'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.

News: Available at resular rates plus cost of news

News: Available at regular rates plus cost of news service.

Dawn Busters—7:00 a.m. to 9:00 a.m., participating feature. Rates include time and talent. 250 or 1:2 feature. Rates include time and talent. 250 or 1:2 hours. 1:1. 13 tl. 26 tl. 52 tl. 104 tl more ti 1:2 hour. 1:2 hours. 1:2 feature. 1:2 feat

RECORDED PROGRAMS Regular time charges apply to recorded programs Not restricted to certain hours.

TALENT
Any type talent available. Union scale.

REMOTE CONTROL
Station is equipped to handle remote control 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 the accordance with standards of the Federal Trade Commission and Food and Drug Administration.
Rates are for the facilities of the station only; talent is extra. All programs are subject to approval by the station management.
All contracts are accepted subject to two weeks cancellation notice clause.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip
tion, 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) KRMD



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 Hutel, 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.) | |
|---------------|---|-------|
| 1 | hour | 90.00 |
| 1/2 | hour | 55.00 |
| 1/4 | hour | 34.00 |
| -, 5 | minutes | 17.00 |
| ĭ | minute transcribed announcement | 12.00 |
| $1/\hat{2}$ | minute transcribed announcement | 8.00 |
| 100 | words | 10.00 |
| 50 | words | 6.00 |
| 30 | | 0.00 |
| | (Before 6:00 p.m. and after 11:00 p.m.) | |
| 1 | hour | 45.00 |
| 1/2 | hour | 27.50 |
| 1/4 | hour | 17.00 |
| - 5 | minutes | 8.50 |
| ĭ | minute transcribed announcement | 6.00 |
| $I/\tilde{2}$ | minute transcribed announcement | 4.00 |
| 100 | Words | 5.00 |
| 50 | words | 3.00 |
| 30 | WOLU3 | |
| | DISCOUNTS | |

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 fire minutes or more cannot be combined to earn larger discounts.

1 to 12 times... Net 100 to 149 times... 25% 13 to 25 times... 10% 300 or more times... 25% 52 to 99 times... 15%

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. 10 and 15 minute periods: Regular rates

RECORDED PROGRAMS

Transcription library services available-rates on re-

TALENT Rates on request.

REMOTE CONTROL

Necessary equipment for remote control broadcasts from locations in the city limits supplied by station for temporary installations at special charge for each broadcast.

SERVICE FACILITIES

Services of technical staff, announcer and assistance of program department at no extra charge.

Contract and Other Requirements

Contracts cannot run for more than one year from date of first broadcast. Station reserves the right to refuse or discontinue any advertising for reasons sufficient to itself. Talks accepted only when the subject matter is of genuine public interest in the opinion of 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.n.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.

Manager—Glenn V. Wilson. Commercial Manager—David Wilson. Station Director—W. L. Switzer. Chief Engineer—R. M. Dean.

Representatives

(Established 1928) Rates effective January 1, 1939.

Nates 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, Louislana.

Transmitter—Dixie Gardens. Shreveport, Louislana.

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
cliannel. 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 Broad-casting Company (Southwestern Group). (6:00 p.m. to 11.00 p.m.)

| 1 | hour | 150.00 |
|-----|--------------------------------------|--------|
| 1/2 | hour | 90.00 |
| 1/4 | hour | 55,00 |
| - 5 | minutes | 27 00 |
| 1 | minute announcement or transcription | 18.00 |
| 1/2 | minute or less transcription | 12.00 |
| 100 | word announcement. | 15.00 |
| | words or less | |
| • | | |
| | | |

(Before 6:00 p.m. and after 11:00 p.m.) hour-

Time signals weather reports, etc., limited to 46 words. Sold only in groups of five per day. Schedule furnished on request, Rates per month: 450.00 400.00 350.00

TALENT

TALENT

Faient 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.

nating outside of station studios.

Contract and Other Requirements itates are guaranteed only during original contract for specific number of programs on regular echedule 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 programs. The station reserves the right to refuse or discontinue any advertising for reasons sufficient to itself. All programs subject to approval of tation 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

Contracts subject to cancellation by advertisers only by a written notice, two weeks in advance, accom-panied 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.

General Manager—John C. McCormack.
Commercial Manager—J. A. Oswald.
Program Dir. and Promotion Mgr.—B. G. Robertson.
Chtef 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.)
255.5 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 15% on station time only. Commission does not apply on talent. No cash discount. Bits due on 10th of month following service.

Bills due on luin of mount commended and several Advertising
For combination rates see listing of Columbia Broadcasting System (Southwestern Group).
The following rates are for national advertising. For local advertising rotes consult station management.

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

| l hour | 275.00 |
|--|--------|
| 1/2 hour | 165.00 |
| 1/4 hour | 110.00 |
| 5 minutes | 55.00 |
| 1 minute announcement or transcription | 33.00 |
| 1/2 minute or less transcription | 25.00 |
| 100 word announcoment | 27.50 |
| 50 words or less | 21.00 |
| (12:00 p.m. to 6:00 p.m. Sundays) | |
| I hour | 200.00 |
| 1/2 hour | 120.0 |
| 1/4 hour | 80.0 |
| 5 minutes | 40.00 |
| 1 minute announcement or transcription | 25.00 |
| 1/2 minute or less transcription | 18.75 |
| 100 word announcement | 20.50 |
| 50 words or less | 15.7 |
| (This listing continued on next page) | |

LOUISIANA—Continued

SHREVEPORT—Continued W W/ I/ II

| A W K H—Continued |
|---|
| (Before 6:00 p.m. and after 11:00 p.m.) |
| 1 hour |
| 1/2 hour 82,50 |
| 1/4 hour 55.00 |
| 5 minutes |
| 1 minute announcement or transcription 16.50 |
| 1/2 minute or less transcription |
| 100 word announcement |
| |
| 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 | |
|-----|----|-----|-----------|-----------|
| | to | 12 | times | Net |
| 13 | to | 25 | times | 5% |
| 26 | to | 51 | times | 5% 10% |
| 52 | to | 99 | times | 15% |
| 100 | to | 149 | times | 20% |
| 150 | to | 200 | times | 25% |
| 300 | OF | mo | re times | 80% |
| 500 | O. | шо | 0 HW68, | DO /# |

SPECIAL FEATURES Temperature reports, time signals, etc., limited to

| | words. | | | | groups | of | five | 8 | day. | to | be |
|----|---------|-----|------|----|--------|----|------|---|------|------|-----|
| | eduled | | | | | | | | | | |
| | month, | | | | | | | | | ,000 | -00 |
| | months, | | | | | | | | | 900 | |
| | months. | | | | | | | | | 800 | |
| 12 | months, | per | mont | h | | | | | | 725 | .00 |
| | | | TA | LK | S. ETC | ١. | | | | | |

Publicity and political talks accepted only waubject is of public interest and service in 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 origi-nating outside of station studios.

Contract and Other Requirements

entract 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 policles 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

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





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.

Avec—Power—Time
Operating power—100 waits
214.8 meters; 1400 kilocycles.
(100% modulation—automatic temperature controlled crystal.)
Licensed to operate unlimited time on a lucal channel.
Operates on Eastern War Time.
Actual operating schedule: 7:30 a.m. to 12:00 midnight.

Agency Commission

gency commission 15% to recognized advertish agencies on net charges for station time. Bills di and payable on date of broadcast. Talent hilled net cost. Program cost is non-commissionable.

General Advertising
Tor 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 WRDO, Augusta, Maine, and WLBZ, Bangor, Maine, furnished on request.

| (6:00 p.m. to 11:00 p.m.) | |
|---|-------|
| | 60.00 |
| | |
| | 48.00 |
| | 86.00 |
| 1/4 hour | 24.00 |
| (12:00 noon to 6:00 p.m. Sundays) | |
| | |
| | 45.00 |
| | 86.00 |
| | 27.00 |
| 1/4 hour | 18.00 |
| (6:00 a.m. to 6:00 p.m. and 11:00 p.m. to | ^ |
| | |
| | |
| 12:00 noon, 11 00 p.m. to 12:00 midnigh | ι |
| Sunday) | |
| 1 hour | 80.00 |
| 3/4 hour | 24.00 |
| | 18.00 |
| | 12.00 |
| *10 minutes | 9.00 |
| | 6.00 |
| | |
| (*) Available 8:00 a.m. to 8:00 p.m. week | days |
| only. | |
| (12:00 midnight to 6:00 a.m.) | |
| 1 hour | 20.00 |
| 3/4 hour | 16.00 |
| | 12.00 |
| 1/4 hour | 8.00 |
| 1.1 | 0.00 |
| ANNOUNCEMENTS | |
| (6:00 p.m. to 11:00 p.m.) | |
| 1 minute (100 words) | 5.00 |
| | |
| (All other hours) | |
| I minute (100 words) | 2.50 |
| DISCOUNTS | |
| For time under contract: | |
| Less than 10 times | Net |
| 10 to 24 times | 5% |
| | |
| | 10% |
| 50 to 99 times | 15% |
| 100 or more times | 20% |
| | |

SPECIAL FEATURES

Maine Radio News Service: 6:45 p.m. to 7:00 p.m. Maine News Review: 12:30 p.m. to 1:00 p.m. daily except Sunday, Featuring Maine Radio News and

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.

Vankee 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 1:15 p.m. daily (Sunday 8:45 a.m. to 9:00 a.m.), 8:00 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 he paid by accertiser 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 gratts of programs running 13 weeks or longer. Program summaries are broadcast twice daily. Telephone calls in local exchange limits will be made on request. Letters to trade at cost. Personal assistance to manufacturers' salesmen.

Contract and Other Requirements
Advertising of distilled alcoholic beverages not accepted.

cepted.

Rates are for the facilities of the station only.

Preferred Dosition is governed by priority and availability on contract basis. All contracts are subject to station owner's approval and governmental regular tions

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 38-1/3 and 78 r.p.m. double turn-tables
for lateral and vertical cut recordings.

Personnel Manager—Jack Atwood. Representatives
Weed & Company.

BANGOR (Penchscot 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

Pave—Power—Time
Operating power—250 watts.
(100% modulation.)
(C.P. 5.000 watts.)
a20.7 meters; 910 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.

Agency Commission Akeino commission 15% on station time only. Bills due on the 10th of month following service. Cash discount

I hour 1/2 born 1/2 words or less (All other time) 50.00 80.00 20.00 15.00 10.00 4.00

ANNOUNCEMENTS
125 word, preceding or following News Service.
125 words on special cooperative programs.

125 words on special cooperative programs. 4.00 SPECIAL FEATURES Co-operative programs, broadcast week days, such as Merchants Revue at 1.30 p.m. and 6.30 p.m. and 67 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

Personnes
President—F. B. Simpson.
Chief Engineer—Wait. L. Dickson.

Representatives
The Walker Company.
Boston—Robert C. Foster.

WLBZ (Established 1926)

Rates effective December 11, 1988.

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

Vave—Power—Time
Operating power—1,000 watts to local eunset; 500
watts thereafter.
(1100% modulation.)
483.9 meters; 620 kilocycles.
Licensed to operate full time on cleared regional
channel. Operates on Eastern War Time.
Actual operating sciedule: Sunada 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 Broad-casting Company (Basic Supplementary), Blue Net-work Company, Yankee Network Mutual Broadcast-ing 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.

pileation.

te following rates apply to national according (6:00 p.m. to 11:00 p.m. week days and Sunday)

120.00

96.00 p.m. to 96.00 1 hour. 96.00 72.00 48.00 1 hour... 3/4 hour... 1/2 hour... 1/4 hour...

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

1 hour 6
1/2 hour 8
1/4 hour 8
1/2 hour 9
1/2 hour 9
1/2 hour 1/2 h 18.00 ANNOUNCEMENTS (6:00 p.m. to 11:00 p.m.)

1 minute (100 words) (All other time)

1 minute (100 words) 10.00 5.00 (This listing continued on next page)

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BANGOR—Continued W L B Z-Continued

Discounts for time under contract:
Less than 10 times
10-24 times
25-49 times
50-99 times
100 or more times.

to 6:45 p.m.), 11:00 p.m. to 11:15 p.m. daily.

SERVICE FACILITIES

Services of program department and announcers in arranging and presenting programs are included without extra charges.

Pre-announcements will be made gratis of programs running 13 weeks or longer. Program summaries are broadcast twice daily. Telephone calls in local exchange limits will be made on request. Letters to trade at cost. Personal assistance to manufacturers' salesmen.

salesmen.

ontract and Other Regulrements
Advertising of distilled alcoholic heverages 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 regularities. to sta tions.

ctions.

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 vertical and lateral cut recordings.

Personnel
General Manager—Thompson L. Guerness
Representatives
Weed & Company.

LEWISTON

(Androscoggin County)

WCOU (Established 1988)



Rates effective March 1, 1940. (Card No. 4.) Owned and operated by Twin City Broadcasting Company, Inc.
Business Office and Studios—223 Lisbon St., Lewiston, Maine, telephone 3140.
Transmitter—East Avenue, Lewiston, Maine.

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 Broad-casting System and Yankee Network.
Rates include charges by owners of music copyrights.

(After 6:00 p.m. week days and after 1:00 p.m. Sundays)

| 1/2 1/4 5 | | 36.00 24,00 | 13 ti. 57.00 34.20 22.80 11.40 | 26 ti. 54.00 32.40 21.60 10.80 | 52 t1. 51.00 30.60 20.40 10.20 | 100 t1. 48.00 28.80 19.20 9.60 | 250 tl. 45.00 27.00 18.00 9.00 |
|-----------------|----------------------|-------------------------|--|--|--|--|--|
| | hour hour hour | 40.00 24.00 16.00 | | 36.00 21,60 14.40 | 34.00 20.40 18.60 | | 30.00 18.00 12.00 |

5 minutes 8.00 7.60 7.20 6.80 6.40 6.00

ANNOUNCEMENTS
101. 13 tl. 26 tl. 52 tl. 100 tl. 250 tl.
100 words or one minute transcription... 6.00 5.70 5.40 5.10 4.80 4.50
30 word (station breaks)..... 3.00 2.85 2.70 2.55 2.40 2.25

breaks)..... 3.00 2.85 2.70 2.55 2.40 2.25

SPECIAL FEATURES

Musical Clock Participation: 6:00 a.m. to 7:00 a.m. in French; 7:00 a.m. to 8:00 a.m. in English; daily except Sunday. Rates and details on request. News Broadcasts: 100 words or one minute transcribed announcements placed before or after Yankee Network News Broadcasts at 8:00 a.m., 1:00 p.m., 6:00 p.m. or 11:00 p.m., at regular rates. Time Signals: 30 words commercial and signal at 30 word rate—when available. Rates on request. Radio Headlines; Short newsflash with 30 words commercial between programs (run of schedule) when available. Rates on request.

REMOTE CONTROL

Telephone line charges and installation within city limits of Lewiston and Auburn at actual cost. Additional charge will be added to above rates for traveling expenses outside city limits. Station time in addition to remote control and engineering charges.

Contract and Other Requirements

No contract accepted for longer than one year. Preferred position governed by priority and availability on contract basis. All talks, programs, political speeches, contests, continuities for announcements must be submitted in advance for review by station management. The management reserves the right to reject any material without giving reason therefor.

Mechanical Program Euulpment

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 Duty.

Representatives
Forice & Company.

PORTLAND

(Cumperland County)

WCSH Established 1925;



trates effective January 1, 1942. (Card No. 8.) Card received December 15, 1941.

Card received December 13, 1941.

Owned and operated by Congress Square Hotel Co.
Business Office and Studio—579 Congress Street.
Portland. Maine, telephone 3-9667.

Transmitter—Scarboro. Maine.

Wave-Power-Time

Operating power—5,000 watts.

- 100% inddustion—crysts; control.)

309.3 meters; 970 kilocycless.

Licenseu to operate full time in cleared fegiousi cliannel. Operaties 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.

Algency Commission
Agency Commission
Agency commission 15% to recognized agencies on
net charges for station time; cash discount none
No commissions on program charges. Bifls due and
payable when presented.

General Advertising
For combination rates see listings of National Broadcasting Company (Basic Network), Yankee Network
and New England Regional Network (Basic Stations).

and New England Regional Network (Basic Stations). Rates include charges by owners of music copyrights. The following rates apply to national advertising. For local advertising rates consult station management. (Minimum contract of any duration 10.00).

CLASS "A'"

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

1 1/2 1/4 5

1 1/2 1/4 5 time... 160,00 96.00 64.00 32.00 20.00 times... 152.00 91.20 60.80 30.40 19.00 times... 144.00 86.40 57.60 23.80 18.00 times... 136.00 81.60 54.40 27.20 17.00 1 time.... 152.00 91.20 60.80 30.40 19.00 26 times. 144.00 86.40 57.60 28.80 18.00 52 times. 136.00 81.60 54.40 27.20 17.00 104 or more times..... 128.00 76.80 51.20 25.60 16.00 4 or more times...... 96.00 57.60 38.40 19.20 12.00

times..... 90:,00 57:60 38.40 19.20 12.00 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 dally)
1 time... 80.00 48.00 32:00 16.00 10.00 13 times. 76.00 45.60 30.40 15.20 9.50 26 times. 72.00 43.20 28.80 14.40 9.00 52 times. 08.00 40.80 27.20 13.60 8.50 104 or more 104 or more times..... 64.00 38.40 25.60 12.80 8.00 6.40

times..... 64.00 38.40 25.60 12.80 CLASS "D" midnight to 8:00 a.m.) 1 time... 00.00 36.00 24.00 12.00 13 times. 57.00 34.20 22.80 11.40 26 times. 54.00 32.40 21.60 10.80 52 times 51.00 30.60 20.40 10.20 104 or more times..... 48.00 28.80 18.20 9.60 6.00 4 80 (*) Announcements adjacent to news, maximum two before and two after news.

before and two after news.

(t) One minute transcription or 100 words.

**NNOUNCEMENTS AND TALKS*

100 words to the minute. Less than 100 words charged at the minute rate, except 25 word flashes.

Tie-in announcements for network advertisers. Rates on request. Station break flashes (no quantity discount):
 Standays
 25.00

 Class "A", except Sunday,
 14.00

 Class "C", except Sunday,
 7.00

 Class "D"
 5.25

Class "D" _______5
SPECIAL FEATURES FOR PARTICIPATING
SPONSORSHIP

Various Deriods are open to either one minute (100 words) or five minute Darticipations; live or transcribed programs accepted.

One minute participations sold in connection with Yankee Network News Service proadcasts. four periods daily, as follows: 8:100 a.m. to 8:15 a.m., 1-00 p.m. to 1:15 p.m. 8:00 p.m. to 8:15 p.m. and 1:100 p.m. to 1:15 p.m.

WCSH Party Line—9:39 s.m. to 9:50 a.m. Monday through Saturday.
WCSH 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. Director attached to station staff. Talent costs quoted upon spoilcation for individuals and groupings.

REMOTE CONTROL

All wire and mechanical charkes for remote control, all traveling expenses, salaries, etc., of engineers, maintenance men, operators and artists, to be paid by advertiser in advance.

SERVICE FACILITIES
Gratis service confined to pre-announcements or brief previews of program of quarter hour or longer, and telephone calls to dealers and/or distributors within local exchange limits.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beers and wines.
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 programs, engaging talent. etc. No contract accepted for longer period than one wear 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. Printed programs for reasons satisfactory to itself. Printed programs cannot be guaranteed in newspapers.

Closing Time
Taient programs, talks and recorded programs, close
two weeks in advance of broadcast.
Annuncements close one week in advance.

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. Rines.
Commercial Manager—Caleb Paine.
Program Manager—Miss Nancy King.
Promotion Manager—Frederick W. Cole.
Chief Engineer—G. Fred Crandon.

Representatives
Word & Company.
New England—Miss Bertha Bannan.

W G A N (Established 1988)



Rates effective January 1, 1943. (Card No. 6.)
Owned and operated by Portland Broadcasting System. Inc.
Rusiness Office and Studio—Columbia Hotel. Portland. Maine. telephone 2-7488.
Transmitter—Riverton. Portland. Maine.

Wave...Power...Times
Operating power...5,000 watts,
(100% modulation...crystal control.)
553.7 meters; 560 kilocycles.
Licensed to operate full time.
Operatos on Eastern War Time,
Operatos on Eastern War Time,
operating schedule: Sunday 8:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Agency Commission 15% to recognized agencies on net charges for station time; 2% cash discount—10 days. No commission on program, talent or production charges.

sion on problem.

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"

| 26 | times | 135.00 | 81.00 | 54.00 | 27.00 |
|-----|------------|---------|---------|---------|-------|
| 52 | tlmes | 127.50 | 76.50 | 51.00 | 25.50 |
| 100 | times | | 72.00 | 48.00 | 24.00 |
| 200 | times | | 67.50 | 45.00 | 22.50 |
| | times | | 63.00 | 42.00 | 21.00 |
| | | | "B" | | |
| | (1:00 p.m. | to 6:00 | p.m. St | indays) | |
| 1 | time | | 60.00 | 40.00 | 20.00 |
| | times | 95.00 | 57.00 | 38.00 | 19.00 |
| | tlmes | 90.00 | 54.00 | 36.00 | 18.00 |
| | times | 85.00 | 51.00 | 84.00 | 17.00 |
| | times | 80.00 | 48.00 | 82.00 | 16.00 |
| 200 | | 75.00 | 45.00 | 30.00 | 15.00 |
| 260 | times | 70.00 | 42.00 | 28.00 | 14.00 |
| | | 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.in. Sundays) | | | | | | | |
|----------------|---------|-------|-------|-------|-------|--|--|
| 1 | time | 75.00 | 45.00 | 30.00 | 15,00 | | |
| | tlmes | 71.25 | 42.75 | 28.50 | 14.25 | | |
| 26 | t mes | 67.50 | 40.50 | 27.00 | 13.50 | | |
| 52 | times | 63.75 | 38.25 | 25.50 | 12.75 | | |
| 100 | times | 60.00 | 36,00 | 24.00 | 12.00 | | |
| 200 | times | 56.25 | 33,75 | 22,50 | 11.25 | | |
| 260 | tlmes | 52.50 | 31.50 | 21.00 | 10.50 | | |
| | | | | | | | |

MAINE—Continued

PORTLAND—Continued

W G A N—Continued

WEEKLY RATES

SPECIAL FEATURES
Time Signals: Copy limit 25 words. 35 word ennouncement 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 mulcal 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

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 transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

for vertical and lateral.

Personnel
President—Guy P. Gannett.
Assistant Treasurer—L. H. Stubbs.
Manager—Creichton E. Gatchell.
Commercial Manager—Arthur K. Atherton.
Program Manager—Richard E. Bates.
Chief Engineer—Roger W. Hodgkins.

Representatives Paul H. Raymer Company.

PRESQUE ISLE

(Aroostook County)

WAGM (Established 1980)

Rates effective October 1, 1937. (Card No. 8.)

Ontird and operated by Arbostosk Broadcasting Corb.

Business Office and studio—National Bank Building,

Vraque Isle, Maine, telephone 8821.

Transmitter—National Bank Building, Presque Isle.

25 word announce-ment...... 2.00

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 la extra.

No contracts accepted for more than one year's dura-

No contracts accepted for more than the following periods. No restrictions to frequency of broadcasting periods. Preferred position is governed by priority and availability on contract basis. All contracts subject to governmental regulations.

governmental regulations.

Clasing Time
All programs close one week in advance of initial
nroadeast
Rechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.b.m. double turn-tables
for certical 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 W1EJ—Hagerstown
WHOC—Saltsbury—Hagerstown

| | 1.1- | . (0.1. | 1/11 |
|------------------|--------|---------|---------|
| | 1 f.r. | 1/2 hr. | 1/4 br. |
| 52 times | | 217.20 | 112,50 |
| Of times | 337.50 | 203 63 | 103.44 |
| 56 times | 315.00 | 190.05 | 124.93 |
| ns times | 292.59 | 176,44 | 116 63 |
| 60 times | 270.00 | 162.99 | 107,19 |
| 12 or more times | 217.50 | 149.23 | 09.14 |
| CLASS | .13 | | |

(6:00 p.m. to 7:00 p.m. week dark and 10:30

| | p.m. to 11:00 p | o.an, dal | ly) | |
|-----|-----------------|-----------|--------|--------|
| ı | time | 375.00 | 226.50 | 114.50 |
| 13 | times | 356 25 | 215.18 | 141.04 |
| | times | | | 133.63 |
| 39 | times | 319.75 | 192.53 | 126.23 |
| 52 | times | 300.00 | 181.20 | 118.50 |
| 101 | times | 281 25 | 169.89 | 111.39 |
| | times | | 158.55 | 103.93 |
| | times | | 147.23 | 96.53 |
| | times | | 135.90 | F9.10 |
| | or more times | | 124.58 | 81.68 |
| | 0 | | | |

(9:00 a.m. to 3:00 p.m., 5:00 p.m. to 6:00

| | p.m. week days and 10:0 Sundas | | 0 0.0 0 p. | |
|-----|-----------------------------------|--------|-------------------|--------|
| 1 | time | 267.50 | 160,50 | 107.00 |
| 13 | times. | 254.12 | 152.47 | 101 53 |
| 26 | times | 240.75 | 144.45 | 96.30 |
| | times | | 136,42 | 90.95 |
| | times | | 128.10 | 85 60 |
| | times | | 120.33 | 19.25 |
| 156 | times | 187.25 | 112.35 | 74,00 |
| 208 | times | 173.88 | 101.33 | 69.55 |
| 260 | times | 160.50 | 96.30 | 64.20 |
| 312 | or more times | | 88,28 | 58.83 |
| | CLASS | "D" | | |

(6:00 a.m. to 9:00 a.m., 3:00 p.m. to 5:00

| | P. 1111. 19 C. | ta uaja, | Detore | 10.00 4. | 111, 17 0411114 | .,. |
|-----|----------------|-------------|---------|----------|-----------------|------|
| | and | 11:00 | p.m. to | sign-off | dally) | |
| 1 | time | *********** | | . 185.00 | 111.00 | 71.0 |
| 13 | times | | | 175.75 | 105.45 | 70.3 |
| 26 | times | | | 166.50 | 99.90 | €6.6 |
| 39 | times | | | 157.25 | 94.35 | 62.9 |
| 52 | | | | | 88.80 | 59.2 |
| 104 | times | | | 138.75 | 83.25 | 55.5 |
| 156 | | | | | 77.70 | 51.8 |
| | | | • | | 72.15 | 48.1 |
| | | | | 111.00 | 66.60 | 44.4 |
| | | | | . 101.75 | | 40.7 |
| | | | | | minutes | |
| | | | | | hour rate. | |
| ٠ | | | | MENTS | | |
| | | | | | | |

Announcements of 125 words or one minute transcriptions 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. (†)

One minute transcription

362 spa me buyers can't be Sound

(Note: Sure, a couple are propositiones, too. As a sporting proposition, we dare you to find better availabilities than those on W-I-T-H.)



Represented by The HEADLEY-REED Company



50.000 WATTS

COVERING

BALTIMORE MARYLAND

AND THE CENTRAL ATLANTIC STATES

ONE OF THE GREAT RADIO STATION PROMOTION PLANS OF ALL TIME



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; 1090 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 advertis-ing agencies on station time charges provided pay-ment 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.)

| | | (0:00 | р.ш. ю | 10:00 | р.ш., | | |
|-----|--------|--------|--------|--------|-------|-------|-------|
| | | 1 | 1/2 | 1/4 | 5 | | 80 |
| | | hr. | hr. | hr. | min. | (*) | words |
| 1 | time | | 265.00 | | 85.00 | 65.00 | 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 | 42.78 |
| 52 | times | 407.00 | 245.13 | 161.88 | 78.63 | 60.13 | 41.69 |
| 65 | times | 396.00 | 238.50 | 157.50 | 76.50 | 58.50 | 40.50 |
| 130 | times | | 231.88 | | 74.38 | 56.88 | 39.38 |
| 156 | | 363,00 | 218.63 | 144.38 | 70.13 | 53.63 | 37.13 |
| 260 | times_ | | 212.00 | | 68.00 | 52.00 | 36.00 |
| 312 | | 330.00 | | | 63.75 | 48.75 | 33.7 |
| 468 | | 308.00 | | | 59.50 | 45.50 | 31.5 |
| 694 | OF MOR | | 100.00 | 122,50 | 35.30 | 10.00 | 31.00 |
| | | | | | | | |

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 | 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 | 125.88 | 83.13 | 40.38 | 30.88 | 21.38 |
| 52 | | 203.50 | | 80.94 | 39.31 | 30.06 | 20.81 |
| 65 | times | 198.00 | 119.25 | 78.75 | 38.25 | 29.25 | 20.25 |
| 130 | | | | 76.56 | 87.19 | 28.44 | 19.68 |
| 156 | times | 181.50 | 109.31 | 72.19 | 35.06 | 26.81 | 18.50 |
| | 'times | 176.00 | 106.00 | 70.00 | 34.00 | 26.09 | 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 | 15.78 |
| 624 | | | | | | | |
| 4.8 | - AG | 7.49 00 | 96 19 | ER 00 | 97 69 | 91 19 | 14 85 |

| | | (11:00 | p.m. t | 00:00 | a.m.) | | |
|-----|--------|--------|--------|-------|-------|-------|-------|
| 1 | time | 110.00 | 66.25 | 43.75 | 42.50 | 82.50 | 22.50 |
| 18 | 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 | 20.2 |
| 130 | times | 96.25 | 57.97 | 38.28 | 37,19 | 28.44 | 19.69 |
| 156 | times | 90.75 | 54.66 | 86.09 | 35.06 | 26.81 | 18.56 |
| 260 | times | 88.00 | 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 | 15.78 |
| 624 | or mor | e | | | | | |

times...... 71.50 43.06 28.44 27.63 21.13 14.63 (*) One minute transcription or 100 words.

1-) 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 eponsor within the same (This listing continued on part name)

(This listing continued on next page)



N B C --

the network most people listen to most

PLUS

the cream of the local **features**

Nationally Represented EDWARD PETRY % CO., INC.



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 bour. 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.

"Gittln' Up Time." 6:00 a.m. to 6:45 a.m., "Break-fast Time." 6:45 a.m. to 9:00 a.m., and "Sunday Reund-up." Sundays 10:30 a.m. to 11:00 a.m. (Can-not be combined with regular units of sales for dis-

count purposes.)

1 tl. 20 tl. 51 tl. 101 tl. 201 tl. (‡)

75 words.... 10.00 0.50 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 (tl. 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 32.30; 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

itates on request.

discounts.

REMOTE CONTROL

Arrangements can be made for remote broadcasts. Rates on request,

SERVICE FACILITIES

Merchandising service details on request. Es submitted on complete merchandising service. Katimates

Contract and Other Requirements

ltates 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 comp for programs or spot announcements.

Renewal contracts subject to rate unrd in effect at time of renewal.

Dual eponsorship is not allowed in program continuity or commercial sunnouncements.

All contracts subject to cancellation unless program

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 moreour 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.

WCAO (Established 1922)



Rates effective August 1, 1942. (Card No. 4.)

Owned and operated by The Monumental Radio Co. Business Office and Studio—811 W. Larvale Street, Baltimore, Maryland, Madison 7222.

Transmitter-811 W. Lanvale Street, Baltimore. Md.

Wave-Power-Time

(1908—Power—11me)
() operating power—5,000 watts.
(190% 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 species on station time only. Commission does not apply on talent. No cash discount. All involves due when rendered.

General Advertising

For combination rates see listing of Columbia Broad-casting System (Basic Network). Rates include charges by owners of music copyrights.

Always Popular Now More POWERFUL NOW 5.000 W · DAY & NIGHT 600 KC The Only Columbia

The following rates are for both local and national advertising. CLASS "A"

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

1 tl. 13 ti. 26 ti. 52 tl. 100 ti. 10. 13.0. 26 ft. 52 ft. 100 tt. (1)

1 hour... 350.00 332.55 315.00 297.50 280.00 262.50

1/2 hour... 200.00 190.00 180.00 170.00 160.00 150.00

1/4 hour... 140.00 133.00 120.00 119.00 112.00 105.00

10 minutes 90.00 85.50 81.00 76.50 72.00 67.50

5 minutes 60.00 57.00 51.00 51.00 48.00 45.00

1 minute 45.00 42.75 40.50 38.25 30.00 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. dally) 1 hour... 250.00 237.50 225.00 212.50 200.00 187.50 20 hour... 150.00 142.50 135.00 127.50 120.00 12.50 40 hour... 100.00 95.00 90.00 85.00 80.00 75.00 40 minutes 70.00 665.00 63.00 55.00 55.00 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 10 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 hour... 17:00 166:25 157.50 148.15 140.00 131.25 1/2 hour... 100.00 95:00 90:00 85:00 80:00 75:00 1/4 hour... 170.00 66:50 63:00 55:50 56:00 52:50 10 minutes 45:00 42:75 40:50 38:25 36:00 33:75 5 minutes 36:00 31:20 32:40 30:00 28:80 27:00 1 minute 22:00 20:00 15.80 18:70 17:00 16:50 40 words 17:00 16:15 15:30 14:45 13:00 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 hour.... 100.00 95.00 90.00 85.00 1/2 hour... 63.00 61.75 58.50 55.25 1/4 hour... 40.00 38.00 36.00 34.00 10 minutes 28.00 26.60 25.20 23.80 5 minutes 20.00 19.00 18.00 17.00 1 minute 16.00 15.20 14.40 13.60 40 words 12.00 11.10 10.80 10.20 (†) 300 or more times.

FREQUENCY RATES

Forty word announcements on a weekly basis (seven consecutive days weekly);

1 wk. 13 wks. 26 wks. 39 wks. 190.00 180.00 170.00 123.50 117.00 110.50 91.20 86.40 81.60 71.25 67.50 63.75 Class "A" 200.00 Class "B" 130.00 Class "C" 96.00 Class "D" 75.00

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 Five minute and one minute rates, Morning Musical Clock:

lock:
1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 300 ti.
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

100 times within one year, each...... 6.00 Morning Musical Clock and Varieties are inter-changeable. Spotlisht Review—Program presented twice daily (afternoon and evening), 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

News service, sports programs and other special events-Hates 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

Contract and Other Requirements

Maximum contract term, one year

MAXIMUM CONTROL term. one year.

Contracts must be completed within 12 months to earn not 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 acrees 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)

Station in Maryland PAUL H. RAYMER CO., Nat'l Sales Representative

NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES

MARYLAND—Continued

BALTIMORE—Continued W C A O-Continued

lechanical 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.

President—Lewis M. Milbourne.

epresentatives Paul H. Raymer Company.

WCBM



Rates effective August 13, 1941. (Card No. 1A.) Card received September 11, 1941.

Owned and operated by Baltimore Broadcasting Cor-poration.

Studio-Community House, North 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.

aency Commission Agency commission 15% will be allowed to recog-nized agencies on net station time if bills are paid by 15th of month following service. No cash dis-count. No commission on talent or other program charges. Bills due and payable when rendered.

eneral 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)

| | | I ti. | 13 tl. | 26 ti. | 52 ti. | 104 tl. | (8) |
|---|---------|--------|--------|--------|--------|---------|--------|
| 1 | hour | 160.00 | 152,00 | 144.00 | 136.00 | 128.00 | 120.00 |
| | hour | | | | | | |
| | hour | | | | | | |
| 5 | minutes | 35.00 | 33.25 | 31.50 | 29.75 | 28.00 | 26.25 |
| | | | | | | | |

CLASS "B"

| | (5:00 1 | | | | | | 11:00 days) | p.m. t | 0 |
|---|---------|------|------|-----|-------|-------|----------------|--------|-------|
| 1 | hour | | | | | | | 76.80 | 72.00 |
| | hour | | | | | | | | 43.13 |
| | hour | | | | | | | | |
| 0 | minute | 63 I | 9.00 | 18. | ן פנו | 17.10 | 16.15 | 15.20 | 14.23 |

CLASS "C"

| | (7:00 | a.m. | to 5:00 | p.m. | week da | IYS) | | |
|-----------------|---------------------------------|-------------------------|-------------------------|-------|-------------------------|-------|----------------------------------|--|
| $\frac{/2}{/4}$ | hour hour hour minutes | 80.00 48.00 32.00 | 76.00 45.60 30.40 | 72.00 | 68.00 40.80 27.20 | 64.00 | 60.00 36.00 24.00 12.00 | |
| (| 300 or | more | | | | | | |

ANNOUNCEMENTS

CLASS "A"

(6:00, p.m. to 11:00 p.m. week days and all day Sunday) One minute Announcements

| 1 time | (*) | (†) | (*) | (†) |
|---|-------------------------|---|---|--|
| | 20.00 | 15.00 | 28.00 | 21.00 |
| | 17.50 | 13.50 | 24,50 | 18.90 |
| | 15.75 | 12.25 | 22.05 | 17.15 |
| | 13.75 | 10.75 | 19.25 | 15.05 |
| times per week: week weeks weeks weeks | 82.50 78.25 74.35 | 81.00 64.50 61.25 58.25 55.35 | 147.00 115.50 109.55 104.10 98.84 | 113.40 90.80 85.75 81.55 77.50 |

CLASS "B"

(5:00 p.m. to 6:00 p.m. week days) 4 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 m | idnight | week day: | s) | |
|----------------------|--|---|---|---|---|
| | | Announ | cements | One i | ninute |
| 1 15 50 150 | timetimestimes | (*) 9.00 7.50 6.75 6.00 | (†) 7.00 5.75 5.25 4.75 | (*) 12.60 10.50 9.45 8.40 | 9.80 8.05 7.35 6.65 |
| Six | times per week | : | | | |
| 13 26 39 | weeksweeksweeksweeksweeksweeksweeksweeks | 45.00 36.00 34.20 32.50 30.90 | 34.50 28.50 27.00 25.65 24.35 | 63.00 50.40 47.88 45.50 43.25 | 48.30 39.90 37.80 35.90 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, Pollsh, 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 he used within one year to obtain rates. All proposals subject to chain priority and sale of time. Rates are for the facilities of the station only; 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 it it interfers 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. The advertiser and his agents or employees agree to indemnity and keep indemnited the Baltimore Broad-cetting Corporation and loss caused by reason of the pure of the present and in addition the advertiser agrees to pay all costs of defending the action. Including the atterney's fee.

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-John Elmer. General Manager-George H. Roeder.

Representatives

Spot Sales, Inc.



-Continued MARYLAND—

BALTIMORE—Continued

WFBR

(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., Mulherry 1300. Transmitter—701 Waterview Ave., Westport, Md.

Aransmitter—701 Waterview Ave., Westport, Md.

Vave—Power—Time
ODerating power—5,000 watts.
(100% modulation; crystal control.)
230.8 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.

CLASS "A"

CIASS "A"

(7:00 p.m. to 10:30 p.m. week days a p.m. to 10:30 p.m. Sunday)

1 1/2 1/4 5
hr. hr. hr. min.

1 times... 285.00 171.00 114.00 57.00

3 times... 270.00 162.00 1038.00 54.00

5 times... 270.00 162.00 1038.00 54.00

5 times... 240.00 144.00 96.00 48.00

1 times... 225.00 153.00 102.00 51.00

5 times... 221.00 128.00 90.00 45.00

1 times... 221.00 128.00 84.00 42.00

1 times... 121.00 126.00 84.00 42.00

1 times... 131.00 1038.00 72.00 36.00

2 or more 40.00 38.00 36.00 39 52 104 34.00 32.00 30.00 28.00 26.00

| 12 or more | 18.00 | 18.00 | 72.00 | 36.00 | 24.00 | 16.80 | 12 or more | 13.00 | 16.00 | 33.00 | 22.00 | 15.40 | 16.80 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00

208 times. 135.00 81.00 54.00 27.00 18.00 12.00 18.00 12.00 18.00 12.00 18.00 12.00 18.00 12.00 18.00 12.00 18.00 12.00 18.00 12.00 18.00 12.00 18.00 12.00 18.00 12.00 18.00 12.00 18.00 12.00 18.00 12.00 18.00 12.00 18.00 19.00 18.00 19.00 18.00 19.00 18.00 19.00 18.00 19.00 18.00 19.00 18.00 19.00 18.00 12.60 18.00 18.00 19.00 18.00 12.60 18.00

260 times. 90.00 54.00 36.00 18.00 12.00 312 or more times. 10.00 12.00 38.00 16.50 11.00 cm. 10.00 pm. week days, before 10:00 a.m. 50.00 pm. to 5:00 pm. to sign-off daily) 1 times. 10.00 60.00 40.00 20.00 15.00 13 times. 95.00 57.00 38.00 19.00 14.25 26 times. 90.00 54.00 38.00 19.00 14.25 39 times. 85.00 51.00 34.00 17.00 12.75 52 times. 80.00 48.00 32.00 16.00 12.00 104 times. 75.00 48.00 32.00 16.00 12.00 15.00 times. 65.00 88.00 28.00 15.00 37.00 38.00 19.00 12.00 104 times. 75.00 48.00 32.00 16.00 12.00 15.00 11.25 156 times. 76.00 48.00 32.00 16.00 12.00 93.00 15.00 11.25 156 times. 55.00 38.00 22.00 11.00 8.75 260 times. 65.00 38.00 22.00 11.00 8.25 3/4 hour 80% of hour rate; 10 minutes 80% of rate.

3/A hour 80% of nour rate; 10 minutes 80% of nour rate.
Contracts for one minute or less may not be combined with contracts for five minutes or more.
SPECIAL FEATURES
Participating musical programs:
"Morning in Maryland".—6:00 a.m. to 9:00 a.m., Monday through Saturday. Run of schedule. Recording and time:

200 or 100 ti. more ti. | 200 or | 2 200 or

| 50 | words | 1 tl. 10.00 | 25 ti. 8.00 | 50 ti. 7.00 | 100 tl. | more ti. 5.00 |
|-----|--------|-----------------------|----------------|------------------|------------------|------------------|
| 100 | words | | 18.00 | 12.00 | 11.00 | 10.00 52 or |
| | | | | | 00 | mere |
| We | ekly). | per week | 1 wk. 85.00 | 18 wks. 82.50 | 26 wks. 80.00 | wks. 27.50 |
| | | 8 times per week | 22.00 | 52.25 | 49.50 | 40.75 |
| "DI | nner R | hythms"- h Saturds | -Class | "A" or | "B" time | , Mon- |
| 50 | words | 15.00 | 18.00 | 12.00 | 11.00 16.00 | 10.00 15.00 |
| 100 | words | 20.00 | 18.00 | 17.00 | 10.00 | 10.00 |

| 100 words | 20.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 |

Rates on request.

Rates on request.

Rates on request.

TALENT

Rates on request.

TALENT

Remote and remote

for lateral and vertical cut is the state of the personnel President—Robert S. Maslin. Sr. Director of Local Sales—William S. Pirie. Jr. Director of National Sales—Andrew H. Hilsartner. 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.)

(Established 1941)

Bates 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—1230 Curtain Ave., Baltimore, Md.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilcoycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Actual operating schedule: 24 hours daily.
Agency commission
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.
CLASS "A"

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

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... 45.00 42.75 40.50 88.25 88.00 83.76
5 minutes 20.00 19.00 18.00 17.00 16.00 15.00
100 words or one
minute... 10.00
Stationbreaks 8.00 7.60 7.20 6.80 6.40 6.00
CLASS "B"

CLASS 9.50 9.00 8.50 7.60 7.20 6.80 CIASS 'B' p.m. to 6:00 p.m.) 57.00 54.00 51.00 34.20 82.40 30.60 21.37 20.25 19.12 9.50 9.00 8.50

| Station breaks 8.00 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 | 7.50 |

Rates on request.

Contract and Other Requirements
Contracts subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program. No blanket contracts accepted, No contract accepted for more than one year. Program and continuity subject to station acceptance.

Closing Time
Contracts close one week in advance of first broadcast, Announcement copy, transcriptions and talks
closes 48 lours in advance.

Mechanical Program Equipment
Equipmed to handle programs by electrical transcription, using 88-1/8 and 78 r.p.m. turn-tables for
vortical and lateral cut recordings.

Personnel
Station Manager—Thomas Tinsley.

Commercial Manager—George Shaffer,

Representatives Headley-Reed Company.

CUMBERLAND

(Allegany County)

WTBO (Established 1928)



Rates effective March 20, 1940.

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 southeast of Cumberland.

ave—Power—Time
Operating power—250 watts to local sunset at Dallas.

Wave—Power—1:me
Operating power—250 watts to local sunset at Dallas on Texas.

265.9 meters; 820 kilocycles.
Licensed to operate to local aunset at Dallas on cleared channel. Operates on Eastern War Time.

Actual operating schedule: Sunday 8:00 a.m. to local sunset at Dallas. Texas. (One hour later than Eastern Standard Time.)

Agency Commission
Agency Commission
Assency actual to the commission of the co

Tit. 12 tt. 26 tt. 52 tt. 104 tt. 260 tt. 100 words or one minute..... 6.50 6.30 6.10 5.90 5.70 5.50 50 words.... 5.00 4.80 4.60 4.40 4.20 4.00 SPECLAL FEATURES

News: Regular station rates apply for five minutes or more.

Time signals: 3 daily with maximum of 50 words commercial copy (exclusive sponsorship). Per week 60.00; minimum contract requirements, 13 weeks. POLITICAL BROADCASTS

Charged for at the one time rate for class of service purchased. No frequency discounts allowed. Payment must accompany contract.

RECORDED PROGRAMS

Transcription library service available—details on request.

Rates on application.

REMOTE CONTROL

All wire, facility and service charges to be paid for by advertiser.

Program ideas furnished; complete radio features planned and produced. Merchandising service available.

able.

Contract and Other Requirements
Advertising of alcoholio beverages not accepted. excepting beer and wine.

Preferred position governed by priority and availability on contract basis. All contracts are subject to station's approval and governmental regulations. Rates quoted are for station time and services of announcer

station's approval and governmental regulations. Rates quoted are for station time and services of announcer only.

Contracts not accepted for more than one year. No periods sold in bulk for resale.

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

Personnel
Pres. & Gen'l Mgr.—Aurelia S, Becker.
Commercial Manager—G. P. Elchards.
Program Director—Stewart Phillips.
Representatives
Spot Sales. Inc.

FREDERICK

(Frederick County)

WFMD (Established 1986)

(Established 1986)

Rates received September 12, 1941.
Owned and operated by Monocacy Broadcasting Corp.
Studios—Winchester Hall, Frederick, Maryland, Frederick 1826-7.
Other Studios—Westminster, Maryland, and Hanover, Penngylvanis,
Transmitter—Jefferson Pike.

Wave—Power—Time
Operating power—500 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.
Agency Commission 15% to recognized advertising agencies on net charges for station facilities. Cast discount none.
General Advertising
Rates include charges by owners of music copyrights
The following rates are for national advertising CLASS "A"
(5:30 p.m. to 9:00 p.m.)

| | | CLIASS | ·· A | | |
|-----------|--------|----------|-------------|--------|--------|
| | (5:30 | p.m. to | 9:00 p.m.) | | |
| | 1 ti. | 13 ti. | 26 t1. | 52 ti. | 104 ti |
| 1 hour | 75.00 | 71.25 | 67.69 | 64.31 | 61.1 |
| 1/2 hour | 50.00 | 47.50 | 45.13 | 42.77 | 40.7 |
| 1/4 hour | | 33.25 | 31.58 | 29.85 | 28.3 |
| 5 minutes | 20.00 | 19.00 | 18.00 | 17.10 | 16.2 |
| | | CLASS | "B" | | |
| (8:00 a | .m. to | 5:30 p.p | o. and 9:00 | p.m. | to |
| | | 10:00 p | .m.) | | |
| | FA 00 | 47 50 | 45 40 | 40 55 | 40.77 |

(This listing continued on page 134)

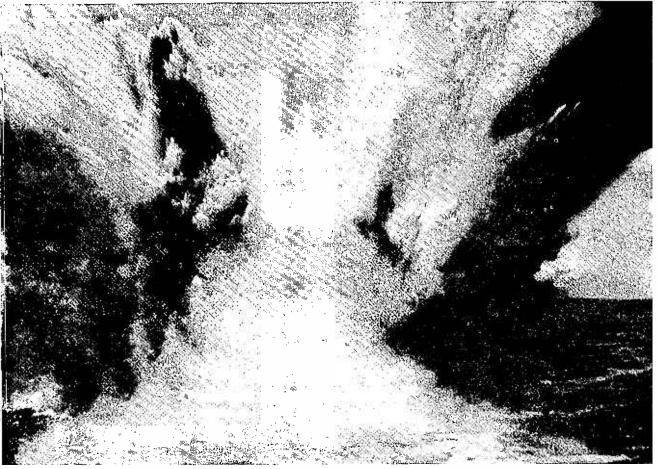


PHOTO BY EWING GALLOWAY

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.

RADIO STATION WFBR

NATIONAL REPRESENTATIVE: JOHN BLATE & CO

MARYLAND—Continued

FREDERICK—Continued W F M D-Continued

WFMD—Continued

CLASS "C"
(Sign-on to 8:00 a.m. and 10:00 p.m. to sign-on")

1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 12 ti. 104 ti. 13 ti. 26 ti. 52 ti. 104 ti. 17 liour... 28:00 26:60 25:27 24:00 28:80 1/2 liour... 28:00 26:60 25:27 24:00 28:80 1/4 liour... 17:00 16:15 15:35 14:59 13:87 EVANOUNCEMENTS

STOT ANNOUNCEMENTS

(E:30 p.m. to 9:00 p.m.)

13 ti. 26 ti. 52 ti. 104 ti. 312 ti. 600 ti. 125 wds 7:50 7.18 6.82 6.48 6.16 5.85 50 wds 6:00 5:70 7.18 6.82 6.48 6.16 5.85 50 wds 6:00 5:70 5.40 5.13 4.88 4.64 CLASS "C"

(Sign-on to 5:30 p.m. and 9:00 p.m. to 5:30 p.m. and 9:00 p.m. to 5:00 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-on")

125 wds 5:00 4.75 4.50 4.28 4.06 3.84 50 wds 5:00 4.75 4.50 4.28 4.06 3.84 50 wds 5:00 4.75 4.50 4.28 4.06 3.84 50 wds 4:00 3.84 Type-on")

125 wds 5:00 4.75 4.50 4.28 4.06 3.84 50 wds 5:00 4.75 4.50 4.28 4.06 3.84 50 wds 4:00 3.84 Type-on")

125 wds 5:00 4.75 4.50 4.28 4.06 3.84 50 wds 4:00 3.84 Type-on")

125 wds 5:00 4.75 4.50 4.28 4.06 3.84 50 wds 4:00 3.84 Type-on")

125 wds 5:00 4.75 4.50 4.28 4.06 3.84 50 wds 4:00 3.84 Type-on")

125 wds 5:00 4.75 4.50 4.28 4.06 3.84 50 wds 4:00 3.84 Type-on")

125 wds 5:00 4.75 4.50 4.28 4.06 3.84 Type-on")

125 wds 5:00 4.75 4.50 4.28 4.06 3.84 Type-on")

125 wds 5:00 4.75 4.50 4.28 4.06 3.84 Type-on")

125 wds 5:00 4.75 4.50 4.28 4.06 3.84 Type-on")

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125 wds 5:00 4.75 4.50 4.28 4.06 3.84 Type-on")

125 wds 5:00 4.75 4.50 4.28 4.06 3.84 Type-on")

125 wds 5:00 4.75 4.50 4.28 4.06 3.84 Type-on")

125 wds 5:00 4.75 4.50 4.28 4.06 3.84 Type-on")

News service, time signals, sports, homemakers—rates on request.

POLITICAL BROADCASTS
Rates on request.

TALKS
Charged at regular rates. Time to be allotted by station.

Station.

Station.

ELECTRICAL TRANSCRIPTIONS
Transcribed broadcasts charged at regular rate. No handling charge is made on transcriptions.
Portable recording equipment available. Rates on request.

TALENT
The station will arrange the selection of talent for programs if desired. Arrangements can be made for use of talent including singers, instrumentalists, comedy, harmony teams, orchestra, dramatic artists, etc.—rates on application.

Facilities for remote control broadcasts available, including portable relay transmitter.
Costs to be charged to advertiser. Rates on request.

Bervices of continuity, program, production and publicity departments are available.
Contract and other flequirements. Rates are station time onto the approval of the authorized requirements, and contracts are subject to all authorized requirements, and cate passed by the State, the United States and the Federal Communications Commission. No contracts ascepted 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 38-1/8 r.p.m. double turn-tables, with vertical and lateral pick-ups.

Personnel

Vice-President and Gen'l Mgr.—A. V. Tidmore.

I'rogram Director—James F. Crist,
Commercial Manager—G. G. White.

Representatives Burn-Smith Company, Incorporated.

HAGERSTOWN

(Washington County)

WJEJ

(Established 1932)

Itates received April 15, 1940.
Managed and operated by Hagerstown Broadcasting

Hates received April 10, 1990.

Managed and operated by Hagerstown Broadcasting Company, Inc.

Business Office and Studio—Franklin Court, Hagerstown, Maryland.

Transmitter—Carroll Heights, Hagerstown, Maryland.

Wave—Power—150 watts.

(100% modulation—automatic crystal control.: 241.9 meters; 1240 kilocycles.

Lienued 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

Agency commission

Agency commission no tatent.

General Advertising

For combination rates see leatings of Mutual Broadca-ting System. Maryland Coverage Network and Atlantic Fourt Network (Supplementary Stations).

(6:300 p.m. to 10:00 p.m.)

11. 13 tl. 20 tl. 52 tl. 104 tl.

| | I tl. | 13 tl. | 26 tl. | 52 tl. | 104 tl. |
|------------|-------|-----------|---|------------|---------|
| 1 hour . | 00.00 | 85.00 | 80.00 | 75.00 | 70.00 |
| 1/2 hour | 60.00 | 57.00 | 54.00 | 51.00 | 48.00 |
| 1/4 hour | | 87.50 | 35.00 | 32.50 | 30.00 |
| 5 minutes | | 18.50 | 17.00 | 15.50 | 14.00 |
| 100 words | | 7.30 | 7.10 | 6.90 | 6.70 |
| 50 words | | 6.80 | 0.60 | 6.40 | 6,20 |
| 40 word ch | | | *************************************** | | |
| break | | 7.80 | 7 60 | 7.40 | 7.20 |
| (Before | | p.m. and | | (.m.d 00:1 | |
| I hour . | 60 00 | 56.00 | 52.00 | 48.00 | 44.00 |
| 1/2 bour . | | 37.50 | 85.00 | 32.50 | 30.00 |
| 1/4 best | | 25.00 | 25,50 | 22.00 | 20.50 |
| 5 minutes | | 14.00 | 13.00 | 12.00 | 11.00 |
| too words | | 5.85 | 6.20 | 6.05 | 4.00 |
| 50 words | | 4.86 | 4.70 | 4.55 | 4.16 |
| 40 word ch | | * | ., | ****** | ., |
| brenk | | E 85. | 5.70 | 5.55 | 5.40 |
| | i, im | ATTITUE . | ANNOUN | CEMENT | 4 |

619501AL FEATURE ANNOUNCEMENTS
Larly Hird 7 50 a.m. in 0.00 a.m.
Morning Market Braket 0.00 a.m. in 0.016 a.m.
Morning Market Braket 0.00 a.m. in 0.015 a.m.
Phoppers Guide 11.35 a.m. to 12.00 noon.
Tea with Bra 4.35 p.m. to 6.30 p.m.
Supper Chot 5 50 p.m to 6.30 p.m.
Orean Serennice 8.20 p.m to 8.30 p.m.
Other Bracial Fentitras: Market Bejorts. Weather
Reports Roots Nows, Time Highels, Sarin and
Home Periods.

RECORDED PROGRAMS
Regular time charges apply to recorded programs not restricted to certain hours.
TALENT

not restricted to certain hours.
TALENT

itates on application.

REMOTE CONTROL

Arrangements can be made for any remote control broadcasts desired. Short wave transmitter available.

SERVICE FACHITIES

Merchandising service 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 transcripton 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

WBOC

Rates effective January 1, 1942.

Owned and operated by the Peninsula Broadcasting

Company.

Company.

Business Office and Studio—Radio Park, U. S. Route
13, Salisbury, Maryland, telephone 2480.

Transmitter—One mile north of Salisbury, Maryland.

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

12:00 midnight; week days 1.00 a.m. to 1.00 might.

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).

1 1/2 1/4 10 5 1 1/2
hour hour hour min. min. min. min. 1 time... 60.00 37.50 22.50 17.50 10.00 4.75 3.50 13 times. 57.00 35.00 21.40 16.50 9.50 4.50 9.35 4.50 2.60 26 times. 55.50 34.70 20.80 16.20 9.25 4.35 3.80 30 times. 55.50 34.70 20.80 16.20 9.25 4.35 3.80 30 times. 55.50 32.80 19.70 15.30 8.75 4.25 3.30 10.4 times. 43.00 30.00 18.00 14.00 8.00 4.00 3.00 208 times. 45.00 28.15 16.90 13.15 7.50 3.75 2.90 312 or more

22 or more times...... 42.00 26.25 15.75 12.75 7.00 3.50 (7:00 am. to 6:00 p.m. week days, 9:00 am. to 12:00 noon Sundays and 10:00 p.m. to

| | | | 12:00 | midni | ght) | | | |
|-----|---------|-------|-------|-------|-------|-------|------|------|
| 1 | time | 50.00 | 30.00 | 20.00 | 15.00 | 10.00 | 4.50 | 3.2 |
| 13 | times | 47.50 | 28.50 | 19.00 | 14.25 | 9.50 | 4.25 | 3.1 |
| 26 | times | 46.25 | 27.75 | 18.50 | 14.00 | 9.25 | 4.15 | 3.10 |
| 80 | times | 44.00 | 26.25 | 17.50 | 13.25 | 8.75 | 4.00 | 3.00 |
| 52 | times. | 42.50 | 25,50 | 17.00 | 12.75 | 8.50 | 3,85 | 2,80 |
| 04 | times. | 40.00 | 24.00 | 16.00 | 12.00 | 8.00 | 3.60 | 2.60 |
| 208 | tlines | 37.50 | 22.50 | 15.00 | 11.25 | 7.50 | 3.45 | 2.43 |
| 312 | or mor- | e | | | | | | |
| | | | | | 10 FA | | | 0 11 |

312 or more times..... 35.00 21.00 14.00 10.50 7.00 3.15 2.15 Announcements of 110 words same rate as one minute; 50 words same rate as one minute; 50 words same rate as 1/2 inhute. Additional discount of 5% on 12 or more spot announcements per week. Additional discount of 10% on five or more programs

Additional discount of 10% on five or more programs per week.

Additional discount of 10% on five or more programs per week.

SPECIAL FEATURES

Sunrise Patrol—7:00 a.m. to 0:00 a.m. Newscasts—Leased wire service and local area news programs of two in 5, 10 or 15 minute periods.

Treasure Hunt—Two 16 minute periods weekly.
Delaware. Maryland, Virkinia farm program—12:16 b.m. to 12:30 p.m. week days. Includes area farm news, current day's commodity reports in major eastern markets, etc. Hates on request.

One time rates apply; no discounts. Payments required in advance.

ELECTRICAL TRANSCHIPTIONS

Transcription fibrary available. Rates on request.

ELECTRICAL TRANSCHIPTIONS

Transcription fibrary available. Rates on request.

REMOTE CONTIGH.

Bublect to additional charges for line and mechanical costs.

Contract and Other Requirements

Advertising of alcoholic beverages not accorded excepting here and light wines.

All programs subject to approval of station management and must comply with Federal Communications Commission. General Trade Communission Regulations and the Pore Food and Drug Laws.

Contracts subject to cancellation on 28 days written notices, accompanied by certified check at short rate to date of hast brograms.

Contracts close one week in advance of broadcast; monuneer, inter a medical regram Equipment of panel 18-1/41 r.p.m. double turn-tubles Perconnil Companies of Portant Companies of Commission of Commission and Internation and Internation.

Glowral Managor-Charles J. Tenttt. Chief Engineer-Peter Alfonsi.

MASSACHUSETTS

BOSTON

(Suffolk County)

WBZ and WBZA



Rates effective July 1, 1942. (Card No. 2-A.) Owned and operated by Westinghouse Radio Stations, Inc.

Inc.

Business Office—275 Tremont St., Boston, Mass.,

Hancock 4261.

Studios—WIZ, Hotel Bradford, Boston; WBZA,

Hotel Klimball, Springfield, Massachusetts.

Transmitter—WRZ, Hull, Mass.; WBZA, East Spring-

field. 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.)

2012 materix, 1000 bilectries

crystal.)
291.3 meters; 1030 kilocycles.
Licensed to operate full time on national cleared
channel.
Operates on Eastern War Time,
Actual operating schedule: Bunday, 8:30 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 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 Broad-casting Company (Basic Network) and New England Regional Network (Basic Stations).

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 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.

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.)

460.00 276.00 184.00 154.00 92.00 CLASS "B" (12:00 noon to 6:00 p.m. Sunday only) CLASS "C" CLASS "D"

CLASS "E" SERVICES

(12:00 midnight to 9:00 a.m.)

Time Signals—Rates on request. Musical Clock—Broadcast prior to 9:00 a.m. Monda through Saturday.

Radio Night Club—Broadenst between 11:90 p.m. an 12:00 midnight Monday through Saturday:

Program cost includes staff announcer, transcription mind/or records. If the talent is desired t substitute, separate program charges will be mad The following rates apply to both Musical Cost smil Rudlo Night Club: There cost Program Co

gross per week 575.00 345.00 If any part of any of the above services is ur available, the advertiser will be billed pru rate for the remainder of the service.

Action to the second se

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 Applicable to schedules of eight or more consecutive weeks of local broadcasting. Contracted value of local

| time at 6toss lates. | | | | | | | | | | |
|----------------------|----|------|------|--------|------|--------|--------|---------|--|--|
| | | | | | | | | None | | |
| 92.00 | or | more | but | less | than | 184.00 | weekly | 2-1/2% | | |
| 184.00 | or | more | but | less | than | 276.00 | weekly | 5% | | |
| 276.00 | Οľ | more | but | less | than | 368.00 | weekly | 7-1/2% | | |
| 368.00 | or | more | but | less | than | 460.00 | weekly | 10% | | |
| 460.00 | or | more | but | less | than | 552.00 | weekly | 12-1/2% | | |
| 220 00 | ~- | | **** | let re | | | | 150 | | |

Relates for Consecutive Weeks

ANNOUNCEMENTS AND COOPERATIVE
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. Home Forum 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 12 month period, the lowest frequency rate earned by one service (daytime or evening) will apply to the other service.

Cooperative Feature

Home Forum—Monday through Friday. Available to hon-competitive producers and manufacturers in food products, home equipment and fashion fields. Commercial continuity prepared by program director from material supplied by client.

Per particle by client. 1 ti. 10 ti. 25 ti. 50 ti. 100 ti. 300 ti. particle particle

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.

Advertising of alcohollo beverages not accepted excepting beer and ale.

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 exits charge, senting programs, are included without exits charge, staff announcer, or except where a fee is required by any Koverning labor organization. Time of broadcast subject to change to other periods on 28 days, notice to accommodate network broadcasts only in

event that said broadcast periods are scheduled in time set aside for network use. Independent an-nouncements may be moved to other periods if available and as arranged by station manager upon 24 hours' notice.

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 transcrip-tion, using lateral and vertical 33-1/8 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.) Rates effective January 1, 1942. (Card No. 4.)

Owned and operated by Massachusette Broadcasting Corporation.

Business Office and Studio—Copiey Plaza Botel.

Boston, Mass., Commonwealth 1717.

Transmitter—Brighton. Massachusetts.

Wave—Power—Time
Operating power—500 watts.
200.9 meters; 1150 kilocycles.
Licensed to operate full time.
Operates on Eastern War 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.

CLASS "A" (6:00 p.m. to 10:30 p.m. week days and

| | 1:00 D.m. | to 10:30 | p.m. Sui | ndays) | |
|-----|-----------|----------|----------|--------|--------|
| | | 1 ti. | 13 ti. | 26 ti. | 52 ti. |
| 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 | | 20.90 | 20.35 | 19.80 |
| | | CTASS | "R" | | |

| | to.ou a.m. tn | | | | |
|-----|---------------|--------|-----------|-------|-------|
| | | | p.m. Suno | | |
| 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 | 19.8 |
| 5 | minutes | 16.00 | 15.20 | 14.80 | 14 4 |

| 5 | minutes | 16.00 | 15.20 | 14.80 | 14. |
|-----|------------|------------|-------|-------|-----|
| | | CLASS " | | | |
| | (10:30 p.r | n. to 8:00 | a.m. | | |
| 1 | hour | 80.00 | 76.00 | 74.00 | 72. |
| 1/2 | hour | 50.00 | 47.50 | 46.25 | 45. |
| 1/4 | hour | 97.50 | 96 19 | 95 44 | 94 |

10 minutes...... 5 minutes..... 19.00

| | | OUNCE | MENTS | | |
|----|---------------|----------|-------|-------|-------|
| | | ter 6:04 | p.m.) | | |
| 1 | minute | 15.00 | 14.25 | 13.88 | 13.50 |
| 50 | words or less | 9.00 | a.55 | 8.33 | 8.10 |
| | (Bef | ore 6:00 | p.m.) | | |
| 1 | minute | 10.00 | 9 50 | 9.25 | 9.00 |
| 50 | words or less | 6.00 | 5.70 | 5.55 | 5.40 |

18.50 9.25

POLITICAL TALKS
Accepted at regular rates. No time discount allowed.
ELECTRICAL TRANSCRIPTIONS
Transcription library available.
BECORDED PROGRAMS
Regular time charges apply.
TALENT
Rates on application.

REMOTE CONTROL
All wire and mechanical charges for remote control,
all traveling expenses, salaries, etc., of artists to
he paid by advertiser when required in advance.

SERVICE FACILITIES
Production department eales and merchandleing department are available to advertisers.

partment are available to severtisers.

Centract and Other Requirements

Rates are for the facilities of the station only. Talent
and line charges extra. No contract accepted for
longer period than one year. Preferred position
governed by priority and availability on contract
basis.

basis.

All talks, programs, political epeeches, 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 the station. All programs in foreign language must submit translation to station in advance of broadcast.

broadcast.

Clesing Time
Complete manuscript must be submitted for station's approval one week in advance.

For inclusion in general publicity and printed announcements, the closing date is 14 days 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-A. N. Armstrong, Jr.

Representatives Headley-Reed Company.

WEEL (Established 1924)

COLUMBIA OPERATED

Rates effective October 15, 1939, (Card No. 16.)

Rates effective October 15, 1939. (Card No. 16.)
Owned and operated by the Columbia Broadcasting System.
Business Office and Studio—182 Tremont Street.
Boston, Mass., Hubbard 2323.
Other studios, Herald-Traveler Bidg., Boston, Mass.
Transmitter—Medford, Massachusetts
Wave—Power—Time
Operating power—5,000 watts.
(100% modulation—crystal oscillator.)
508.2 meters; 530 kllocycles.
Licensed to operate full time on cleared national channel. Operates on Eastern War Time.
Actual operating schedule: Sundays 8:00 a.m. to 1:05 a.m. Vagency Commission

Agency Commission 15% to recognized advertising agencies on not charges for station time. No cash discount. Bills rendered weekly.

discount. Bills rendered weekly.

General Advertising
For combination rate see listing of Columbia Broadcasting System (Basio Network).

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

GENERAL BROADCASTING TIME RATES

Within Balonia-Gross

GENERAL BROADCASTING TIME HATES

Without Talent—Gross

CLASS "A"

(7:00 p.m. to 10:39 p.m. week days and

6:00 p.m. to 10:39 p.m. Sundays)

Per week

1 day 2 days 3 days 4 days 5 days 6 days
1 hr. 475.00 950.00 1283.00 1710.00 2138.00 2280.00
1/2 hr. 285.00 570.00 770.00 1028.00 1283.00 1368.00
1/4 hr. 190.00 380.00 513.00 684.00 855.00 912.00

CLASS "B"

CLIASS *B**

(6:00 p.m. to 7:00 p.m. week days, 1:00 p.m. to 6:00 p.m. Sundays)

1 br. 332.50 685.00 897.75 1197.00 1496.25 1596.00 1/2 hr. 199.50 399.00 538.65 718.20 897.75 957.60 1/4 hr. 133.00 266.00 359.10 478.80 598.50 638.40 10 mln. 99.75 199.50 2693.23 589.10 448.87 478.80 5 min. 66.50 133.00 179.55 259.40 299.25 319.20 CLASS "C"

(8:00 a.m. to 1:00 p.m. and 10:30 p.m. to 11:00 p.m. daily, and 5:00 p.m. to 8:00 p

| 1/4 hr. | 95.00 | 190.00 | 256.50 | 342.00 | 427.50 | 456.00 | 50.00 | 5 min. | 47.50 | 95.00 | 128.25 | 171.00 | 218.75 | 228.00 | 5 min. | 47.50 | 95.00 | 128.25 | 171.00 | 218.75 | 228.00 | 5 min. | 47.50 | 95.00 | 128.25 | 171.00 | 218.75 | 228.00 | 128.25 | 171.00 | 128.75 | 228.00 | 128.25 | 171.00 | 128.75 | 228.00 | 128.25 | 171.00 | 128.75 | 228.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 | 128.00 |

(9:00 a.m. to 1:00 p.m. and 10:30 p.m. to 11:00 p.m. to 6:00 p.m. to 6:00 p.m. week days)

(9:00 a.m. to 1:00 p.m. and 10:30 p.m. to 11:00 p.m. dally; 5:00 p.m. to 6:00 p.m.

week days)

1 wk. 237.50 475.00 641.25 855.00 1068.75 1140.00

8 wks. 231.56 451.25 593.16 748.12 908.44 909.00

13 wks. 219.98 428.05 503.50 710.72 803.02 920.55

26 wks. 214.19 417.41 548.67 602.02 840.30 896.32

27 wks. 208.41 406.12 533.84 673.31 817.59 872.10

CLASS "D"

(8:00 a.m. to 9:00 a.m. dally; 1:00 p.m. to 5:00 p.m. week days)

1 wk. 190.00 380.00 513.00 684.00 855.00 912.00

8 wks. 190.00 380.00 487.35 632.70 748.12 799.00

13 wks. 180.50 342.95 462.99 601.06 710.72 758.10

26 wks. 171.00 324.00 438.61 569.43 673.31 718.20

CLASS "D"

(7:00 a.m. to 8:00 a.m. dally; 11:00 p.m. to 12:00 midnight dally)

1 wk. 142.50 285.00 384.75 513.00 641.25 684.00

8 wks. 142.50 285.00 384.75 513.00 641.25 684.00

8 wks. 142.50 271.87 865.51 487.35 503.16 632.70

13 wks. 135.37 263.98 347.24 462.98 563.50 601.06

26 wks. 131.81 257.03 333.10 450.80 548.67 535.25

2 wks. 128.25 250.09 382.00 438.61 533.84 569.43

(This listing continued on next page)

MASSACHUSETTS --- Cont'd **BOSTON—Continued**

WEEI-Continued

One-half hour periods:

| | CLASS "A" | | | | | | | | | |
|----|-----------|--------|----------|--------|---------|---------|---------|--|--|--|
| | (7:00 | | to 10:30 | | | | 00 | | | |
| | | p.m. | to 10:3 | | | | | | | |
| | | l day | | З даув | 4 days | 5 days | 6 days | | | |
| 1 | wk. | 285.00 | 570.00 | 770.00 | 1026.00 | 1283.00 | 1368.00 | | | |
| 8 | wks, | 277.87 | 527.25 | 693.00 | | 1090.55 | | | | |
| 13 | wks. | 263.98 | 500.89 | 658.35 | 828.49 | 1036.02 | 1104.66 | | | |
| 26 | wks. | 257.03 | 487.71 | 641.02 | 806.69 | 1008.76 | 1075.59 | | | |
| | | 250.09 | 474.52 | 623.70 | 784.89 | 981.49 | 1046.52 | | | |
| | CLASS "B" | | | | | | | | | |
| | | | | | | | | | | |

| | CLASS | | | | | | | | | | |
|----|-----------|--------|---------|--------|---------|----------|--------|--|--|--|--|
| | (6:00 | p.m. | to 7:00 | p.m. | week de | ays; 1:0 | 00 | | | | |
| | | | | | Sundaya |) | | | | | |
| 1 | wk. | 199.50 | 399.00 | 538.65 | 718.20 | 897.75 | 957.60 | | | | |
| | | | 379.05 | | | 785.53 | 837.90 | | | | |
| 13 | wks. | 189.52 | 360.10 | 473.34 | 614.06 | 746.25 | 796.00 | | | | |
| | | | 350.62 | | | 726.62 | 775.06 | | | | |
| 52 | wks. | 179.55 | 341.14 | 448.43 | 581.74 | 706.98 | 754.11 | | | | |
| | CLASS "C" | | | | | | | | | | |
| | (9:00 | a.m. | to 1:00 | p.m. 8 | nd 10:3 | p.m. | to | | | | |

| | 11:00 | p.m. | daily: | 5:00 p.1 | n, to f | :00 p.p | o. | | | | |
|---|------------|--------|--------|----------|---------|---------|--------|--|--|--|--|
| | week days) | | | | | | | | | | |
| | wk. | 142.50 | 285.00 | 384.75 | 513.00 | 641.25 | 684.00 | | | | |
| ı | wks. | 142.50 | 277.87 | 365.51 | 487.35 | 593.16 | 632.70 | | | | |
| | WKR. | 135.37 | | 347.24 | 462.98 | 563.50 | 601.06 | | | | |
| ŀ | | 131.81 | 257.03 | 338.10 | 450.80 | 548.67 | 585.25 | | | | |
| i | | 128.25 | | 328.96 | 438.61 | 533.84 | 569.43 | | | | |
| • | 1140. | 140,20 | 200.03 | 540.80 | 100.01 | 000.01 | 000.40 | | | | |

| | | | CLA | .\$8 ''D | | | |
|----|-------|--------|---------|----------|----------|--------|--------|
| | (8:00 | a.m. t | o 9:00 | a.m. da | ily; 1:0 | P.m. | to |
| | | 5 | :00 p.m | ı. week | days) | | |
| 1 | wk. | 114.00 | 228.00 | 307.80 | 410.40 | 513.00 | 547.20 |
| 8 | wks. | 114.00 | 222.30 | 300,10 | 389.88 | 487.35 | 506.16 |
| 13 | WKS. | 108.30 | 211.18 | 285.10 | 370.39 | 462.98 | 480.85 |
| 26 | wks. | 105.45 | 205.63 | 277.60 | 360.64 | | 468.20 |
| | | | | | 350.89 | | 455 54 |

| | | | CLA | SS "E | • | | |
|---|-------|-------|--------|----------|--------|----------|--------|
| | (7:00 | | | .m. đại | | 0 p.m. 1 | to |
| | | | | dnight - | | - | |
| | wk. | | | 230.85 | | 384.75 | 410.40 |
| 8 | wks. | | | 225.08 | | 365.51 | 389.88 |
| 3 | wks. | 81.22 | 162.45 | 213.82 | 285.10 | 347.24 | 370.39 |
| 6 | wks. | 79.09 | 158.17 | 208.20 | 277.60 | 338.10 | 360.64 |
| 2 | wks. | 76.95 | 153.90 | 202.57 | 270.09 | 328.96 | 350.89 |

One-quarter hour periods: CT.ASS "A"

| | (7:00 | | to 10:80 | | | | ю | | |
|----|------------------|--------|----------|--------|---------|--------|--------|--|--|
| | | | to 10:3 | 0 p.m. | Sundayı | 3) | | | |
| 1 | wk. | 190.00 | 380.00 | 513.00 | 684.00 | 855.00 | 912.00 | | |
| 8 | wks. | 190.00 | 361.00 | 487.35 | 632.70 | 748.12 | 798.00 | | |
| | | | | 462,98 | 601.06 | 710.72 | 758.10 | | |
| | | 175.75 | | | 585.25 | 692.02 | 738.15 | | |
| 52 | wks. | 171.00 | 324.90 | 438.61 | 569.43 | 67B.31 | 718.20 | | |
| | देश र स्था स्थाप | | | | | | | | |

| | CLASS "B" | | | | | | | | | | |
|----|-----------|--------|---------|--------|---------|----------|--------|--|--|--|--|
| | (6:00 | p.m. | to 7:00 | p.m. | week d | ays: 1:0 | 10 | | | | |
| | | | | | Sundays | | | | | | |
| | | | 266.00 | | | 598.50 | 638.40 | | | | |
| .8 | wks. | 133.00 | | | 454.86 | | 590.52 | | | | |
| | | | 246.38 | | 432.12 | 525.93 | 560.99 | | | | |
| 26 | | 123.02 | | 323.86 | | 512.09 | 546.23 | | | | |
| 52 | wks. | 119,70 | 233,41 | 315.11 | 409.37 | 498.25 | 531.47 | | | | |

| | | 133.00 126.35 | | 350.12 332.62 | 454.86 432.12 | 553.61 525.93 | 590.52 560.99 |
|---|-------|------------------|---------|------------------|------------------|------------------|------------------|
| ē | wks. | 123.02 | 239.90 | 323.86 | 420.75 | 512.09 | 546.23 |
| 2 | WKs. | 119.70 | 233,41 | | 409.37 | 498.25 | 531.47 |
| | | | | as "c | | | |
| | (9:00 | a.m. | to 1:00 | D.m. a | nd 10:3 | p.m. | to . |

| | | | wee | k days) | | | | | |
|----|---------------|-------|--------|---------|--------|--------|--------|--|--|
| 1 | wk. | 95.00 | 190.00 | 256.50 | 342.00 | 427.50 | 456.00 | | |
| 8 | wks. | 95.00 | 190.00 | 250.09 | 333.45 | 406.12 | 433.20 | | |
| 13 | WK8. | 90.25 | 180.50 | 237.58 | 316.78 | 385.82 | 411.54 | | |
| 26 | wks. | 87.87 | 175.75 | 231.33 | 308.44 | 375.67 | 400.71 | | |
| 52 | wks. | 85.50 | 171.00 | 225.08 | 300.10 | 365.51 | 389.88 | | |
| | יימיי פפא.זיי | | | | | | | | |

| | (8:00 | a.m. t | o 9:00 | a.m. da | ily; 1:00 | p.m. | to |
|---|-------|--------|--------|---------|-----------|--------|--------|
| | | | | . week | | | |
| | | 76.00 | 152.09 | | 273.60 | 342.00 | 364.80 |
| | wks. | 76.00 | 152.00 | 205.20 | 266.76 | 333.45 | 355.68 |
| | wks. | 72.20 | 144.40 | 194.94 | 253.42 | 316.78 | 337.90 |
| 6 | wks. | 70.30 | 140,60 | 189.81 | 246.75 | 308.44 | B29.00 |
| 2 | wks. | 69.40 | 136.80 | 184 68 | 240.08 | 900 10 | 990 11 |

| U 4 | WES. | 08.40 | 190.00 | 104.00 | 240.08 | 300.10 | 320.11 | | | | |
|-----|--|-------|---------|--------|--------|--------|--------|--|--|--|--|
| | CLASS "E" | | | | | | | | | | |
| | (7:00 a.m. to 8:00 a.m. daily; 11:00 p.m. to | | | | | | | | | | |
| | | 12 | ::00 ml | dnight | dally) | | | | | | |
| | wk. | | | 153.90 | 205.20 | 256.50 | 273.60 | | | | |
| | Wks. | | | | 205.20 | 250.09 | 266.76 | | | | |
| 13 | | | 108.30 | 146.20 | 194.94 | 237.58 | 253.42 | | | | |
| 26 | | | 105.45 | 142.86 | 189.81 | 231.33 | 246.75 | | | | |
| 52 | wks. | 51.80 | 102.60 | 138.51 | 184.68 | 225.08 | 240.08 | | | | |

Ten minute periods:

CLASS "A"

| | | . n | to 10:80 | 0 nm | Rund | AVA) | |
|----|-----|--------|----------|---------|--------|---------|-------------|
| Νo | ten | minute | periods | sold In | this t | ime cla | ssification |

| | | CLARS D |
|---|-------|--|
| | (6:00 | p.m. to 7:00 p.m. week days; 1:00 |
| | , | p.m. to 6:00 p.m. Sundays) |
| 1 | wk. | 99.75 199.50 269.32 359.10 448.87 478.80 |
| | WKS. | 99.75 199.50 262.59 350.12 426.48 454.86 |
| | wks. | 94.76 189.52 249.46 832.62 405.10 432.12 |
| | wks. | 92.27 184.54 242.89 823.80 894.44 420.75 |
| | WKs. | 89.77 179.55 236.83 815.11 883.78 409.37 |
| | | CLASS "C" |
| | 10.00 | a.m. to 1:00 p.m. and 10:80 p.m. to |
| | (9:00 | a.m. to 1.00 p.m. and 10.00 p.m. to |

| | 11:00 | p.m. | daily; | 5:00 p.t | n, to 6 | 3:00 p.n | a. |
|----|----------------------|----------------|--------|------------------|------------------|------------------|------------------|
| | wk. wks. | 71.25 71.25 | 142.50 | 192.87 192.87 | 256.50 259.09 | 820.62 812.60 | 842.00 833.45 |
| 13 | wks. wks. wks. | 67.69 65.91 | 135.87 | 182.75 177.94 | 237.58 231.83 | 296.97 289.16 | 816.78 808.44 |
| | wks. | 64.12 | | 178.18 | 225.08 | 281.84 | 800.10 |

| | | CT_A | .88 "D' | | | |
|----------|----------------------|------------------------------|------------------|------------------|------------------|------------------|
| | (8:00 | a.m. to 9:00 | s.m. dai | ly: 1:00 |) p.m. 1 | to |
| | wk. | 5:00 p.m 57.00 114.00 | 1. Week 1 | days) | 256.50 250.09 | 278.60 266.70 |
| 18 26 | wks. wks. wks. | 54.15 108.80 52.72 105.45 | 146.20 142.86 | 194.94 189.81 | 237.58 231.88 | 253.42 246.75 |
| 52 | wks. | 51.30 102.80 | 188.51 | 184.68 | 225.08 | 240.08 |

| (7:00 | a.m. t | CLA 0 8:00 | .m. dai | lly; 11:0 | 0 p.m. | to |
|--|--|--|--|--|--|--|
| 1 wk. 8 wks. 13 wks. 26 wks. 52 wks. | 1 day 42.75 42.75 40.61 39.54 38.47 | 2:00 mi 2 days 85.50 85.50 81.22 79.09 76.95 | 3 days 115.42 115.42 109.65 106.76 103.88 | 4 days 153.90 153.90 146.20 142.36 | 5 days 192.37 192.37 182.75 177.94 173.13 | 6 days 205.20 205.20 194.94 189.81 184.68 |

CLASS "A"

(7:00 p.m. to 10:30 p.m. week days; 0:00
p.m. to 10:30 p.m. Sundays)

No five minute periods sold in this time classification.

| | | | CLA | 55 D | | | |
|---------------|--|--|--------------------------------------|--|----------------------------|--------|--|
| 8 13 26 | (6:00 wk. wks. wks. wks. wks. | p.m. 66.50 66.50 63.17 61.51 | 133.00 133.00 126.35 123.02 | 0 p.m. 179.55 179.55 170.57 166.08 161.59 | 221.74 215.91 210.07 | 299,25 | |
| | | | CT.A | aa ""(| γ, | | |

| | | | CHA | | | | |
|---------------|-------------------------------------|---|----------------------------------|--------------------------------|--|--|--|
| | (9:00 11:00 | a.m. p.m. | to 1:00 daily; | p.m. ar 5:00 p.: k days) | m, to t | 0 p.m. 1 3:00 p.n | n. |
| 8 13 26 | wk. wks. wks. wks. wks. | 47.50 47.50 45.12 43.94 42.75 | 95.00 95.00 90.25 87.87 | 128.25 | 171.00 171.00 162.45 158.17 153.90 | 213.75 208.41 197.99 192.78 187.57 | 228.00 222.30 211.18 205.63 200.07 |

| - | | CLASS "D" |
|---------------|-------------------------------------|---|
| | (8:00 | a.m. to 9:00 a.m. daily; 1:00 p.m. to 5:00 p.m. week days) |
| 8 13 26 | wk. wks. wks. wks. wks. | 38.00 76.00 102.60 136.80 171.00 182.40 38.00 76.00 102.60 136.80 171.00 182.40 36.10 72.20 97.47 129.96 182.45 173.28 35.15 70.30 94.90 126.54 158.17 168.72 4.20 68.40 92.34 128.12 153.90 194.16 |
| | | CLASS "E" |

| (7:00 | a.m. to | 8:00 a | .m. dai | ly; 11:0 daily) | 0 p.m. | |
|---|---|----------------------------|-------------------------|---------------------------|--------------------------------------|--------------------------------------|
| 1 wk. 8 wks. 13 wks. | 28.50 28.50 27.07 | 57.00 57.00 54.15 | 76.95 76.95 73.10 | 102.60 102.60 97.47 | 128.25 128.25 121.84 118.63 | 136.80 136.80 129.96 126.54 |
| 26 wks. 52 wks. NOTE: more) fr at 60% | 26.36 25.65 The ration 12:0 of Class | 51.30 te for 00 mids | aight t | 92,34 | 115.42 10 min | 123.12 utes or |

DISCOUNTS

All discounts apply to time charges only.
Interruptions in an advertiser's schedule necessitated by the broadcasting of special erents 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.
Discounts will be allowed currently on non-cancellable contracts. On other contracts discounts will be due and payable at the end of 13, 25 or 52 weeks of broadcastins.
When an advertiser contracts for one or more broadcastins.
When an advertiser contracts for one or more broadcastins.
When an advertiser contracts for one or more broadcastins.
When an advertiser contracts for one or more broadcastins.
When 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 frequency rate, and will be reduced by 10% for advertiser is already earning a three, four or five day per week frequency rate, and will be reduced by 20% if the advertiser is already earning a six or seen day per week frequency rate, and wrill be reduced by 20% if the advertiser is already earning a six or seen day per week frequency rate, per orded the gross time charge per period (one day per week frequency rate, per week frequency rate, per week frequency rate, per per week rate, shown under "General Broadcasting Time Rates") for the additional broadcasts does not exceed the comparable gross time charge per period already being charged.

Weekly Dollar Volume Discount

| after deducting | applicable | Collar | (Giumo | discount |
|----------------------------|---------------|--------|--------|----------|
| if any. Less than 18 we | eka | | | . No |
| 18 to 25 weeks | , | | | . 070 |
| 26 to 51 weeks | | *** | | |
| 52 weeks | | | | . 10 /0 |

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. Copy limited to 25 words including service report:

One time 50.00; three per week 185.00; six per week 20:00 p.m. and 1:00 p.m. and 1:00 p.m. daily, and 12:59 p.m. and 5:59 p.m. Sundays. Copy limited to 30 words including service report:
One time 35.00; three per week 04.50; six per week 185.00. Same time limit as: above except copy intited to 50 words including service report:
One time 45.00; three per week 121.60; six per week 216.00.

```
Between 7:29 s.m. and 5:59 p.m. week days and 7:29 s.m. and 12:59 p.m. Sundays. Copy limited to 30 words including service report:
One time 25.00; three per week 57.50; six per week 120.00. Same time limit as above except copy limited to 50 words including service report:
One time 25.00; three per week 94.50; six per week 168.00.
Subject to Consecutive Weeks Discount; also subject to General Broadcasting Time Rates."

Special Daytime Packages
Subject a consecutive weeks discount only. Rates
```

| Subject to consecutive weeks discount | only. | Rates |
|--|-------------|------------------|
| Include time signal: Twenty-one 50 word signals. Twenty-one 30 word signals. Time signals preceding or following | *********** | 392.00 280.00 |
| casts: (Early Evening) | | |

| | | L'OT WEEK | |
|----------------------------|---------|-----------------|-----------------|
| 1 minute | 1 ti. | 8 ti. 189.00 | 6 tl. 836.00 |
| 100 words | 60.00 | 162.00 | 288.00 |
| (Late Even | | | |
| | | 162.00 | 288.00 |
| 1 minute | 00.00 | 185.00 | 240.00 |
| 100 words | 00.00 | 199.00 | 230.00 |
| (Daytime | e) | | |
| 1 minute | 85.00 | 94,50 | 168.00 |
| 100 words | 80.00 | 81.00 | 144.00 |
| Subject to Consecutive We | nea Die | cottet : al | so sub- |
| Subject to Consecutive vic | CER DIE | COULTE | nt with |
| | | | |

ject to Dollar Volume Discount if concurrent with broadcasting on a schedule of eight or more weeks under "General Broadcasting Time Rates."

```
6 ti.
137.89
137.89
131.00
               (7:41 a.m. to 7:54 a.m.)
   weeks.....
26 weeks......
52 weeks.....
               (8:55 a.m. to 9:00 a.m.)
 255.36
255.36
242.59
236.21
                                                       268.89
               (6:10 p.m. to 6:15 p.m.)
                                            251.37
251.37
251.37
238.80
232.52
226.23
             (10:46 p.m. ta 10:54 p.m.
                                                       383.04
373.46
 (Sundays)
```

26 weeks 106.62
52 weeks 103.73
(*) 12:01 p.m. to 12:14 p.m.
(†) 10:31 p.m. to 10:39 p.m.
Sunday broadcasts may be combined with week day news broadcasts to earn additionate and dollar volume discounts.

ELECTRICAL TRANSCRIPTIONS
Accepted at regular rates. ed with regular additional fre-

Program ideas, lists of talent and rates on application. tion. REMOTE CONTROL
Programs originating outside of the studies are sublect to special charges.

Contract and Other Requirements
Contracts not accepted more than 60 days in advance
of initial program. Maximum length of contract, and
year. All programs and advertising copy subject to
approval of station.

Mechanical Program Equipment
Equipped to handle programs by electrical transcript
tion, using 83-1/3 and 78 r.p.m. double turn-tables

Personnei General Manager—Harold E. Fellows.

Representatives Radio Bales.

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 Toursine, Boston. Massachusetts, Hancock 9900.
Transmitter—Saugue, Massachusetts

Operating power—5.000 watts. 352.9 meters; 850 kilocycles. 502.9 meters, 900 knowycies. 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 15% to recognized advertising agencies. provided bills are paid when rendered. No seah discount. Commission does not apply on talent. Bills rendered weekly or monthly.

For combination rates see Blue Network Company (Basic Blue Network).

GROSS TIME RATES (6:00 p.m. to 11:00 p.m. daily)

| | 1 ti. | 2 ti. | 3 tì. | 4 ti. | 5 t1. | 6 ti. |
|-------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| 1 hr. | 380.00 | | 1026.00 | | 1710.00 | 1824.00 |
| 1/2 hr. | 228.00 152.00 | 456.00 | 615.60 | 820.80 | 1026.00 | |
| 1/4 hr. 10 min | 114.00 | 304.00 228.00 | 410.40 307.80 | 547.20 | | 729.60 |
| 5 min | 76.00 | 152.00 | 205.20 | 410.40 273.60 | 513.00 342.00 | 547.20 364.80 |
| | | 102.00 | 200.20 | 410.00 | 012.00 | 304.00 |

(Sign-on to 6:00 p.m. and 11:00 p.m. to

| | | | "PIT-OTT | | | |
|--|---|---|--|--|--|--|
| 1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min. | 190.00 114.00 76.00 57.00 38.00 | 380.00 228.00 152.00 114.00 76.00 | 513.00 307.80 205.20 153.90 102.60 | 684.00 410.40 273.60 205.20 136.80 | 855.00 513.00 342.00 256.50 171.00 | 912.00 547.20 364.80 273.60 182.40 |
| | | | | | | |

DISCOUNTS

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 at the cancelled 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 that | 100.0 | 0 weekly | | | | None |
|-----------|---------|----------|--------|----------|---------|-------|
| 100.00 (| or more | but less | than | 200.00 | weekly | 700% |
| 200.00 (| or more | but less | than | 300.00 | weekly | 200 |
| 300.00 | or more | but less | than | 400.00 | weekly | 20 6 |
| 400.00 (| or more | but less | than | 600 00 | weekly | 37.07 |
| 600.00 d | or more | but less | then | 800.00 | monlely | 400 |
| 800.00 | or more | but less | than | 1 000.00 | weekly | 450 |
| 1.000.00 | or more | weekly | viiaii | 1,000.00 | weekly | 1370 |
| | | | | | | |

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.

ess than 13 weeks...

ANNOUNCEMENTS

(6:00 p.m. to 11:00 p.m. 1 ti. 26 ti. 52 ti.) 208 or 156 ti. more ti. 1 ti. 1 minute or less, each...... 38.00 36.10 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. each...... 19.00 16.80

18.05 17.55 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 (plck-up) and 78 r.p.m. turntables for vertical and lateral cut recordings.

General Manager-R. G. Matheson.

Representatives

George P. Hollingbery Company.

WMEX (Established 1984)



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.

/ave—Power—Time
Operating power—5.000 watts.
198.7 meters; 1510 kilocycles.
Licensed to operate full time on regional channel.
Operates on Eastern War Time.
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) hour..... minutes...

CLASS 'B' (1:00 p.m. to 6:00 p.m. Sundays)

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 |
| /2 | hourhour | 75.00 |
| /4 | hour | 50.00 |
| 10 | minutes | 37.50 |
| | minutes | |
| - | CLASS "D" | |

| S0.00 | 37.50 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.0

Rebates for 13, 26, 52, 100, 800 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 Announcemen

__ 5% 100 times..___

| 26 1 | times | 7% | 250 o | more | times | 25% |
|------|--------------------|--------|---------|----------|----------|--------|
| 52 | times | 15% | | | | |
| | ANN | OUNC | EMEN | TS | | |
| Pre | quency discounts | do n | ot app | ly to t | the foll | owing |
| ann | ouncement rates: | | | | | 100 or |
| | (6:00 p.m. | to 13 | 2:00 m | idnight) |) | more |
| 100 | words preceding of | r fol- | i ti. | 26 ti. | 52 ti. | times |
| | wing news period | | 10.00 | 9.00 | 7.50 | 6.50 |
| 30 | words cut-in be | | | | | |
| | programs | | 8.00 | 7.50 | 7.00 | 5.50 |
| 125 | words or 1 minu | | | | | |
| | transcription | | 9.00 | 8.50 | 8.00 | 6.50 |
| 100 | words with time | | | | | |
| | nal or weather | | 12.50 | 11.50 | 10.50 | 8.50 |
| 30 | words with time | | | | | |
| | nal or weather | | | 8.50 | 8.00 | 6.50 |
| | | | .00 p.m | .) | | |
| | words preceding | | | | | |
| 10 | owing news period | | | 7.00 | 6.50 | 5.50 |

6.50

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,

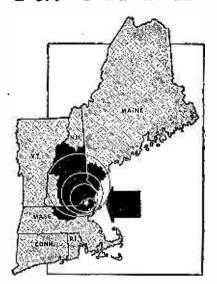
Special Contract and Other Requirements
Station reserves the right to refuse or cancel any
contract for reasons sufficient to itself. All copy must
conform to standards of N.A.B. Code, Federal Trade
Commission, Better Business Bureau and Federal
Communications Commission Regulations.

echanical 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 McGillyra, Inc.

NEW ENGLAND'S 7批 STATE



EXTENDS To Everyone in the other

48

STATES BEST WISHES

for a Happy and **Prosperous**

1943



LAWRENCE, MASS. 5000 Watts - 680 K. C.



NATIONAL REPRESENTATIVES THE KATZ AGENCY, Inc.

MASSACHUSETTS — Cont'd

BOSTON—Continued

WNAC (Established 1822)

Rates effective October I. 1939. (Card No. 11.) Owned and operated by The Yankee Network. Inc.
Business Unice—21 Brookline Avenue, Boston, Mass. Commonwealth 0800,
Transmitter—Squantum, Quincy Massachusette

Wave-Power-Time

Operating power 5.000 watts days; 1.000 watts nights. (C.P. 5.000 watts nights.)
(100% modulation—crystal control. sertical radiator

interns; 1250 kilocycles. 1283.1 meters: 1250 kilocycles. Licensed to operate on cleared regional channel. Operates on Eastern War Time. Actual operating schedule: 24 hours dally.

Agency commission 15% on net station time to rec-ognized advertising agencies. No cash discount. Charges for facilities payable immediately after each

For combination rates see listings of Mutual Broad-casting System and Yankeet Network. Research of the Actual time is: 1 hour. 59:20 minutes; 3/4 hour. 44:20 minutes; 1/2 hour. 29:30 minutes; 1/4 hour. 14:30 minutes; 5 minutes, 5

| MUSICAL OR DRAMATIC PROGRAMS | |
|---|------|
| (6:00 p.m. to 10:30 p.m. dally) | .00 |
| 110 | |
| | .00 |
| | .00 |
| | 1.00 |
| · militos | .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) | |
| | .00 |
| | .00 |
| 1/2 hour 132 | .00 |
| | .00 |
| 5 minutes | .00 |
| (1:00 p.m. to 6:00 p.m. Sundays) | |
| 1 hour 330 | |
| 3/4 hour 264 | |
| 1/2 hour 198 | .00 |
| | .00 |
| 5 minutes | .00 |
| (12:00 midnight to 8:00 a.m. daily) | |
| 1 hour 147 | .00 |
| 3/4 hour 118 | .00 |
| | .00 |
| | .00 |
| 5 minutes | .00 |
| ANNOUNCEMENTS | |
| Participating Announcements | |
| 125 words or one minute transcription: | |
| | .00 |
| | ñň |

Before 6:00 p.m. 30 word announcements between programs: After 6:00 p.m. Before 6:00 p.m. DISCOUNTS Time discounts apply to total broadcasta in each classification on the rate card for the same sponsor

rebate of 10%, based on the lowest billing for any one week. SPECIAI, PROGIKAMS Sunrise Special: Organ program, week days 6:30 a.m. to 7:00 a.m.; one-quarter hour, including organist 59:00 a.m.; one to see the see and two announcements before and two announcements after the News. Sundays 8:45 a.m. to 9:00 a.m., per week (seven days) Week days 8:00 p.m. to 1:15 p.m., per week (seven days) Bellow to 1:15 p.m., per week (seven days) Bellow to 1:15 p.m., per week (seven days) The WNAC grand organ is available to advertisers for use in connection with other talent. ELECTRICAL THANSGRIPTIONS itself time charges apply to recorded programs. TALENT 378.00 Rates on request. REMOTE CONTROL Arrangements can be made for any reasonable remote control broadcast, provided cost of lines, equipment, traveling expenses, etc., sre 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.

within the current year. No time discounts on talent

rolline clearges.

Less than 26 times.

26 to 51 times.

27 to 103 times.

104 to 105 times.

105 to 105 times.

105 to 105 times.

107 times.

107 to 105 to 105 times.

107 times.

108 to 207 times.

109 to 107 times.

15%

208 or more times.

15%

208 or more times.

15%

208 or more times.

109 to 100 times.

209 times to 100 times.

209 times to 100 times.

209 times to 100 times.

200 times times.

200 times.

2

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.



EDWARD PETRY & CO., Inc., National Sales Representatives

SERVICE FACILITIES
Production department, sales and merchandising department. Arrangements may be made for broadcasting with visible suddence from public auditorium seating 1,000. Prices on request. evating 1,000. Prices on request.

Contract and Other Requirements
Musical program rates are for the facilities of the
station only; talent le extra.

Preferred position reverned by priority and availability on contract basis. No blanket contracts accented. No contract accepted for longer than one
y-at. 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. ersonner President—John Shenard. 3rd. Executive Vice-President—Linus Travers. Vice-President—Robert Bartley. Exclusive National Representatives Edward Petry & Company, Inc.

WORL

(Established 1926)

Rates received September 21, 1942.

Owned and operated by Broadcasting Service Organi-Auton. Inc.
Business Office and Studio-Myles Standish Hotel.
610 Beacon St., Boston. Mass., Commonwealth 6100.
Transmitter-Great Plain Arenue. Needham. Mass.

Transmitter—Great Fight Avenue.

Wave—Power—Time
Operating power—1,000 watts.

315.8 meters described control.)

315.8 meters deskilocycles.

Operates on Eastern War Time.
Operating schedule: 7:00 a.m. to local sunset.

Agency Commission gency 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.n | n, to su | inset Sun | lays) | |
|-----|------------|----------|-----------|--------|--------|
| | | 1 t/. | 13 ti. | 26 ti. | 52 ti. |
| 1 | liour | 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 | 19.30 |
| | | CLASS | "B" | | |
| | (7:00 a.m. | . to sun | set 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 |
| | | | | | |

POLITICAL TALKS
Accepted at regular station tates.

ELECTRICAL TRANSCRIPTIONS
Regular time charges apply to recorded programs.
Instantaneous recording equipment available.

TALENT Rates on application.

BOSTON—Continued

WORL-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 relect any material without giving reason therefor.

Closing Time

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

Mechanical Program Equipment
Equipmed 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)

WOCB

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.

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.

ANNOUNCEMENTS

Class "A" announcement rates are 1-1/2 times the Class "B" rates.

One announcement per day, 30 words maximum. DISCOUNTS
Applicable to announcements and participating pro-

SPECIAL FEATURES

SPECIAL FEATURES

Participating Programs

Before 5:00 p.m. daily except Sunday, Selected recordings. Each half hour broadcast limited to seven non-competing cilents; 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.

182.00

One 15 minute period.

26.50

Stock Market Report—Rates on request.

TALENT
Talent and programs requiring special production—

REMOTE CONTROL.
Remote control rates on request.

ACTIONE CONTROL FALES ON TEQUEST.

Contract and Other Requirements
Advertising of alcoholic beverages accepted.

No contract accepted for longer than one year. Station reserves right to eliminate all perts 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
Equipmed to handle programs by electrical transcrip-tion, 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 Filint
Commercial Manager—Edw. H. Allen.

Representatives Boston-Rertha Bannan.

FALL RIVER

(Bristol County)

WSAR (Established 1921)

PAR

Rates effective March 1, 1942.

Owned and operated by Doughty & Welch Electric Company, Inc.
River, Massachusetts, telephone 7-9477.
Transmitter—South Somerast, Massachusette

Wave-Power-Time

Operating power—1.000 watta (100% modulation) 202.7 meters; 1480 kilocycles. Licensed to operate full time. Operates on Eastern War Time.

Agency Commission
Agency Commission 15% allowed to recognized 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

| ۰ | | 42,00 |
|-----|--|-------|
| | (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 | | 80.00 |
| 14 | | 48.00 |
| | | |
| /2 | | 36.00 |
| ′4 | | 24 00 |
| 6 | minutes | 12.00 |
| | (9) 1.00 1.0.00 | |
| | (Sundays 1:00 p.m. to 6:00 p.m.) | |
| 1 | | 90.00 |
| /4 | hour | 72.00 |
| 12 | hour | 54.90 |
| 14 | | 36.00 |
| 1 | | 18.00 |
| • | *************************************** | (0.00 |
| | (12:00 midnight to 8:00 a.m.) | |
| 1 | hour | 40.00 |
| 3/4 | hour | 32.00 |
| / | | 24.00 |
| | | |
| 14 | | 16.00 |
| | ouinutes | 8,00 |
| | ANNOUNCEMENTS | |
| | | |

(Before 6:00 p.m.)
Special announcements, 100 words.....
Station break announcements, 25 words....

FOREIGN LANGUAGE PROGRAMS French, Italian, Portuguese and Pollsh Translation from English to the respective foreign language re-quested included in rate. 100-150 word announcement, each participation 10.00

DISCOUNTS

ELECTRICAL TRANSCRIPTIONS

Regular station time charges analy. 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, itates are for facilities of the station only.

Closing Time
Closing date for inclusion in general publicity and printed announcements is three weeks before broad-

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

ersonnel Treasurer and General Manager—William T. Welch. Program Director—Josephine Y. Welch. Asst. Treas. & Office Mgr.—Philomina J. Mauretti.

FITCHBURG

(Worcester County)

WEIM (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.

Wave—Power—Time

ave—rower—Ilme
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licenseu 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.

For combination rates see listings of Mutual Broad-casting System and Yankee Network. The following rates are for national advertising. Rates include charges by owners of music copyrights.

The following rates are for national advertising. Rates include charges by owners of music copyrig (6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. to 11:00 p.m. Sundays)

1 thour. 80.00 76.00 72.00 6
1/2 hour. 48.00 45.60 43.20 4
1/4 hour. 32.00 30.40 28.80 2
5 minutes. 16.00 15.20 14.40 1
1 hour. 50.00 47.50 45.00 4
1/2 hour. 30.00 28.50 27.50 4
1/2 hour. 18.00 17.10 16.20 1
1/3 hour. 18.00 17.10 16.20 1
5 minutes. 50.00 47.50 45.00 4
1/2 hour. 18.00 17.10 16.20 1
5 minutes. 50.00 8.55 8.10

ANNOUNCEMENTS
(6:00 p.m. to 11:00 p.m. sundays)
125 words or one minute 1 tt. 52 tt. transcription 8.00 7.20
50 words or less (including time signals, etc.) 6.00 5.25
(All other time)
125 words or one minute transcription 5.00 4.50
50 words or less (including 5.00 4.50

transcription 5.00
50 words or less (including time signals, etc.) 4.00
(†) 101 or more times. 3.50 3.00 (†) 104 or more times.

SPECIAL FEATURES

News—Leased wire service available in 5 and 15 minute periods; no service charge—rates on request.

"The 1340 Club"—Ahonday through Saturday, 10:00 a.m. to 12:00 doon—rates on request. a.m. to 12:00 coon—rates on request.

POLITICAL PROGRAMS

Regular rates apply.

REMOTE CONTROL

REMOTE CONTROL

Facilities subject to 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 recrease in the subject of the station recrease in the station recreases any
advertising for reasons satisfactory to the station.

Contracts close two weeks in advance of first broad-cast 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.

General Manager—Milton H. Meyers.
Program Director—Kenneth Houseman.
Commercial Manager—W. Warren Teskey.

MASSACHUSETTS-Cont'd

GREENFIELD

(Franklin County)

WHAI (Established 1988)



Rates effective January 15, 1939. (Card No. 3.) Owned and operated by John W. Halgis. Business Office and Studios—Mansion House, Green-field, Mass, telephone Greenfield 4801. Transmitter—Greenfield. Massachusetts.

Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
241.9 meters; 1240 kilocycles.
Licensed to operate unlimited time.
Operates on Fastern War Time.

Operates on Pastern War Time.

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.

| 1/2 | !!Vu[| 50.0 |
|------|---|-------------|
| 1/4 | hour | 24.0 |
| ~ š | minutes | 12.0 |
| | (1:00 p.m. to 6:00 p.m. Sundays) | |
| 1 | hour | 45.0 |
| 1/2 | | 27.0 |
| | hour | |
| 1/4 | hour | 18.0 |
| 5 | minutes | 9.0 |
| | (All other time) | |
| 1 | hour | 30.0 |
| 1/2 | hoùr | 18.0 |
| 1/4 | hour | 12.0 |
| -' ŝ | minutes | 6.0 |
| J | ANNOUNCEMENTS | 0.0 |
| | | |
| | (6:00 p.m. to 11:00 p.m. daily) | |
| | words, before or after News Service | 6.0 |
| 125 | | 5.0 |
| 30 | words, station breaks | 4.0 |
| | (1:00 p.m. to 6:00 p.m. Sunday) | |
| 100 | words, before or after News Service | 4.5 |
| 125 | | 3.7 |
| 30 | | 3.0 |
| 30 | | 3. 0 |
| | (All other time) | |
| 100 | words, before or after News Service | 3.0 |
| 125 | words, participating programs | 2.5 |
| 30 | words, station breaks | 2.0 |
| | DISCOUNTS | |
| Tim | e discounts on card rates apply to total n | umbe |
| ~ | broadcasts for the same sponsor in one year | unde |
| 01.1 | oroadcasts for the same sponsor in one year | **** |

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. 26 times.

28 times.

Net 25 to 10 times.

104 to 155 times.

105 times.

106 to 207 times.

107 to 208 or more times.

208 or more times.

208 or more times.

208 or more times.

209 times.

208 or more times.

209 times.

209 or more times.

200 or times.

201 times.

201 times.

202 or times.

203 or more times.

204 or times.

205 or times.

207 times.

208 or more times.

208 or more times.

209 or more times.

200 or more times.

200 or more times.

201 or times.

202 or times.

203 or more times.

203 or more times.

204 or times.

204 or times.

205 or times.

206 or more times.

206 or more times.

207 or times.

208 or more times.

208 or more times.

208 or more times.

209 or more times.

200 or more times.

201 or times.

201 or times.

201 or times.

201 or times.

202 or more times.

202 or times.

203 or more times.

203 or more times.

204 or times.

204 or times.

205 or more times.

207 or times.

208 or more times.

208 or more times.

209 or more times.

200 o

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

Personnel
Manager—James L. Spates.
Commercial Manager—H. W. Nichols.
Program Director—Werren M. Greenwood.

Representatives
Boston—Bertha Bannan.
Boston—New England Radio Advertising Co.

HOLYOKE

(Hampden County)

WHYN
(Established 1941)



Rates effective August 1, 1942, (Card No. 2.)
Owned and operated by the Hampden-Hampshire
Corp.
Studio-South Hadley Falls, Mass.
Other Studios - 180 High St., Holyoke, Mass.,
Holyoke 8238, and Nonotuck Savinga 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 mid-

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.

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

ANNOUNCEMENTS (After 6:00 p.m.)

(Before 6:00 p.m.) minute_____words______

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 advantiser when required.

TALENT

Rates on request.

Ratea 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 reaerves 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.

days before oroscasa. 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.

Personnei General Manager—Patrick J. Montague. Assistant Manager—Thomas H. Humphrey.

Representatives
Boston-Miss Bertha Bannan.

LAWRENCE

(Essex County)

WLAW (Established 1987)



Rates effective March 18, 1941. (Card No. 4.) 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—Andower. Massachusetts.
Vave—Power—Time
Operating Dower—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 5:00 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.

Frograms of five minutes or more in various time brackets may be combined to earn frequency dis-

rounts.

Programs of five minutes or more may not be com-bined with announcement to earn frequency discounts,

ANNOUNCEMENTS | Programs of fire minutes or more may not be combined with announcement to earn frequency discounts. (After 6:00 p.m.)
| 100 words (one minute) and chain breaks; 20.00 | 19.00 | 18.50 | 18.00 | 17.50 | 17.00 | 16.00 | 50 words or less 16.00 | 15.20 | 14.80 | 14.40 | 14.00 | 13.60 | 12.80 |

| CBefore 6:00 p.m.| 100 words (one minute) and chain breaks: 860 or 1 ti. 26 ti. 25 ti. 100 ti 156 ti 260 ti more ti 10.00 9.50 0.25 9.00 8.75 8.50 8.00 1 ti 10.00 9.50 7.60 7.40 7.20 7.00 6.80 6.40 SPECIAL FEATURES

o minutes of special features include staff an-nouncer, transcriptions and/or records. If live talent is substituted, separate program charges will be made.

made.
ELECTRICAL TRANSCRIPTIONS
Transcriptions accepted during regular broadcasting period at regular rates.

TALENT
Organ and organist 10.00 per broadcast. Other taleni rates on request.

REMOTE CONTROL

REMOTE CONTROL

Additional charges are made for programs originating outside the station's studies, 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 salee and merchandising departments available to client without charge.

Contract and Other Requirements

ontracts 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.

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 pre-

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. Kimel.
Program Director—John D. Maloy.
Chlef Engineer—George A. Hinckley.

Regresentatives

The Katz Agency, Inc. Boston-New England Radio Advertising Co.

LAWRENCE—Continued

WLLH (Established 1937)



Owned and operated by Merrimac Broadcasting Com-pany, Inc. Business Office, Studio and Transmitter—Cregg Bldg., Lawrence Missachusetts. Other Studios—Lowell. Missachusetts.

Other Studios—Lowell, Massachusetts.

Stations WILH, Lawrence, Mass., and WILH,
Lowell, Mass., are synchronized for simultaneous
broadcasts. For rates and details see WILH, Lowell.
Mass.

LOWELL

(Middlesex County)

WLLH

(Established 1934)
Rates effective March 15, 1938. (Card No. 8.)
Owned and operated by Merrimao Broadcasting Company, Inc.
Business Office and Studio—Rex Center, Lowell Mass., Lowell 8715.
Other studio—Lawrence, Mass., Lawrence 22148.
Transmitters—Lowell and Lawrence, Massachusetts.
Nave—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 inerail Advertising

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

| 1/2 hour | 72.0 |
|---|-------|
| 1/4 hour | 48.0 |
| 5 minutes | 24.0 |
| (8:00 a.m. to 6:00 p.m. week days; 8:00 a | |
| (8:00 a.m. to 6:00 p.m. week days; 6:00 a | -ш. |
| to 1:00 p.m. Sundays and 11:00 p.m. to 12 | :00 |
| midnight daily) | |
| 1 hour | 60.0 |
| 3/4 hour | |
| 1/2 hour | 88.0 |
| 1/4 hour | |
| 5 minutes | |
| (1:00 p.m. to 6:00 p.m. Sundays) | |
| 1 hour | 90.0 |
| | |
| 3/4 hour | |
| 1/2 hour | |
| 1/4 hour | |
| 5 minutes | 18.0 |
| (12:00 midnight to 8:00 a.m. daily) | |
| 1 hour | 40,0 |
| 3/4 hour | |
| 1/2 hour | |
| 1/4 hour | |
| 5 minutes | |
| DISCOUNTS | . 0.0 |
| | |
| Time discounts on card rates apply to total | numbe |

Time discounts on card rates apply to total number of broadcasts in the same Stonley for the same sponsor in one Year under the same (and/or renewal) contracts and apply on the weekly billing of sation time only. No discounts on talent or line charges. Less than 26 times. Net 26 to 51 times. 55% 52 to 99 times. 15% 150 to 299 times. 20% 300 or more times. 25%

Per announcement.................(Before 6:00 p.m.)

SERVICE FACILITIES
Production Department, Sales and Merchandising
Department and Station Artists Bureau are available

to advertisers. to advertisers, ontract and Other Requirements Musical and dramatic program charges are for the facilities of the etation only; talent ie 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. 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. losing Time Closing date for inclusion in general publicity and printed announcements is 14 days before broadcast. Sechanical Program Equipment Equipmed to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical or lateral cut recordings.

for vertical of lateral cut 1000 cm.

Personnel
President—A. S. Moffat.

Manager—Robert F. Donahue.

Exclusive National Representatives
New York—Edward Petry & Co., Inc.

NEW BEDFORD

WNBH

(Established 1921)

1:00
1 hour 50.00
1/2 hour 30.00
1/4 hour 20.00
10 minutes 15.00
5 minutes 10.00
1 minute or less..... 5.00

5 minutes 10.00 9.50 9.00 8.50 7.50
1 minute or
1 minute or
1 ess..... 5.00 4.75 4.50 4.25 3.75
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 33-1/3 and 78 r.p.m. double turn-tables for lateral or vertical cut recordings.
Personnel
General Manager—Hugh R. Norman.

Personnel
General Manager—Hugh R. Norman.
Commercial Manager—Raymond D. Markey.
Chief Engineer—Irving Vermilys.
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.

field. Massachusetts.

Business Office and Studio—8 Bank Row, Pittsfield, Massachusetts.

Transmitter—East and Newell Sts., Pittsfield, Mass.

Wave—Power—11me
Operating power—250 watts.
222.9 meters; 1340 kilocyoles.

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.

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

1 hour 100 p.m. Sundays)

| 1 hour. | 1 hour. | 1/2 hour. | 1/2 hour. | 1/2 hour. | 1/2 hour. | 1/4 hour. | 1/2 hour. | 1/4 hour. | 1/4 hour. | 1/4 hour. | 1/4 hour. | 1/2 hour. | 1/4 hour

DISCOUNTS Frequency Discounts T to 12 times.

13 to 26 times.
26 to 51 times.
52 to 103 times.
104 to 299 times.
300 or more times.

Volume Announcement Discounts Additional to Frequency Discounts.

3 ti. 15% 20% 25% 30%

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 contests 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 transcrip-tion, using 83-1/8 and 78 r.p.m. double turn-tables for lateral and vertical cut recordings.

1.5

Owner—Monroe B. England. Manager—John T. Parsons.

Representatives
Burn-Smith Company, Inc.

SALEM

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

ransmitter — 1-3/4 miles from center of Salem, Massachusetts.

Waxe-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.

week days 6:45 a.m. to 11:00 p.m.;

week days 6:45 a.m. to 11:00 p.m.

Agency Commission

Agency commission

Agency commission

Agency commission

Is% 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. CILASS "A"

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

Per week:

1 ti. 2 ti. 3 ti. 4 ti. 5 ti. 6 ti. 7 ti. 1 hr. 75:00 142:50 202:50 255:00 300.00 337:50 367:50 1/2 hr. 40.00 76.00 180.00 180.00 180.00 180.00 100.01 140.00 160.00 160.00 160.00 160.00 160.00 17:50 125.00 125.

MASSACHUSETTS — Cont'd

SALEM—Continued W E S X-Continued

CLASS '1B' (7:00 a.m. to 0:00 p.m. week days and 8:00 a.m. to 1:00 p.m. week days and 8:00 a.m. to 1:00 p.m. Sundays)

1 tl. 2 tl. 3 tl. 4 tl. 5 tl. 6 tl. 7 tl.

1 hr. 37.50 71.25 101.25 127.50 150.00 188.75 183.75 1/2 hr. 26.00 38.00 54.00 88.00 80.00 90.00 98.00 1/4 hr. 15.00 28.50 40.50 51.00 60.00 67.50 73.50 10 min 12.50 23.75 33.75 42.50 50.00 56.25 61.25 5 min 7.50 13.50 19.75 25.50 30.00 33.75 30.75

ANNOUNCEMENTS

(6:00 p.m. to 11:00 p.m.)
100 words or one minute transcription.. 6:50 12:35 17.55 22:10 26:00 29:25 31:85
30 wds. 4:50 8:55 12:15 15:30 18:00 20:25 22:05
75 word announcements 12:00 22:80 32:40 40:80 48:00 54:00 58:80

| Memis 12.00 | 22.80 | 32.40 | 44.50 | 44.50 | 44.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50 | 34.50

SPECIAL FEATURES

SPECIAL FEATURES

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. Five 5 minute periods daily, seven days a week. with complete weather conditions sold only as a package, per week, net 150.00.

Farm Flashes: 6:45 a.m. to 6:50 a.m. Farm news six days weekly, per week, net 30.00.

Vital Statistics: Five minute periods of the current births, marriages, deaths. 6:10 p.m. to 6:15 p.m., seven days weekly, per week net 75.00.

Sports Hound-up: 6:45 p.m. to 7:00 p.m., daily except Sunday, net 100.00.

Merchants Limited: 9:00 a.m. to 9:30 a.m. and 2:15 p.m. to 2:45 p.m. Participating transcriptions and recorded programs. Announcement rates apply.

Package rate sold on the basis of six 12s word announcements per week for a long term contract as follows:

announcements per weck for a long term contract as follows:

13 weeks, per weck, net. 15.00
26 weeks, per weck, net. 14.00
39 wecks, per weck, net. 12.00
17 weeks, per weck, net. 12.00
18 weeks, per weck, net. 12.00
19 weeks, per weck, net. 12.00
19 weeks, per weck, net. 12.00
11 contract is cancelled before expiration, client agrees to pay original rate of 3.50 for all previous broadcasts.

Fifteen word cut-ins: Placed anywhere at discretion of station management. Four per day, seven days weekly, total 28; sold only on 13 weeks basis:

Before 6:00 p.m., net. 67.50
Thirty word cut-ins: Placed on hour and half hour intervals where available between programs. Specified position. Announcement rates apply. Before and after news: 100 words of commercial copy or one minute transcription being one of two announcements before news or one of two after news. Announcement rates apply.

ELECTRICAL TRANSCRIPTIONS

Transcription library available at no extra charge.

REMOTE CONTROL

Ali wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of artists to be paid by adevrtiser 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

ontract 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. Light wines and beer advertising accepted; advertising of hard liquor restricted. Contracts subject to cancellation on four weeks written notice accompanied by certified check at short refer to late of last program. English translation required on foreign language broadcasts.

Closing Time

Contracts close two weeks in advance of first broad-cast; 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.

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

(Hampden County)

WBZA

Springfield, Massachusetts.

WEZA and WEZ are operated synchronously and simultaneously.

For complete data see WEZ and WEZA. Boston Massachusetts

W M A 5



liates effective October 1, 1012. (Card No. 8.)

Omited and operated by WMAD, itse
Business Office and Studio—Hotel Chartes. Spring
Held, Mass., Springfield 7141.

Transmitter—Springfield, Mass.

Vave—Power—1 lim.

Operating power—250 watts.

(100% modulation—thermostatically controlled
200.91 moders; 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.

(gency Commission

hour hour hour 48.00 24.00 hour hour

DISCOUNTS

SPECIAL PROGRAMS

"Melody Express"—Early morning program, daily except Sunday. Participating program limited to six

rates on application.

ELECTRICAL TRANSCRIPTIONS
Regular time charges apply to recorded programs
Not restricted to certain hours.

Not restricted to certain hours.

TALENT
Station artists bureau makes available to advertisers complete talent casts either for radio presentation or public appearance.

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

SERVICE FACILITIES

Production department, Sales and Merchandleing department and Station Artists Bureau available to advertiser land to the station artists are for the facilities of the station only: talent is extra. Preferred position keyerned 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 e 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, lossing Time.

the starting date that has been contracted for.
Closing Time

Closing time

Closing date for inclusion in general publicity and
printed announcement is 14 days in advance of broad-

cast.

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

Personnel President—A. S. Moffat.
Station Manager—Albert W. Marlin.
Exclusive National Representatives
Edward Petry & Co., Inc.

WSPR (Established 1986)

A

Rates effective February 1, 1941.

Owned and operated by WSPR. Inc.
Business Office and Studio—63 Chestout St., Springtield. Massachusetts.

Transmitter—West Springfield. Massachusetts.

Wave—Power—Time
Uperating power—500 watts.
(100% modulation; crystal control; limiting amplifler.)
230.2 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
Assency Commission

gency Commission
Assurey commission 15% allowed to recognized agencles on net station time. No cash discount, Charges
for facilities are payable according to terms on sta-

for ractifies are payable according to terms on sta-tion contract. General Advertising For combination rates see listing of Blue Network. Company (Basic Blue Network). The following rates are for national advertising. (6:00 p.m. to 11:00 p.m.)

120.00 96.00 72.00 48.00 24.00 1/4 hour...... 5 minutes 90.00 72.00

1 minute 50 words 15.00 p.m. to 1:00 a.m. daily and 8:00 a.m. to 1:00 p.m. Sunday) 10.00 1

一次 一次 一次

The state of the state of the

SPRINGFIELD—Continued W S P R—Continued

WSPR—Continued
TALENT
Rates on application.
REMIOTE CONTROL
All wire and mechanical charges for remote control.
all traveling expenses, salaries, etc., of artists to be naid by advertiser in advance when required.

Production department and sales and merchandising department available.
Instruct and Copy Requirements
Rates are for the facilities of the station only.
No contract accepted for longer than one year Preferred position governed by priority and availability on contract basis.
All talks, programs, political speeches, contests, continuities, etc. must be submitted in advance for review by the program director. The management of the station reserves the right to reject any material without giving reason therefor. All contracts subject to station approval and governmental regulations.

chosing Time in clusion in general publicity and printed announcements is 14 days before broadcast.

dechanical Program Equipment Section 1 transcription. Single 33-1/3 and 78 r.p.m. double turn-tables of or vertical and lateral cut recordings.

Personnel
President—Quincy A. Brackett.
Commercial Manager—Milton W. Stoughton.

depresentatives New York, Chicago, and San Francisco—George P. Hollingbery Company. Boston—Bertha Bannan.

WORCESTER

(Worcester County)

WAAB

(Estantiation (831)

Rates effective June 15, 1942. n. Owned and operated by The Yankee Network. Inc. 中 Business Office—604 State Mutual Bldg., Worcester,

Mass on Eastern War Time.

Advanced to operate full time on cleared regional dynamics.

Actual clime is: 1 hour, 59:20 minutes; 3/4 hour, 14:30 minutes; 5 minutes, 4:50 minutes; 1/4 hour, 14:30 minutes; 5 minutes, 14:30 minutes; 5 minutes, 16:00 p.m. to 10:30 p.m. to 10:3 minutes. (1:00 p.m. to 6:00 p.m. Sundays)
hour
hour
hour hour | 1 | hour | 120 | 120 | 13/4 | hour | 96 | 17/2 | hour | 96 | 17/2 | hour | 48 | 17/4 | hour | 54 | 17/4 | hour | 54 | 17/4 | hour | 54 | 17/4 | hour | 32 | 17/4 |

| 1/2 001 32.00 |
|--|
| 1/4 hour 22.00 |
| 5 minutes |
| |
| DISCOUNTS |
| Time discounts apply to total broadcasts in each clas- |
| sification for the same sponsor within the current |
| year. No time discounts on talent or line charges. |
| Less than 26 times |
| 26 to 51 times |
| 52 to 103 times |
| 104 to 155 times |
| 156 to 207 times |
| 208 or more times |
| Programs, including special features, running con- |
| tinuously for 52 consecutive weeks earn an addi- |
| tional rebate of 10%, based on the lowest billing for |

| | tional rebate of 10%, based on the lowest billing for |
|------|---|
| € (| any one week. |
| 1: | ANNOUNCEMENTS |
| 36 I | Participating announcements: |
| 1. | (After 6:00 p.m.) |
| et C | (After 6:00 p.m.) 125 words or one minute transcription |
| · 5 | (Before 6:00 p.m.) |
| 7. | 125 words or one minute transcription 8.00 |
| ţ., | Announcements between programs: |
| - 1 | (After 6:00 p.m.) |
| 4: | 30 words 16.00 |
| 3 | (Before 6:00 p.m.) |

8.00

30 words ..

| Announcements before and after news-100 | words | |
|---|--------|--|
| maximum: Nignt rate before 11:00 p.m. (7 days) | 140.00 | |
| Night rate after 11:00 p.m. (7 days) | | |
| PEPCIPICAL TRANSCRIPTIONS | | |

President-John Shepard, 3rd, Station Supervisor-Dorothy B. Robinson, enresentatives
Edward Petry & Co., Inc.

WORC (Established 1925)

payment within a station time are payable four station time are payable four transfer and transf

| i hour | |
|--|--|
| | 150.00 |
| 1/2 hour | 78.00 |
| 1/4 hour | 49.00 |
| | |
| 10 minutes | 44.00 |
| 5 minutes | 36.00 |
| 5 minutes | |
| 1 hour | 75.00 |
| 1/2 bour | 45,00 |
| 1/4 hour. | 30.00 |
| | 30.00 |
| | 25.00 |
| 5 minutes | 18.00 |
| 5 minutes | |
| 1/2 hour | 58.50 |
| 1/4 hour | 36.75 |
| 10 minutes | 33.50 |
| 5 minutes | 23.50 |
| 5 minutes | 23.50 |
| (12:00 midnight to 8:00 a.m.) | |
| 1 hour | |
| 1/2 hour | . 30.00 |
| 1/4 hour | |
| | |
| 10 minutes | |
| 5 minutes | 12.00 |
| DISCOUNTS | |
| 26 times | K 01. |
| 52 times | |
| 52 times | 5% 7-1/2% |
| IUU times | 10% |
| 156 times 1 | 2-1/2% |
| 260 times | 15% |
| 260 times. ANNOUNCEMENTS | 1370 |
| AMMOUNCEMENTS | |
| Available in participating programs, using | musical |
| recordings. (Before 6:00 p.m.) | |
| Available in Participating programs, using recordings. (Before 6:00 p.m.) | 7.50 |
| 2 minutes | 12.00 |
| 2 minutes | _ 12.00 |
| 8 minutes | 15.00 |
| 5 minutes | 18.00 |
| | |
| (After 6:00 p.m.) | 10.00 |
| | 15.00 |
| (After 6:00 p.m.) 100 words (I minute) | 15.00 |
| 100 words (1 minute) | 15.00 ms, 100 |
| 100 words (1 minute) | 15.00 ma, 100 |
| 100 words (1 minute) Special position, not in participating progra words (1 minute): Refore 6:00 p.m. each | 15.00 ma, 100 |
| 100 words (1 minute) Special position, not in participating progra words (1 minute): Refore 6:00 p.m. each | 15.00 ma, 100 |
| 100 words (1 minute) Special position, not in participating progra words (1 minute): Refore 6:00 p.m. each | 15.00 ma, 100 |
| 100 words (1 minute) Special posttion, not in participating progra words (1 minute): Before 6:00 p.m. each After 6:00 p.m. each Before and after News Reports100 words (1 | 15.00 ms, 100 10.00 20.00 |
| 100 words (1 minute). Special position, not in participating progra words (1 minute): Before 6:00 p.m., each | 15.00 ms, 100 10.00 20.00 min.): |
| 100 words (1 minute). Special position, not in participating progra words (1 minute): Before 6:00 p.m., each | 15.00 ms, 100 10.00 20.00 min.): |
| 100 words (1 minute). Special position, not in participating progra words (1 minute): Before 6:00 p.m., each | 15.00 ms, 100 10.00 20.00 min.): |
| 100 words (1 minute). Special posttion, not in participating progra words (1 minute): Before 6:00 p.m. each. After 6:00 p.m. each. Before and after News Reports—100 words (1 Before 6:00 p.m., each. 6:00 p.m. to 11:00 p.m., each. 11:00 p.m. and after, each. | 15.00 ms, 100 10.00 20.00 min.): |
| 100 words (1 minute) Special posttion, not in participating progra words (1 minute): Before 6:00 p.m. each After 6:00 p.m. each Before and after News Reports—100 words (1 Before 6:00 p.m., each 6:00 p.m. to 11:00 p.m., each 11:00 p.m. and after each 100 p.m. www Reports | 15.00 ms, 100 10.00 20.00 min.): 12.50 17.00 12.50 |
| 100 words (1 minute). Special posttion, not in participating progra words (1 minute): Before 6:00 p.m. each. After 6:00 p.m. each. Before 6:00 p.m., each. 6:00 p.m. to 11:00 p.m., each. 11:00 p.m. and after, each. During News Reports: Before 6:00 p.m. acch. | 15.00 ms, 100 10.00 20.00 min.): 12.50 17.00 |
| 100 words (1 minute). Special posttion, not in participating progra words (1 minute): Before 6:00 p.m. each. After 6:00 p.m. each. Before 6:00 p.m., each. 6:00 p.m. to 11:00 p.m., each. 11:00 p.m. and after, each. During News Reports: Before 6:00 p.m. acch. | 15.00 ms, 100 10.00 20.00 min.): 12.50 17.00 |
| 100 words (1 minute) Special position, not in participating progra words (1 minute): Before 6:00 p.m. each After 6:00 p.m. each Before and after News Reports—100 words (1 Before 6:00 p.m. each 1:00 p.m. to 1:00 p.m., each 1:00 p.m. and after each During News Reports Refore 6:00 p.m. each 6:00 p.m. to 1:00 p.m. each 6:00 p.m. to 1:00 p.m. each | 15.00 ms, 100 10.00 20.00 min.): 12.50 12.50 12.50 12.50 |
| 100 words (1 minute) Special position, not in participating progra words (1 minute): Before 6:00 p.m. each After 6:00 p.m. each Before and after News Reports—100 words (1 Before 6:00 p.m. each 1:00 p.m. to 1:00 p.m., each 1:00 p.m. and after each During News Reports Refore 6:00 p.m. each 6:00 p.m. to 1:00 p.m. each 6:00 p.m. to 1:00 p.m. each | 15.00 ms, 100 10.00 20.00 min.): 12.50 12.50 12.50 12.50 |
| 100 words (1 minute) Special position, not in participating progra words (1 minute): Before 6:00 p.m. each After 6:00 p.m. each After 6:00 p.m. each Before 6:00 p.m. each 1:00 p.m. and after each. During News Reports—100 words (1 Before 6:00 p.m. each 1:00 p.m. and after each. During News Reports Refore 6:00 p.m. each 1:00 p.m. each 1:00 p.m. each Thirty word cut-in announcements between p.m. of abedule | 15.00 ms, 100 10.00 20.00 min.): 12.50 12.50 16.00 16.00 cograms. |
| 100 words (1 minute) Special position, not in participating progra words (1 minute): Before 6:00 p.m. each After 6:00 p.m. each After 6:00 p.m. each Before 6:00 p.m. each 1:00 p.m. and after each. During News Reports—100 words (1 Before 6:00 p.m. each 1:00 p.m. and after each. During News Reports Refore 6:00 p.m. each 1:00 p.m. each 1:00 p.m. each Thirty word cut-in announcements between p.m. of abedule | 15.00 ms, 100 10.00 20.00 min.): 12.50 12.50 16.00 16.00 cograms. |
| 100 words (1 minute) Special posttion, not in participating progra words (1 minute): Before 6:00 p.m. each. After 6:00 p.m. each. Before 6:00 p.m., each. 10:00 p.m. to 11:00 p.m., each. 11:00 p.m. and after each. During News Reports: Pefore 6:00 p.m., each. 10:00 p.m. and after. each. Thirty word cut-in announcements between purun of schedule: After 6:00 p.m., each. After 6:00 p.m., each. After 6:00 p.m., each. | 15.00 ms, 100 10.00 20.00 min.): 12.50 12.50 16.00 16.00 cograme. |
| 100 words (1 minute) Special position, not in participating progra words (1 minute): Before 6:00 p.m., each After 6:00 p.m., each After 6:00 p.m., each Before 6:00 p.m., each 1:00 p.m. and after, each. 1:00 p.m. and after, each. During News Reports Refore 6:00 p.m., each 1:00 p.m. and after, each Thirty word cut-in announcements between program of schedule: After 6:00 p.m., each Before 6:00 p.m., each Before 6:00 p.m., each | 15.00 ms, 100 10.00 20.00 min.): 12.50 12.50 16.00 16.00 cograme. |
| 100 words (1 minute) special posttion, not in participating progra words (1 minute): Before 6:00 p.m. each. After 6:00 p.m. each. Before and after News Reports—100 words (1 Before 6:00 p.m. each. 10:00 p.m. and after each. 11:00 p.m. and after each. 11:00 p.m. and after. each. 11:00 p.m. each. | 15.00 ms, 100 10.00 20.00 12.50 17.00 12.50 16.00 16.00 rograms 12.00 5.00 |
| 100 words (1 minute) Special position, not in participating progra words (1 minute): Before 6:00 p.m. each After 6:00 p.m. each After 6:00 p.m. each Before 6:00 p.m. each 1:00 p.m. to 1:00 p.m. each. 1:00 p.m. and after each During News Reports Refore 6:00 p.m. each 1:00 p.m. and after. each 1:00 p.m. to 1:00 p.m. each 1:00 p.m. and after. each Thirty word cut-in announcements between pruffer 6:00 p.m. each Refore 6:00 p.m. each Following network commercial programs: After 6:00 p.m. each | 15.00 ms, 100 10.00 10.00 min.): 12.50 17.00 12.50 16.00 20.00 16.00 20.00 16.00 20.00 16.00 . |
| 100 words (1 minute) Special position, not in participating progra words (1 minute): Before 6:00 p.m. each After 6:00 p.m. each After 6:00 p.m. each Before 6:00 p.m. each 1:00 p.m. to 1:00 p.m. each. 1:00 p.m. and after each During News Reports Refore 6:00 p.m. each 1:00 p.m. and after. each 1:00 p.m. to 1:00 p.m. each 1:00 p.m. and after. each Thirty word cut-in announcements between pruffer 6:00 p.m. each Refore 6:00 p.m. each Following network commercial programs: After 6:00 p.m. each | 15.00 ms, 100 10.00 10.00 min.): 12.50 17.00 12.50 16.00 20.00 16.00 20.00 16.00 20.00 16.00 . |
| 100 words (1 minute) special posttion, not in participating progra words (1 minute): Before 6:00 p.m. each. After 6:00 p.m. each. Before and after News Reports—100 words (1 Before 6:00 p.m. each. 10:00 p.m. and after each. 11:00 p.m. and after each. 11:00 p.m. and after. each. 11:00 p.m. each. | 15.00 ms, 100 10.00 10.00 min.): 12.50 17.00 12.50 16.00 20.00 16.00 20.00 16.00 20.00 16.00 . |

| (12:00 midnight to 8:00 a.m.) 1 minutes |
|---|
| DISCOUNTS |
| For contract discounts see "Discounts" under period |
| rates. |
| FEATURE ANNOUNCEMENTS |
| Baseball Scores-daily including Sunday; 125 word |
| commercial talk: |
| At 6:15 p.m., per week |
| After 11:00 p.m., per week |
| Time Signals, Weather, Temperature Reports: 40 |
| word commercial talk. Time as arranged, 7 days a week: |
| Atter 6:00 p.m., per month |
| Before 6:00 p.m., per month 200.00 |
| POLITICAL TALKS |
| Accepted at regular station rates. |
| ELECTRICAL TRANSCRIPTIONS |
| Regular time charges apply. |
| 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. |
| Rates on application. |
| SERVICE FACILITIES |
| Production department plans and produces complete |
| radio features and program ideas, or serves in an |
| advisory canacity when desired. |
| Contract and Otner Regulrements |
| Advertising of alcoholic beverages not accepted, ex- |
| cepting heer and wine. |
| All contracts subject to station's approval and gov- ernmental regulations |

ernmental 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.

Persannel
Director—Mildred P. Stanton.

Representatives
Weed & Company.

WTAG (Established 1924)



Rates effective October 15. 1941. (Card No. 12.)

Owner and operated by Worcester February Publishing Company, Inc.

Business Office and Studio—18 Franklin St.. Worsers of the and Studio—18 Franklin St.. Worsers of the analysis of the search of the search operating power—5,000 watts.

(100% modulation—temperature crystal control.)

517.2 meters; 580 kflocycles.

Licensed to operate full time on cleared regional 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

Agency Commission 15% on net station time to recognized advertising agencies. No cash discount. Bills due and payable when rendered.

General Advertising

For combination rates see listing of National Broadcasting Company (Optional Basic Station).

(1/4 5/

Less than hour hour hour min. (*) (†)

26 times 180.00 108.00 72.00 40.00 25.00 30.00 25.00 26 times 175.50 105.30 70.20 39.00 24.33 29.25 24.38 52 times 171.00 102.60 68.40 38.00 23.75 28.50 23.75 100 times 162.00 97.20 64.80 36.00 22.50 27.00 22.50 150 times 183.00 91.80 61.20 34.00 21.25 25.50 21.25 25.50 times 183.60 81.00 54.00 80.00 72.00 24.00 20.00 Calcus 175.50 105.30 76.20 34.00 21.25 25.50 21.25 25.50 times 133.60 81.00 54.00 80.00 18.75 22.50 18.75 25.50 times 133.60 81.00 54.00 80.00 18.75 22.50 18.75 25.50 times 133.00 81.00 54.00 80.00 18.75 22.50 18.75 25.50 times 133.00 81.00 54.00 80.00 18.75 22.50 18.75 25.50 times 133.00 81.00 54.00 80.00 18.75 22.50 18.75 25.50 times 133.00 81.00 54.00 80.00 18.75 22.50 18.75 25.50 times 18.00 66.80 48.00 48.00 20.00 24.00 20.00 ChASS "B"

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

(26 times 130.00 81.00 54.00 80.00 18.75 22.50 18.75 25.50 18.20 25.50 15.10 18.20 25.50 15.10 25.50 15.00 25.50 15.00 25.50 15.00 25.50 15.00 25.50 15.00 25.50 15.00 25.50 15.00 25.50 15.00 25.50 15.00 25.50 15.00 25.50 15.00 25.50 15.50 15.50 15.50 15.50 25.50 15.50 15.50 15.50 15.50 15.50 15.50 15.50 15.50 15.50 15.50 15.50 15.50 15.50 15.50 15.50

MASSACHUSETTS — Cont'd

WORCESTER—Continued

W T A G-Continued
and The Postman"-Tuesday, Thursday and "Polly and The Postman"—Luesuay,

Saturday:
Less than 26 times. 16.00
28 to 51 times. 15.20
100 to 149 times. 15.20
100 to 149 times. 14.40
150 to 240 times. 13.20
Time siknals—resular rates apply.

Additional 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.

All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration.

When 52 weeks of consecutive advertising are used, a bonus discount of 10% will be allowed on the lowest net weekly billing, retroactively on regular units of sale. This bonus discount does not apply to any packaged rates. The bonus year and the frequency discount year must be concurrent.

TALENT

Rates on application.

Rates on application.

REMOTE CONTROL

Broadcasting lines and remote control equipment charges are additional to above quoted prices.

SERVICE FACILITIES

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

Contract and Other Requirements
Advertising of alcoholio beverages not accepted, excepting beer and wine.
All programs are subject to the approval and policies of the station.

Clasing Time
All programs close seven days in advance of broad-

cast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription. using 83-1/3 and 78 r.p.m. double turn-tables

Personnel
Managing Director—Edward E. Hill.
Commercial Manager—Herbert L. Krueger.
Program Manager—David H. Harris.

Representatives
Paul H. Raymer Company.

MICHIGAN

MICHIGAN RADIO NETWORK

MICHICAN RADIO NEI WORK

1700 Stroh Bulldins, Detroit, Michigan,
Network comprised of:
WXYZ—Detroit, Michigan (Key Station)
WELL—Battle Creek, Michigan,
WIBM—Jackson, Michigan,
WFDF—Flint, Michigan,
WOOD-WASH—Grand Rapids, Michigan,
WJIM—Lansing, Michigan,
WBCM—Bay City, Michigan,

NEGRITHER CITY, Michigan.
Rates offective March 1, 1941.
Ave—Power—Time
See Individual Hetings.
Actual operating schedule: 8:00 s.m. to 12:00 midnight.

to be paid for by advertisers, postators and talent MERLYGE PACILITIES.

Hervice of continuity program, production, publicity and merchandising departments available.

Line Chiergas

Rates shown include the charges. Permanent lines are maintained.

Contract and Other Requirements

Talks and lectures are not accepted, except by special arrangement.

Maximum contract acceptable, 12 months.

Advertising of light wine and beer accepted at specified hours. Network management reserves the right to refuse or discontinue any program or series of programs not conforming to network policy. Schedules are accepted subject to shifty to clear member stations. Rates subject to change without notice. All proposals subject to prior sale of allotted time. Closing Time Closing Time Closing date for inclusion in general publicity and printed program announcements is two weeks in advance of broadcast. All commercial continuity must be submitted 48 hours before broadcast date, announcement continuity 24 hours.

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

Personnel
President—George W. Trendle.
Sec y & Gen'l Mgr.—H. Allen Campbell.
Ass't Com'l Mgr.—James G. Riddell.
Sales Promotion Manager—Lambert B. Beeuwkes.

Representatives '
Paul H. Raymer Company.

BATTLE CREEK

(Calhoun County) WELL (Established 1925)



Rates received November 19, 1941.

Owned and operated by the Federated Publications.

Ninca and Sperated y the Federated Patriculous.
Inc.
Business Office and Studio—Michigan National Bank
Building, Battle Creek, Michigan, telephone 7161,
5655.
Transmitter—Michigan National Bank Building,
Battle Creek, Michigan.
Wave—Power—Time
Operating power—250 watts,
214.3 meters; 1400 kilocycles,
Operates on Eastern Standard Time,
Licensed to operate full time,
Operates on Eastern War Time,
Agency Commission

Licensed to protect the provided and the provided and the provided and provided and

| | | | CLASS | Δ. | | | |
|-----|---------|-------|---------|--------|--------|---------|---------|
| | | (6:00 | p.m. to | | | | |
| | | 1 tl. | 13 ti. | 26 ti. | 52 ti. | 104 ti. | 260 tt. |
| 1 | hour | 75.00 | 71.00 | 67.00 | 59.00 | 52.00 | 45.00 |
| 1/2 | hour | 45.00 | 43.00 | 41.00 | 37.00 | 80.00 | 24.00 |
| 1/4 | | | 28.00 | 26.00 | 23.00 | 18.00 | 14.00 |
| 10 | | | 20.00 | 18.00 | 16.00 | 13.00 | 10.00 |
| 5 | minutes | 13.00 | 12.00 | 11.00 | 10.00 | 8.00 | 6.00 |
| | | | OT A GG | *** | | | |

CLASS "B"
(6:00 a.m. to 6:00 p.m. and 10:00 p.m. to
12:00 midnight)
1 hour.... 80:00 \$57:00 \$67:00 \$48:00 \$20:00
2 hour.... 84:00 \$34:00 \$20:00 \$28:00 \$20:00
4 hour... 24:00 \$20:00 \$15:00 \$16:00 \$1
0 minutes \$17:00 \$10:00 \$15:00 \$10:00 \$10:00
5 minutes \$11:00 \$10:00 \$9:00 \$8:00 \$7:00

Per announce-ment......... 5,00 4.50 4.00 3.50 3.25 3.00 POLITICAL RATES
Minimum five minutes, per minute 3.00. Yearly contract. Rates on request.

TALENT
Station maintains list of available artists. Rates on application.
REMOTE CONTROL
Cost of installing and maintaining facilities added to regular broadcast rates.

Contract and Other Requirements
Intes do not include cost of artists' services.
Manuscript must be submitted in advance. No deviation from manuscript bermitted. Staff announcers serve all advertisors without additional charge. No contract accepted for longer period than one year.
All contracts subject to Rovernment regulations and station owner's approval. No applicituous liquor advertisoments accepted. Staffon reserves the right to refuse or discontinue any advertising Programs and announcements subject to those, All programs and announcements subject to tender, All programs and announcements subject to conform to network schedule or to serve the public convenience or necessity.

Modernies Program Equipment
Equipped to handle programs by electrical transcription, whink 3d-1/3 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.

Personnel
General Manager—D. 19. Jayne,
Commercial Manager—Ferrest F. Owen.

Representatives
Burn-Smith Company, Inc.

BAY CITY

(Bay County) WBCM (Established 1925)

Rates effective February I, 1941.
Owned and operated by Bay Broadcasting Co., Inc.
Business Office and Studio—104 Center Avenue, Bay
City, Michigan, telephone 7551.
Transmitter—Hampton Township.
ave—Power—Time

Owned and operated by Bay Broadcasting Co., Inc.
Business Office and Studio-104 Center Avenue, Bay
City. Michigan, telephone 7551.
Transmitter—Hampton Township.
Wave—Power—Ilme
OPerating power—1,000 watts days: 500 watts nights.
(180% modulation—crystal control.)
2083 meters; 1440 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Eastern War Time.
Actual operating schedule: Week days 6:30 a.m. to 12:00 midnight.
Sundays 8:00 a.m. to 12:00 midnight.
Agency commission
Agency commission
Agency commission 15% on net charges for station affact.
Agency commission 15% on net charges for station into to recognized advertising agencies providing payment is made by the 10th of month following service. No commissions on telent or other program charges. No cash discount. Bills due and payable whon rendered.
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.
CLASS

(6:00 p.m. to 10:00 p.m. week days, and 1:00 p.m. to 10:00 p.m. week days, and 1:00 p.m. to 10:00 p.m. sunday)

1 ti. 13ti. 24ti. 22 ti. 100 ti. 260 ti. 1 hour. 100:00 90:00 81.00 72:00 85.51 509.05
1/2 hour. 55:00 42:50 44:55 40:03 60:03 32:45
1/4 hour. 32:00 28:80 25:22 23:33 21:00 18:30
10 minutes 23:00 22:70 18:83 18:77 15:10 18:30
5 minutes 18:00 16:20 14:53 18:77 15:10 18:30
5 minutes 18:00 16:20 14:55 10:00 p.m. snd
week days, and 8:00 a.m. to 1:00 p.m. snd
week days and 8:00 a.m. to 1:00 p.m. snd
1/2 hour. 30:00 22:70 25:73 24:00 21:65 10:45
1/4 hour. 32:00 22:70 25:73 24:00 21:65 10:45
1/4 hour. 32:00 27:70 25:73 24:00 21:65 10:45
1/4 hour. 32:00 27:70 25:73 24:73 18:70
(8:30 a.m. to 6:00 p.m., 10:00 p.m. to sign-onf
week days, and 8:00 a.m. to 1:00 p.m. and
week days and 8:00 a.m. to 1:00 p.m. and
1/2 hour. 30:00 20:70 25:70 25:73 18:70
18:50 words. 6:00 00:70 25:70 25:73 18:70
19:00 words. 6:00 00:70 25:70 25:73 18:70
10:00 words. 6:00 00:70 25:70 25:70
10:00 words. 6:00 00:70 25:70 25:7

Copy for programs must be submitted 24 hours in

Copy for programs must be second of the 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—H. A. Giesel.

Representatives
George P. Hollingbery Company.

CALUMET (Houghton County)

WHDF (Established 1929)



Rate card dated January 1, 1941. (Card No. 1.)
Owned and operated by the Upper Michigan Broadcasting Company,
Business Office and Studio—Community Building,
Houghton, Michigan,
Other Studios—515 Scott Street, Calumet, Mich.
Transmitter—Laurium, Michigan,
Wave—Power—Time
Operating power—250 watta,
214.3 metors; 1400 kilocycles,
Licensed to operate full time.
Operates on Central War Time.
Agency Commission
Agency commission
Agency commission 15% to recognized advertising
agencies. Cash discount 2%—10 days; not 30 days.
Iiills are rendered monthly on the first of the month
following that in which service is rendered.
Concral Advertising
Affiliated with North Central Broadcasting System.
Inc.
When sold in group contract with WATW Ashland

Inc. When sold in group contract with WATW, Ashland. Wisconsin. and WJMS, Ironwood. Michigan. a 25% combination discount from individual station rates applies for all three stations. A 15% combination discount is allowed for any two stations.

CALUMET—Continued W.H D F-Continued

| The following rates are | for national advertising. For |
|-------------------------|-------------------------------|
| | consult station management. |
| | s 'A'' |
| (7:00 a.m. to 9:00 a. | m., 11:30 a.m. to 1:30 |
| p.m. and 5:30 p | .m. to 7:30 p.m.) |
| 1 ti. 13 t | i. 26 ti. 52 ti. 104 ti. |

1 hour... 60.00 1/2 hour... 35.00 1/4 hour... 20.00 10 minutes 14.50 5 minutes 9.50

1 hour... 45.00 1/2 hour... 25.00 1/4 hour... 17.50 10 minutes 12.50 5 minutes

minutes 9.50 9.00 8.50 5.00 CLASS "B"

(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 5:30 p.m. and 7:30 p.m. 1 hour... 45.00 42.75 40.50 88.25 2 hour... 25.00 23.75 22.50 21.25 4 hour... 17.50 16.60 15.70 14.80 minutes 12.50 11.75 11.00 10.25 minutes 8.00 7.50 7.00 6.50 CLASS "C"

(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) 1 hour... 35.00 33.25 31.50 29.75 2 hour... 20.00 19.00 18.00 17.00 4 hour... 13.50 12.75 12.00 11.75 minutes 6.50 6.15 5.75 5.40 ANNOUNCEMENTS 1 hour... 35.00 /2 hour... 20.00 /4 hour... 13.50 0 minutes 10.00 5 minutes 6.50 28.00 16.00 11.50 8.00 5.00 ANNOUNCEMENTS CLASS "A"

ANNOUNCEMENTS
CLASS 'A'

(7:00 a.m. to 9:00 a.m., 11:30 a.m. to 1:30 p.m. and 5:30 p.m. to 7:30 p.m.)

1 13 25 52 104 200 300

1 10 30 words... 5.00 4.60 4.25 3.75 3.50 3.25 3.00

50 words... 4.00 3.70 3.40 3.00 2.80 2.60 2.40 (LASS 'B')

(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 7:30 p.m. to 9:30 p.m.)

100 words... 4.00 3.70 3.40 3.00 2.80 2.60 2.40 (CLASS 'B')

(6:00 a.m. to 7:00 a.m. 2:30 p.m. to 4:30 p.m. and 7:30 p.m. to 9:30 p.

Rates on request.

Rates on request.

REMOTE CONTROL

Remote equipment maintained for outside programs.

cost to be borne by sponsor. Quotations submitted on request.

No contract accepted for a longer period than twelve months. Medical accounts are accepted only with the written approval of station management

Time schedules cannot be guaranteed; advertiser's desires will be followed as closely as possible.

Closing date 24 hours before broadcast.

Mecnancal 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.

Technical Supervisor—George Burgan

Commercial Manager—John W Rice.

Technical Supervisor—George Burgan

Commercial Manager—Albert W. Payne.

Program Director—Earl Norden.

Sears & Aver. 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)

(Established 1926)

(Bates 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 Woodrow Wilson Avenue. Detroit.

Michigan. 15555 Woodrow Wilson Avenue. Detroit.

Michigan. 15555 Woodrow Wilson Avenue. Detroit.

Michigan. 1590 kilocycles.

Licensed to operate of local channel, unlimited time.

Operation of the state of local channel, unlimited time.

Operates on Eastern War Time.

Agency Commission

I 15% on station time on English business. Time and talent commissionable on foreign business. No cash discount. Invoices malied 1st of month and are payable loth of month following broadcast.

General Advertising

Rates include charges by owners of music copyrights.

English rates include station time charge but do not include talent.

(9:00 a.m. to 10:00 p.m.)

111. 13ti. 28ti. 89ti. 52ti.

| | (9:00 | a.m. to | 10:00 p.m | .) | |
|-----------|-------|---------|-----------|--------|--------|
| | I ti. | 13 ti. | 26 ti. | 39 ti. | 52 ti. |
| 1 hour | 93.75 | 89.06 | 84.39 | 79.63 | 75.00 |
| 1/2 hour | 56.25 | 53.44 | 50.65 | 47.91 | 45,00 |
| 1/4 hour | 31.25 | 29,69 | 28.12 | 26.56 | 25.00 |
| 5 minutes | 18.75 | 17.81 | 16.68 | 15.94 | 15.00 |
| | | | | | |

| | CLASS | "B" | | |
|--------------|----------------|-----------|--------|--------|
| (7:30 a.m | | | 0 p.m. | to |
| | 12:00 mld | night) | | |
| | l ti. 13 ti. | 26 ti. | 39 ti. | 52 ti. |
| 1 hour 7 | 5.00 71.25 | 67.50 | 63.75 | 60.00 |
| | 3.75 41.56 | 38.38 | 37.18 | 35.00 |
| 1/4 hour 2 | 5.00 23.75 | 22.50 | 21.25 | 20.00 |
| 5 minutes 1 | 5.00 14.25 | 13.50 | 12.75 | 12.00 |
| | CLASS | c | | |
| (12) | :00 midnight t | o 7:30 a. | m.) | |
| 1 hour 40 | 0.00 38.00 | 36.00 | 34.00 | 32.00 |
| 1/2 hour 25 | 5.00 23.75 | 22.50 | 21.25 | 20.00 |
| 1/4 hour 13 | 5.00 14.25 | 13.50 | 12.75 | 12.00 |
| 5 minutes 10 | 0.00 9.50 | 9.00 | 8.50 | 8.00 |
| SP | ECIAL WEEK | LY RATE | es | |

SPECIAL WEEKLY RATES
The following rates are for six times per week contracts.

| | | | CIA | | - | | | |
|-----|----------|--------|-------|-----|-------|------|---------|--------|
| | | (9:00) | g.m. | to | 10:00 | | | |
| | | | 13 % | ks. | 26 w | ks. | 39 wks. | |
| 1 | hour | | 427 | .50 | 405. | 00 | 382.50 | 360.00 |
| 1/2 | hour | | 256 | .50 | 243. | 00 | 229.50 | 216.00 |
| 1/4 | hour | | . 142 | .50 | 135. | 00 | 127.50 | 120.00 |
| 5 | minutes | | . 85 | .50 | 81. | 00 | 76.50 | 68.40 |
| | | | CLA | | .,B., | | | |
| | (7:30 a. | m. to | 9:00 | a.n | n and | 10:0 | 0 p.m. | to |
| | | | | | | | | |

199.50 114.00 68.40 CLASS

163.20 163.20 102.00 61.20 40.80 153.60 96.00 57.60 36.48

CLASS 'B' (7:30 a.m. to 9:00 a.m. and 10:00 p.m. to 12:00 midnight)

Single announcement, 7.59,
One daily, 6 per week...... 33.75 32.06 31.05 28.69 2

Two daily, 12 per week...... 62.50 59.38 56.25 27.00

21.2520.00 38.25 36.00

216.00

FOREIGN LANGUAGE ADVERTISING RATES
The following rates apply to transcribed programs.
Time and talent charges are included where station
staff talent is used.

| | 10 0000 | Program | 19 | | 52 ti. |
|------------|---------|-----------|--------|--------|---------|
| | 1 ti. | 13 ti. | 26 t. | 39 ti. | or more |
| 15 minutes | | 47.50 | 45.00 | 42.50 | 40.00 |
| 10 minutes | | 38.00 | 36.00 | 34.00 | 32.00 |
| 5 minutes | 20.00 | 19.00 | 18.00 | 17.00 | 16.00 |
| | | Announcen | ients | | 104 ti. |
| | 1 ti. | 26 ti. | 52 ti. | 78 ti. | or more |
| 100 wards | 10 00 | 0.00 | 0.50 | 9 00 | 7 70 |

SPECIAL FEATURES
Weather, temperature, and time signal packages
quoted on request. Sports programs, rates on re-

Quest.

ELECTRICAL TRANSCRIPTIONS
Transcribed announcements, regular rates apply,
Sound effects and announcements where more than
one voice is required, add 15%.

TALENT

Rates on request. HEMOTE CONTROI,
Any arrangements desired can be made for remote control broadcasts

control broadcasts
Contract and Copy Requirements
Station reserves the right to consor all programs and continuity.
No contract accepted for more than one year.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription. using both 33-1/3 and 78 r.p.m. turn-tables for lateral and vertical cut recordings.

Personnel
President and General Mgr.—James F. Hopkins.
Vice-Pres. and Sales Mgr.—Arthur H. Croghan.
Representatives
New York—Forloe & Company.
Chicago—Hal Holman Company.

WJLB (Established 1926)

Rates effective July 1, 1941.

Owned and operated by John L. Booth Broadcasting.

Inc.

Business Office and Studio—3100 Eaton Tower, Detroit. Michisan. Cadillac 7600.

Transmitter—7310 Woodward Ave., Detroit, Mich.

wave-Power-Time

Wave—Power—Time
Oberating power—250 watts. (100% modulation.)
214.3 ineters: 1400 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 6:15 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
Itates include charges by owners of music copyrights.
CLASS "A"
(9:00 a.m. to 10:00 p.m.)

CLASS "A" (9:00 a.m. to 10:00 p.m.) 1 tt. 13 tt. 26 tt. 2 1 hour 90.00 85.50 81.00 7 1/2 hour 54.00 51.30 48.60 4 1/4 hour 30.00 28.50 27.00 2 5 minutes 18.00 17.10 16.20 1

| Tribute | 18.00 | Tribute | 18.20 | 19.30 | CLASS "B" (7:30 a.m. to 9:00 a.m. and 10:00 p.m. to 12:00 | midnight) | hour | 72.00 | 68.40 | 64.80 | 61.20 | hour | 43.25 | 41.10 | 38.85 | 36.70 | hour | 24.00 | 22.80 | 21.60 | 20.40 | anutes | 14.40 | 13.68 | 12.96 | 12.24 | 1 hour 1/2 hour 1/4 hour 1 hour 72.00 2 hour 43.25 4 hour 24.00 minutes 14.40

12:00 midnight)

1 hour 72:00 (8.40 48.80 61.20 57.60
1/2 hour 43.25 41.10 38.85 36.70 34.85
1/4 hour 24:00 22.80 21.60 20.40 19.25
5 minutes 14.40 13.68 12.96 12.24 11.52

CLASS "C"
(6:00 a.m. to 7:30 a.m. and 12:00 midnight

1 hour 37.50 55.63 38.75 31.88 30.00
1/2 hour 22.50 21.38 20.25 19.13 18.00
1/4 hour 12.50 11.83 6.75 6.38 6.00
5 minutes 7.50 1.83 6.75 6.38 6.00
6 ANNOUNCEMENTS
Sound effects or additional voices on spot announcements 20% extra. No English announcements are guaranteed at lixed position. If desired, add 10% to English rate. Schedule calling for six announcements are least one hour apart.

(9:30 a.m. to 10:00 p.m.)

Single announcement ally, six per week... 48.00 45.60 48.20 40.80 38.40
Two announcement ally, six per week... 84.00 79.80 75.60 71.40 67.20
CLASS "B"

(7:30 a.m. to 9:00 a.m. and 10:00 p.m. to 12:00 midnight)

Single announcement daily, six per week... 32.00 30.40 28.80 27.20 25.60
Two announcement daily, six per week... 32.00 30.40 28.80 27.20 25.60
Two announcements daily, twelve per week... 48.00 45.60 57.40 54.30 51.25 47.15
CLASS "C"

(6:00 a.m. to 7:30 a.m. and 12:00 midnight
to 1:00 a.m.)

Single announcements daily, twelve per week... 45.00 42.75 40.50 38.25 36.00
Two announcements daily, twelve per week... 45.00 42.75 40.50 38.25 36.00
Two announcements daily, twelve per week... 45.00 42.75 40.50 38.25 36.00
Two announcements daily, twelve per week... 45.00 42.75 40.50 38.25 36.00
Two announcements daily, twelve per week... 45.00 42.75 40.50 38.25 36.00
Two announcements daily, twelve per week... 45.00 42.75 40.50 38.25 36.00
Two announcements daily, twelve per week... 45.00 42.75 40.50 38.25 36.00
Two announcements daily, twelve per week... 45.00 42.75 40.50 38.25 36.00
Two announcements daily, twelve per seek... 45.00 42.75 40.50 38.25 36.00
Two announcements daily twelve per seek... 45.00 42.

without charge.
Contract and Other Requirements
Advertising of alcoholic beverages not accepted excepting beer and wine.
Hates are for station time only. Contracts are subject to station's approval and to governmental resulations. All copy for broadcasting music must conform to station policy and governmental regulations. Maximum contract one Year. The station reserves the right to refuse or discontinue any broadcasting.

Closing Time
Closing Time
Closing Time
Closing Time on programs is 72 hours in advance of

Closing Time
Closing time on programs is 72 hours in advance of scheduled time of broadcast. Closing time on all announcements 24 hours in advance of scheduled time of broadcast. Failure on the part of the advertiser to comply with the above listed closing time requirements relieves the station of all obligation to adhere to the schedule.

Machanical Program Equipment
Equipped to handle programs by electrical transcription using 33-1/3 and 78 r.p.m. double turo-tables.

Personnel
President and General Mar.— Laba V. 4.3.

Personnel
President and General Mgr.—John Lord Booth.
Treasurer—Hugh M. Gray.
Sales Manager—Michael Kont.
Program Director—Richael Pavey.
Representatives
United Broadcasting Company.

MICHIGAN—Continued

DETROIT—Continued

WJR (Established 1922)

Owned and operated by WJit. The Goodwill Station.

Inc.

Business Office—2103 Fisher Bidg.. Detroit. Mich.

Transmitter—Trenton. Mich.

Wave—Power—Time
Operating power—50 000 watts.
394.7 meters; 750 kilocycles.
Licensed in operation of clear channel full time.
Operates on Eastern War Time.

Actual operating schiedule: 5:30 a.m. to 1:00 a.m.

Agency Commission
Agency commission 15% to edvertising agencies recognized by station on net charkes for station time.
All bills rendered monthly—payable 10th month prox. Cash discount none.

General Advertising
For combination rates see litsing 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.

| Trights | Trig 700.00 420.00 280.00 140.00

| | I ti. | 52 ti. |
|---------------------------------------|----------|----------|
| 1 hour | 465.00 | 395.25 |
| 1/2 hour | | 238.00 |
| 1/4 hour | 185.00 | 157 25 |
| | 92.50 | 78.63 |
| 5 minutes | | to |
| | .m. u | 10 |
| 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.t | |
| 1 hour | 235.00 | 199.75 |
| 1/2 hour | 140.00 | 119.00 |
| 1/4 hour | 95.00 | 80.75 |
| 5 minutes | 50.00 | 42.50 |
| ANNOUNCEMENTS | | |
| (Nighttime) | | |
| 100 words, each | | 70.00 |
| 30 words, each | | |
| (Daytime) | | 10.00 |
| | | 85.00 |
| | | |
| 30 words, each | | |
| Sound effects or additional voices of | n annoul | ncements |
| 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 | | |
| D | | |

apply.

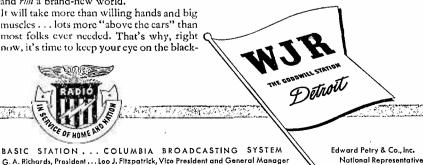
Discounts on announcements and transcriptions of one minute or less, to be broadcast within one year:

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

366

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.



(12:00 noon to 6:00 p.m. Sunday) Regular rates apply, Cash in advance
ELECTRICAL TRANSCRIPTIONS
Not restricted as to hours. Regular rates
Transcriptions. one minute or less. 8:30 a.m.
to 6:00 p.m.
Before 8:30 a.m.
Evenings
DISCOINTS DISCOUNTS

itates on application.

REMOTE CONTROL.

Complete facilities.

REMOTE CONTROL.

Complete facilities.

The services of the Production Department are at the disposal of broadcasters using the station, without charke, 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 statisfactury 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 turniables.

Personnel

President—G. A. Richards. Personnel
President—G. A. Richards.
Vice-Pres. and General Mgr.—Leo Fitzpatrick.
Assistant General Manager—Owen F. Uridge.
Representatives

Edward Petry & Company, Inc.

wwi (Established 1920)

STATION 2ASSOCIATED

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

Actual operating schedule: Nundays 9:00 a.m. to 12:00 midnight. Week days 6:45 a.m. to 12:00 midnight. Week days 6:45 a.m. to 12:00 midnight. Agency Commission 15% to recognized advertising agencies. Commission does not apply on taient. No cash discount (General Advertising For combination rates see listing of National Broadcasting Company (Basic 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 t.m. thr. 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. 550.00 315.00 215.50 106.25 61.20 51.00 100 times. 5510.00 306.00 122.50 106.25 61.20 51.00 100 times. 480.00 288.00 200.00 100.00 57.60 48.00 200 times. 480.00 288.00 200.00 100.00 57.60 48.00 200 times. 480.00 270.00 187.50 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. 225.00 157.50 109.88 56.88 31.50 26.25 100 times. 255.00 157.50 109.88 56.88 31.50 26.25 100 times. 225.00 157.50 109.88 56.88 31.50 26.25 100 times. 225.00 144.90 100.00 52.00 28.80 24.00 200 times. 225.00 144.90 100.00 52.00 28.80 24.00 26 times. 225.00 135.00 93.75 48.75 27.00 22.50 CLASS "C"

(7:00 atm. to 9:00 a.m. and 11:00 p.m. to 12:00 midnight week days and sundays) 1 time... 200.00 114.90 100.00 52.00 28.80 24.00 20.00 13 times. 100.00 101.90 85.00 45.00 24.00 20.00 13 times. 100.00 100.00 72.25 38.25 20.40 17.50 100 times. 100.00 100.00 72.25 38.25 20.40 17.50 200 times. 100.00 100.00 63.00 73.75 48.75 27.00 22.50 CLASS "D"

(12:00 midnight week days and 50.00 10.20 16.00 20 times. 100.00 00.00 45.00 25.00 11.00 11.00 20 times. 100.00 00.00 45.00 25.00 11.00 11.00 20 20 times. 100.00 00.00 45.00 25.00 11.00 20.00 11.00 20 20 times. 100.00 00.00 45.00 25.00 11.

m. and 11:00 p.m. days and Sundays 185:00 45:00 24:00 80:75 42:75 22:80 76:50 40:50 21:60 77:38 39:38 21:00 72:25 38:25 20:40 68:00 36:00 19:20 68:75 33:75 18:00 10:20 68:75 18:00 10:20 68:75 38:75 18:00 10:20 68:75 38:75 18:00 10:20 68:75 38:75 18:00 10:20 68:75 38:75 18:00 10:20 68:75 38:75 18:00 10:20 68:75 38:75 18:00 10:20 68:75 38:75 18:00 10:20 68:75 38:75 18:00 10:20 68:75 18:20 68:75 18:20 68:75 18:20 68:75 18:20 68:75 18:20 68:75 18:20 68:75 18:20 68:75 18:20 68:75

| 1,000 | 1,000 | 10,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,0

Announcements of 100 words or 20

Class "B"—Announcements word chain breaks.
Class "C" and "D"—Announcements of 100

Class "C" and b words.

TIE-IN ANNOUNCEMENTS CLASS "A"

Tle-in announcements on network programs durint sponsor's time:

1 13 26 52 100 200 260

1 11, ti, ti, ti, ti, ti, ti,

DETROIT—Continued

W W J—Continued

WW 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.

Maximum contract one year.

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 functions.

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. Closing time for objections and lateral of comply with above closing lime requiremente relieves station of objections and lateral cut recordings.

Personnell and agent and recordings.

Personnell and lateral cut recordings.

Personnel Manager—Harry Bannister.

Sales Manager—Harry Bannister.

Personnell Manager—Harry Bannister.

Personnell Manager—Harry Bannister.

Personnell Manager—Harry Bannister.

Personnell Manager—Harry Bannister.

Representatives George P. Hollingbery Company.

WXYZ (Established 1925)

(Established 1925)

Rates effective March 1. 1941. (Card No. 3.)

Uwined and operated by King-Trendle Broadcasting Corporation.

Bushness 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 tull time on cleared regional channel. Operates on Eastern War Time.

Actual operating schedule: 6:00 s.m. to 1:00 s.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"

| 1100 | | CLASS | ** 4 ** | | |
|------|---------------|----------|---------|----------|--------|
| | (4.00 4- | | | J | |
| | (6:00 p.m. to | | | | |
| | 3:00 p.m. 1 | to 11:00 | | | |
| | | 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 | 85.0u |
| 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. | | | | |

| Representatives | George | P. Hollingbery | Company. | 26 | times | 225.00 | 135.00 | 90.00 | 45.00 |
|-----------------|---|----------------|---|--------------------|-------|--------|--------|------------------------|-------|
| | | | | | | | | | |
| - 12 S | | | | | | | | | |
| a canana a | | mquo Alleria | | | | • | | | |
| 100 mm (100 mm) | 1630 1630 1640 1640 1640 1640 1640 1640 1640 164 | | | | | | | P | |
| | 200 | <u> </u> | E | }([| | | | | |
| i (| 2 | | | S. | | | | 7 | |
| Network | | New York | National Representing Processing | lotives ERY COA | | | | ×into Stal V450-F.M | |

| | | | - | |
|--|--|--|--|---|
| 52 times | 1 hour 218.75 212.50 206.25 200.00 | 1/2 hr. 131.25 | 1/4 hr. 87.50 | 5 min. |
| 104 times | 212.50 | 127.50 123.75 | 85.110 | 43.75 42.50 |
| 156 times 208 times | 206.25 200.00 | 120.00 | 82.50 80.00 | $\frac{41.25}{40.00}$ |
| 260 times | 101.00 | 112.50 | 75.00 | 37.50 |
| (7:00 a.m. to | 9:00 a.m | . and 11: | 00 p.m. | to |
| 1 time | 00 midnig 167.00 | tht daily) 100.00 | 67.00 | 33.00 |
| 13 times | 158.65 | 95.00 90.00 | 63.65 60.30 | 31.35 |
| 26 times 52 times | 146.12 | | 58.62 | 29.70 28.87 |
| 104 times 156 times | 141.95 137.77 | 85.00 82.50 | 56.95 55.27 | 28.05 27.22 |
| 208 times 260 times | 133,60 | 80.00 | 53.60 50.25 | 26.40 24.75 |
| 1 time. 13 times. 28 times. 52 times. 52 times. 104 times. 208 times. 209 times. 200 times. (6:00 a.m. to 7 to 1: 13 times. | CLASS | "D" | | |
| (6:00 a.m. to 7 to 1:1 | 00 2 20 | and 12:0 week days | 0 midni; | ght |
| 1 time 13 times | 83.50 79.33 75.15 | 50.00 | 83.00 | 17.00 |
| 20 times | 75.15 | 40.00 | 30.15 | 1 6.15 15,30 |
| 104 times | | 43.75 42.50 | 29.31 28.98 | 14.87 14.45 |
| 156 times | 68.88 | 41.25 | 28.98 27.63 26.80 | 14.45 14.02 13.60 |
| 260 times | 62.63 | 37.50 | 25.18 | 12.75 |
| 260 times | CLASS | MENTS | | |
| (6:00 p.m. to 3:00 p.m. | 11:00 p | | days and | 1 |
| 5.00 р.ш. | 11.00 | (*) | (†) 50.00 | 50 wds. |
| 1 time | | 57.00 | 94.4.00 | 50.00 47.50 |
| 26 times 52 times | | | 45.00 43.75 | 45.00 43.75 |
| 104 times | · | 51.00 | 42.50 | 42.50 |
| 156 times | | 49.50 | 41.25 | 41.25 40.00 |
| 260 times | CI.A GO | 45.00 | 37.50 | 87.50 |
| 208 times 260 times (9:00 a.m. to 9:00 a.m. 1 time. 13 times 26 times 52 times | 6:00 p. | m. week | days and | 1 |
| 9:00 a.m. 1 time | to 3:00 | p.m. Sur 30.00 | 25.00 | 25.00 |
| 13 times 26 times | | 28.50 | 23.75 | 23.75 22.50 |
| 26 times 52 times | | 26.25 25.50 24.75 | 21.87 | 21.87 |
| 104 times | | 25.50 24.75 | 21.87 21.25 20.62 | 21.25 20.62 |
| 208 times 260 times | | 24.00 | 20.00 | 20.00 18.75 |
| (*) Transcription | of one | minute or | less. | 18.13 |
| (†) Chain break | CLASS | 18). "C" | | |
| (7:00 a.m. to | 9:00 a.m. | and 11: | 00 p.m. | to (§) |
| 1 time | | | . 20.00 | 17.00 |
| 13 times | | | . 19.00 | 16.15 |
| 26 times | | | 18.00 | 15.30 |
| 52 times | ······ | | 18.00 17.50 | 15.30 14.87 |
| 52 times | | | 18.00 17.50 17.00 16.50 | 14.87 14.45 |
| 52 times | | | . 18.00 . 17.50 . 17.00 . 16.50 . 16.00 | 14.87 14.45 |
| 20 times | CLASS | "D" | 18.00 17.50 17.00 16.50 16.00 15.00 | 14.87 14.45 |
| 26 times | CLASS 1:00 a.m., | "D" and 12:0 | - 18.00 - 17.50 - 17.00 - 16.50 - 16.00 - 15.00 0 midnig | 14.87 14.45 |
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| 208 times | CLASS 1:00 a.m., 00 a.m., v | "D" and 12:0 week days | - 16.00 - 15.00 0 midnig - 10.00 - 9.50 - 9.00 - 8.75 - 8.50 - 8.25 | 14.87 14.45 14.02 13.60 12.75 tht 8.50 8.08 7.65 7.43 7.23 7.09 6.80 |
| 208 times | CLASS 1:00 a.m., 00 a.m., v | "D" and 12:0 week days | - 16.00 - 15.00 0 midnig - 10.00 - 9.50 - 9.00 - 8.75 - 8.50 - 8.25 | 14.87 14.45 14.02 13.60 12.75 tht 8.50 8.08 7.65 7.43 7.03 |
| 208 times | CLASS 1:00 a.m. v | "D" and 12:0 veck days | 16.00 15.00 0 midnis 10.00 9.50 8.75 8.75 8.25 8.25 7.50 | 14.87 14.45 14.02 13.60 12.75 tht 8.50 8.08 7.65 7.43 7.23 7.09 6.80 |
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| 208 times | CLASS (:00 a.m. v | and 12:0 and | 16.00 15.00 midnig 10.00 9.50 9.50 8.25 8.25 8.20 7.50 8.25 time st. FIONS est. dramatic er static iment ar- Program itted. t acceptit t only of oted are 1 contract and are roadcasti with res sany time | 14.87 14.45 14.02 13.60 12.75 tht 8.50 8.08 7.65 7.43 7.23 7.02 6.80 6.38 minute signals, mounce- talent in time. savail- in time. |
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| 208 times | CLASS (:00 a.m. v | inute or is and 12:0 week days. Inute or is ND TAL hereial rase. EATURES rasports, on reque NNSCRIP! on reque NNSCRIP! on reque cal and it. ONTROL e extra or CTILITIEs on depart adcasters, and subments only. weeks no o one unit counts que unotice. All billion of the official sixting at in advance re in advance re in advance re in as by election. | 16.00 15.00 0 midnig 10.00 9.50 8.75 8.75 8.75 8.75 10.00 7.750 8.25 tes (15 time st. TIONS est. for an dramatic dramati | 14.87 14.45 14.02 13.60 12.75 tht 8.50 8.08 7.65 7.43 7.23 7.02 6.80 6.38 minute signals, mounce- talent in time. savail- in time. |
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| 208 times | CLASS ::00 a.m. v | inute or is and 12:0 week days. Inute or is ND TAL hereial rase. EATURES rasports, on reque NNSCRIP! on reque NNSCRIP! on reque cal and it. ONTROL e extra or CTILITIEs on depart adcasters, and subments only. weeks no o one unit counts que unotice. All billion of the official sixting at in advance re in advance re in advance re in as by election. | 18.00 15.00 0 midnig 10.00 9.50 8.75 8.75 8.75 8.75 10.00 7.750 8.25 tes (15 time st. TIONS est. for ar dramatic dramatic tonly of oted are repaired and are readed and are readed and are readed and are readed as any time of the readed are readed at the re | 14.87 14.45 14.02 13.60 12.75 tht 8.50 8.08 7.65 7.43 7.23 7.09 6.80 6.38 minute signals, mounce- talent at time. savall- ideae, tible. broad- subject as will- ideae, tible. |

EAST LANSING

(Ingham County)
WKAR

eg.

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

MICHIGAN—Continued

ESCANABA (Delta County)

WDBC (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.

Michigan.

Wave—Power—Title
Operating power—250 watts.
201.3 meters; 1490 kthocycles.
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.

invoice.

General Advertising

Affiliated with North Central Broadcasting System.

Inc.

Inc.
The following rates apply to both national and local

advertising.

Rates include charges by owners of musis copyrights.

MUSICAL PROGRAMS

(Day or night) 50.00

Contract and Other Requirements
Advertising of alcoholic beverages not accepted excepting beer and light wine. Contracts 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 hypertified 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.

Boulpped 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 R. Desire of the contract of

ersonnei Station Manager—Gordon H. Brozek.

FLINT

(Genesee County)

WFDF (Established 1922)



Rates effective April 1, 1941.

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

ing, Flint, Michikan, control miles southeast of Flint, Michikan, cave—Power—Time Onerating power—1,000 watts.

(100% modulation—crystal control—directional an-

Onerating possible of the control of

| | | (A:00 | p.m. to | 11:00 | | | |
|-----|---------|--------|---------|---------------|-------|---------|-------|
| | | 1 tl. | | | | 104 ti. | |
| 1 | hour | | 161.50 | | | | |
| 1/2 | hour | 102,00 | | 91.80 | 80.70 | 81.60 | 76.50 |
| 1/1 | hour | 68,00 | | 61.20 | 57.80 | 54.40 | 51.00 |
| 10 | minutes | | | 45.90 | 58.85 | 40.80 | 38.25 |
| ٦, | minutes | 34.00 | | 80.6 0 | 28.90 | 27.20 | 25.50 |
| +1 | minute | 17.00 | 16.15 | 15.80 | 14.45 | 13.60 | 12.75 |
| | | | CLASS | | | | |
| | | | | | | | |

(7:00 n.m. to 6:00 p.m.) 1 hour... 110.00 104.50 90.00 93.50 1/2 hour... 66.90 62.70 58.40 55.10 1/4 hour... 44.00 41.80 80.60 37.40

26 tl. 29.60 19.80 9.90 1 ti. 10 minutes 33.00 5 minutes 22.00 †1 minute 11.00 26.30 17.60 8.80

10 minutes 33.00 31.35 29.60 77.95 26.30 24.75 6 minutes 22.00 20.00 19.80 18.70 17.60 16.50 11 minutes 11.00 10.45 9.90 7.85 8.80 8.25 (*11:00 p.m. to 7:00 m.m.)

1 hour.... 70.00 69.50 63.00 59.50 56.90 52.50 1/2 hour.... 42.00 39.90 37.85 8.80 8.25 1/2 hour.... 42.00 39.90 37.80 35.70 33.60 31.50 1/4 hour... 25.00 26.60 25.20 23.80 22.40 21.00 10 minutes 21.00 18.95 18.90 17.85 16.80 15.75 5 minutes 14.00 18.30 12.60 11.90 11.20 10.50 11 minute 7.00 6.65 6.30 5.95 5.60 5.25 (*) Service available only if resularly scheduled program precedes or follows.

(1) All announcements of one minute or less are charged at one minute rate.

Rates on request.

STECIAL FEATURES

Rates on request.

Rates on request.

RESOTE FACILITIES

Announcers, program and continuity services at no extra charge, small charge for standard sound effects. Studio seating 75 available for dealer meetings, with gratis talks by station staff.

REMOTE CONTROL

Special arrangements may be made for programs or fainting outside the regular studios.

Contracts are subject to station owner's approval and all Kovernmental regulations. All material must conform to standards of station. Risht is reserved to retuse or discontinue any advertising for reasons sufficient to station, All proposals subject to prior booking of time.

Closing Time

All advertising closes 24 hours in advance of broadcasting; ten dave to make newspaper publicity Mechanical Program Equipment

Manager—F. S. Loeb.

Personnel
Manacing Director—Howard M Loeb,
Commercial Manager—F. S. Loeb,
Technical Manager—F. D. Fallain,
Program Director—Adrian R. Cooper
Representatives
Burn-Smith Company, Inc.

GRAND RAPIDS

(Kent County)

WKZO (Established 1923)



Business Offices and Studios—105 Monroe, N. W., Grand Rapids, telephone 6-1222, and Burdick Hotel, Kalamazoo, telephone 3-1223.

See complete listing under Kalamazoo, Michigan. Considered by the Columbia Broadcasting System as their Grand Rapids-Kalamazoo outlet.

WLAV (Established 1940)

Rates effective August 1, 1942. (Card No. 2.) Owned and operated by Leonard A. Versluis. Business Office and Studio—0 Fountain Street., N.E., Grand Rapids, Mich., telephone 6-5461. Transmitter—6 Fountain Street, N.E., Grand Rapids. Michigan.

Michigan. Allenigan.

/ave—Power—Time
Onerating power—250 watts.
223.9 meters; 1340 kilocycles.

223.9 meters; 1240 kilocycles.
Licensed to oberate full time on local channel.
Operates on. Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight.
Agency Commission
Agency commission 15% to recognized agencies on time and talent. No cash discount. Bills rendered first of month and are due 10th of month.
General Advertising
Por combination rates see listing of Mutual Broadcasting System.
Itates include charges by owners of music copyrights.
Rates are for station time only and include services of regularly scheduled staff announcers.

CLASS "A"

(6:00 p.m. to 10:30 p.m.) 100 or

| | | CLASS | "A" | | |
|-----|---|---------|-----------|--------|---------|
| | (6:00 | p.m. to | 10:30 p.m | ı.) | 100 o |
| | | 1 ti. | 26 ti. | 52 ti. | more ti |
| 1 | hour | | 90.00 | 80.00 | 60.0 |
| 1/2 | hour | | 54.00 | 48.00 | 36.00 |
| | hour | | 31.50 | 28.00 | 21.00 |
| - 5 | | | 16.20 | 14.40 | 10.80 |
| ĭ | minute or 100 | | 20.00 | 11.10 | 10.00 |
| - | words | | 7.20 | 6.40 | 4.80 |
| 35 | | | 5.40 | 4.80 | 3.60 |
| | 110111011111111111111111111111111111111 | CLASS | "B" | 1.00 | 0.00 |
| | (7:00 | | 6:00 p.m. | ١ | |
| 1 | hour | | 58.50 | 52.00 | 39.00 |
| 1/2 | hour | | 36.00 | 32.00 | 24.00 |
| | hour | | 20.25 | 18.00 | 13.50 |
| -/5 | | 14.00 | 12.60 | 11.20 | 8.40 |
| ĭ | minute or 100 | | 12.00 | 11,20 | 0.41 |
| | | | 5.40 | 4.80 | 3.60 |
| 35 | words | 4.00 | 3.60 | 3.20 | 2.40 |
| 30 | words | | "C.3.00 | 3.20 | 4.40 |
| | (10.00 | CLASS | | | |
| | (10:30 | | 7:00 n.m | | 20.00 |
| , I | hour | 50.00 | 45.00 | 40.00 | 30.00 |
| 1/2 | hour | 30.00 | 27.00 | 24.00 | 18.00 |
| 1/4 | | 17.50 | 15.75 | 14.00 | 10.50 |
| 5 | minutes | 9.00 | 8.10 | 7.20 | 5.40 |
| 1 | minute or 100 | | | ` | |
| | words | 4.00 | 3.00 | 8.20 | 2,40 |
| 35 | words | 3.00 | 2.70 | 2,40 | 1.80 |
| | | | | | |

SPECIAL FEATURES
News: Leased wire service available on request.
Citildren's, sports and variety programs, for use on
a particlipating basis—rates on request.
ELECTRICAL TRANSCRIPTIONS
Transcription library service available—rates on request.

Transcription indiany activated and quest.
Instantaneous recording equipment available.
BEMOTE 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 extracharge.

Services of staff announcers available at no extracharge.

Contract and Other Requirements
Advertising of 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 McGillyra, Inc.

WOOD --- WASH

(Established 1928



NBC and BLUE NETWORKS

Coperated by King-Trendle Broadcasting Corporation

tates effective January 1, 1950.
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.
1100% modulation;
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
Agency commission 15% to recognized advertising, agencies on net charges for station time. No commission on taient. No cash discount. Bills rendered. weekly General Advertising

eneral 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.)

125.00

| hour....|
| hour...|
| hour...|
| hour...|
| hour...|
| minutes.....|
| *8:30 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) 125.00 75.00 50.00 1 hour 45.000
1/2 hour 80.00
1/3 hour 80.00
5 minutes 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.†)
5 hour 80.00
90.00 50.00 80.00 20.00 10.00

active.

SPECIAL FEATURES
Rates for sponsorship of news, sports, time signals, weather reports submitted on request.

TALENT
Rates on annilication.

4

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17日等的原本企会的 地名西班牙

GRAND RAPIDS—Continued WOOD-WASH—Continued

WOOD-WASH—Continued
REMOTE CONTROL.

Remote control broadcasts as desired. In addition to station time, line charges are to be paid by sponsor, ontract and Other Reduirements.

On contracts extended or renewed, additional 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 iof station. Right la reserved to refuse or disconsistant Time any advertising for any reason.

All proposals subject to prior booking of time.

In the conformal conformal conformal conformal time.

Advertising closes 24 hours in advance of broadcast. I checkanical Program Equipment

Equipped to handle programs by electrical transcription, using both vertical and lateral cut recordings.

e. stsonnel

*** President—Geo. W. Trendle.

#* Vice-President—John H. King

#* Sec'y & Treas—H. Allen Campbell.

#* All Manager—Stanley W. Barnett

#* Promotion Manager—Carl S. Hester.

#* Jepresentatives

** New York. Chicago. San Francisco. Los Angeles—

| Paul H. Raymer Company.

IRONWOOD

(Gogebie County)

WJMS

Established 1931

WJMS

(Established 1931)

(Itate-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. Inc.

Towned, Mich., telephone 20.

Translater—18. Highway 2. Ironwood. Michigan.

(Oresting power—250 watts.)

(100% modulation—crystal control.)

(206.3 meters; 1450 kilcoycles.

(100% modulation—crystal control.)

(100%

| 10 minutes | 14.50 | 13.75 | 13.00 | 12.25 | 13.5 | 13.00 | 12.25 | 13.5 | 13.00 | 12.25 | 13.5 | 13.00 | 12.25 | 13.5 | 13.00 | 12.25 | 13.5 | 13.00 | 12.25 | 13.00 | 12.25 | 13.00 | 12.25 | 13.00 | 12.25 | 13.00 | 12.25 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.00 | 13.0

10 minutes 10.00 15.50 16.00 15.50 16.00 5 minutes 10.00 15.50 16.00 15.

Transcription library services available. No service charge on transcriptions except shipping charges.

TALENT

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.

Rates effective September 1, 1941. (Card No. 7.)

SERVICE FACILITIES

Announcers, operating staff, program and continuity service at no extra charge. Merchandsing department to serve clients renders service in reasonable proportion to size of schedule. Ontract and other Requirements
Advertising of alcoholic beverages accepted.
All continuity subject to rules and regulations of the Federal Communications Commission and other competent suthorities.
No maximum length on programs or restriction of frequency of broadcasting where time permits, liates are for facilities of elstion only. Right is reserved to refuse or discontinue any advertising for any reasons sufficient to the station. The schedules cannot be Kugaranteed. However, advertiser's desires will be followed as closely as possible.

wettser's desires with the followed as closes as pos-aible.

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 a2-vance of broadcast. Manuscripts for all political talks or other speeches must be submitted to station 24 hours in advance of broadcast time.

Personner
Vice-President and Ganeral Mgr.—N. C. Ruddell.

Representatives Sears & Ayer. Inc.

JACKSON

WIBM

WIBM
(Established 1925)
Rates received September 10, 1941.
Uwned and operated by WiBM, Inc.
Business Office and Studlo-Hotel Hayes, Jackson,
Mitchigan, telephone 6121,
Transmitter—Hotel Hayes, Jackson, Michigan,
yave—Power—Time
Operating power—250 watta.
(1)00% modulation.
206.9 meters; 1450 kilocycles.
Licensed to operate tull time.
Operates on Eastern War Time.
Actual operating schedule: 6:45 a.m. to 12:00 midnight.

Actual operating schedule.

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 Michiisan Radio Network.
The following rates are for national advertising. For local advertising rates consuit station management. Rates include charges made by owners of music copyrights. (7:00 a.m. to 12:00 midnight)

1 hour 60.00 54.00 51.00 48.00

| 1 hour 60.00 | 54.00 | 51.00 | 48.00 |
|-----------------------------|--------|--------|-------|
| 1/2 hour 35.00 | 31.50 | 29.75 | 28.00 |
| 1/4 hour 22.50 | 20.50 | 19.25 | 18.00 |
| 5 minutes 10.00 | 9.00 | 8.50 | 8.00 |
| ANNOUNCEMENTS | AND | TALKS | |
| (7:00 a.m. to 12:0 | 0 midi | night) | |
| One minute transcription or | | | |
| 100 words 5.00 | 4.50 | 4.25 | 4.00 |
| POLITIC | AΤ | | |
| Not subject to frequency di | | ١. | |
| 1 hour | | | 60.00 |
| 1/2 hour | | | 30.00 |
| 1/4 harm | | | 90.00 |

...... 5.00 10.00

TALENT
Hates on request.

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.
All contracts subject to cancellation unless program starts within 30 days. 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. The station staff will serve all advertisers free in forming program ideas, continuities, etc. These will be submitted upon request. All contracts are subject to station owner's spuroval. Station reserves the right to cancel programs for reasons sufficient to station.

Price mention is permitted in any part of the broadcasting relods.
Closing Time

rations admits a permitted in any part of the broadleaf of the broad

KALAMAZOO

(Kalamazoo County)
W K Z O (Established 1928)



Owned and operated by WKZO. Inc. Business Office and Studio-Burdick Hotel, Kalama-zoo, Mich., telephone 3-1223. Transmitter-Parchment, Mich.

Wave-Pewer-Time

Operating power—5,000 watts.
503.5 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 recgrnized 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 Broad-casting System.
Program time will not be sold in units of less than five minutes.

SPECIAL FEATURES
News, sports and time signal reports. Rates on re-

quest.
POLITICAL BROADCASTS
Regular rates apply. Cash in advance.
ELECTRICAL TRANSCHIPTIONS
Regular rates apply with additional charge for transcriptions.

THE DATE:

TALLENT
Rates on application. All artists and musicians will be engaged and paid by the station program bureau.

Additional charges made for programs originating outsine 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.

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.

Olosing Time

Final closing date one week in advance of service, however, two weeks should be given to enable full publicity for talent programs and talks. Announcements and recorded broadcasts close one week in advance.

advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using double 38-1/9 and 78 r.p.m. turn-tables
with either vertical or lateral pick up heads.

President and General Manager—John E. Fetzer. General Sales Manager—John W. O'Harrow. Representatives Free & Peters, Inc.

LANSING (Ingham County WJIM (Established 1934)



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 Bidg., Lansing, Michigan. (This listing continued on next page)

MICHIGAN--Continued

LANSING—Continued W J I M—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

count.

eneral Advertising

For combination rates see listings of Biue Network
Company (Basic Blue Supplementaries) and Michigan Radio Network.

The foliowing rates apply to national advertising. For local advertising rates consult station management.

Rates include radio charges by owners of music copyrights.

| | (6:00 p | .m. to | 11:00 p.m | 1.) | |
|-----|----------------|---------|------------|---------|--------|
| | • | 1 ti. | 13 tl. | 26 ti. | 52 tl. |
| 1 | hour | 90.00 | 85.50 | 81.00 | 76,50 |
| 1/2 | hour | 54.00 | 51.30 | 48.60 | 45.90 |
| 1/4 | hour | 36.00 | 34.20 | 32.40 | 30.60 |
| · 5 | minutes | 15.00 | 14.25 | 13.50 | 12.75 |
| (| 8:00 a.m. to 6 | :00 p.n | a. and 11: | 00 p.m. | to |
| | | sign- | off) | | |
| 1 | hour | 60.00 | 57.00 | 54.00 | 51.00 |
| 1/2 | hour | 36.00 | 34,20 | 32,40 | 80.60 |
| 1/4 | hour | 24.00 | 22.80 | 21.60 | 20.40 |
| · 5 | minutes | 10.00 | 9.50 | 9.00 | 8.50 |
| | ANN | MINITAL | EMENTS | | |

The following rates are subject to 20% discount on

| | (After 6:00 p.m.) | |
|-----|---------------------|-------|
| | (Atter 6:00 p.m.) | |
| - 1 | mlnute | 8.00 |
| 50 | words | 7 00 |
| •• | (Before 6:00 p.m.) | |
| 1 | minute. | 5.00 |
| | words. | 4 00 |
| υu | Worus | 4.00 |
| | TALKS AND LECTURES | |
| - 5 | minutes | 20 00 |
| | minutes | |
| :: | | 48.00 |
| | minutes | |
| 75 | word political spot | 10.00 |
| | SPECIAL FEATURES | |
| | | |

Not restricted to certain hours.

Rates on application.

Rates on application.

Resident actes on request for broadcasts from cafes. The contract and Other Retuirements.

Contract and Other Retuirements.

Toorsen rates of not include talent cost.

More and the contract includes talent cost.

And the contract and contract includes talent cost.

Some and the contract includes the cost.

Contracts and the contract includes and cancer talent contracts and carrisers without additional charges. All contracts subject to government regulations and estation 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 Drepares 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 bermitted.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 79 r.p.m. double turn-tables for vertical and lateral cut recordings.

Closing Time

Talent programs close 10 days in advance. Announcement, talks and recorded programs close seven days in advance.

Personnel Contral Manager—Harold F. Oross

General Manager-Harold F. Gross

LAPEER (Lapeer County)

WMPC

W IVI * C.

Owned and operated by The Liberty Street Gospel
Church of Lapeer, Michigan,
Studio-Lapeer, Michigan,
Transmitter—Lapeer, Michigan,
Vove—Power—Time
Operating power—250 watta,
242 9 neters; 1230 kilocycles,
Licensed to operate appedited hours.

Doos not sell time

MARQUETTE

(Marquette County) WDMJ (Established 1981)



Raica effective February 1, 1939. (Card No. 5.)
Owned and operated by Lake Huperfor Bruadeasting
Company. Inc.
Ritidlo Mining Journal Bildy., Marquette, Mich.
Transmitter Mining Journal Bildy., Marquette, Mich.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kitlocycles.
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.

(Day or night)

| Inc. | (Day or night) | |
|------|-------------------------|-------|
| 1 | hour | 50.00 |
| 1/2 | hour | 30.00 |
| 1/4 | hour | 18.00 |
| | ANNOUNCEMENTS AND TALKS | |
| 105 | (Day or night) | |

125 words...... 5 minutes.... DISCOUNTS

TALENT
Sponsor may arrange own talent or arrange through

Sonsor 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 charks 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 releases to two weeks in advance of broadcast.

Sponsored programs close one week in advance. Announcements, talks, specches, etc., close the day previous.

nouncements talks, speeches, etc., close the day previous.

Mechanical Program Equipment
Equipmed to handle programs by electrical transcription, using 33-173 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) WKBZ (Established 1926)



Rates effective February 1, 1941. (Card No. 4.)

Rates effective February 1, 1941. (Card No. 4.)

Owned and operated by Ashbacker Radio Corp.,

Muskegon, Michigan.

Bushness Office and Studio—424 Apple Ave., Muskegon, Mich.

Transmitter—Muskegon, Michigan.

Ave—Power—Time
Operating power—250 watts.

(160% 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 s.m. to 11:00 p.m.

D. m.
Agency Commission

15% to recognized advertising agencies. No cash disrecognit. Accounts payable 10th of following month. No
discounts or commissions are allowed on talent, programs of time charges. Accounts opened only on extailising credit.

General Advertising

1 (After 6:00 p.m.)

| | | ı nr. | 1/2 Hr. | 1/3 110. | o min. | _T Will! |
|-----|---------|--------|-------------|----------|--------|----------|
| - 1 | time | 100.00 | 60.00 | 40.00 | 20.00 | 11.00 |
| Ġ | Umon | 05.00 | 57.00 | 87.60 | 19.00 | 10.75 |
| 13 | times | 00.00 | 54.00 | 85.00 | 18.00 | 10.50 |
| 26 | tlmes | 85.00 | 51.00 | 82.50 | 17.00 | 10.00 |
| 80 | times | 80.00 | 48,00 | 80.00 | 16.00 | 9.50 |
| 62 | times | 75.00 | 45.00 | 28.00 | 15.00 | 9.00 |
| 100 | Utnes | 70.00 | 42.00 | 26.00 | 14.00 | 8.75 |
| 150 | Liznon | 65.00 | 80.00 | 24.00 | 18.00 | 7.60 |
| 200 | Limen | (10.00 | 86.00 | 22.00 | 12.00 | 6.00 |
| | | | 60.00 | 24.00 | 12.00 | 0.00 |
| | or mo | | | | | |
| t i | Inea | 85.00 | 33.00 | 20.00 | 10.00 | 5,50 |
| | | (1 | Inform 0:00 | n.m.) | | |
| 1 | time | 75,00 | 45,00 | 110,00 | 15.00 | 8.00 |
| 6 | times | 71.75 | 48.00 | 27.50 | 14.50 | 7.75 |
| 13 | Littles | 68.50 | 41.00 | 25.60 | 14.00 | 7.50 |
| 26 | times | 01.75 | 87.00 | 22.50 | 18.00 | 7.00 |
| 110 | Umes | 55,00 | 111.00 | 20.00 | 12.00 | 0.50 |
| 52 | times | 48.25 | 20.00 | 18.00 | 11.00 | 6.00 |
| | | 41.50 | 25.00 | 16.00 | 10.00 | 5.75 |
| 100 | Hrond | | | | | |
| 150 | timon | 40,00 | 24.00 | 15.00 | 9.00 | R.00 |
| | | | | | | |

Four weeks' notice required to secure newspapers listing.

Mechanical Program Equipment 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. Ashbacker.

Program Director—Frank Lynn.

Sales Manager—W. C. Wester.

Chief Engineer—George Krivitzy.

Representatives Burn-Smith Company, Inc.

PONTIAC

(Oakland County)
WCAR

(Established 1939)

Rates effective April 1, 1940. (Card No. A-1). Rev. Owned and operated by Pontiao Broadcasting Co., Inc.
Business Office and Studio — 606 Riker Building. Pontiac, Michigan, telephone 7141.
Transmitter—Square Lake Road, west of Telegraph! Road.

Road.

Road.

Wave—Power—Time
Operating power—1,000 watts.
265.5 meters; 1130 kilocycles.
Licensed to operate days.
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: throadcast. No cash discount. All involces rendered monthly, payable at face when rendered. Short rate billing rendered when frequency rate is not earned. If the 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 ti. 13 ti. 26 ti. 52 ti. 100 ti. 1 hour 125.00 118.75 112.50 106.25 100.00 1/2 hour 75.00 71.25 67.50 63.75 60.00 1/4 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 weekers.

WEEKLLY FREDIENCY DATES

WEEKLY FREQUENCY RATES

| | tlian | P | er we ck f e | or—— |
|-------------------|---------|----------------|---------------------|---------|
| I hour: | 13 wks. | 13 wks. | 26 wks. | 52 WKs. |
| 3 days weekly | 270.00 | 248.00 | 229.50 | 216.00 |
| 5 days weekly | | 382.50 | 361.25 | 340.00 |
| 8 days weekly | | 459.00 | 433.50 | 408.00 |
| 1/2 hour: | | | | |
| 3 days weekly | 162.00 | 145.80 | 137.70 | 129.50 |
| 5 days weekly | | 229.50 | 216.75 | 204.00 |
| 6 days weekly | | 275.40 | 260.10 | 244.80 |
| 1/4 hour: | 200.00 | 210.20 | | |
| 3 days weckly | 85.00 | 76.50 | 72.25 | 68,00 |
| 5 days weekly | | 121.50 | 114.75 | 108.00 |
| 6 days weekly | | 135.00 | 127.50 | 120.00 |
| 5 prinutes: | 150,00 | 100,00 | 121100 | |
| 3 days weekly | 43.00 | 38.70 | 36.55 | 34.40 |
| 5 days weekly | | 61.20 | 57.80 | 54.40 |
| | | 73.80 | 69.70 | 65.60 |
| 6 days weekly | 82.00 | 10.00 | 00.10 | 60,00 |
| 100 words: | 01.00 | 22.80 | 21.60 | 20.40 |
| 8 days weekly | 24.00 | 22.80 36.10 | 31.20 | 32,30 |
| 5 days weekly | 38.00 | | | 36.55 |
| 6 days weekly | 43.00 | 40.85 | 38.70 | 30.00 |
| 50 words or less: | | | 15 00 | 14.45 |
| 3 days weekly | 17.00 | 10.15 | 15.30 | 22.95 |
| 5 days weekly | 27.00 | 25.65 | 24.30 | 22.00 |

b days weekly 1.00 2.05 24.30 22.05 6 days weekly solutional Discounts

Weekly frequency rates are subject to the following additional discounts when advertisers use more than one like period daily:

2 daily 10%

4 or more daily 10%

News Broadcasts: Soli at regular card rates, additional charge for news service or newscaster. These Highnals: 50 or 100 words at regular rates where available.

Mirkut reports and sports broadcasts, rates on respices.

PONTIAC—Continued

WCAR—Continued

included included included in successful and s

PORT HURON (St. Clair County)

WHLS

(Established 1938)

(Established 1938)

It 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.

Transmitter—Lapeer at 32nd Street, Port Huron,
Wave—Power—Time
Operating Dower 250 wats.

Juliensed to operate untimited time on local channel.
Operates on Eastern War Time.

Agency Commission
Agency Commission 15% to recognized advertising a second comm

| 1 110ur | 40.00 |
|---|-------|
| 3/4 hour | 32.00 |
| 1/2 hour | 24.00 |
| 1/4 hour | 16.00 |
| 5 minutes | 8 00 |
| Weekly local package—rates on request, ANNOUNCEMENTS | |
| Each | 3.50 |
| DISCOUNTS | 0.00 |
| Applicable to programs and announcements. Payable only when earned on net charges. | |
| 13 times | 5% |

General rates apply—payable in advance.

TALENT

Hates on request

ELECTRICAL TRANSCRIPTIONS

Transcription library available—information on request.

REMOTE CONTROL

Additional charges are made for programs originating outside of the station's studio.

Contract and Other Requirements

Station reserves the right to refuse, cancel or change time of advertising for any reason. All contracts subject to government requirements and none over one year's duration accepted. Preferred position based on contractual priority.

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.

Personned

Gen'l Mgr. & Prog. Dir.—Harmon L. Stevens. Commercial Manager—R. L. Mackin.

Chief Engineer—Leslie Conant.

Representatives

Hal Holman Company.

Pacific Coast—Homer Griffith Company.

ROYAL OAK (Oakland County) WEXL



Rate card dated April 5. 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.
225.9 meters; 1340 kilocycles.
Licensed to operate unlimited rime.
Operates on Eastern War Time.
Agency Commission
Agency commission
Agency commission 15% to recognized agencies on station rime only; cash discount none. All bills rendered and due weekly in advance.
General Advertising
(6:00 p.m. to 11:00 p.m.)

| | (6:00 r | o.m. to | 11:00 p.m. | .9 | |
|-----|-------------------|-------------------------|--|--|--|
| 1/4 | hour hour minutes | 1 ti. 90.00 50.00 | 13 ti, 85,50 47,50 28,50 19,00 | 26 tl. 81.00 45.00 27.00 18.00 | 52 tl. 76.50 42.50 25.50 17.00 |
| | | | | | |

(6:00 a.m. to 6:00 p.m. and 11:00 p.m.

| | | 1 ti. | 13 ti. | 26 ti. | 52 ti. | |
|-----|---------|-------|--------|---------|--------|--|
| | hour | | 66.50 | 63.00 | 59.50 | |
| 1/2 | hour | 40.00 | 38.00 | 86.00 | 34.00 | |
| 1/4 | hour | 25.00 | 23.75 | 22.50 | 21.25 | |
| 5 | minutes | | 14.25 | 13.50 | 12.75 | |
| | ANN | OUNC | EMENTS | | | |
| | | 1 21. | 78 ti. | 156 ti. | 312 ti | |

111. 78 tl. 158 tl. 312 tl.

8.00 7.60 7.20 6.80

SPECIAL FEATURES

Foreign ianguage (polish) programs, newscasts, sportscasts, time signals and weather reports—rates on request.

ELECTRICAL TRANSCRIPTIONS

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

| | - | l ti. | 13 tl. | 26 tl. | 52 ti. |
|-----|---------------|---------|-----------|----------|--------|
| 1/4 | hour | 30.00 | 28.50 | 27.00 | 25.50 |
| 5 | minutes | 20.00 | 19.00 | 18.00 | 17.00 |
| 1 | minute | 13.00 | 12.35 | 12.70 | 11.05 |
| | (6:00 s.m. to | 8:U0 p. | m. and 11 | :00 p.m. | |
| | t | 0 4 00 | a.m.) | | |
| 1/4 | hour | 25.00 | 23.75 | 22.50 | 21.25 |
| 5 | minutes | | 14.25 | 13.50 | 12.75 |
| i | minute | 11.00 | 10.45 | 9.90 | 9.35 |
| | | m . 1 m | ATCD. | | |

REMOTE CONTROL
Facilities available for remote control pick-ups—rates
on request.

Facilities available for remote control pick-upe-rates on request.

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. Station reserves the right to refuse or discontinue any advertising programs, talks or addresses for reasons satisfactory to itself. No contract accepted for a neriod longer than one year.

Closing Time

All program material, spot copy and manuscripts must be presented 24 hours in advance of broadcast. Mechanical Program Equipment

Equipped to handle programs by electrical transcription using 33-1/3 and 78 r.p.m. turn-tables.

Personnel
Manager—Ellis C. Thompson.
Program Director—Kirk Knight.
Chief Engineer—Joseph L. McFarland.

SAGINAW (Saginaw County)

WSAM (Established 1940) ASSOCIATED STATION

Rates effective December 1, 1942. Owned and operated by Saginaw Broadcasting Co. Business Office and Studio-Bay at Weiss St., Sagi-naw, Mich., telephone 2-5109, 3-8012. Transmitter—Bay at Weiss St., Saginaw, Mich.

Transmitter—Bay at Welss St., Saginaw, Alicn.

Wave—Power—Time
Operating Dower—250 watts.
(100% modulation.)
214.3 meters; 1400 kilocycles.
Operates on Eastern War Time.
Licensed to operate full time.
Operating schedule: Sindays 8:00 a.m. to 11:00 p.m.
Week days 7:00 a.m. to 12:00 midnight.

cacilities 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 accompanied by certified check at short rate to date of last program.

panted by certain the closed two weeks in advance of broadcast; copy, transcriptions and talks 24 hours in advance of broadcast; copy, transcriptions and talks 24 hours in advance of broadcast.

Mechanical Program Equipment Equipmed to handle programs by electrical transcription. using 33-1/3 and 78 r.p.m. turn-tables for vertical or lateral cut recordings.

Portable cutting equipment available for both 33-1/3 and 78 r.p.m. transcriptions.

Personnel

General Manager—Milton L. Greenebaum.

Representatives

Ifeadley-Reed Company.

SAULT STE. MARIE

WSOO (Established 1940)

Rates effective July 1, 1940.
Owned and operated by Hlawathaland Broadcasting

Rates effective July 1, 1940.

Owned and operated by Hlawathaland Broadcasting Company.

Business Office and Studio—107 W. Portage Ave., Sault Ste. Marie. Alich., telephone 3000.

Transmitter—U. S. Highway No. 2, Chippewa Township, two miles south of city limits of Sault Ste. Marie. Michigan.

Mave—Power—Time
Operating power—250 watts days; 100 watts nights. 243.9 meters; 1230 kilocycles.

Licensed to operate full time.
Operates on Eastern War Time.
Operating schedule: Sundays 9:00 a.m. to 10:00 p.m.; week days 7:00 a.m. to 10:00 p.m.; week days 7:00 a.m. to 10:00 p.m.
Agency Commission
Agency Commission
Agency Commission 15% to advertising agencles 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 tl. 13 tl. 26 tl. 52 tl. 104 tl. 766 tl.
1 hour.... 15.00 14.25 13.50 12.75 12.00 11.25 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 One minute or 100 words 2.50 2.38 2.25 2.13 2.00 1.55 Special Sunday Sunday Sunday Sunday Special Sunday Special Sunday Sunday Sunday Sunday Special Sunday Su

Transcription library service available.

Rates on request.

REMOTE CONTROL

Additional charkes made for programs originating outside of station studies. Rates on request.

Contract and Other Requirements
Program charges will be billed to the advertiser in addition to the charge for time. Station and program announcers and the entire mechanical facilities of station are available without additional charge. The management reserves the right to reject or discontinue any advertising for reasons satisfactory to itself.

Closing Time
Final closing date one week in advance of service. However, two weeks should be given to enable full publicity for talent programs and talks. Announcements and recorded broadcasts close one week in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-tables for lateral cuit recordings.

Personnel General Manager—Stanley R. Pratt.
Commercial Manager—It. Y. Burnett.

Representatives Joseph Hershey McGillvra, Inc.
Canada—H. N. Stovin.

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小人情等的好 門外人

TRAVERSE CITY WTCM (Established 1941)

(Established 1941)
Rates received July 31, 1941.
Owned and operated by Mildwestern Broadcasting Co.
Business Office and Studio—Anderson Bidg., Traverse
City, Michigan. telephone 1150.
Transmitter — Elmwood Township, Leelandu County,
two miles from business district, Traverse City,
Michigan,
Avev—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Actual operating schedule: week days 6:00 a.m. to
10:30 p.m. during Winter and 5:00 a.m. to 1:00 a.m.
during Summer. Sundays 9:00 a.m. to 1:00 a.m.
during Summer. Sundays 9:00 a.m. to 1:00 a.m. during Summer.
ommission and Cash Discount

in advance.

Mechanical Program Equipment
Equipped to handle Programs by electrical transcription, using 33-1/2 and 78 r.p.m. turn-tables for
vertical and lateral cut recordings.

Personnol Station Manager—Les Biederman,
Represontatives Hal Holman Company.

MINNESOTA

ARROWHEAD NETWORK (Established 1935)

WEBC Building, Duluth, Minnesota.

WEBC Building, Duluth, Minnesota,
Comprised of,
WEBC—Duluth-Superior WHLB—Virginia, Minn.
Ratos offective February 15, 1942.
Wave—Pewer—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 Advortising.
Rates apply to all classes of accounts and all classes of advertising. The following rates are for both local and national advortising.
Rates include radio charges by owners of music copyrights.

BASIC RATES

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

| (8:00 | p.m. to | 10:00 p.r | n.) | |
|------------------|-----------|-----------|----------------|---------|
| 1 tl. | 26 ti. | 52 tl. | 65 tl. | 130 tl. |
| I hour 160.00 | 152.00 | 148.00 | 144.00 | 136.00 |
| 1/2 hour 96.00 | 91.20 | 88.80 | 80.40 | 81.00 |
| 1/4 hour 64.00 | 60.80 | 59.20 | 57.GO | 54.40 |
| 10 minutes 38.40 | 36.48 | 35.52 | 34.56 | . 32.64 |
| 5 minutes 25,60 | 24.32 | 23.68 | 23.04 | 21.76 |
| 4 minutes 24,24 | 23.03 | 22.42 | 21,82 | 20.60 |
| 3 minutes 21.33 | 20,26 | 19.73 | 19,20 | 18.13 |
| 2 minutes 18.50 | 17.58 | 17.11 | 16,65 | 15.73 |
| 1 minute 16.00 | 15.20 | 14.80 | 14.40 | 13.60 |
| 156 ti | . 260 (). | | 468 ti. | 624 ti. |
| 1 hour 128.00 | 120.ຄບ | 112.00 | 108.00 | 104.00 |
| 1/2 hour 76.80 | 72.00 | 67.20 | 64 .8 0 | 62.40 |
| 1/4 hour 51.20 | 48.00 | 44.80 | 43.20 | 41.60 |
| 10 minutes 30.72 | 28 80 | 26.88 | 25.92 | 24.9G |
| 5 minutes 20.48 | 19.20 | 17.92 | 17,28 | 16.64 |
| 4 minutes 19.39 | 18.18 | 16.97 | 16.36 | 15.76 |
| 3 minutes 17.06 | 16.00 | 14.93 | 14.40 | 13.86 |
| 2 minutes 14.80 | 13.88 | 12.95 | 12.49 | 12.03 |
| 1 inlinute 12.80 | 12.00 | 11.20 | 10.80 | 10.40 |
| | CLASS | B., | | |
| (7:00 a.m. to | | . and 10: | 00 p.m. | to |
| | 10:30 p | | | |
| 1 11. | | 52 ti. | 65 ti. | 130 tl. |
| 1 hour 80.00 | 76.00 | 74.00 | 72.00 | 68.00 |
| 1/2 hour 48.00 | 45.60 | 44.40 | 43.20 | 40.80 |

| | L 13. | 20 U. | 02 tl. | 00 LL. | 130 (1. |
|------------|---------|---------|-----------|---------|---------|
| 1 hour | 80.00 | 76.00 | 74.00 | 72.00 | 68.00 |
| 1/2 hour | 48.00 | 45.60 | 44.40 | 43.20 | 40.80 |
| 1/4 hour | 32.00 | 30.40 | 29.00 | 28.80 | 27,20 |
| 10 minutes | 19.20 | 18.24 | 17.76 | 17.28 | 16.32 |
| 5 minutes | 12.80 | 12.16 | 11.84 | 11.52 | 10.88 |
| 4 minutes | 12.12 | 11.61 | 11.21 | 10.01 | 10.30 |
| 3 minutes. | | 10.13 | 9.86 | 9.59 | 9.06 |
| 2 minutes | 9.25 | 8.79 | 8.56 | 8.33 | 7,86 |
| 1 minute | 8.00 | 7.00 | 7.40 | 7.20 | 6.80 |
| | 156 tl. | 260 tl. | 312 tl. | 468 ti. | 624 tl. |
| 1 hour | 64.60 | G0.00 | 56.00 | 54.00 | 52.00 |
| 1/2 hour | 38.40 | 36.00 | 33.60 | 32.40 | . 31.20 |
| 1/4 hour | 25.60 | 24.00 | 22.40 | 21.60 | 20,80 |
| 10 minutes | 15.30 | 14.40 | 13.44 | 12.95 | 12.48 |
| 5 minutes | 10.24 | 0.60 | 8.96 | 8.04 | 8.32 |
| 4 minutes | 9.70 | 9.09 | 8.48 | 8.18 | 7.88 |
| 3 minutes | 8.53 | 8.00 | 7.46 | 7.20 | 6.03 |
| 2 minutes | 7.40 | 6.94 | 6.48 | -6.24 | 0.01 |
| 1 m(nute | 6.40 | 0.00 | 5.80 | 8,40 | 5.20 |
| | | | "C" | | |
| | (10:30 | p.m. to | 7:00 a.m. |) | |
| | | | | | |

| | (10:90 | p.m. to | 1 100 u.m. | , | |
|------------|---------|---------------|-------------------|---------|--------|
| | 1 ti. | 26 tl. | 52 ti. | 65 ti. | 130 tf |
| 1 hour | 53.33 | 50.66 | 40.33 | 48.00 | 45.33 |
| 1/2 hour | 32.00 | 30.40 | 29.60 | 28.80 | 27,20 |
| 1/4 hour | 21.33 | 20.26 | 19.73 | 19.20 | 18.13 |
| 10 minutes | 12.80 | 12.15 | 11.84 | 11.52 | 10.8 |
| 5 minutes | 8.53 | 8.10 | 7.89 | 7.08 | 7.21 |
| 4 minutes | 8.08 | 7.68 | 7.17 | 7.27 | 6.87 |
| 3 minutes | 7.11 | 0.75 | 6.58 | 6.40 | 8.0 |
| 2 minutes | 6.17 | 5.86 | 5.71 | 5.55 | 5.24 |
| 1 minute | 5.33 | 5.06 | 4.03 | 4.80 | 4.5 |
| | 150 tt. | 200 tt. | 812 tl. | 468 ti. | 624 ti |
| 1 liour | 42.60 | 40.00 | 37.83 | 86.00 | 84.0 |
| 1/2 hour | 26.60 | 24.00 | 22.40 | 21.60 | 20.80 |
| 1/4 hoter | 17.06 | 16.00 | 14.93 | 14.40 | 13.S |
| 10 minutes | | 0.60 | 8.96 | 8.64 | 8.3 |
| 5 minutes | 6.82 | 6 40 | 5.97 | 5.76 | 5.5 |
| 4 minutes | 6.46 | 0.06 | 5.80 | 5.45 | 5.2 |
| 3 minutes | 5.60 | 5.33 | 4.08 | 4.80 | 4.65 |
| 2 introtes | 4.94 | 4.63 | 4.82 | 4.16 | 4.01 |
| 1 minute | 4.26 | 4.00 | 3.73 | 3,00 | 8.40 |
| | GT) t// | 17 A T - 1010 | A COUNTY OF LOCAL | | |

2 minutes 4.94 4.63 4.32 4.16 4.01
1 minute 4.26 4.00 3.73 3.00 3.46
SPECIAL FEATURES
News: Leased wire service available at regular rates
plus talent.
Time Hispais: Regular announcement rates apply.
Transcribed announcements available at regular rates
nius talent charge.
Biotris: Regular rates plus (alent and service charges.
FOLITICAL PICOGRAMS
All political programs take the one time rate. No
commission to averdes an nolitical broadcasts.

IEMOTE CONTION.
Programs can originate from studies of any member
station at no additional cost. Fatra charges are made
for brograms orbitalist missile of time studies.

KEINVICE FACILITIES
Continuity. production, metabodistas and publicity
departments are part of the regular service. Extra
services, when required, billed at net cost.
Contract and Other Requirements
Adecribing of alcoholic baverages other than beer not
accepted. No contract to exceed one year's chration.
All contracts subject to network approval, government
regulations, the NAB Code of Ethics for the radio
introdenating industry, and to the conditions of the
standard AAAA contract form.

Personnel
Representatives George P. Hollingstery Commany.

Manager-Thomas Gavin Hearesentatives.

MINNESOTA RADIO NETWORK

Itales effective September 1, 1942. (Card No. 5.)

| W 1146- | -rowe | :r1: | ıme | |
|---------|-------|-------|-----------|--|
| Sec | indiv | idual | listings. | |
| 4 | | | | |

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

General Advertising
No additional discounts.

COMPLETE NETWORK CLASS "A"

| | (6 | :00 p.m. | . to 10 | :00 p.m. |) | |
|-----|-------|----------|---------|----------|---------|--------|
| | | l hr. | 1/2 hr. | 1/4 hr. | 10 min. | 5 min. |
| 1 | tinic | 600.00 | 360.00 | 240.00 | 168.00 | 112,00 |
| 26 | times | 570.00 | 342.00 | 228.00 | 150.GO | 106.40 |
| 52 | times | 555.00 | 333.00 | 222.00 | 155.40 | 103,60 |
| 65 | tlmes | 540.00 | 324.00 | 210.00 | 151.20 | 100,80 |
| 130 | times | 510.00 | 306.00 | 204.00 | 142.80 | 95,20 |
| 156 | times | 480.00 | 288.00 | 192.00 | 134,40 | 89.60 |
| 209 | times | 450.00 | 270.00 | 180.00 | 126.00 | 84.00 |
| 312 | times | 420.00 | 252.00 | 168.00 | 117.GO | 78.40 |
| 468 | times | 405.00 | 243.00 | 102.00 | 113.40 | 75.60 |
| 624 | tlmes | 300,00 | 234.00 | 156.00 | 109.20 | 72.80 |
| | | CL | ASS " | 3., | | |

| CLASS "B" | | | | | | | |
|-----------|--------|---------|----------------|---------|--------|-------|--|
| | (12:00 | noon to | 1:00 p.: | m. week | days) | | |
| 1 | tline | 400.00 | 240.00 | 100.00 | 108.00 | 72.00 | |
| 26 | times | 380.00 | 228.00 | 152,00 | 102.60 | 68.40 | |
| 52 | times | 370.00 | 222.00 | 148.00 | 99.90 | 66,60 | |
| 65 | tlmes | 360,00 | 216.00 | 144.00 | 97:20 | 64,80 | |
| 130 | times | 340.00 | 204.60 | 136.00 | 91.80 | 61.20 | |
| 156 | tlmes | 320.00 | 192.00 | 128.00 | 86.40 | 57.60 | |
| 260 | times | 300,00 | 180.00 | 120.00 | 81.00 | 54,00 | |
| 312 | times | 280.00 | 168.00 | 112.00 | 75.60 | 50.40 | |
| 468 | times | 270.00 | 162.0 0 | 108.00 | 72.90 | 48.60 | |
| 624 | tlmes | 260.00 | 156.00 | 104.00 | 70.20 | 46.80 | |

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

| | | noor | ı Sunda: | ys) | | |
|---------|--------|----------|----------|--------|-------|-------|
| 1 | time | 320,00 | 192.00 | 128.00 | 88.80 | 59.20 |
| 26 | times | 304.00 | 182.40 | 121.60 | 84,36 | 56.24 |
| 52 | times | 296.00 | 177.60 | 118.40 | 82.14 | 54.76 |
| 65 | tlines | 4288:00 | 172.80 | 115.20 | 70.92 | 53.28 |
| 30 | tlines | 272.00 | 163.20 | 108.80 | 75.48 | 50.32 |
| 56 | times | - 256.00 | 153,60 | 102.40 | 71.04 | 47.86 |
| 60 | times | | -144.00 | 96.00 | 66.60 | 44.40 |
| 12 | tlmes | 224.00 | 134.40 | 89.GO | 62.16 | 41.44 |
| GR | times | 216,00 | 120.60 | 86.40 | 50.94 | 39.96 |
| 24 | times | 208.00 | 124.80 | 83.20 | 57.72 | 38,48 |
| | | | | | | |

CLASS "D" (10:00 p.m. to 9:00 a.m. week days and 10:00

| | p.n | n. to 8: | 00 a.m. | Sunday | ;) | |
|----|-------|----------|---------|--------|-------|-------|
| 1 | time | 240.00 | 143.00 | 97.00 | 71.50 | 48.50 |
| 26 | times | 228.00 | 135,85 | 02.15 | 67.93 | 46.08 |
| 52 | times | 222.00 | 132.28 | 89.73 | 66.14 | 44.80 |
| 85 | times | 216.00 | 128.70 | 87.30 | 64.35 | 43.65 |
| 30 | times | 204.00 | 121.55 | 82.45 | 60.78 | 41.23 |
| 56 | times | 192.00 | 114.40 | 77.60 | 57.20 | 38.80 |
| 80 | times | 180.00 | 107.25 | 72.75 | 53.63 | 30.38 |
| 12 | tlmes | 108.00 | 100.10 | 67.90 | 50.05 | 33.95 |
| 88 | timos | 162.00 | 96.53 | 85.48 | 48.26 | 32.74 |
| 24 | timos | 156.00 | 92.95 | 63.05 | 46.48 | 31.58 |
| | | | | | | |

CLASS "E" (12:00 noon to 0:00 p.m. Sundays)

| | | l hr. | 1/2 hr. | 1/4 hr. |
|-----|--------------------------|---------|----------|---------|
| 1 | tline | 500.00 | 800.00 | 200.00 |
| 26 | times | 475.00 | 285.00 | 190.00 |
| 52 | times | 46 1.50 | 277.50 | 185.00 |
| 65 | | 450.00 | 270.00 | 180.00 |
| 180 | tlmes | 425.00 | 255.00 | 170.00 |
| 156 | times | 400.00 | 240.00 | 160.00 |
| 200 | tinies | 375.00 | 225.00 | 150.00 |
| 312 | times | 350.00 | 210.00 | 140.00 |
| 168 | | 337.50 | 202.50 | 185.00 |
| 124 | times | 825.00 | 105.00 | 130.00 |
| Twe | or more units of 15 min | | more br | oadcast |
| | the same day for the est | | SOF WILL | in the |

on the same day for the same sponsor within the 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 continuously at the station's option on 28 days' notice. ANNOUNCEMENTS

| | Class | "A" | Class | "B" | Class | "C" |
|--------------|---------|--------|---------|--------|----------|-------|
| | (*) | (†) | (*) | (†) | (*). | (†) |
| 1 timo | 97.00 | 66.00 | 48.00 | 30.00 | 30.00 | 24.00 |
| 26 times | 92.15 | 62.70 | 40.85 | 28.50 | 87.05 | 22.8 |
| 52 tlmos | 80.72 | 61.05 | 39.77 | 27.75 | 86.07 | 22.20 |
| 65 times | 87.30 | 59.40 | 38,70 | 27.00 | 35.10 | 21.60 |
| 130 tlmes | 82.45 | 50.10 | 86,55 | 25.50 | 33.15 | 20.40 |
| 156 times | 77.00 | 52.80 | 34,40 | 24.00 | 81,20 | 19.20 |
| 200 times | 72.76 | 49.50 | 32.25 | 22.50 | 29,25 | 18.00 |
| 312 tlmes | 67.90 | 40.20 | 30.10 | 21.00 | 27.80 | 16,86 |
| 468 times | 65.47 | 44,55 | 20,02 | 20.25 | 26,32 | 16.20 |
| 024 times | 03.05 | 42,00 | 27,95 | 19.50 | 25.85 | 15.00 |
| Announcemen | t rates | Includ | lo on a | nnounc | er only. | A d |
| ditional cha | rges in | ado fo | r Roun | d effe | cts or | extra |
| volces. | | | | | | |

volces.

(*) One minute (125 words maximum).

(†) Fifteen seconds (80 words).

(18) Fifteen seconds (80 words).

(1888 ''.Y'.'-0.500 p.m. to 1000 p.m. daily.

(1888 ''.Y'.'-0.500 p.m. to 1000 p.m. week days and 12 000 noon to 5000 p.m. sundays.

(1888 ''.Y'.'-0.500 p.m. to 1200 noon, 1:00 p.m. to 6:00 p.m. and 10:00 p.m. to simt-off.

(1888 ''.Y'.'-0.500 p.m. to simt-off.

(1888 'Y.Y.'-0.500 p.m. to 1000 p.m. to 10

| ******* | | **** (| ,u | | | |
|---------|-------|--------|---------|----------|---------|---------|
| | | CLASSE | ''A'' B | & "B" | | |
| | | t lir. | 1/2 hr. | 1/4 lir. | 10 mln. | 8 min. |
| 1 | time | 200.00 | 120,00 | 80.00 | 48,00 | 32,00 |
| 26 | tlmer | 100.00 | 114.00 | 70.00 | 45.60 | 30.40 |
| 62 | tlmon | 185,00 | 111.00 | 74.00 | 44.40 | 20.00 |
| 05 | times | 180.00 | 108.00 | 72.00 | 48.20 | 28.80 |
| 130 | times | 170,00 | 102,00 | 08 00 | 40.80 | 27,20 |
| 150 | 11шон | 160,00 | 96.00 | 64,00 | 88,40 | 25.60 |
| 260 | (Iman | 150,00 | 90.00 | (0.00) | 30,00 | 24,00 |
| 812 | Umor | 140.00 | 84.00 | 50.00 | 88.60 | 22,40 |
| 108 | times | 185,00 | 81.00 | 54,00 | 82.40 | 21.60 |
| 624 | times | 130,00 | 78,00 | 52,00 | 81.20 | 20,80 |
| | | CL | A88 "C | 1" | | |
| 1 | Hine | 120,00 | 72.00 | 48.00 | 28.80 | 10.20 |
| 20 | times | 114.00 | 08,40 | 45.00 | 27.36 | 18.24 |
| 52 | three | 111.00 | 00.00 | 44.40 | 26,64 | 17.70 |
| 65 | thung | 108.00 | 04,80 | 48.20 | 25.62 | 17.98 |
| 180 | times | 102.00 | 01,20 | 40.80 | | - 10.89 |
| 156 | Hines | 90,00 | 67.00 | 88.40 | 28.04 | 15.86 |
| 260 | 11mes | 00,00 | 54.00 | 50.00 | 21.60 | 14,40 |
| | | | | | | |

www.americanradiohistory.com

| | | CIL | ASS "T | " | | |
|-----|--------|--------|---------|---------|-----------|---------|
| | • | I hr. | 1/2 hr. | 1/4 hr. | . 10 min. | 5 min |
| 1 | tlme | 105.00 | 63.00 | 42.00 | 31.50 | 21.00 |
| 26 | times | 99.75 | 59.85 | 39.90 | 29.93 | 19.98 |
| 52 | times | 97.13 | 58.28 | 38.85 | 29.14 | 19.43 |
| 65 | tlmes | 94.50 | 56.70 | 37.80 | 28.35 | 18.90 |
| 130 | times | 89.25 | 53.55 | 35.70 | 26.78 | 17.85 |
| 156 | tlines | 84.00 | 50.40 | 33.60 | 25.20 | 16.80 |
| 260 | tlmes | 78.75 | 47.25 | 31.50 | 23,63 | 15.70 |
| 312 | times | 73.50 | 44.10 | 29,40 | 22.05 | 14.70 |
| 468 | times | 70.88 | 42.53 | 28.35 | 21.26 | 14.18 |
| 624 | tImes | 68.25 | 40.95 | 27.30 | 20.48 | 13.65 |
| | | | ASS "E | | | -0100 |
| | | | | 1 hr | 1/2 br | 1 /4 he |

| | | 1 hr. | 1/2 hr. | 1/4 hr. |
|-----|-------|------------|---------|---------|
| 1 | tline | 200.00 | 120.00 | 80.00 |
| 26 | times | 190.00 | 114.00 | 76.00 |
| 52 | times | 185.00 | 111.00 | 74.00 |
| Gã | times | 186.00 | 108.00 | 72.00 |
| 130 | times | 170.00 | 102.00 | 68.00 |
| 156 | tlmes | 160.00 | 96.00 | 64.00 |
| 260 | times | 150.00 | 90.00 | 60.00 |
| 312 | tlmes | 140.00 | 84.00 | 56.00 |
| 168 | times | | 81.00 | 54.00 |
| 124 | | 130.00 | 78.00 | 52.00 |
| rhe | | o announ | cements | sold in |
| | | Rochester. | | |

kato, and KFAM, St. Cloud.

| | | ANN | IOUNC | EMEN | TS | | |
|-----|----------|-------|-------|---------|-------|-------|-------|
| | | Class | "A" | Class | "B" | Class | "C" |
| | | (*) | (†) | (*) | (†) | (*) | (†) |
| 1 | time | 22.00 | 16.00 | 18.00 | 15.00 | 14.00 | 9,00 |
| 26 | times | 20.00 | 15.20 | 17.10 | 14.25 | 13.30 | 8.55 |
| 52 | times | 20.35 | 14.80 | 16.65 | 13.88 | 12.95 | 8.33 |
| 65 | times | 19.80 | 14.40 | 16.20 | 13.50 | 12.60 | 8.10 |
| läŏ | times | 18.70 | 13.60 | 15.30 | 12.75 | 11.90 | 7.65 |
| 156 | times | 17,00 | 12.80 | 14.40 | 12.00 | 11.20 | 7.20 |
| 200 | | 16.50 | 12.00 | 13.50 | 11.25 | 10.50 | 6.75 |
| 112 | times | 15.40 | 11.20 | 12.00 | 10.50 | 9.80 | 6.30 |
| 68 | times | 14.85 | 10.80 | 12.15 | 10.13 | 9.45 | 6.08 |
| 124 | | 14.30 | 10.40 | 11.70 | 9.75 | 9.10 | 5.85 |
| | ouncemer | | | | | | |
| | | | | or sour | | | extra |
| | | | | Jou | | | |

ditional charges made for sound effects or extra
volces.

(*) ne minute (125 words maximum).
(*) Pifteen seconds (30 words).
Class "A".—6:90 p.m. to 10:90 p.m. dally.
Class "A".—6:200 p.m. to 10:90 p.m. week days and
12:90 noon to 6:30 p.m. Sundays:
Class. "C".—6:90 a.m. to 12:90 noon, 1:00 p.m. to
6:00 p.m. and 10:20 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 teviews 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 Office 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

orders subject to conditions of standard form of contract.

Discounts allowed retroactively on the number of broadcasts given within a year. Programs of five militutes or more and announcements cannot be combined to curn 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.

Personnel

Pres. & Gen'l Mgr.—Stanley E. Hubbard.

Vice-Pros. & Treas.—Konneth M. Hance.

Sales Managor—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—Commodore Hotel, St. Paul, Minn.
See listing under "Network and Group Listings,"
Personnel
Gon'l Mirr. & Pres.—John W. Bolor.
Sales & Merch. Mir.—William L. Wallace.
Production Manager—Donn Clayton.
Representatives
For Tates, time clearance, schedules, data and other
information, telephone North Central Broadcasting
System, Dale 6595, St. Paul, Minn., collect or wire
the same office collect.

SOUTHERN MINNESOTA NETWORK

101 N. Second St., Mankato, Minn,

KATE—Albert Lea KYSM—Mankato

Rates offective March 16, 1942.

Nates effective March 10, 1942.

Wave—Pewer—Time
Sco Individual listIngs.

Agency Commission
15% to recognized ascencies. No cash discount.

Clineral Advertising

CLANS "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. week days and 12:00 noon to
10:00 p.m. week days and 12:00 noon to
11:1 Ng ti, 20 ti, 52 ti, 10
1 hour 160,00 1-25.50 185.00 127.50 12
1/2 hour 160,00 85.50 81.00 70.50 7
1/4 hour 00.00 85.50 81.00 70.60 7
1/4 hour 10:00 p.m. week days
1 hour 160.00 p.m. week days
1 hour 160.00 95.00 00.00 85.00 81.00 70.00 11
1/4 hour 00.00 85.00 81.00 70.00 81.00 11
1/4 hour 00.00 85.00 81.00 51.00 81
1/4 hour 00.00 85.00 81.00 85.00 81.00 70.00 81
1/4 hour 00.00 85.00 81.00 51.00 81
1/4 hour 00.00 85.00 81.00 51.00 81
1/4 hour 00.00 88.00 80.00 85.00 81.00 81
1/4 hour 00.00 88.00 80.00 84.00 81.00 81

80.00 48.00 82.00 (This listing continued on next page)

16

SOUTHERN MINNESOTA NETWORK—Continued

FREQUENCY RATES
CLASS "A"
(12:00 noon to 1:00 p.m., 7:00 p.m. to 10:00 p.m. week days and 12:00 noon to 10:00 p.m. Sundays)

| | 3 ti. | 4 ti. | 5 ti. | 6 ti. |
|-----------------|--------|-----------|---------|--------|
| I hour | 382.50 | 480.00 | 562.50 | 630.00 |
| 1/2 hour | 229.50 | 288.00 | 337.50 | 378.00 |
| 1/4 hour | 153.00 | 192.00 | 225.00 | 252.00 |
| · . | CLASS | "B" | | |
| (6:00 a.m. to 1 | | on and 1: | 00 p.m. | to |
| | | ek days) | - | |
| 1 hour | 255.00 | 320.00 | 375.00 | 420.00 |
| | 153.00 | 192.00 | 225.00 | 252.00 |
| 1/4 hour | 102.00 | 128.00 | 150.00 | 168.00 |
| | DISCOL | INTS | | |

| Rates for three or more programs per week subject to the following additional discounts for consecutive weekly service: | 13 weeks | 5% |
| 168.00 |
| 178.00 |
| 189.00 |
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ANNOUNCEMENTS
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)
1 tt. 13 tt. 26 tt. 52 tt. 100 tt. 250 tt.

1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 250 tl. 100 words or one minute..... 18.00 17.10 16.95 16.20 15.30 14.40 30 words... 18.50 12.83 12.49 12.15 11.48 10.80 (21.00 p.m. to 6:00 p.m. week days and 6:00 a.m. to 12:00 moon dally 100 words or one minute..... 13.50 12.83 12.49 12.15 11.48 10.80 30 words... 9.00 8.55 8.33 8.10 7.65 7.20 depressentatives The Foreman Company.

ALBERT LEA

KATE



Rate card undated—received December 28, 1987. (Card No. 1.)

Owned and operated by Albert Lea-Austin Broad-casting Co., Inc. Studios-Albert Lea and Austin, Minnesota. Transmitter—Albert Lea, Minnesota.

Vave-Power-Time

Nave.—Power.—Time
Operating power.—250 watta
206.9 meters; 1450 kHocycles.
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.

night.

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.

Seneral 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.

(After 6:00 p.m. and between 12:00 noon and

| 1:00 p.m.) | | | | | | | | |
|------------|-------|-------------|--------|--------|---------|--|--|--|
| | 1 t1. | 13 ti. | 26 ti. | 52 ti. | 100 ti. | | | |
| 1 hour | 84.00 | 79.80 | 75.60 | 71.40 | 67.20 | | | |
| 1/2 hour | 50,40 | 47.78 | 45.36 | 42.84 | 40.32 | | | |
| 1/4 hour | 33.60 | 31.92 | 30.24 | 28.56 | 26.38 | | | |
| 10 minutes | 25.20 | 23.94 | 22,68 | 21.42 | 20.16 | | | |
| 5 minutes | 16.80 | 15.96 | 15.12 | 14.28 | 18.44 | | | |
| | (1 | Before 6:00 | p.m.) | | | | | |
| l hour | 48.00 | 45.00 | 43.20 | 40.80 | 38.40 | | | |
| 1/2 hour | 28.80 | 27.36 | 25.92 | 24.48 | 23.04 | | | |
| 1/4 hour | 19.20 | 18,24 | 17 28 | 16.82 | 15.86 | | | |
| 10 mlnutes | 14.40 | 13.68 | 12.96 | 12.24 | 11.52 | | | |
| 5 minutes | 9.60 | 9.12 | 8.64 | 8.16 | 7.68 | | | |
| | | | | | | | | |

WEEKLY RATES
(Three times weekly)
(After 6:00 p.m. and between 12:00 noon and 1:00 p.m.)

| | Per week for | | | | | | | | |
|-----|--------------|------------|---------|---------|---------|--|--|--|--|
| | | 13 wks. | 26 wks. | 39 wks. | 52 wks. | | | | |
| 1 | hour | 201.60 | 187.50 | 173.38 | 161.23 | | | | |
| 1/2 | hour | 120.96 | 112.50 | 104.04 | 96.77 | | | | |
| 1/4 | hour | 80.64 | 76.21 | 69.37 | 64.51 | | | | |
| 10 | minutes | 60.48 | 56.26 | 52.02 | 48.38 | | | | |
| 5 | minutes | 40,32 | 87.50 | 34.70 | 32.26 | | | | |
| | (E | lefore 6:0 | 0 p.m.) | | | | | | |
| . 1 | hour | 115.20 | 107.14 | 100.27 | 92.16 | | | | |
| 1/2 | hour | 70.56 | 64.27 | 59.30 | 55.29 | | | | |
| 1/4 | hour | 48.56 | 43.54 | 39.65 | 86.86 | | | | |
| 10 | minntes | 36.96 | 82.11 | 29.76 | 27.65 | | | | |
| ត | minutes | 2B.04 | 21.41 | 19.82 | 18.48 | | | | |
| | (F | ive times | weekly) | | | | | | |

Six times weekly—add one-sixth of five time rate.

| | " ITHE WEEKIN | | | | ne rate. | | | | |
|-----|---|-----------|---------|-----------|----------|--|--|--|--|
| (| (After 8:00 p.m. and between 12:00 noon and | | | | | | | | |
| | | 1:00 p. | m.) | • • • • • | | | | | |
| .1 | hour | 316.50 | 297.60 | 278.70 | 259.80 | | | | |
| 1/2 | hour | 187.98 | 176.64 | 165.80 | 153 96 | | | | |
| 1/4 | hour | 123.72 | 116.16 | 108.60 | 101 04 | | | | |
| 10 | minutes | 91.60 | 85.92 | 80.26 | 76.98 | | | | |
| 5 | minutes | 59.46 | 55.68 | 51.90 | 48.00 | | | | |
| | | efore 6:0 | 0 p.m.) | | | | | | |
| 1 | hour | 160.50 | 152.70 | 146.10 | 138,50 | | | | |
| 1/2 | hour | 84.30 | 79.80 | 75.90 | 72.00 | | | | |
| 1/4 | bour | 60.00 | 57.00 | 54.00 | 51,60 | | | | |
| 10 | minutes | 42.90 | 40.20 | 37.50 | 85.70 | | | | |
| 5 | minutes | 28.50 | 26.70 | 24.90 | 23,10 | | | | |
| | | | | | | | | | |

ANNOUNCEMENTS
(12:00 noon to 1:00 p.m., 6:00 p.m. to
10:00 p.m. week days and 12:00 noon to
10:00 p.m. Sundays)
1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 250 ti.

100 words or one minute...... 6.00 5.70 5.40 5.15 4.90 30 words..... 4.00 3.80 3.60 3.40 3.20 srsonnol

ersonnol
President and Manager—Edgar L. Hayek.
Assistant Manager—Warner C. Tidemann.
Sales Manager—Tom H. Lathrop.
epresentatives The Foreman Company.

Representatives

DULUTH

(St. Louis County)



Rates effective October 15, 1941.

Owned and operated by Red River Broadcasting, Inc. Business Ulter and Studies 18 Broadcasting, Inc. Business Ulter and Studies 2528.

Transmitter—Foot of 63rd Ave., W., West Duluth, Minn.

Wave—Fower—Time
Operating power—1,000 watts.
491.8 meters; 610 kilocycles.

Licensed to operate unlimited time.
Operates on Central War Time.
Actual operating schedule: Sundays 7:45 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 midnight.

Agency Commission

Agency Commission
Agency Commission
Agency Commission 15% to agencies recognized by
station. No cash discount. Taient is not subject to
commission. All bills are due and payable by 10th
of month following broadcast
General Advertising
For combination rates see listing of Columbia Broadcasting System (Northwestern Group).
Rates include charges by owners of music copyrights.

CLASS "A."

| CLASS "A" | | | | | | | | |
|-----------------------------------|-------------|--------|---------|--------|--------|-------|-------|--|
| | | (6:00 | p.m. to | 10:00 | p.m.) | | | |
| | | 1 hr | 1/2 hr | 1/4 hr | 10 min | 5 min | 1 min | |
| 1 | time | 100.00 | 50.00 | 32.00 | 24.00 | 16.00 | 10.00 | |
| 13 | times | 93.00 | 47.50 | 30.40 | 22.80 | 15,20 | 9.50 | |
| 26 | times | 90.00 | 45.00 | 28.80 | 21.60 | 14.40 | 9.00 | |
| 52 | times | 85.00 | 42.50 | 27.20 | 20.40 | 13.60 | 8.50 | |
| 78 | times | 80.00 | 40.00 | 25.60 | 19.20 | 12.80 | 8.00 | |
| 104 | times | 75.00 | 37.50 | 24.00 | 18.00 | 12.00 | 7.50 | |
| 156 | times | 70.00 | 35.00 | 22.40 | 16.80 | 11.20 | 7.00 | |
| 208 | times | 65.00 | 32.50 | 20.80 | 15.60 | 10.40 | 6.50 | |
| 260 | times. | 60.00 | 30.00 | 19.20 | 14.40 | 9.60 | 6.00 | |
| 312 | times | 55.00 | 27.50 | 17.60 | 13.20 | 8.80 | 5.50 | |
| | *********** | | CLASS | | | | | |
| (12:00 noon to 6:00 p.m. Sundays) | | | | | | | | |
| 1 | time | 65.00 | | 26.00 | 19.50 | 13.00 | 7.50 | |
| 13 | times | 61.75 | | 24.70 | 18.53 | 12.35 | 7.12 | |
| | | | | | | | | |

| 12 | times | 99,00 | 21.50 | 17.00 | 15.20 | 0.00 | J.30 |
|-----|-------|---------|--------|---------|-------|-------|------|
| | | | CLASS | "B" | | | |
| | (12: | 00 noon | to 6:0 | 00 p.m. | Sunda | ys) | |
| 1 | time | 65.00 | 39.00 | 26.00 | 19.50 | 13,00 | 7.50 |
| 13 | times | 61.75 | 37.05 | 24.70 | 18.53 | 12.35 | 7.12 |
| 26 | times | 58.50 | 35.10 | 23.40 | 17.55 | 11.70 | 6.74 |
| 52 | times | 55.25 | 33.15 | 22.10 | 16.58 | 11.05 | 6.30 |
| 78 | times | 52.00 | 31.20 | 20.80 | 15.60 | 10.40 | 5.98 |
| 04 | times | 48.75 | 29.25 | 19.50 | 14.63 | 9.75 | 5.60 |
| 56 | times | 45.50 | 27.30 | 18.20 | 13.65 | 9.10 | 5.22 |
| 80 | times | 42.25 | 25.35 | 16.90 | 12.68 | 8.45 | 4.84 |
| 60 | times | 39.00 | 23.40 | 15.60 | 11.70 | 7.80 | 4.46 |
| 112 | times | 35.75 | 21.45 | 14.30 | 10.73 | 7.15 | 4.08 |
| | | | CLASS | ''C'' | | | |
| | | | | | | | |

| CLASS "C" | | | | | | | | | |
|-----------|-------|--------|---------|---------|----------|----------|------|--|--|
| | (7:30 | | to 6:00 | p.m. | week (| laya and | 1 | | |
| | 1 | 0:00 p | .m. to | 11:00 p | p.m. dai | ly) | | | |
| 1 | time | 50.0 | 00 30.0 | 0 20.0 | | | 5.00 | | |
| l3 | | 47.1 | 50 28.5 | 0 19.0 | | | 4.75 | | |
| 26 | | 45.0 | 00 27.0 | 0 18.0 | 0 13.50 | 9.00 | 4.50 | | |
| 52 | | 42. | 50 25.5 | 0 17.0 | 0 12.75 | 8,50 | 4,25 | | |
| 78 | times | 40. | 00 24.0 | 0 16.0 | 0 12.00 | 8.00 | 4.00 | | |
|)4 | | | 50 22.5 | 0 15.0 | 0 11.25 | 7.50 | 3.75 | | |
| 56 | times | 35. | 00 21.0 | 0 14.0 | 0 10.50 | 7.00 | 3.50 | | |
| 9 | | 32, | 50 19.5 | 0 13.0 | 0 9.75 | 6.50 | 8.25 | | |
| 60 | times | 30. | 00 18.0 | 0 12.0 | 0 9.00 | 6.00 | 3.00 | | |
| 12 | times | 27. | 50 16.5 | | | 5.50 | 2.75 | | |
| | | | CLA | SS "D' | • | | | | |

(6:30 a.m. to 7:30 a.m. week days, 9:00 a.m.

| | | | L'unuay | | | p. u | |
|-----|-------|-------|---------|---------|-------|------|------|
| | | 12:0 | 00 midn | iht dai | ly) | | |
| 1 | time | 40.00 | 24.00 | 16.00 | 12.00 | 8.00 | 4.0 |
| 13 | times | 38.00 | 22.80 | 15.20 | 11.40 | 7.60 | 3.8 |
| | times | 36.00 | 21.60 | 14.40 | 10.80 | 7.20 | 3.6 |
| | times | 34.00 | 20.40 | 13.60 | 10.20 | 8.80 | 3.4 |
| 78 | times | 32.00 | 19.20 | 12.80 | 9.60 | 6.40 | 3.20 |
| | times | 30.00 | 18.00 | 12.00 | 9.00 | 8.00 | 3.0 |
| | times | 28.00 | 16.80 | 11.20 | 8.40 | 5.00 | 2.8 |
| 208 | times | 26.00 | 15.60 | 10.40 | 7,80 | 5.20 | 2.6 |
| | times | 24.00 | 14.40 | 9.60 | 7.20 | 4.80 | 2.4 |
| 312 | times | 22.00 | 13.20 | 8.80 | 8.60 | 4.40 | 2.2 |
| | | SPE | CIAL F | TEATIT | RES | | |

312 times. 22.00 13.20 8.80 4.60 4.40 2.20
SPECIAL FEATURES
News, sports. time signals, temperature, market and road reports, rates on annitication.
TALKR, SPEECHES, ETC.
General advertising rates apply. Time strictly subject to strangement. Manuscript of talks must be adverted to a subject to strangement. Manuscript of talks must be attended to the subject to strangement. All subject to strangement and advance TALKEN.
Talent available for radio presentation or public appearance. HEMOTE CONTROL
Estimates fulrished on remote broadcasts. SERVICE FACILITIES
Production merchandising continuity departments available to advertisers, Certified promotion, originated and registered by station.
Contract and Other Requirements
Contracts limited to one year. All programs and announcements subject to approva by station mannagement program nosition subject to time available Frequency discounts apply on contracts earned. Advertising of alcoholic beverages other than beer and light wine not accepted.

Closing Time

Closing date for sponsored programs is one week in advance; for announcements. talks. speeches. etc., 24 hours in advance.
Mechanical Program Eduipment 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 LeMasurfer.
Commercial Manager—Odin S. Ramsland.

Representatives Free & Peters. Inc.

Considered by the Mutual Broadcasting System as their Duluth-Superior outlet, For rates and data see listing under Superior. Wisconsin.

WEBC (Established 1924)



tates effective February 15, 1942.

Uwned and operated by Boad of The Lakes Broadcasting Company, Inc.

Business Office—Weller Building, Dujuth, Midnesota,
Meirose 1537
Transmitter—Superior. Wisconsin.

Wave—Power—Time
Operating power—5.000 watts.

___imi', modulation—crystal control)
227.3 meters; 1320 kilocycles.
Licensed to oberate full time.
Operates on Central War Time.
Operates 16 hours on Sunday and 17 hours week days.
Agency Commission

Agency Commission
Agency Commission
Agency Commission 15% to recognized agancies.
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 Broad-casting Company (Basic Supplementary), Blue Net-work Company, North Central Broadcasting System and Arrownead Network. Affiliated with Northwest Network.
The following rates are for both local and national advertising.

acterising.

Rates include radio charges by owners of music copyrights.

CLASS "A"

| | | CLASS | A | | | |
|-----------|------------|----------|--------|-------|---------|-------|
| | (6:00 | p.m. to | 10:00 | p.m.) | | |
| | 1 | 1/2 | 1/4 | 10 | 5 | 1 |
| | hour | hour | hour | min. | min. | min. |
| 1 time. | 140.00 | 75.00 | 37.50 | 27.50 | 18.00 | 12.00 |
| 26 time: | s 133.00 | 71.25 | 35.63 | 26.13 | 17.10 | 11.40 |
| 52 time | s 129.50 | 69.38 | 34.69 | 25.44 | 16.65 | 11.10 |
| 65 time: | s., 126.00 | 67.50 | 33.75 | 24.75 | 16.20 | 10.80 |
| 130 time: | s 122.50 | 65.63 | 32.81 | 24.06 | 15.75 | 10.50 |
| 156 time. | s 119.00 | 63.75 | 31.88 | 23.38 | 15.30 | 10.20 |
| 260 time | s., 112.00 | 60.00 | 30.00 | 22.00 | 14.40 | 9.60 |
| 312 time | s., 108.50 | 58.13 | 29.06 | 21.31 | 13.95 | 9.30 |
| 468 time | s 105.00 | 57.75 | 28.13 | 20.63 | 13.50 | 9.00 |
| 624 time | s 98.00 | 52.50 | 26.25 | 19.25 | 12.60 | 8.40 |
| | | CLASS | "B" | | | |
| (7:00 | a.m. to | 6:00 p.n | u. and | 10:00 | p.m. te | |

| | | | 10:30 | p.m.) | | | |
|-----|-------|--------|-------|--------|-------|------|------|
| 1 | time | 70.00 | 37.50 | 18.75 | 13.75 | 9.00 | 6.00 |
| 26 | times | 66.50 | 35.63 | 17.82 | 13.07 | 8.55 | 5.70 |
| 52 | times | 64.75 | 34.69 | 17.35 | 12.72 | 8.32 | 5.55 |
| 65 | times | 63.00 | 33.75 | 16.88 | 12.38 | 8.10 | 5.40 |
| 130 | times | 61,25 | 32.82 | 16.41 | 12.03 | 7.88 | 5.25 |
| 156 | times | 59.50 | 31.87 | 15.94 | 11.69 | 7.65 | 5.10 |
| 260 | times | 56.00 | 30.00 | 15.00 | 11.00 | 7.20 | 4.80 |
| 312 | times | 54.25 | 29.07 | 14.53 | 10.66 | 6.98 | 4.65 |
| 468 | times | 52.50 | 28.88 | 14 07 | 10.32 | 6.75 | 4.50 |
| 624 | times | 49.00 | 26.25 | 13.12 | 9.63 | 6.30 | 4.20 |
| 021 | | | CLASS | | | | |
| | | (10:30 | | o 7:00 | a.m.) | | |
| 1 | tlme | 46.67 | 25.00 | 12.50 | 9.17 | 6.00 | 4.00 |
| o.c | | 44.94 | 02.75 | 11 00 | 0.71 | 5 70 | 4 60 |

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 programs not turnished by but presented in, studios of WFRC.

grams not turnance by but becomes in estudies of WFIRC.

Contract and Other Requirements. No blanket orders accepted. Advertising of bard liquor accepted after 10:30 p.m.. The rates herein duoted 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 advertisor does not use number of overams specified in contracts within alloited time, he agrees to pay the schedule of rates in offect on date of his contract for the number of programs horoadcast. Manf announcers serve all advertises without additional charge.

(This listing continued on pert 1940)

MINNESOTA—Continued

DULUTH—Continued WEBC-Continued

No contract accepted for longer period than one year. An uroaccesting programs are subject to the approval of station management; and any program submitted may be revised or rejucted; and any contract for broadcasting may be cancelled by management of station on two weeks written notice, without incurring any liability therefor. Station reserves the right to cancel, postone, or advance time of advertiser's program if it interferes with broadcasting of public message or announcements of national or sectional interest.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/8 and 78 r.p.m. double turn-tables. (Facilities for handling vertical cut records.)

Personnel General Manager-Walter C. Bridges. Business Manager-Thomas W. Gavin

Representatives
George P. Hollingbery Company

FERGUS FALLS

Otter Tail County

KGDE

(Established 1926)

Rates received May 17, 1942.
consider and operated by KGDE Broadcasting Co.
Studio—Fergus Falls, Minn., telephone 3986.
Transmitter—Fergus Falls, Minnesous

Transmitter—Ferrus Fails, Milliesona
Wave—Power—Time
Operating power—250 watts to local sunset: 100 watts
thereafter.
21:00% modulation—crystal control.)
24:30 meters; 1230 kilocycles.
Licensed to operate full time on local channel.
Operates on Central War Time.

Agency Commission
Agency commission 15% on time rates only. No discount on talent. Cash discount 2%—10 days from invoice date.

involce date.

General Advertising
For combination rates see listings of Mutual Broadcasting System and North Central Broadcasting System (Minnesota Group).

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 10:00 p.m.)

| I [[UUI | |
|--------------------------|---------------------------|
| I/2 hour | 25.00 |
| 1/4 hour | |
| | |
| | |
| 5 minutes | 7.00 |
| /10:00 A- 0:00 | > > |
| (10:00 a.m. to 6:00 p.m. | |
| 1 hour | 45.00 |
| 1/2 hour | 22.50 |
| 1/4 hour | |
| | |
| | |
| 5 minutes | 6.00 |
| (6:00 a.m. to | 10.00 1 |
| | |
| 1 hour | |
| 1/2 hour | 20.00 |
| 1/4 hour | |
| | |
| | |
| 5 minutes | 5.00 |
| DISCO | rrsime. |
| | |
| 13 times 5% | 104 times 25% |
| 26 times 10% | 208 times 27-1/2% |
| 39 times 15% | 300 times and over 30% |
| | DOO CHINES AND OTEL DO TO |
| | |
| ANNOUNC | EMENTS |
| 01 m a 00:3) | |
| | |

(6:00 p.m. to 10:00 p.m.) (10:00 a.m. to 6:00 p.m.) (10:00 a.m. to 0.00 p.m.,
190 words.
50 words.
25 words.
60:00 n.m. to 10:00 n.m.)
100 words.
25 words.
25 words. $\frac{2.25}{1.75}$ $\frac{1.75}{1.35}$

20 World 1.60
POLITICAL TALKE
All political talks are carried at national rates and
must be submitted to station prior to broadcast. Cash
with order.
RECORDED PROGRAMS
Musical transcription library available. No extra
charge.

TALENT Itates on reduest.

REMOTE CONTROL.
Facilities for remote pick-ups outside of studius.
Expenses of such pick-ups charged at cost.

Contract and Other Requirements
No hard liquor advertising accepted.
Hatton reserves the right to re-schedule any commercial period; sulject to immediate cancellation if not acceptable to advertiser.
Hatton reserves the right to cancel all programs of objectionable character.

Closing Time flowing date of program service one week in advance of breadcast.

Machanical Program Equipment Equipped to handle trogenous by electrical transcrip-tion, using 32-1/8 and 78 r.u.m. double turn-tables Personnel

ereannai Managar-C, L, Jaran.

Remeanutatives

HIBBING

(St. Louis County) WMFG



Rates effective February 1, 1942.

Owind and operated by the Head of the Lakes Broad-casting Company. Business Office and Studio—Androy Hotel. Hibbing Minnesota. telephone 1150. Transmitter—Hibbing, Minnesota

Minnesota, telephone 1150,
Trainsnitter—Hibbing, Minnesota

Wave—Power—Time

Operating power—250 watts,
241,9 meters; 1240 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 due and payable by 10th
of month following broadcast, No cash discount.
General Advertising
For combination rates see listings of Biue Network
Company (Basic Supplementaries), North Central
Broadcasting System (Bridges Group) and Arrowhead Network. Affiliated with Northwest Network.
WMFG, Hibbing, and WHLB, Virginia, are sold
nationally as one unit at the following combination
rates:

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

1 1/2 1/4 10 5 1

| | | 1 | 1/2 | 1/4 | 10 | 5 | 1 |
|-----|-------|-------|---------|-------|-------|------|------|
| | | hour | nour | hour | | min. | min. |
| ı | time | 60,00 | 36.00 | 24.00 | 14.40 | 9.60 | 6.00 |
| 26 | times | 57.00 | 34.20 | 22.80 | 13.68 | 9.12 | 5.70 |
| 52 | times | | 33.30 | 22.20 | 13.32 | 8.88 | 5.55 |
| 65 | times | | 32.40 | 21.60 | 12.96 | 8.64 | 5.40 |
| 130 | times | 51.00 | 30.60 | 20.40 | 12.24 | 8.16 | 5.10 |
| 156 | times | | 28.80 | 19.20 | 11.50 | 7.68 | 4.80 |
| 260 | times | 45.00 | 27.00 | 18.00 | 10.80 | 7.20 | 4.50 |
| 312 | times | 42.00 | 25.20 | 16.80 | 10.08 | 6.72 | 4.20 |
| | | | CLASS | "B" | | | |
| | | (7:00 | a.m. to | 6:00 | p.m.) | | |
| 1 | time | | 18.00 | 12.00 | 7.20 | 5.00 | 3.75 |
| 26 | times | | 17.10 | 11.40 | 6.84 | 4.75 | 3.56 |
| 52 | times | 27.75 | 16.65 | 11.10 | 6.66 | 4.63 | 3.47 |
| 65 | times | | 16.20 | 10.80 | 6.40 | 4.50 | 3.38 |
| 130 | times | | 15.30 | 10.20 | 6.12 | 4.25 | 3.19 |
| 156 | times | | 14.40 | 9.60 | 5.76 | 4.00 | 3.00 |
| 260 | times | | 13.50 | 9.00 | 5.40 | 3.75 | 2.82 |
| 312 | times | | 12.60 | 8.40 | 5.04 | 3.50 | 2.63 |
| | | SPE | CIAL F | EATU | RES | | |

312 times.... 21.00 12.50 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. No agency commission allowed.

ELECTRICAL TRANSCRIPTIONS

Electrical transcription 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 the transcriptions.

Contract and Other Requirements

asked to provide both stations with a set of the transcriptions.
Contract and Other Requirements
lates 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 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 manakement 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 liahility therefor. Station reserves the right to cancel, postpone, or advance time of advertiser's program if it interferes with broadcasting of public message or announcement of acctional or national interest.

Mechanical Program Equipment

Equipped to fandle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for vertical cut recordings.

Manager-H. S. Hyett.

MANKATO

(Blue Earth County) KYSM (Established 1988)



Hates effective April 1, 1989. (Card No. 2.)
Owned and operated by F. B. Clements & Company.
Bualness Office and Studio—101 North Second Street,
Mankito, Minnesota. Mankata 4673.
Transmitter—Nicollet County. one mile west of North
Mankito on U. S. Highway No. 14.

Wave—Power—Time
Operating maver—250 watts,
243.0 materia; 1230 kilocyoles.
Licensed to operate unlimited time.
Operates on Central War Time.
Agency Commission 15% to recognized agencies on
net station time. No commission on political broadcasts. No samb discount. Bills due and payable when
rendered
General Advertiting
For combination rates see Hatings of National Broadcasting Campany (Hasie Supplementary) and Blue
Naturate Campany. Affiliated with Northwest Network
inters implied charges by owners of music copyrights,

CLASS "A"

(11:30 s.m. to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)

1 tt. 13 tt. 26 it. 52 tt. 104 tt. 250 tt. 2 hour..... 48.00 45.00

5 minutes 13.00 12.50 12.00 11.50 11.00 CLASS "C"
(6:00 a.m. to 8:30 a.m., 10:00 p.m. to 1:00 a.m. weeks days and 7:90 a.m. to 12:00 noon Sunday;
1 hour 40.00 38.00 36.00 34.00 32.00 2/2 hour 17.00 12.00 20.00 1/4 hour 17.00 12.50 15.50 15.50 14.75 14.00 15 minutes 9.00 8.50 8.00 7.50 7.00 5 minutes 9.00 8.50 s.vv
5 minutes 9.00 8.50 s.vv
STRIP RATES
(Consecutive Weeks Only)
Three or more times per week:
CLASS "A"

CLASS "A"
(II:30 a.m. to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)

-Per week | Terr | Vertical | Terr | Vertical | Terr | Vertical | Terr | Te

frequency discounts.

CLASS "A"

(11:30 a.m. to 1:00 p.m. and 6:00 p.m. to
10:00 p.m.)

1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 250 ti.
100 words..... 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

CLASS "B"

(8:30 a.m. to 11:30 a.m., 1:00 p.m. to 8:00
p.m. week days. and 12:00 noon to 6:00 p.m.

Sunday)

100 words.... 6:00 5:70 5:40 5:15 4:90 4:65

100 words..... 6.00 5.70 5.40 5.15 4.90 4.65 30 words..... 4.00 3.80 3.60 3.40 3.20 8.10

30 words.... 4.00 8.80 3.00 3.40 3.20 8.10 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 Sunday 100 words.... 4.00 3.00 2.85 2.70 2.55 2.40 2.25

cles. ELECTRICAL TRANSCRIPTIONS
Transcription library services available. Rates and details on request.
Studio staff talent available. Special talent arranged on request.

REMOTE COMMUNICATIONS

on request.

REMOTE CONTROL

Wire and mechanical charges to be paid by the advertiser and are net. No agency commission.

Contract and Other Requirements
Result 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.

Modinaled Program Equipment
Shullped to handle programs by electrical transcription, using 83-1/8 or 78 r.p.m. double turn-tables for both vertical or lateral out recordings.

Personnel
General Manager—John F. Meagher.

Representatives
'The Personnel

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-ecempetitive 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:

MINNEAPOLIS—ST. PAUL (Minneapolis, Hennepin County; St. Paul. Ramsey County)

KSTP (Established 1928)



BROADCASTING CO.

Bates effective October 1, 1941.
Owned and operated by KSTP, Inc.
Executive Offices—St. Paul Hotel. St. Paul. Minn.
Studios—Radisson Hotel. Minneapolis. Minneapols.
and St. Paul Hotel. St. Paul, Minn., Cedar 5511.
Transmitter—Highway 61 and County Road C. Ramsey County, Minnesota.
Wave—Power—Time
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
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.

casting common c

| TIME RAIDS | | | | | | | | | |
|------------|-------|--------|---------|---------|---------|--------|--|--|--|
| | | | CLASS | A,, | | | | | |
| | | (6:00 | | | n.) | | | | |
| | | 1 br. | 1/2 hr. | 1/4 hr. | 10 min. | 5 min. | | | |
| 1 | tlme | 400.00 | 240.00 | 160.00 | 120.00 | 80.00 | | | |
| 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 | | | |
| | 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 | | 270.00 | 162.00 | 108.00 | 81.00 | 54.00 | | | |
| | | | | | | 52.00 | | | |
| 624 | umes | 260.00 | 156.00 | 104.00 | 78.00 | 52.00 | | | |
| | | | | | | | | | |

| | | | | CLASS | В | | | | |
|-----|------------|---------|-----|---------|--------|-------|-------|------|-------|
| | (9:00 | a.m. to | 6 | 00 p.m. | week | day: | and | 9:00 | |
| | | a.m. 1 | 0 | 12:00 n | oon S | unday | 73) | | |
| 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 | | | | 111.00 | 74. | 00 | 55.50 |) | 37.00 |
| 65 | | | | 108.00 | 72. | .00 | 54.00 | 0 | 30.00 |
| 130 | | 170.00 | | 102.00 | 68 | .00 | 51.00 | 0 | 34.00 |
| | | 160.00 | | 96.00 | 64. | on. | 48.0 | Ď | 32.00 |
| | | 150.00 | | 90.00 | 60 | | 45.00 | j | 30.00 |
| | | 140.00 | | 84.00 | | .00 | 42.0 | Ď | 28.00 |
| 468 | | 135.00 | | 81.00 | 54 | | 40.5 | | 27.00 |
| 624 | | 130.00 | | 78.00 | | ŎŎ | 39.0 | | 26.00 |
| 044 | · ········ | 100.00 | | CLASS | ···c×· | | 00.0 | • | |
| | /10·00 | | • ~ | 11/15 | | and. | 6 +00 | a .m | |

| | | | CLASS | U | | |
|----|--------|--------|----------|----------|----------|-------|
| | (10:00 | p.m. | to 11:15 | p.m. and | 6:00 a.t | n. |
| | | | to 9:00 | a.m.) | | |
| 1 | time | 135.00 | 80.00 | 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 |
| | times | | | 49.50 | 36.00 | 24.75 |
| | | 114.75 | 68.00 | 46.75 | 34.00 | 23.38 |
| | | 108.00 | | 44.00 | 32.00 | 22.00 |
| | times | | | 41.25 | 30.00 | 20.63 |
| | times | 94.50 | | 38.50 | 28.00 | 19.25 |
| | times | 91.12 | | 37.12 | 27.00 | 18.56 |
| υø | times | 91.14 | 34.00 | 31.12 | 21.00 | 10.00 |

| 24 | times | 87.75 | 52.00 | 35.75 | 26.00 | 17.87 |
|-----|-------|----------|--------|---------|---------|---------|
| | | | CLASS | "D" | | |
| | (1 | 2:00 noc | | D.m. Su | ndays) | |
| 1 | time | 300.00 | 180.00 | 120.00 | | |
| 26 | | 285.00 | 171.00 | 114.00 | | |
| 52 | times | 277.50 | 166.50 | 111.00 | ******* | |
| 65 | | 270.00 | 162.00 | 108.00 | | ****** |
| 30 | times | 255.00 | 153.00 | 102.00 | | ****** |
| | | 240.00 | 144.00 | 96.00 | | ******* |
| :60 | times | 225.00 | 135,00 | 90.00 | ****** | ****** |
| 12 | times | 210.00 | 126.00 | 84.00 | ****** | ****** |
| 68 | times | 202.50 | 121.50 | 81.00 | | ******* |
| 24 | times | 195.00 | 117.00 | 78.00 | ******* | ****** |
| | | | CLASS | "E" | | |

(11:15 p.m. to 6:00 a.m.)

(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 sponsor within the
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
class' notice.

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 volces, (f) (f) (f) (f) (f)

| | | (†) | (‡) | (†) | (1) |
|-----|---------------|-----------|------------|-------|--------------|
| 1 | time | 75.00 | 50.00 | 25.00 | 15,00 |
| 26 | times | 71.25 | 47.50 | 23.75 | 14.25 |
| 52 | times | 69.37 | 46.25 | 23.12 | 13.87 |
| 65 | times | 67.50 | 45.00 | 22.50 | 13.50 |
| 130 | times | 63.75 | 42.50 | 21.25 | 12.75 |
| 156 | times | 60.00 | 40.00 | 20.00 | 12.00 |
| 260 | times | 56.25 | 87.50 - | 18.75 | 11.25 |
| 312 | times | 52.50 | 35.00 | 17.50 | 10.50 |
| 468 | times | 50.62 | 33.75 | 16.87 | 10.12 |
| 624 | times | 48.75 | 32.50 | 16.25 | 9.75 |
| C | lass "A"-6:00 | p.m. to 1 | 10:00 p.m. | | |

Class "A"—6:00 p.m. to 10:00 p.m. and 10:01 p.m. to 1:00 a.m. to 1:00 a.m. (†) One minute 125 words). (†) 15 seconds (30 words).

".

 tracting for three or more participations weekly:
 1 time.
 32.50
 130 times.
 27.63

 26 times.
 30.88
 156 times.
 26.00

 52 times.
 30.08
 250 times.
 24.38

 55 times.
 22.25
 312 times.
 21.75

 Time signals at regular announcement rates.
 ELECTRICAL TRANSCRIPTIONS

 ELECTRICAL TRANSCRIPTIONS
 Electrical transcriptions accepted at regular program rates.
 Not restricted to certain hours.

 Transcription library services available — rates on regular regular.
 Transcription rates on regular regular.

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.

acudios. 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 80 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.

vance. Our scheral publicity two weeks in ad-echanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. lateral and vertical double turn-table equipment.

Personnel
President & General Mgr.—Stanley E. Hubbard.
Vice-President & Treasurer—K. M. Hance.
Sales Manager—Ray C. Jenkins.
Sales Promotion Manager—Sam L. Levitan.
nepreventatives
Edward Petry & Company. Inc.

WCCO



Rates effective February 1, 1942. (Card No. 15.)

Owned and operated by Columbia Broadcasting System. Inc.

Business Office and Studio—225 Second Ave., 8o.,

Minnespolis, Minnesota, Main 1292.

Other Studios—Hotel Lowry, St. Paul, Minnesota,

Cedar 7666, After office fours, Midway 2355.

Transmitter—Anoka, Minnesota.



MINNESOTA—Continued

Minneapolis-St. Paul—Continued W C C O—Continued

/ave—Power—Time
Uperating power—50,000 watta,
(100% modulation—hear regulated crystal control.)
36.4 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 (Northwestern 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 BATES
Without Talent—Gross

| | CLASS "A" | | | | | | |
|---|------------------------|------------|------------|---------|--|--|--|
| | (6:00 p.m. to 1 | 0:00 p.m. | | _ | | | |
| | | | Per we | | | | |
| | | l hr. | 1/2 hr. | | | | |
| 1 | day | . 525.00 | | | | | |
| 2 | days | | 630,00 | 420.00 | | | |
| 8 | days | | 850,50 | 567.00 | | | |
| 4 | days | | | 756.00 | | | |
| 5 | days | | | 945.00 | | | |
| 6 | daya | | | | | | |
| - | G | | -, | -, | | | |
| | CLAS | g "B" | | | | | |
| | | | p.m. to 6 | :00 | | | |
| | p.m. week days, 9:0 | | | .m. | | | |
| | Sunday and 10:00 p.n | . to 10:30 | p.m. da | lly) | | | |
| | 1 hr. 1/2 h | | | °5 min. | | | |
| 1 | day 340.00 204.0 | | | 68.00 | | | |
| 2 | days 680.00 408.0 | | | 136.00 | | | |
| 3 | days 918.00 550.8 | | | | | | |
| 4 | days 1.224.00 734.4 | | | | | | |
| ŝ | days 1,530.00 918.0 | | | | | | |
| ĕ | days 1.632.00 979.2 | | 489.60 | 326.40 | | | |
| ٠ | Gass. 1.002.00 212.2 | 0 002.00 | | 020.10 | | | |
| | CLAS | g "c" | | | | | |
| | (1:30 p.m. to 4:30 p.n | | 7s. and 10 | :30 | | | |
| | p.m. to 11:0 | | | | | | |
| 1 | day 262.50 157.5 | | 78.75 | 52.50 | | | |
| 2 | days 525.00 315.0 | | 157.50 | 105.00 | | | |

| U | uaja | 1,200.00 | 190.00 | 303.00 | 313.00 | 202.00 |
|---|------|---|-----------|-----------|---------|---------|
| | | | | "D" | | |
| | | (7:00 a. | m. to 9:0 | 10 a.m. d | a117) | |
| | | | | 1 hr. | 1/2 hr. | 1/4 hr. |
| ı | day | | | . 190.00 | 114.00 | 76.00 |
| | | | | | 228.00 | 152.00 |
| ā | dava | | | 513.00 | 307.80 | 205.20 |
| | | | | | 410.40 | 273,60 |
| | | | | | 513.00 | 842.00 |
| | | *************************************** | | 010.00 | E 47 00 | 004 BA |

CLASS "E" (11:00 p.m. to 12:00 midnight and 6:00 a.m.

| | | | to riou a | .111. / | | |
|---|------|--------|-----------|---------|---------|---------|
| | | l hr. | 1/2 hr. | 1/4 hr. | 10 min. | *5 min. |
| ı | day | 158.00 | 94.80 | 63.20 | 50.56 | 31.60 |
| 2 | days | 316.00 | 189.60 | 126.40 | 101.12 | 63.20 |
| 3 | days | 426.60 | 255.96 | 170.64 | 136.51 | 85.32 |
| 1 | days | 568.80 | 341.28 | 227.52 | 182.02 | 113.76 |
| 5 | days | 711.00 | 426.60 | 254.40 | 227.52 | 142,20 |
| ß | days | 758.40 | 455.04 | 303.36 | 242.69 | 151.68 |
| | | | | | | |

(*) 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 appelled 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 kross time clustee per period (i.e., one time per week rate, shown under "General Broadcasting Time Rates" of the said additional broadcast will be requeed by 10% if the advertiser is already earning a 3, 4 or 5 time per week frequency rate, and will be reduced by 10% if the advertiser is already earning a 8 or more time per week frequency rate, provided the gross time charge per period (one time per week frequency rate, provided the gross time charge per period freedy being charged.

Weekly Doller Volume Discount

Weekly Dollar Volume Discount
Weekly dollar volume discounts not applicable of
schedules of less than eight consecutive weeke of
broadcasting under "General Broadcasting Time

| Jeens than 230.00 | weekly | | None |
|-------------------|---------------|---------------|---------|
| 230.00 or more | but loss than | 890.00 wkty | 2-1/2% |
| 350 bb or more | | 550.00 wkly | 5% |
| 550 00 or more | but loss than | 710.00 wkly | 7-1/2% |
| 710 00 or mute | but less than | 870.00 wkly | |
| 870 00 or more | but less than | 1,080,00 wkly | 12-1/2% |
| 1.030.00 or more | weekly | | 15% |

28 ti. 28.80 24.00

non-cancellable contract, 25% annual discount plus applicable doilar volume discount on the balance.

Station Breaks: Between 6:00 p.m. and 10:00 p.m., one per eventing, copy limited to 25 words including time aignal, each 34.00; per week 933.00. No time discounts. Before 6:00 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 178.00. No time discounts. 20% surcharge on electrical transcriptions.

Open House: 45 minutes Saturday morning, live talent musical variety program, including two 10 minutes 850.00; 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.

riog.

REMOTE CONTROL

Programs originating outside the studies 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.

talent and prices on request.

Contract and Other Requirements
Contracts not accepted more than 60 days in advance
of initial programs. 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 38-1/8 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.

WDGY (Established 1928)



Rates effective January 1, 1942. (Card No. 12.)
Owned and operated by WDGY Broadcasting Station.
Business Office and Studios—Hotel Nicellet. Minneapolls. Minn., Br. 7777 and Mi. 6563.
Transmitter—6 miles west of Minneapolis on Wayzata Boulevard.

Wave—Power—Time
Operating power—5,000 watts to local sunset: 500
watts for one hour after local sunset.
(100% modulation—crystal control.)
215.5 meters; 1130 kilocycles.
Operates on Central War Time.
Licensed to operate one hour after local sunset on clear cliannel.

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 weekby. Itilia due 10th of following month.

tails. No cash inscount. All involves inside wearly. Hills 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 brondcasting facilities (1.0, time on the aft) and 75% of such rate represents the station service and production cost. Talont is not included unless otherwise specified.

All discounts apply as earned, no discount being silowed until earned under terms of contract.

CIASIS "A"

(11:30 s.m. to 1:30 p.m. and 5:30 p.m. to sign-off week days and 12:00 noon to sign-off sundays)

1 1/2 1/r. Bundays)

1 1/2 1/r. min. min. wds. wds.

1 tline...... 140.00 75.00 45.00 25.00 7.00 0.00 5.00

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)

1/

1/

| | | | | –Per week | | |
|----|---------|-----------------|----------|-----------|---------|--|
| | nour: | | 13 wks. | | 52 wks. | |
| 3 | times | weekly | 103.28 | 97.54 | 86.06 | |
| 5 | times | weekly | . 133.88 | 126.00 | 110.25 | |
| 6 | times | weekly | . 160.65 | 141.75 | 132.30 | |
| 2 | hour: | | | | | |
| 3 | times | weekly | . 172.13 | 162.57 | 143.44 | |
| 5 | times | weekly | 223,12 | 210.00 | 183.75 | |
| 6 | times | weekly | . 267.75 | 236.25 | 220.50 | |
| | | CLASS | "B" | | | |
| 11 | 9:00 я. | m. to 11:30 a.m | 1:30 | n.m. to | 2:30 | |

1/4 hour:

| | | weekly | | 75.86 | 66.9 |
|----|-------|----------|--------|--------|-------|
| .5 | times | weekly | 104,13 | 98.00 | 85.7 |
| 6 | times | weekly | 124.95 | 110.25 | 102.9 |
| | hour: | | | | |
| 3 | times | weekly | 114.75 | 108.38 | 95.6 |
| 5 | times | weekly | 148.75 | 140.00 | 122.5 |
| 6 | times | weekly | 178.50 | 157.50 | 147.0 |
| | | OT 100 f | | | |

(6:00 a.m. to 9:00 a.m. and 2:30 p.m. to 4:00 p.m. week days)

| 3 | times | weekly weekly weekly | 95.20 | 69.36 89.60 100.80 | 61.20 78.40 94.08 |
|---|-------|----------------------------|------------------|---------------------------|---------------------------|
| 3 | times | weeklyweekly | 133.87 160.65 | 97.54 126.00 141.75 | 86.07 110.25 132.30 |

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. end 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 12:30 noon and 12:10 p.m. to 12:30 p.m., Monday through Friday—Rates on request.

Sunday Hayride—Haif 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.

bers. 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.

REMIOTE 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 excepted 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 resule. 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 sit checks. Equipped with portable recording equipment for 38-1/3 and 78 r.p.m.

Personnel
General Manager—George W. Young
Commercial Manager—Leo I. Whiting.

Representatives William G. Rambeau Company.

WALDORF CRACKERS

AULLED J. 333

RS 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. MICH Agency: George Hartman, D 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 ixes: Average of 10 sets of China per week Prizes: 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. LAKE MICHIGAN

"The Northwest's Best Buy"

DR. GEORGE YOUNG, Owner and General Manager - LEE WHITING, Commercial Manager

NATIONAL REPRESENTATIVES: WILLIAM G. RAMBEAU COMPANY

ESTABLISHED IN 1923

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 tima.

WLOL (Established 1940)



Hates effective December 1, 1941. (Card No. 4.)
Owned and operated by The Independent Merchants
Broadcasting Company.
Business Office and Studio—1730 Hennepin Avenue.
Minnespolis, Minnesota.
Transmitter—2508 Myrtic 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 recognized by station. No commission on political talks.
No cash discount. All invoices mailed weekly. Bills
due the 10th of following month.

use the 19th of following month.

General Advertising

For combination rates see listings of Mutual Broadrasting System and North Central Broadcasting System (fee) Market Group).

The following rates are for local and national advertising.

The following rates are for focal and national at tising:

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

1 hour 175.00 168.25 17.50 148.75 1
1/2 hour 105.00 99.75 94.50 89.25
1/4 hour 65.00 61.75 58.50 55.25

(9:00 a.m. to 1:00 p.m. 4.30 p.m. to 6:00 p.m. week days, 9:00 a.m. to 6:00 p.m. Sundays and 10:00 p.m. to 6:00 p.m. Sundays and 10:00 p.m. to 1:030 p.m. dally)
1 hour 65.00 61.75 58.50 55.25
1/2 hour 40.00 38.00 34.00 24.70 23.40 22.10

20.00 24.70 23.40 CLASS "C" (All other time)
1 hour 45.00 42.75 40.50 1/2 hour 32.00 30.40 28.80 1/4 hour 22.00 20.90 19.80 10 minutes—3/4 of 1/4 hour rate; 5 of 1/4 hour rate. 38.25 27.20 18.70 5 minutes-

WEEKLY FREQUENCY RATES
CLASS ''A"
(6:00 p.m. to 10:00 p.m.)

| Description |

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.

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

Niation Artista' Bureau has musical talent available as well as dramatic and commercial copy artista.

REMOTE CONTROL.

Nervice charge for programs originating outside of studios made at actual cost of lines and other production expense.

HERVICE FACILITIEN

Complete merchandising service program ideas created. Complete continuity service. Rupervised production.

Contract and Other Requirements.

Here and litch wine advertising accepted. No hard liquor accounts 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 tigned. 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 service shall be determined by the atation.

Closing Time

Closing Time
Contracts close one week in advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcripfor vertical and lateral cut recordings.

Personnel
President—Charles J. Winton, Jr.
Tressurer—David J. Winton.
General Manager—H. E. Westmoreland.

Representatives
The Foreman Company

WMIN (Katablished 1986)

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 Offices and Studio—Hodgson Bldg., Minneapolis, Minn.
Transmitter—St. Anthony at Syndicate Avenue. St. Paul. Minnesots.

Paul. Minnesota.

Wave-Power-Time
Operating power-250 watta.
(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 15% to recognized advertising agencies. No cash discount. All bills rendered and due weekly unless otherwise specified. No commission on political talks.

on political talks.

General Advertising

Rates include charges by owners of music copyrights.

(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.)

Maximum two programs per week (no additional discounts): 1 ti. 13 ti. 26 ti. 52 ti. 104 ti.

1 hour 75:00 71:25 67:75 64:25 61:00

1/2 hour 45:00 42:75 40:50 88:50 36:50

1/4 hour 30:00 28:50 27:00 25:50 24:50

10 minutes 18:00 17:00 16:25 15:25 14:50

5 minutes 12:00 11:50 10:00

"Three or more programs broadcast in any one week:

| | | Per week | | |
|------------------|--------|----------|--------|--------|
| 3 ti | | 5 tl. | 6 ti. | 7 ti. |
| 1 hour 191.25 | 255.00 | 281.25 | 837.50 | 893.75 |
| 1/2 hour 114.75 | 153.00 | 168.75 | 202.50 | 236,25 |
| 1/4 hour 76.50 | 102.00 | 112.50 | 135.00 | 157.50 |
| 10 minutes 45.90 | | 67.50 | 81.00 | 94.50 |
| 5 minutes 30.60 | 40.80 | 45.00 | 54.00 | 63.00 |
| | CLASS | "B" | | |
| | | | | |

CLASS 'B'.

(9:00 a.m. to 12:00 ncon, 2:00 p.m. to 5:00
p.m. and 7:30 p.m. to 10:30 p.m.)

Maximum two programs per week (no additional discounts): 1 ti. 13 ti. 28 ti. 52 ti. 104 ti. 1 hour 50.00 57.00 54.00 51.00 48.00 1/2 hour 38.00 34.25 32.50 30.50 28.75 1/4 hour 24.00 22.75 21.50 20.50 19.25 10 minutes 14.50 13.75 13.00 12.25 11.50 5 minutes 14.50 13.75 13.00 12.25 11.50 5 minutes 7.50 9.00 8.50 8.00 7.50 more Programs broadcast in any one week:

-Per week-6 tl. 270.00 162.00 108.00 65.50 42.50 4 ti. 204.00 122.40 81.60 3 ti. 7 11 5 t1. 225.00 185.00 90.00 54.50 85.50 3 ti. 1 hour 153.00 1/2 hour 91.80 1/4 hour 61.20 10 minutes 37.00 5 minutes 24.25 49.25 32.25

262.50 157.50 165.00 63.00 42.00 week ANNOUNCEMENTS CLASS "A"

17:00 a.m. to 9:00 a.m. 12:00 pcom to 2:00

p.m. and 5:00 p.m. to 7:30 p.m.)

111. 25 11. 50 11. 100 11. 270 11. 300 11.

100 words. 5.00 4.75 4.50 4.73 4.00 275

50 words. 4.00 2.00 2.00 2.00 2.00 2.00

p.m. and 7:00 pcom, 2:00 p.m. to 5:00

p.m. and 7:00 pcom, 2:00 p.m. to 5:00

p.m. and 7:00 pcom, 2:00 p.m. 2:00

CLARN "I"

(8:00 a.m. to 12:00 pcom, 2:00 p.m. to 5:00

p.m. and 7:30 p.m. to 10:30 p.m.)

100 words. 4:00 3.00 2.00 2.00 2.00 2.00

CLARN "C"

(6:00 a.m. to 7:00 a.m. 10:30 p.m. to aign-cff)

100 words. 3:00 2.85 2.70 2.55 2.40 2.55

50 words. 3:00 2.85 2.70 2.55 2.40 1.55

POLITICAL
Political and all talking broadcasts will be billed
at one time. Class "A" rates.

TALENT Rates on application.

RESIVICE PACILITIES

Revices of the station's program department and staff announcers in arranging programs are included with out charge, on request.

Complete merchandising service available to advectisers,

tisers.

Contract and Other Requirements
Advertising of light wine and beer accepted.
No contract for a period longer than whe peer.
No periods sold in bulk for resale.
All orders subject to conditions of this station's standard form of contract, in case of termination for breach of contract, or in case of termination by advertiser, programs already rendered shall be paid for at station's public rate for the number of performances rendered.
Itates 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 station Communications Commission. All contracts subject to stations approval. Hation reserves the right to refuse or discontinue all advertising for reasons satisfactory to the station.

Cleans Time

Glosing 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 transcrin-tion, using 33-1/3 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.

Personnel
17es. & 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.

WITCN

Rates effective December 3, 1941, (Card No. 15.)

nates effective December 3, 1941. (Card No. 15.)

Owned and operated by Minnesota Broadcasting Corporation.

Business Office—Wesley Temple Bidg., Minnesota,

Minnesota,

Studlo-Wesley Temple Ruilding, Minnespoits, Minn.

Other Studios—Dispatch Bidg., St. Paul, Minn.

Transmitter—Shelling Avenue and Basses County
Road B.

Wave—Power—Time
Operating power—5.000 watts days; 1,000 watts nights
(100% modulation.)
234.4 meters; 1230 kllocycles.
Operates on Central War Time.

Agency Commission 15% on net station time allowed recognized agencies. No cash discount. Bills payable by 15th of month following service unless otherwise specified.

General Advertising
For combination rates see listing of Blue Network
Company (Basic Blue Network).
Fixed schedule not subject to frequency discounts.

CLASS "B"
(9:00 a.m. to 1:00 p.m., 5:00 p.m. to 6:00 p.m. week days and 9:00 a.m. to 6:00 p.m.

| 1 hr 110.00 104.00 99.00 82.00 82.00 82.00 1/2 hr 66.00 62.00 89.00 82.00 82.00 82.00 1/4 hr 44.00 42.00 40.00 37.00 31.00 31.00 31.00 1/4 hr 44.00 18.00 17.00 16.00 15.00 14.00 15.00 15.00 14.00 15.00 10.00 15.00 10.00 15.00 10.00

CIASS "C" (6:00 a.m. to 9:00 a.m. 1:00 p.m. to 5:00 p.m. and 10:00 p.m. to 12:00 midnight)

1 hr 90.00 85.50 81.00 77.00 72.50 65.75 58.50 1/2 hr 38.00 28.5 49.50 46.75 44.00 39.85 38.50 1/4 hr 38.00 28.10 34.20 22.30 30.40 27.50 24.70 5 min 17.00 16.25 15.50 14.75 14.00 13.25 12.50 1 min 11.00 10.50 10.00 9.50 9.00 8.50 8.00 50 wds 8.00 7.50 7.00 6.50 5.00 6.50 5.00 Fixed schedule not subject to frequency discounts. (This listing continued on next page)

4

多数語言

Minneapolis-St. Paul-Cont'd W T C N—Continued

terest—rates on reduest.

POLITICAL BROADCASTS

Non-commissionable. Regular one time program rate applies to all political broadcasts. Minimum five minute broadcasts before 6:00 p.m., minimum 15 minute broadcasts after 6:00 p.m.

ELECTRICAL TRANSCRIPTIONS

No extra charge for electrical transcription programs or announcements. Advertisers using electrically transcribed programs assume full responsibility for use of restricted selections.

scribed programs assume full responsibility for use of restricted selections.

TALENT

All types of talent available through station Artists bureau for studio or outside appearances. Talent fees quoted on inquiry.

Contract and Other Requirements

No contract accepted for longer period than one year. All contracts cancelled prior to expiration date will be short rated on basis of rate actually earned for service used under schedule of rates in effect when contract was executed.

All programs and announcements subject to approval of station management. All agency orders subject to provisions contained in standard station contract, government regulations and NAB and AAAA standard contract.

Station reserves the right to refuse or discontinue any advertising program or announcement for reasons sufficient to itself. Contracts are subject to all government regulations.

Staff announcers furnished without extra charke 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 transcri-tion, using 33-1/3 and 78 r.p.m. double turn-tables. Vertical and lateral equipment.

ersonnel
Vice-Pres. and General Mgr.—C T. Hagman.
Sales Manager—F. Van Konynenburg.
Production Manager—Robert DeHaven.

Representatives
Free & Peters. Inc.

MOORHEAD (Clay County)

KVOX (Established 1937)

Rates effective June 1, 1940.

Owned and operated by KVOX Broadcasting Co
Business Office and Studio-Comstock Hotel, Moorhead, Minnesota, telephone 3-1523.

Transmitter—Moorhead, Minnesota.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 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% on station time only to recognized agencies. No cash discount. All bills rendered and due weekly.

rendered and due weekly.

General Advertising

For combination rates see listings of Mutual Broadcasting System and North Central Broadcasting System (Red River Valley Group).

Pees charged by owners of music copyrights are not
included in rates.

The following rates are for national advertising.

CLASS "A"

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

| | 2:00 p.m | .) | | |
|-------------------|------------|---------|------------|--------|
| 1 ti. | 13 tl. | 26 t1. | 39 tl. | 52 t1. |
| 1 hour 85.00 | 76.50 | 68.75 | 62.00 | 58.75 |
| 1/2 hour 51.00 | 45.75 | 41.00 | 37.00 | 35.00 |
| 1/4 hour, 34.00 | 30.75 | 27.75 | 24.75 | 23.50 |
| 10 minutes 25.00 | 22.50 | 20,00 | 18.00 | 17.00 |
| 5 inlinutes 17.00 | 15.50 | 13.75 | 12.50 | 11.75 |
| o manaces into | | | -2100 | 22110 |
| | CLASS " | 13 | | |
| (8:00 a.m. to | 12:00 noon | and 4:0 | 00 p.m. te | 0 |
| | 6:00 p.m | .) | | |
| 1 hour 60.00 | 54.00 | 48.75 | 43.75 | 41.50 |
| 1/2 hour 36.00 | 32.50 | 29.50 | 26.00 | 24.75 |
| 1/4 hour 24.00 | 21.50 | 19.50 | 17.50 | 16.75 |
| 10 mlnutes 18.00 | 16.00 | 14.50 | 13.00 | 12.25 |
| 5 minutes 12.00 | 10.75 | 9.75 | 8.75 | 8.75 |

| CLASS "C" | | | | | | | | | |
|------------------|-----------|---------|--------|-------|--|--|--|--|--|
| (5:00 a.m. to | 8:00 a.m. | and 2:0 | | to | | | | | |
| 4:00 p.m. and | | | midnig | | | | | | |
| 1 hour 45.00 | 40,50 | 36.50 | 32.75 | 31.00 | | | | | |
| 1/2 hour 27.00 | 24.50 | 22.00 | 19.75 | 18.75 | | | | | |
| 1/4 hour 18.00 | 16.00 | 14.50 | 13.00 | 12.50 | | | | | |
| 10 minutes 13.00 | 11.75 | 10.50 | 9.50 | 9.00 | | | | | |
| 5 minutes 9.00 | 8.00 | 7.00 | 6.00 | 5.75 | | | | | |

| | Add | iitionai Di | scounts | | | | | | | |
|-----------|---------------|-------------|---------|---------|---------|--|--|--|--|--|
| Per week | | | 26 wks. | 39 wks. | 52 wks. | | | | | |
| | | | 10% | 15% | 20% | | | | | |
| | | | | 20% | 25% | | | | | |
| | ANNOUNCEMENTS | | | | | | | | | |
| | (A | fter 6:00 | p.m.) | | | | | | | |
| | 1 ti. | 13 tl. | 26 tl. | 39 ti. | 52 ti. | | | | | |
| 100 words | 7.00 | 6.30 | 5.65 | 5.00 | 4.75 | | | | | |
| 50 words | 6.00 | 5.40 | 4.85 | 4.35 | 4.10 | | | | | |
| 30 words | 5.00 | 4.50 | 4.00 | 3.50 | 3.25 | | | | | |
| | (B | efore 6:00 | p.m.) | | | | | | | |
| 100 words | 5.00 | 4.50 | 4.00 | 3.40 | 3.25 | | | | | |

SPECIAL FEATURES Time signals, weather reports, news, market reports, sports and special programs—Rates on request.

3.25 2.45

3.60 2.70

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 assisfactory to the station

Talks, political speeches, etc., accepted only when the subject matter is, in the opinion of the station management, of public interest.

Rates are for time and facilities of the station only. Talent and production costs are extra. All programs must conform to the standard of the station and the regulations of the Federal Communications Commission.

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

WCAL

(Established 1921)

Owned and operated by St. Olaf College

Owned and operation by St. than Coness

Wave—Power—Time
Operating power—5,000 watts.
(180% modulation—p.exo control.)
389.6 meters; 770 kilocycles.
Divides time with station WLB (days only).

Does not sell time

ROCHESTER

(Olmsted County)

KROC



Itates effective September 1, 1942. (Card No. 7.) Owned and operated by the Southern Minnesota Broadcasting Company. Business Office—100 First Avenue Building, Roches-Hroadcasting Company.
Business Office—100 First Avenue Building, Rochester. Minnesota.
Studios—100 First Ave. Bldg., Rochester. Minn., and Seykora Bldg., Owatonna, Minn.
Transmitter—Cascade Townsmid. Olimsted. County.

/ave—Power—Time
Operating power—250 watts
(1410% 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 Broad-casting Company (Basic Supplementary) and Bluo Network Company, Affiliated with Northwest Network and Southern Minnesota Network.

CLASS "A"
(12:00 noon to 1:00 p.m. and 6:00 p.m. to
10:00 p.m.)
1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.

| T 111. | 1/2 111. | 1/": 111. | TO INTEL. | o min. |
|--|---|---|---------------------------------------|--------------------------------------|
| 1 time 68.00 | 40.00 | 24.00 | 18.00 | 12.00 |
| 26 times., 64,60 | 38.00 | 22.80 | 17.10 | 11.40 |
| 52 times 62.90 | 37.00 | 22.20 | 16.65 | 11.10 |
| 65 times. 61.20 | 36.00 | 21.60 | 16.20 | 10.80 |
| 130 times., 57.80 | 34.00 | 20.40 | 15.30 | 10.20 |
| 156 times 54.40 | 32.00 | 19.20 | 14.40 | 9.60 |
| | 30.00 | 18.00 | 13.50 | 9.00 |
| | | | | |
| 312 times 47.60 | 28.00 | 16.80 | 12.60 | 8.40 |
| 468 tlmes 45.90 | 27.00 | 16.20 | 12.15 | 8.10 |
| 624 times 44.20 | 26.00 | 15.60 | 11.70 | 7.80 |
| | CLASS ' | 'B'' | | |
| (9:00 a.m. to | 12:00 noor | and 1: | 00 p.m. | to |
| | 2:00 p.n | | | |
| 1 tlme 44.00 | 24.00 | 14.40 | 11.20 | 8.00 |
| 26 tlmes 41.80 | 22.80 | 13.68 | 10.64 | 7.60 |
| 52 times 40.70 | | | | |
| 65 tlmes 39.60 | חני ניני | 12 22 | 10.36 | 7 40 |
| | 22.20 21.60 | 13.32 | 10.36 | 7.40 |
| | 21.60 | 12.96 | 10.08 | 7.20 |
| 130 times 37.40 | $\frac{21.60}{20.40}$ | $12.96 \\ 12.24$ | $\frac{10.08}{9.52}$ | 7.20 6.80 |
| 130 times 37.40 156 times 35.20 | $21.60 \\ 20.40 \\ 19.20$ | 12.96 12.24 11.52 | 10.08 9.52 8.96 | 7.20 6.80 6.40 |
| 130 times 37.40 156 times 35.20 260 times 33.00 | 21.60 20.40 19.20 18.00 | 12.96 12.24 11.52 10.80 | 10.08 9.52 8.96 8.40 | 7.20 6.80 6.40 6.00 |
| 130 times 37.40 156 times 35.20 260 times 33.00 312 times 30.80 | 21.60 20.40 19.20 18.00 16.80 | 12.96 12.24 11.52 10.80 10.08 | 10.08 9.52 8.96 8.40 7.84 | 7.20 6.80 6.40 6.00 5.60 |
| 130 times 37.40 156 times 35.20 260 times 33.00 | 21.60 20.40 19.20 18.00 | 12.96 12.24 11.52 10.80 | 10.08 9.52 8.96 8.40 | 7.20 6.80 6.40 6.00 |

| | | CLASS " | c., | | |
|---------|-------------|------------|---------|------------|--------|
| (6:0) | 0 u.m. to 9 | m.a 00:0 | 2:00 p. | ın. to 6:1 | 00 |
| p.: | m. and 10:0 | 00 p.m. to | 12:00 n | nidnight) | |
| | 1 hr. | 1/2 hr. | 1/4 hr. | 10 mln. | 5 mln. |
| 1 tim | e 36.00° | 21.60 | 12.00 | 8.00 | 6.00 |
| 26 tim | es., 34,20 | 20.52 | 11.40 | 7.60 | 5.70 |
| 52 tim | es 33.30 | 10.98 | 11.10 | 7.40 | 5.55 |
| | es., 32.40 | 19.44 | 10.80 | 7.20 | 5.40 |
| 130 tlm | es 30.60 | 18.36 | 10.20 | 6.80 | 5.10 |
| 156 tim | es 28.80 | 17.28 | 9.60 | 6.40 | 4.80 |
| 260 tim | es., 27.00 | 16.20 | 9.00 | 6.00 | 4.50 |
| 312 tim | | 15.12 | 8.40 | 5.60 | 4.20 |
| 468 tlm | | 14.58 | 8.10 | 5.40 | 4.05 |
| | es 23.40 | 14.04 | 7.80 | 5.20 | 3.90 |

ANNOUNCMENTS CLASS "A"

| | | (6:00 | p.m. to | 10:0 | 0 p.m. |) | |
|-----|-------|---------|------------|------|--------|---------|---------|
| | 1 | 00 wds. | 30 wds. | | 1 | 00 wds. | 30 wds. |
| 1 | time | 8.00 | 6.00 | 156 | times | 6.40 | 4.80 |
| 26 | times | 7.60 | 5.70 | 260 | times | 6.90 | 4.50 |
| 52 | times | 7.40 | 5.55 | 312 | tlmes | 5.60 | 4.20 |
| 65 | times | 7.20 | 5.40 | 468 | times | 5.40 | 4.05 |
| 130 | times | 6.80 | 5.10 | 624 | times | 5.20 | 3.90 |
| | | | CLASS | "B' | , | | |
| | | | (All other | tin | ie) | | |
| 1 | tlme | 6.00 | 4.00 | 156 | times | 4.80 | 3,20 |
| 26 | times | 5.70 | 3.80 | 260 | times | 4.50 | 3.00 |
| 52 | tlmes | 5.55 | 3.70 | 312 | times | 4.20 | 2.80 |
| 65 | times | 5.40 | 3.60 | | times | | 2.70 |
| 130 | times | 5.10 | 3.40 | 624 | times | 3.90 | 2.60 |

TALENT Rates on application.

REMOTE CONTROL Line charges and remote control pick-ups are extra

SERVICE FACILITIES
Services of the station program department are available without additional cost to broadcasters and advertisers. Program leas will be prepared and submitted by station production department on request.

mitted by station production department on request.

Contract and Other Requirements
Maximum contract term, one year.

Taient is not included unless otherwise specified.

Program rates are for the time facilities of the station only; additional charges for taient and eervice depending upon type of program. Programs to be given from one of the station studios in Rochester.

Publicity talks accepted only when subject is of public interest and service in the opinion of the station director. Manuscript must be submitted for approval. Talks may be delivered by advertiser's representative or by station announcer without additional charge.

All contracts subject to government regulations. Station reserves the right to refuse or discontinue any advertising program for reasons satisfactory to itself, All programs must conform to the standards of the station. Where advertiser arranges his own program, it must be submitted a reasonable time in advance for director's approval.

Maximum contract term, one year.

Closing Time
Manuscripts should be eubmitted 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'i Mgr.—Gerald H. Wing.
Secretary—Maxine Jacobs.
Program Director—Calvin Smith.
Chief Engineer—Fred C. Clarke.

Representatives
Radio Advertising Corporation.

ST. CLOUD (Stearns County) KFAM (Established 1988)



Nates 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

'ave--Power-Time
Operating power--250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate unlimited time.
Operates on Central War Time.
gency 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.
Rates include charges by owners of music copyrights.
CLASS "A"

(12:00 noon to 1:00 p.m., 6:00 p.m. to 10:15 p.m. week days, and 12:00 noon to 6:00 p.m.
Sundays)

172 hr. 1/2 hr. 10 min. 5 mln.

| | | (Thi: | i listina | continued | OB next | Dage) | |
|---|---------|-------|-----------|-----------|---------|---------|--------|
| 6 | 24 | times | 48.75 | 29.25 | 19.50 | 11.70 | 7.80 |
| | 68 | tlmes | 50.63 | 30.38 | 20.25 | 12.15 | 8.10 |
| | 12 | times | 52.50 | 31.50 | 21.00 | 12.60 | 8.40 |
| | 60 | times | 56.25 | 33.75 | 22.50 | 13.50 | 9.00 |
| | 56 | times | 60.00 | 36.00 | 24.00 | 14.40 | 9.60 |
| | 30 | times | 63.75 | 38.25 | 25.50 | 15.30 | 10.20 |
| | 65 | times | 67.50 | 40,50 | 27.00 | 16.20 | 10.80 |
| | 52 | times | 69.38 | 41.63 | 27.75 | 16.65 | 11.10 |
| | 26 | tlmes | 71.25 | 42.75 | 28.50 | 17.10 | 11.40 |
| | 1 | time | 75.00 | 45.00 | 30.00 | 18.00 | 12.00 |
| | | | 1 hr. | 1/2 hr. | 1/4 hr. | 10 min. | 5 mln. |
| | | | | | | | |

MINNESOTA—Continued

ST. CLOUD—Continued K F A M-Continued

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)

1 hr. 1/2 hr. 1/4 hr. 10 min. 5 time. 60.00 36:00 24:00 14:50 times 57:00 34:20 22:80 13:78

5 min. 9.50 9.03 8.79 8.55 60.00 57.00 55.50 34.20 33.30 13.78 13.41 13.05 12.33 11.60 10.88 10.15 times times times times times times times 55.50 54.00 51.00 48.00 45.00 42.00 32.40 30.60 28.80 27.00 25.20 8.55 8.08 7.60 7.13 6.65 6.41 6.18 130 156 260 20.40 19.20 18.00 16.80 times 40.50 times 39.00 24.30 23.40 16.20 15.60

4 times 39.00 22.30 15.60 9.43 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)

1 time. 50.00 30.00 29.00 12.00 6 times 47.50 28.50 19.00 11.40 2 times 46.25 27.75 18.50 11.10 5 times 45.00 27.00 18.00 10.80 0 times 42.50 27.00 18.00 10.80 0 times 42.50 25.50 17.00 10.20 6 times 40.25 25.50 17.00 10.20 6 times 40.25 25.50 17.00 9.00 11.0 8.00 7.60 7.46 7.20 6.80 6.40 6.00 5.60 $5.40 \\ 5.20$

| 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.00 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.50 | 13.5 Class 100 wds. 6.00 5.70 5.55 5.40 6.10 4.80 4.20 4.05 3.90 30 wds. 4.00 3.80 3.60 3.40 3.20 3.00 2.80

| Color | Colo

POLITICAL RATES
One time single rate, cash with order.
TRANSCRIPTIONS
Rates on request.

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.

added cost. Merchandlaing service at cost.

Contract and Other Requirements

Maximum length of contract, one year. Rates quoted are for time only.

A! advertising is subject to the terms of licenses held by the station, and ro all federal state and municipal laws and regulations now in force, or which may be enacted in the future. Programs prepared by advertiser or agency are subject to the approval of the station management hold as to artists and to program content

program content

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 33-1/8 and 78 r.p.m. double turn-tables

Personnel
General Manager—Fred Schilplin,
Sales Manager—M, F. Lindemann,
Office & Proin, Mgr.—Lucillo Miller,
Chief Engineer—H. B. Witschon,

Representatives None.

ST. PAUL

See Minneapolis-St. Paul.

VIRGINIA

(St. Louis County)

WILB

Rates effective Pebruary 1, 1942.

Owned and operated by the Head of the Lakes Broad-easting Company. Business Office and Studio-WHLB Building, Vir-ginia, Minnesota. Transmitter-Virginia, Minnesota.

Wave—Power--Time operating power—250 watts.
214.3 metrs; 1400 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

and North Central Broadcasting System (Bridges Group).
Affiliated with Northwest Network.
WHLB. Virginita, 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.
Charkes 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.

to provide both stations with a set of transcriptions, ontract 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 will advertisers without additional charge. No contract excepted for longer period tinan one year. All hroadcasting 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 Hability therefor. Station reserves the right to cancel, postpone, or advance time of advertiser's program if it interferse with broadcasting or public message or announcements of sectional or national interest.

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

Personnel Manager-Greg Rouleau.

WILLMAR (Kandiyohi County KWLM

(Established 1940)



Rates effective February 1, 1943.
Rates received December 17, 1942.
Owned and operated by the Lakeland Broadcasting

Connany
Business Office and Main Studio—Willmar, Minn.
Other Studios—Montevideo. Redwood Falls, Minn.
Transmitter—One mile north of the business district.
Willmar, Minnesots.

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 schedulo; Sundays 12:00 noon to 10:00
p.m.; week days 6:00 n.m. to 10:00 p.m.

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 their where actual talent rates have been
quoted by the station. Bills due when rendered.

General Advertising
For combination rates see Mutual Production.

eneral Advertising
For combination rates soo Mutual Broadcasting Sys-tem and North Central Broadcasting System (Min-mosta Group).
The following rates are for national advertising and include music copyright fees.

GENERAL BROADCASTING
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. Sindays)

| | | 1 ti. | 13 tl. | 26 tl. | 52 ti. | 104 ti. |
|-----|-----------------|--------|--------|--------|--------|---------|
| 1 | hour, | 75.00 | 71.80 | 68,05 | 64,25 | 60.50 |
| 1/2 | hour | 45,35 | 43.00 | 40.80 | 38.55 | 36.30 |
| 1/4 | bour | 30.25 | 28.75 | 27.20 | 25.70 | 24,20 |
| | infinites | | 21.55 | 20.40 | 19.30 | 18.15 |
| 5 | minutes | 15.10 | 14.35 | 13.60 | 12.85 | 12.10 |
| | | CLASS | "B" | | | |
| | (6:00 n.m. to 1 | 2:00 n | | | | 0 |
| | | | | | | |

quest.
350 word station breaks available preceding or following news, sports and other special features at 100
word announcement rate.
Musical Clock, Request Musicale. Noon Tunes and
Best Wishes. Rates on request.

Quarter hour, fix 35.00; no discounts.

ELECTRICAL TRANSCRIPTIONS

General advertising rates apply. Rates include use of transcription library service.

Instantaneous recording equipment available.

Amstantaneous 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 transcrip-tion. using 33-1/8 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Pres. & Mgr.—H. W. Linder. Vice-President—Willard Linder, Program Manager—Earl Henton, Chief Engineer—Vern Baumgartner.

WINONA (Winone County) KWNO (Established 1988)



Bates effective April 15. 1940.

Owned and operated by Whona Badio Service.

Business Office and Studio—216 Center St., Winona.

Minnesota.

Transmitter—331 W. Sarnia St., Winona. Minnesota.

Transmitter—831 W. Sarnis St., Winons. Minnesots.
Wave—Power—Time
Onerating power—250 watts.
248.9 meters; 1230 kilocyclos.
Licensod to operate unlimited time.
Operates on Central War Time.
Actual operating schedule: Sunday 7:30 s.m. to 12:00
midnisht. Week days 6:30 s.m. to 12:00 midnisht.
(This listing continued on next page)

The state of the s

WINONA—Continued K W N O-Continued

ency Commission
Agency commission 15% to recognized advertising
spencies. Cash discount —. No discount on talent
or service facilities.

meral Advertising
For combination rates see listings of Mutual Broad-asting System and North Central Broadcasting Sys-em (Minnesota Group).

| | | CLASS m. to 12 | | .41 | |
|--------------|-------|-------------------|--------|--------|--------|
| , | | 13 ti. | 26 ti. | 52 ti. | 100 ti |
| | 1 ti. | | | | |
| 1 hour | 75.00 | 71.25 | | 63.75 | 60.00 |
| 1/2 hour | 45.00 | 42.75 | 40.50 | 38.25 | 36.00 |
| 1/4 hour | | 25.50 | 24.00 | 22.50 | 21.00 |
| 10 minutes | | 18.40 | 17.25 | 16.15 | 15.00 |
| 5 minutes | | 9.75 | 9.00 | 8.25 | 7.5 |
| 9 minutes | 10.00 | 3.13 | | 0.20 | •••• |
| | | CLASS | "B" | | |
| | (6:00 | a.m. to | | | |
| 1 hour | | 47.50 | 45.00 | 42.50 | 40.0 |
| | | 28.50 | 27.00 | 25.50 | 24.0 |
| 1/2 hour | 30.00 | | | | |
| : 1/4 hour | 18.00 | 17.00 | 16.00 | 15.00 | 14.0 |
| r 10 minutes | 13.00 | 12.25 | 11.50 | 10.75 | 10.0 |
| " 5 minutes | | 6.50 | 6.00 | 5.50 | 5.0 |
| o minates | | 5.00 | **** | | |

10.00 5.00

ANNOUNCEMENTS 4.00 3.70 3.40 3.10 2.80 2.50 2.20 1 time... 13 times... 26 times... 52 times... 100 times... 200 times... 500 times... 2.75 2.50 2.30 2.10 1.90 1.70 1.50 1.30 1.20 100 200 300 500

POLITICAL TALKS
OAbove rates apply.

RECORDED PROGRAMS
No extra charge for recorded or transcribed programs.
Not restricted to certain hours. Transcription library rataliable to advertisers. Full details on request.

TALENT
DiRates and information on request.

SERVICE FACILITIES

|| Full merchandising service available to advertisers |
| at actual cost.

nintract and other Requirements in Beer advertising accepted. Station reserves the right to refect or discontinue any advertising for reasons statisfactory to itself. All contracts subject to present land future local, etate and federal regulations. Maximum contract, one year.

chosing Time of Programs should be submitted as far in advance as prossible to insure proper production and publicity.

All copy must be submitted at least 48 hours in acadence for checking. Transcriptions should be submitted at least ten days in advance to allow for panecessary replacements.

meschanical Program Equipment (in 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

aprisonnel denger—L. L. McCurnin.

compresentatives to Chicago—Frank R. Back.

MISSISSIPPI

BILOXI-GULFPORT

(Harrison County)

WGCM

(Established 1929)

(Established 1929)

Rete card undated: received November 13, 1939.

Owned and operated by WGCM, Inc.
Business Office Address—P. O. Box 1032, Gulfport, S. Miss., Gulfport 1111.

Studios—Hewes-Martin Blds., Gulfport, Miss., and Trivol Hotel, Bliot, Miss.
Pransmitter—Arlinston Heighta, Gulfport, Miss.

Pransmitter—Arlinston Heighta, Gulfport, Miss.

Pransmitter—Arlinston Heighta, Gulfport, Miss.

Pransmitter—Arlinston—crystal control.)

221,9 meters; 1240 kilocycles.

Ucensed to operate full time.

Deperates 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.

Sency Commission
Agency commission 15% to recognized advertising
agencies on station time only. neral Advertising
The following rates apply only when service is used within one month.

24 ti. 40.00 22.50 12.00 6.00 8.00

DISCOUNTS

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.

departments are available without southcome 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.

Persennei 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.)

Onnes succure October 1. 1940. (Card No. 1.)

Owned and operated by Birney Imes and Birney Imes,
Jr. (Affiliated with Commercial Dispatch).

Business Office and Studio—Glimer Hotel, Columbus,
Mississippi.

Other Studios—Ritz Theatre, West Point, Miss., and
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
D.m. Week days 6:00 a.m. to 10:00 p.m.

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
1 tt. 13 tt. 26 tt. 52 tt. 150 tt. 300 tt.
1 hour.... 60.00 57.00 54.00 51.00 48.00 45.00
1/2 hour... 36.00 34.20 32.40 30.60 28.80 27.00
1/4 hour... 24.00 22.80 21.60 20.40 19.20 18.00
5 minutes 10.00 9.50 9.00 8.50 8.00 7.50

ANNOUNCEMENTS

1 minute or 100 words 75 words 8 00 2.85 2.70 2.55 8 00 on 6 one time rate. 4.00 3.75 2.25

POLITICAL PROGRAMS

Per minute 1.00. Minimum charge 5.00. Payable in advance.

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 renote studios at Starkville and West Point, Miss, Federal tax added to line charges. Fifty watt short wave portable relay transmitter available.

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.

neurs in avance.

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

Personnel
General Manager—Bob McRaney.
Production Manager—Bill McHan.
Commercial Manager—Jame 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. Fepper.
Business Office and Studies—107 S. Poplar. Greenville, Miss., telephone 1770.
Transmitter—One mile north of Greenville on High-

way 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.

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"

(7:00 a.m. to 9:00 a.m., 12:00 noon to 2:00 p.m. and 6:00 p.m. to 8:00 p.m.)

1 3/4 1/2 1/4 10 5 1
hr. hr. hr. min. min. min.
1 time... 55.00 40.00 30.00 20.00 15.00 10.00 5.00
13 times... 47.50 38.00 28.50 19.00 14.25 9.50 4.75
26 times... 42.50 34.00 25.50 17.00 12.75 8.50 4.25
100 times... 42.50 34.00 25.50 17.00 12.75 8.50 4.20
260 or more
times... 37.50 30.00 22.50 15.00 11.25 7.50 3.75

CLASS "B"

(10:00 a.m. to 10:00 a.m. to 10:00

TALENT
Talent requiremente can be filled by station. All talent is subject to station approval.

REMOTE CONTROL

Remote control facilities are available at extra cost.

Rates on request.

Contract and other Requirements

All advertising copy is subject to station's approval.

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

Director—Bert Ferguson. Sales Manager—Frank Baldwin.

GREENWOOD

(Leflore County)

WGRM

Rates effective October 1, 1939. Owned and operated by F. K. Ewing. Business Office and Studio-222 Howard Street, Greenwood, Mississippi, telephone 1717. Transmitter—1-1/2 miles north of Greenwood, Miss.

Transmitter—1-1/2 miles norm of Grounds.

Wave—Power—Time
Operating power—250 watts.
21/10/2 modulation.
21/10/2 modulation.
Licensed of 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 a beauty

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 etation when WMIS, Natchez, and WGRM are contracted for on similar broadcasts running concurrently for same account or advertiser.

| ly for same acco | ount or adv | ertiser. | | |
|-----------------------------------|-----------------------|--|--|--|
| | 1 ti. | 6 ti. | 12 ti. | 24 ti. |
| 1 hour | 75.00 | 67.50 | 63.75 | 60.00 |
| | | | | |
| | 22.50 | 20.25 | | |
| 5 minutes | 9.00 | 8.00 | | |
| | | | | |
| 100 words | | | | |
| 1/4 hour 5 minutes 1 minute | 22.50 9.00 4.50 | 86.00 20.25 8.00 4.00 4.25 | 34.00 19.13 7.00 8.50 4.00 | 82.00 18.00 6.00 8.00 8.00 |

MISSISSIPPI—Continued

GREENWOOD—Continued W G R M-Continued

DISCOUNTS 8 months...... 6 months...... 12 months.....

SPECIAL FEATURES
Weather reports, time signals, temperature reports, and special broadcasts. Rates on request.

and special broadcasts. Itates 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.

Ite 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 programe. Not restricted to certain hours.

SERVICE FACULITIES

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) WFOR (Established 1931)

Rates effective January 1, 1943.
Owned and operated by Forrest Broadcasting Combany, Inc.
Business Uffice and Studio—302 Hemphill, Hattlesburg, Miss., telephone 1866.
Transmitter—2-1/2 miles northwest of Hattlesburg.
Mississippi.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to oberate full 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.

cast.

General Advertising
For combination rates see listing of National Broadcasting Company (Southentral Group).
Following rates are for national advertising.

CLASS "A"

CLASS "A"

| | | CLASS | ''.A.'' | | | |
|-------------|-------|---------|---------|---------------|-------|------|
| (| 6:00 | p.m. to | 11:00 | | | |
| | 1 | 1/2 | 1/4 | 10 | 5 | |
| | hour | hour | hour | | min. | (†) |
| I time | 60.00 | 36.00 | 24.00 | 18.0 0 | 12.00 | 6.00 |
| 13 times | 57.00 | 34.20 | 22.80 | 17.10 | 11.40 | 5.70 |
| 26 times | 54.00 | 32.40 | 21.60 | 16.20 | 10.80 | 5.40 |
| 52 times | 51.00 | 30.60 | 20.40 | 15.30 | 10.20 | 5.10 |
| 100 times | 48.00 | 28.80 | 19.20 | 14.40 | 9.60 | 4.80 |
| 260 or more | | | | | | |
| times | 45.00 | 27.00 | 18.00 | 13.50 | 9.00 | 4.50 |
| | | CLASS | "B" | | | |
| | (6:00 | a.m. to | 6:00 | p.m.) | | |
| 1 time | 35.00 | 21.00 | 14.00 | 10.50 | 7.00 | 3.50 |
| 13 times | 33.25 | 19.93 | 13.30 | 9.97 | 6.65 | 3.32 |
| 26 times | 31.50 | 18.90 | 12.60 | 9.45 | 6.30 | 3.15 |
| 52 times | 29.75 | 17.85 | 11.00 | 8.92 | 5.93 | 2.98 |
| 100 times | 28.00 | 16.80 | 11.20 | 8.40 | 5.60 | 2.80 |
| 260 or more | | | | | - | |
| times | 26.25 | 15.75 | 10.50 | 7.88 | 5.25 | 2.63 |
| (†) Annou | | nts. | | | | |

TALENT Rates on application.

REMOTE CONTROL charges for programs originating outside of s to be borne by advertiser.

studies 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 volcing of extravasfant 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 kenuine public interest in opinion of station management.

is of kending several 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.

advance. All purposes time.

Mechanical Program Equipment
Equipped to handle Drograms by electrical transcription, using 33-1/3 and 78 r.n.m. turn-tables.

Personnel Commercial Manager—C. J. Wright.

Representatives
Sears & Ayer, Ino.

JACKSON

(Hinda County)

WJDX (Established 1929)



Itates effective October 1, 1940.
Owned and operated by Lamar Life Insurance Co.
Itualness Office and Studio—Lamar Life Bidg., Jackson, Mississippi.
Transmitter—Near Tougaloo, 8 miles north of Jackson, Mississippi.

Wave—Power—Time
Operating power 5.000 watts days; 1.000 watts nights.
//1007/ modularion—crysts/ control.)
230.8 meters; 1300 kilocycles.
Licensed to operate on cleared regional channel.
Operates on Central War Time.
Actual operating achedule: Sunday 8:00 a.m. to
11:00 p.m.; Week days 7:00 a.m. to 11:00 p.m.

Agency Commission gency Commission

Akency 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 deciation from this rule.

General Advertising
For combination rates see listing of National Broad-cating Company (Southcentral Group).
Discounts are not retroactive. CT 100 "11"

| CLASS "A" | |
|---|--------|
| (6:00 p.m. to 11:00 p.m.) | |
| 1 hour | 120.00 |
| 1/2 hour | 72.00 |
| 1/4 hour | 48.00 |
| | 25.00 |
| | |
| l minute or less | 15.00 |
| Or Lon UD!! | |
| CLASS "B" | |
| (11:00 p.m. to 6:00 p.m.) | |
| 1 hour | 60.00 |
| 1/2 hour | 36.00 |
| 1/4 hour | 24.00 |
| 5 minutes | 15.00 |
| 1 minute or less | 10.00 |
| - minder or resommental and a second | 10.00 |
| DISCOUNTS | |
| 1 to 12 times Net 100 to 149 times | 20% |
| 13 to 25 times 5% 150 to 299 times | |
| 26 to 51 tlmes | |
| | 30% |
| 52 to 99 times 15% | |
| OTTATA (AT D (MIDO | |
| SUNDAY RATES | |
| Morning and evening, same as week days. After | rnoon, |

one-half total of day and night rates.

SPECIAL FEATURES FOR COMPLETE SPONSORSHIP
Newscasts, sportcasts, 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.

22.50
10.00
30.00
35.00
31.00
115.00
12.50
7.50
7.50
7.50
5.00 Dramatic Players, each....

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.

will be charged only with actual talent cost in this connection.

All programs must conform to station standards. The volcing 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.

osing 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 transcrip-tion; 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. Hollingbery Company.

(Established 1938)

itates effective September 1, 1938. Owned by Standard Life Insurance Company of the Owned by Standard Lite insurance occupance South. Business Office and Studios—Hobert E. Lee Rotel, Jackson, Mississippi, P. O. Rot 1847. Transmitter—High Street at Larson, Jackson, Miss. Wave—Power—Time Operating power—250 waits. 206,9 melers; 1450 kilosycles, Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission 15% to recognized agency on pre-Agency commission 15% to recognized agency on pre-gram 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 are listing of Blue Network
Company (Supplementary to Blue Southcentral
Group).
Itates include fees charged by owners of copyrighted
music.
CLASS "A."
(6:00 p.m. to 9:00 p.m.)

| | (B:00 p.m. to 9:00 p.m.) | |
|------|---------------------------------|---------|
| 1 | hour | 60.00 |
| 1/2 | hour | 35.00 |
| 1/4 | hour | |
| 'n | minutes | |
| • 5 | minutes | |
| ĭ | minute | |
| 100 | words | |
| 50 | | |
| 90 | words | 3.23 |
| | CLASS "B" | |
| | (Before 6:00 p.m. and after 9:0 | 0 p.m.) |
| 1 | hour | |
| 1/2 | hour | |
| 1/4 | hour | |
| 10 | minutes. | |
| - 5 | minutes | |
| ĭ | minute | |
| 100 | | |
| | words | |
| 50 | words | |
| | FREQUENCY DISCOUNT | 38 |
| 1 | to 12 times | Net |
| 13 | to 25 times | |
| 26 | to 51 tlmes | |
| 52 | to 149 times | |
| 150 | to 299 times. | |
| 300 | or more times | |
| 300 | | 40 A |
| | TALENT | |
| Tale | ent extra. Rates on request. | 4 |
| | REMOTE CONTROL | à |
| | REMOTE CONTROL | |

Additional special charges made for programs origi-

nating outside of studios.

SERVICE FACILITIES

Rates include services of program department is securing taient and arranging programs.

Contract and Other Requirements

The station reserves the right to approve all material for copy and taient. Contracts subject to cancellation by advertisers only by a written notice two weeks is advance, accompanied by a certified two weeks is advance, accompanied by a certified two weeks is method to the date of last program.

Mechanical Program Equipment

Equipped to handle programs by electrical transcribtion, using 33-1/3 and 78 r.p.m. turn-tables.

Personnel General Manager—L. M. Sepaugh.

Commercial Manager—Ed. Wilkerson.

Representatives

Sears & Ayer. Inc.

LAUREL (Jones County) WAML (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.

Transmitter—2 miles south of city.

Wave—Power—Time
Operating power—250 watts.

'[100% modulation—crystal control.)
223.9 meters: [1310 kilocycles.]
Licensed to operate unlimited time.
Operates on Central War Time.
Actual operating schedule—
Agency Commission
Agency Commission 15% to recognized agencies of net station charges. No commission on talent, lices 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 (Southeentral Group).
Rates include charges by owners of music copyrights
(CLASS "A"
(6:00 p.m. to 11:00 p.m.)

| 1 | (6:00 p.m. to 11:00 p.m.) | 50.0 | l |
|---------------|---------------------------|------|---|
| /2 | hour | 25.0 | - |
| 5 | minutes | 7.5 | |
| 1 | minute or less | 5.6 | ٠ |
| | (11:00 p.m. to 6:00 p.m.) | | |
| $\frac{1}{2}$ | hour | 30.0 | |
| /4 | hour | 10.0 | , |
| 5 | minutes | 3.0 | į |

Sunday afternoon rates are one-half the total of da and night rates. (This listing continued on next page)

LAUREL--Continued W A M L—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 | mo | re times | 30% |
| 52 | to | 99 | times | 15% | | | | | |
| | | - | Secolal Day | | 4 | ^*** | | ante | |

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. Spon 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, request.

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.

ranking 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 setting arguments are printled. 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

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 transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for lateral and vertical cut recordings.

President-D. A. Matison. Commercial Manager-Hugh M. Smith.

of Representatives

Sears & Ayer, Inc.

McCOMB

(Pike County)

WSKB (Established 1939)

Rates effective January 1, 1941, (Card No. 4.) Nates effective January 1. 1931. Card No. 4.)

Owned and operated by McComb Broadcasting Corporation. Box 111. McComb. Mississippl.

Business Office and Main Studio—McColgan Hotel.

McComb. Mississippl.

Other Studios—Whitworth College. Brookhaven, Miss.

Transmitter—Pike County. Mississippl.

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.

ic Agency Commission

Agency commission 15% to advertising agencies recognized by station. Cash discount none. Bills rendered 1st of each month—payable 10th.

nel General Advertising

Rates include fees charged by owners of music copyrights. rights.

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.)

| (B:UU p.m. to 1U:UU p.m.) | |
|---|-------|
| 1 hour | 50.00 |
| | |
| | 27.50 |
| | 15.00 |
| (6:00 a.m. to 6:00 p.m. and after 10:00 p.m.) | |
| | 30.00 |
| 1/2 hour | 16.00 |
| 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) | 8.00 |
| 1 minute (100 words preferred time) | 4.50 |
| i minute (100 words preferred time) | 4.00 |
| (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 |
| | 3.00 |
| 1 minute (100 words preferred time) | 3.00 |
| DISCOUNTS | |
| Applicable to programs and spots. | |
| | 20% |
| | |
| 6 months | 25% |
| | |

12 months... ELECTRICAL TRANSCRIPTIONS
Extra charges when special transcriptions or recordings.

Ings.
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.

Where special lines or remote connections are required, the cost of installation and line charge must be paid in advance. Dlus 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.

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 transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for lateral and vertical cut recordings.

General Manager—George Blumenstock. Chief Engineer—Robert Louis Sanders.

Representatives None.

MERIDIAN

(Lauderosle County) WCOC

(Established 1926)

itates effective January 1. 1938.

Owned and operated by Mississippi Broadcasting Co.

Studio-Threefoot Bldg., Meridian, Miss., telephone 1042.
Transmitter—Highway 45, one and one-half miles from Meridian.

Wave-Power-Time

Operating Power—1.000 watts day and olght. (100% modulation.) 329.7 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 frum date of invotce. No commission or cash discount on talent.

General Advertising

eneral Advertising
For combination rates see listings of Columbia Broadcasting System (Southcentral Group).
Rates include charges by owners of music copyrights.

MUSICAL PROGRAMS

Night Time

18 4th p.m. to 12:00 midnight)

On contract only, 1 program per week for:

13 cons. 26 cons. 52 cons.

| | | | TO COME. | 40 CUMB. | DZ COHB. |
|-------------|-----------|---------|-----------|----------|----------|
| | | l time | weeks | weeks | weeks |
| 1 | hour | 76.50 | 72.68 | 68.85 | 65.03 |
| 1/2 | hour | | 40.38 | 88.25 | 36.13 |
| | | | | | |
| 1/4 | bour | 21,25 | 20.19 | 19.13 | 18.06 |
| | | Day T | | | |
| | (6:UI) a | ı.m. to | 6:00 p.m | .) | |
| 1 | hour | 42.50 | 40.38 | 38,25 | 86.13 |
| 1/2 | | 21.25 | 20.19 | 19.13 | 18.06 |
| 1/4 | | 12.75 | 12.11 | 11.48 | 10.84 |
| 1/4 | | | | 11.40 | 10.54 |
| | | | EMENTS | | |
| | | Night ' | | | |
| | m.a 00:8) | . to 12 | inbim 00: | ght) | |
| 10 | minutes | | 20.19 | 19.13 | 18.06 |
| | minutes | 17 00 | 16.15 | 15.30 | 14.45 |
| 5 3 2 | | 10.75 | | | 10.84 |
| 2 | minutes | 12.10 | 12.11 | 11.48 | |
| Z | minutes | 10.20 | 9.69 | 9.18 | 8.67 |
| 1 | minute | 6.80 | 6.46 | 6.12 | 5.78 |
| | | Day T | lme | | |
| | (6:00 g | | 6:00 p.m. | .1 | |
| 10 | minutes | 17.00 | 16.15 | 15.30 | 14.45 |
| 5 | minutes | 12.75 | 12.11 | 11.48 | 10.84 |
| 2 | | | | | |
| 8 2 | minutes | 8.50 | 8.08 | 7.65 | 7.23 |
| 2 | minutes | 5.53 | 5.25 | 4.98 | 4.70 |
| 7 | minita | 8 40 | 2 92 | 9.04 | 2 80 |

Contract and Other Requirements

contract and Other Requirements
Advertising of alcoholic beverages not sccepted, excepting beer.
The above quoted musical rates are for the facilities of the station only; talent is extra.
Preferred position Roverned by priority and availability on contract basis. No blanket contracts accepted.
No contract basis. No blanket contracts excepted. No contract accepted for longer period than one year. 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, all traveling expenses, salaries, etc., of artists to be pair 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 Bidg., 407
Franklin St., Natchez, Miss.
Transmitter—Highway 61, one mile north of business
district. Natchez, Miss.

Wave—Power—Time
Operating Dower—250 watts.
201.3 mcters; 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.

| 1/4 | | | 16.00 | 14.00 | 12.00 |
|-----|-----------|----------|---------------|---|-------|
| | 5 minutes | | 8.00 | 7.00 | 6.00 |
| - 1 | l minute | 4.50 | 4.00 | 8.50 | 3.00 |
| 100 |) words | 4.50 | 4.25 | 4.00 | 3,00 |
| | I | DISCOU | NTS | | |
| 3 | months | | | ******* | 10% |
| 6 | months | | | | 15% |
| 12 | months | | | | 20% |
| | CDEC | TAT. TOE | A PRITTED THE | *************************************** | ,- |

Neather 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 oblinion 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.

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 hast program.

gram.

Closing Time
Contracts close one week in advance of first broadcast.
Announcement copy, transcriptions and talks
close 24 hours in avance.

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 Breadcasting Co., Inc. Studio—Hotel Vicksburg, Vicksburg, Mississippi Transmitter—Two miles east of Vicksburg, Miss.

Transmitter—two miles east of Vices Wave—Power—Time
Operating power—1.000 watts.
(100% modulation—crystal control.)
215.8 meters: 1390 kilocyoles.
Licensed to operate day time.
Operates on Central War Time.

Agency Commission 15% to advertisting agencies and 15% to recognized station representatives. Discounts and commissions Dayable 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 Southcentral
Group).

MISSISSIPPI—Continued

VICKSBURG—Continued

VICKSBURG—Continued

WQBC—Continued

PROGRAMS

(Studio or transcription)

Minimum one program weekly to earn contract rates.

1 to 13 ti. 26 ti. 52 ti. 1 to 20 ti. 20 ti. 1 to 20 ti. 2 t

ersonnel
President—L. P. Cashman.
Station Director—O. W. Jones.
Chief Engineer—C. E. Drake.

MISSOURI

CAPE GIRARDEAU

(Cape Girardeau County) KFVS



Owned and operated by Oscar C. Hirach.

Business Office and Studio—KFVS Badio Bldg., 324
Broadway, Cape Girardeau, Missouri, telephone
2104 and 2105.

Transmitter—Three miles Northwest of Cape Girardeau, Missouri on U. S. Highway No. 41,

Wave—Power—Time
Operating power—250 waits.
(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
Agency commission 15% to recognized agencies on
time only. All bills rendered on day following broadcast.

Cast.

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 thour. 11: 13 tt. 26 tt. 52 tt.

1 hour. 25.00 23.75 22.50 21.25

1/4 hour. 15.00 14.25 13.50 12.75

5 minutes. 7.00 6.65 6.30 5.95

1 minute. 4.00 3.80 3.60 3.40

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

| | | | | 112577 | | |
|------|-------------|------------|----------|-----------|-----------|-----------|
| 200 | words | | 4.00 | 3.20 | 3,60 | 2,44 |
| 100 | words | | 2.75 | R.09 | 7.93 | 7.74 |
| | | LOITA | TCAL ' | TALKS | | |
| Reg | ular one | time rate | e appl | 7. | | |
| | | | | ROGRAM | M | |
| Reg | ular time | | | | | MIT a mag |
| Nos | restricted | to cert | ain hos | ur s. | | |
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| | posals sub | | | | | |
| F741 | me must | conform ' | to the | atenderd | of the | 11110 |
| whe | re advert | iner nres | 22744 0 | OF STORY | em. sem | a Pottof |
| | submitted | | | | | |
| fron | without | station's | conse | of. | 304 0 | |
| Stat | tion does | not sai | ume a | incur | any lishi | Hite of |
| Any | kind or | characte | er which | h may | be sustal | ned by |

ANNOUNCEMENTS

Table to the second of the sec

Personnel
Manager-Owner—Oscar C. Hirsch.
Program Director—Virginia Bahn.
Chief Engineer—B. L. Hirsch.
Representatives
None.

COLUMBIA

(Boone County) KFRU (Established 1925)



Rates effective November 1, 1941. (Card No. 5.)
Owned and operated by Star-Times Publishing Co.
Business Office and Studio-Ninth and Eim Sta.,
Columbia, Mo., telephone 4141.
Transmitter—1200 East Brosdwar. 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
Agency commission 15% to recognized advertising
agencies. No cash discount. Invoices rendered firstof month and are due 10th of month following services
General Advertising
For combination rates see listing of Blue Network
Company (Basic Blue Network).
Rates include charges by owners of music copyrights.
CLASS "A"

(12:00 noon to 1:00 p.m. and 6:00 p.m. to
10:00 p.m. and 6:00 p.m. to
11: 13:1. 26:1. 52:1. 100:1.
1 hour. 60.00 57:00 54:00 48:00 48:00
1/4 hour... 24:00 34:20 32:40 28:80 27:00
1/4 hour... 24:00 32:40 28:80 27:00
1 minute 5:00 11:40 10:80 9:60 9:00
1 minute 5:00 14:75 4:50 4:00 3.75
100 words 4:50 4:25 4:00 3.50 3.55
0 words 3:50 3:35

(CLASS "B"

(Sign-on to 12:00 noon, 1:00 p.m. to 6:00 50 words 3.50 3.35 3.15 2.80 CLASS "B"

(Sign-on to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 10:00 p.m. sign-ord)

1 bour 40.00 28.00 36.00 32.00 22.00 22.80 21.60 19.20

WEEKLY FREQUENCY DISCOUNTS
(CLASS "A"
Chain break announcements limited to 30 words; 58
word rate applies,
(12:00 noon to 1:00 p.m. and 6:00 p.m. to

| | | 10:00 p | | | |
|----|-----------------|-----------|---------------------|---------|---------|
| | 2 hour: | 1 wk. | ——Per we 13 wks. | 26 wks. | 52 wks. |
| | 5 days weekly | 115.00 | 109.25 | 103.50 | 92.00 |
| | 3 days weekly | 80.00 | 76.00 | 72.90 | 64.00 |
| Ξ. | days weekly | 60.00 | 57.00 | 54.00 | 48.00 |
| | 3 days weekly | 45.00 | 42.75 | 40.50 | 36.00 |
| | minutes: | | | | |
| | 5 days weekly | | 30.40 | 28.80 | 25.60 |
| | 3 days weekly | | 19.00 | 18.00 | 18.00 |
| | | CLASS | | | |
| | (Sign-on to 12: | | | | :00 |
| | p.m. and i | 10:00 p.: | m. to sig | D-007) | |

| (Sign-on to 12: | | | | 00 |
|-----------------|-----------|------------|--------------|-------|
| p.m. and I | .0:00 p.1 | n. to sign | n-off) | |
| 1/2 hour: | | | | |
| 5 days weekly | 90.00 | 85.50 | 81.00 | 79.50 |
| 3 days weekly | 60.00 | 57.00 | 54.00 | 48.00 |
| 1/4 hour: | | | | |
| 5 days weekly | 48.00 | 45.60 | 43.20 | 38.40 |
| 3 days weekly | | 34.20 | 32.40 | 28.80 |
| 5 minutes: | | 01120 | 02120 | 20101 |
| 5 days weekly | 24.00 | 22.80 | 31.60 | 19.20 |
| | 16.00 | 15.20 | 14.40 | 12.80 |
| | | | | |

COLUMBIA---Continued KFRU—Continued

KFKU—Continued
TALKS AND ADDRESSES
Talks of 15 minutes or less are accepted at regular rates and are subject to station approval. Two copies must be submitted 24 hours in advance.

Newscasts: Six newscasts per week, one per day, Monday through Saturday:

—Per week for—Class A Class R

ATURES

per week, one per day,

—Per week for—

Class A Class B

35.00 30.00

40.00 35.00

45.00 40.00 Monday through Saturday:

Class A Class B

5 minute period daily.

5 minute period daily.

40.00 35.00

10 minute period daily.

40.00 35.00

114 hour period daily.

45.00 40.00

These rates are subject to 5% discount on contracts of 26 weeks; 10% discount on 25 week contracts.

Time signals, temperature reports plus 30 words of commercial continuity broadcast one per day. Monday through Saturday:

Per month for 1 m. 6 mos.

1 m. 6 mos.

Class "A".

70.00 65.00

Two minute sales talks in Class "B" time daily. Monday through Saturday. per month 80.00. This rate is subject to 10% discount for 6 months, 20% for 12 months. Ad 50% to monthly rate for three announcements per day. Market reports, 5 minutes daily, Monday through Saturday, per month Saturday, per m

RECORDED PROGRAMS
Regular time charges apply. Not restricted to certain bours. TALENT

Resular lime charges apply. Not restricted to certain bours.

TALENT

Rates on request.

Where remote control programs are contracted for, all extra expenses for lines, personnel traveling expenses, etc., will DIES resulting.

Rates include tull services of the program department; announcer, securing lalent; arranging and presenting programs, escuring talent; arranging and presenting programs, escuring the program used within one year and are for etation time only. Announcements and programs cannot be grouped for discount purposes.

No contract for longer than one year.
All advertising must be approved by management and must conform to government regulations.

Closing time for programs, one week in advance; for announcements, 24 hours in advance.

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 records.

Personnel

President—Elzey Roberts.

General Manager—C. L. Thomas,
Sales Manager—J. W. Roth.

Representatives

Weed & Company.

HANNIBAL

(Marion County)

KHMO (Established 1941)

Rates effective March 1, 1942. (Card No. 2.)
Owned and operated by the Courier-Post Publishing
Company.

| Rates effective March 1, 1942. (Card No. 2.) Owned and operated by the Courier-Post Publishing Company. Business Office and Studio—102-1/2 S. Main St., Hannibal. Mo., telephone 3450.

Transmitter—1900 Lindell Ave., Hannibal. Mo. Wave—Power—11me Operating power—250 watts. 223.9 meters; 1340 kilocycles. Licensed to operate full time. Operates on Central War Time, Actual operating schedule: 17 hours daily. Agency Commission 15% to recognized agencies on net charges for station time. No eash discount. Bills due and payable when rendered.

General Advertising Rates apply to both local and national advertising. Quantity discounts retroactive on entire schedule as earned. CIASS "A"

(12:00 noon to 1:00 p.m., and 6:00 p.m., to 10:00 p.m.)

1 tit. 13 ti. 26 ti. 52 ti. 104 ti. 1 hour... 55.00 52.25 49.50 46.75 44.00 1/2 hour... 34.00 32.30 30.60 28.90 27.20 1/4 hour... 20.00 19.00 18.00 17.00 16.00 5 minutes 10.00 p. 50 9.00 8.50 8.00 1 minutes 10.00 p. 50 9.00 8.50 8.00 1 minutes 10.00 4.75 4.50 4.25 4.00 50 words... 4.00 CIASS "Better Ciass" (LiASS "Better Ciass" Ciass "A"

(CIASS "Better Ciass" Ciass "A" (12 hour... 35.00 38.50 3.60 3.40 3.20 CIASS "Better Ciass" Ciass "A" (12 hour... 35.00 21.25 3.50 29.75 28.00 174 hour... 35.00 38.25 3.50 29.75 28.00 174 hour... 35.00 21.85 20.70 19.55 18.40 174 hour... 35.00 38.25 3.50 29.75 28.00 174 hour... 35.00 38.25 3.50 29.75 28.00 174 hour... 35.00 21.78 3.50 3.50 3.60 5.65 5.60 1 minutes 7.00 6.65 6.30 6.25 5.60 1 minutes 7.00 6.65 6.30 6.25 5.60 1 minutes 7.00 6.65 6.30 5.25 5.00 50 words... 2.50 2.50 2.50 2.05 1.00 VOLUME RATES CIASS "A"

| | , | JUAGO | A | | |
|-----|-------------------|------------|----------|---------|--------|
| Thr | ee times per week | : : | | | |
| | | | Per w | raek | |
| | | 18 wks. | 26 wks. | 39 wks. | |
| 1 | hour | 79.00 | 75.00 | 71.00 | 67.00 |
| 1/2 | hour | 46.00 | 48.70 | 41,40 | 39.10 |
| 1/4 | hour | 26.00 | 24.70 | 23,40 | 22.10 |
| 5 | minutes | . 14.00 | 13,30 | 12.60 | 11.90 |
| | | CLASS | "B" | | |
| 1 | hour | 53.00 | 50.35 | 47.70 | 45.05 |
| 1/2 | hour | | 31.85 | 29.70 | 28.05 |
| 1/4 | hour | | 18.05 | 17.10 | 16.15 |
| 5 | minutes | . 11.00 | 10.45 | 9.90 | 9.35 |
| | | CLASS | "A" | | |
| Fiv | | k: | | | |
| 1 | hour | 128.05 | 121.65 | 115.25 | 108.85 |
| 1/2 | hour | | 71.12 | 67.38 | 63,64 |
| 1/4 | hour | | 40.25 | 38.12 | 86.00 |
| 5 | minutes | 20.68 | 19,65 | 18.62 | 17.59 |

| , | MADD | | | |
|---------------------|---------|------------|-----------|---------|
| | | —Per w | 10X | |
| | 13 wks. | 26 wks. | 39 wks. | 52 wks. |
| 1 hour | 79.78 | 75.79 | 71.80 | 67.81 |
| 1/2 hour, | 50.23 | 47.72 | 45.21 | 42.70 |
| 1/4 hour | 28.57 | 27.14 | 25.71 | 24.28 |
| 5 minutes | 16.74 | 15.50 | 14.66 | 13.82 |
| Six days per week, | add 1 | /5 of the | five time | o rate. |
| Seven days per week | k, add | 2/5 of the | five tim | e rate. |
| . ANN | OUNCE | MENTS | | |
| 1 daily | 14.00 | 13.30 | 12,60 | 11.90 |
| 2 daily | 23.00 | 21.85 | 20.70 | 19.55 |
| 3 daily | | 25.65 | 24,30 | 22.95 |
| 4 daily | 30.00 | 28.50 | 27.00 | 25.50 |
| 5 daily | 82.00 | 30.40 | 28.80 | 27.20 |
| 3 weekly | 7.50 | 7.10 | 6.70 | 6.30 |
| ~ | | | | 2100 |

COMBINATION RATES
Spot announcements and program combinations:

CLASS "A"

(12:00 noon to 1:00 p.m. and 6:00 p.m. to 1:00 p.m.) 13 wks. 26 wks. 39 wks. 52 wks.

| 50.80 | 48.10 | 45.40 |
|----------|-------------------------|--|
| | | |
| 31.80 | 30.10 | 28.40 |
| | | |
| 25.33 | 24.00 | 22.67 |
| | | |
| 20,10 | 19.94 | 18.88 |
| "B" | | |
| | | |
| | | |
| 38.47 | 36.44 | 34.41 |
| | | |
| 25.17 | 23.84 | 22.51 |
| | | |
| 21.37 | 20.24 | 19.11 |
| | | |
| 17.88 | 16.93 | 15.88 |
| ATTTOTES | ı | |
| | 25.17 21.37 17.88 | 31.80 30.10 25.33 24.00 20.10 19.94 "B" time) 38.47 36.44 25.17 23.84 21.37 20.24 |

SPECIAL FEATURES
News—Leased wire service available at the following rates: Early Morning Round-up (6:15 a.m. to 7:30 a.m.):

| _ | | ——Par | week | |
|--------------------|---------|----------|-----------|---------|
| | 13 wks. | | 39 wks. | 52 wks. |
| 3 times weekly | 23.00 | 21.85 | 20.70 | 19.55 |
| 6 times weekly | 31.00 | 29.45 | 27.90 | 26.45 |
| Mid-morning and | Mid-at | ternoon | (10:00 a. | m. and |
| 3:00 p.m.): | | | | |
| 3 times weekly | 18.00 | 17.10 | 16.20 | |
| 6 times weekly | | | 22.50 | 21.25 |
| Noon Edition, E | vening | Edition | and Tor | |
| Headlines (12:30 | | :15 p.m. | and 9:45 | p.m.): |
| 3 times weekly | | 28.50 | 27.00 | |
| 6 times weekly | | 36.10 | 34,20 | 32.30 |
| Sports Review (six | | eekly): | | |
| 6:15 p.m | 35.00 | 33.25 | 31.50 | |
| 10:00 p.m | 25.00 | 23.75 | 22.50 | 21.25 |
| Play-by-play spor | rts and | special | events—r | ates on |
| request. | | | | |
| | TALE | S | | |

Political, one time rate applies, payable in advance. ELECTRICAL TRANSCRIPTIONS
Transcribed programs are accepted for broadcast at any hour available.

REMOTE CONTROL
Station can make any pick-up desired. Line rates on request.

TALENT

SERVICE FACILITIES
Commercial program listings and display advertising for program clients at no extra charge.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and wine.
All programs subject to approval of station and may be cancelled by station management if deemed advisable.
Rates do not include talent.

Closing Time
Ten days prior to starting date.

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

dersonne! Manager—E. L. Sparks. Sales Manager—Earl Dougherty.

Representatives None.

JEFFERSON CITY

(Cole County)

KWOS (Established 1987)

(Established 1987)
Rate card issued May 15, 1989. (Card No. 3.)
Owned and operated by the News and Tribune.
Business Office and Studie—St. Mary's Boulevard.
Jefferson City, Missouri, telephone 4000.
Transmitter—St. Mary's Blvd., Jefferson City, Mo.
Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal centrol.)
241.9 metere; 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 6:00 a.m. to 12:00 midnignt.
Agency Commission
Agency commission 15% on station time only. No commission paid on production costs including talent.
Cash discount none. Payment date first of month following service.
General Advertising
For combination rates see listing of Mutual Broadcasting System.
Fees charged by owners of music copyrights are not included in rates.
The following rates are for both local and national advertising.

Quantity discounts apply on each classification only. Announcements and programs cannot be combined to secure Quantity discounts. Quantity discounts apply on periods or announcements used consecutively within 12 months.

Special features including news and sports broadcasts daily, except Sunday, at regular card rates plus service charges.

POLITICAL TALKS
Interviews (personal), per minute 1.50. Cash in advance. ELECTRICAL TRANSCRIPTIONS
Accepted for broadcast at any hour available.
TALENT
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 discounts.

REMOTE CONTROL
Programs will be broadcast from any location outside of the station studies. Retailed the station of the station studies are required to the station studies. The service of station power and eleatment, stan announcers, merchandising department are available to the advertiser without extra cost. Estimates for the complete production of program including continuity, talent, arrangements and Presentation will be furnished on request.
Contract and Other Requirements
The rates are for time only.
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. No contract longer than one year.
Closing Time
Two weeks prior to starting date.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/2 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.
Personnel
President—Robert C. Goshorn.
Business Manager—R. L. Rose.

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Personnel
President—Robert C. Goshorn.
Business Manager—R. L. Rose.
Program Director—J. J. Corrigan.
Representatives
Sears & Ayer, Inc.

JOPLIN (Jasper County)

WMBH (Established 1927)



Rates issued June 1, 1942. (Card No. 11.)
Owned and operated by Joplin Broadcasting Co.
Business Office and Studio—Frisco Bldg., Joplin,
Missouri, telephone 330.
Transmitter—1334 Roosevelt, Joplin, Missouri,
Vave—Power—Time
Operating power—250 watts.
(100% modulation.)
206.9 meters; 1450 kilocycles.
Licensed to operate full time.

206.9 meters; 1450 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Operating schedule: Sundays 7:00 a.m. to 1:00 a.m.;
week days 6:00 a.m. to 1:00 a.m.
Agency Commission
15% on net charges for station facilities to recognized advertising agencies. Cash discount——. Bills due and payable 10th of month following service.
General Advertising
For combination rates see listing of Mutual Broadcasting System.

MISSOURI—Continued

JOPLIN—Continued W M B H—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

Details on request

Details on request.

Contract and Other Requirements
Advertising of alcoholic beverages accepted after 9:30 p.m. week days.
Advertiser will be charged for talent, the amount being specified in the contract. All talent will be engaged by the station's staff, otherwise station reserves the right to refuse any talent that does not maintain the etation's standard.

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

ersonnel Manager—D. J. Poynor. Sales Manager—Bob Burke. Chief Engineer—Baxter Burris.

Representatives Sears and Ayer, Inc.

KANSAS CITY

(Jackson County)

K C M O (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., Kaneas

Business City, Missouri, Victor 0900.

Transmitter—Hardesty and Washington Blvd., Kaneas City, Missouri.

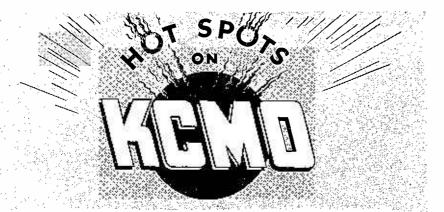
Wave—Power—Time
Operating power—5.000 watts.
202.7 meters; 1480 kilocycles.
Licensed to operate unlimited time.
Operates on Central War Time.
Actual operating schedule: 5:00 a.m. to 1:00 a.m.
Agency Commission
Agency Commission 15% to recognized advertising agencies. No cash discount. All bills rendered on day following broadcast, payable immediately.
General Advertising
For combination rates see listing of Blue Network
Company (Basic Blue Network).

CLASS "A"

CLASS "A"

(2020—The 10:10:100 D.m.)

CLASS "A"
(6:00 p.m. to 10:30 p.m.)
1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 300 tl.
1/2 hour.... 120.00 114.00 108.00 102.00 96.00 90.00
1/4 hour.... 72.00 68.40 64.80 61.20 57.60 54.00
10 minutes 55.00 52.25 49.50 46.75 44.00 41.25
5 minutes 36.00 34.20 32.40 30.60 28.80 27.00



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-

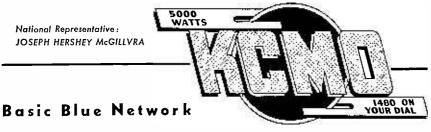
minute newscasts daily and Sunday, plus two daily one-minute

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 McGillyra office to arrange similar profit-

able promotion in Kansas City for YOU.

National Representative: JOSEPH HERSHEY McGILLVRA



| CLASS "B" | |
|---|---------------|
| (8:00 a.m. to 6:00 p.m. and 10:30 p.m. to | |
| 12:00 midnight) | |
| | 00 tl. |
| 1/2 hour 60.00 57.00 54.00 51.00 48.00 | 45.00 |
| 1/4 hour 36.00 34.20 32.40 30.60 28.80 | 27.00 |
| 10 minutes 27.50 26.13 24.75 23.38 22.00 | 20.63 |
| 5 minutes 18.00 17.10 16.20 15.30 14.40 CLASS "C" | 13.50 |
| CLASS "C" | |
| (12:00 mldnight to 8:00 a.m.) | |
| 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 |
| 10 minutes 18.50 17.58 16.65 15.73 14.80 | 13.88 |
| 5 minutes 12.00 11.40 10.80 10.60 9.60 | 9.00 |
| WEEKLY RATES CLASS "A" | |
| | |
| | wks. |
| 1/2 hour 581.40 518.40 4 | 59.00 |
| | 75.40 |
| | 15.49 |
| | 37.70 |
| Three times weekly: | 31.10 |
| | 44.80 |
| | 46.88 |
| | 12.20 |
| 5 minutes 92 34 82 62 | 73.44 |
| CLASS "B" | |
| (8:00 a.m. to 6:00 p.m. and 10:30 p.m. to | |
| 12:00 midnight) | |
| Six times weekly: | |
| 1/2 hour | 29.50 |
| 1/4 hour | 37.70 |
| 10 minutes | 05.21 |
| | 68.85 |
| Three times weekly: | |
| | 22.4 t |
| 1/4 hour 92.34 82.62 | 73.44 |
| | 56.10 |
| 5 minutes | 36.72 |
| CLASS "C" | |
| (12:00 midnight to 8:00 a.m.) Six times weekly: | |
| | 53.00 |
| | 91.80 |
| | 70.79 |
| | 45.90 |
| Three times weekly: | 10.00 |
| | 81.60 |
| | 48.96 |
| | 37.40 |
| | 24.48 |
| ANNOUNCEMENTS | |
| | |
| Time periods and announcements cannot be comi | oinea |
| to earn frequency discounts. | |
| CLASS "A" | |
| (6:00 p.m. to 10:30 p.m.) | |
| 1 13 26 52 100 300 | 500 |
| ti. ti. ti. ti. ti. ti. | ti. |
| 1 minute 20.00 19.00 18.00 17.00 16.00 15.00 | |

1 minute 20.00 19.00 18.00 17.00 16.00 15.00 14.00 100 words 20.00 11.00 11.00 10.00 12.00 11.20 11.20 11.20 11.20 11.20 11.20 20.00 11.00 11.00 12.00 11.20

CLASS "C'"

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

1 minute 7.00 6.65 6.30 5.95 5.60 5.25 4.90

100 words 6.00 5.70 5.40 5.10 4.80 4.50 4.20

35 words 5.00 4.75 4.50 4.25 4.00 3.75 3.50

"35 words 7.00 6.65 6.30 5.95 5.60 5.25 4.90

(*) 35 word station breaks preceding and following programs. Guaranteed position. Wire or call collect for time availabilities.

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 cervice charges to be paid by cilent, through the station, and are net. No commission or cash discount.

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

Closing lime
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. Breazeal.

Representatives
Joseph Hershey McGillyra, Inc.

KANSAS CITY—Continued A M B C (Established 1921)

Rates effective February 1, 1942. (Card No. 20.)

molght.

"gency Commission

"gency Commission 15% allowed to recognized agenties on station time only. No cash discount. Invoices a station time only. No cash discount. Invoices the station of month following broadcast, except othere credit has not been arranged when terms are iet cash with order, unless otherwise provided. Billing will be at card rates earned unless otherwise surranged.

trianed.

(heral Advertising

for combination rates see listing of Columbia Broadlasting System (Basic Network).

The following rates apply to both national and local
idvertising.

tates and discounts on program time and announcesments (talent excluded) are guaranteed for term of
fontract, including extension or renewal contracts for
identical and consecutive service within one year.

Solutions on all contracts within one year are cumulcative and retroactive. Programs and announcements
up and the combined to earn discounts.

**Common Common Common

OISCOUNTS
Change of the broadcasting arns an additional rebate of 52 times 10% of the owest net time billing of any one week, during ontract year. Time only. This rebate applies unless therwise designated.

therwise designated.

SERVICE FEATURES

Contracts acceptable on basis firm order, 13 weeks infimum, and subject to cancellation thereafter on 10 days notice prior to expiration of any 13 week yele.

News Sponsorship—Station reserves complete control wer news and placement of sponsor's announcements, he number of which is limited to two in each Newsiast (or Sportscast). Copy limitations—5 minute newcasts, 225 vords, except Early Farm Edition, 300 words.

Sponsorship duoted daily, Monday through Saturday, 2arly Farm Edition: About 6:00 a.m., 10 minutes, 10.00; Coffee-Cup Edition, 7:15 a.m., 10 minutes, 10.00; Coffee-Cup Final, approximately 3:30 a.m., 5 ninutes. 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, 80.00; 10 minutes.

220.00; 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, 80.00; 10 minutes, 120.00.

Sunday News Package, 7:15 a.m., 10 minutes; midmorning, 5 minutes; 12:00 non, 10 minutes; midafetenoon, 5 minutes; 12:00 non, 10 minutes; 23:00 p.m., 10 minutes; 21:00 non, 10 minutes; 23:00 p.m., 10 minutes; 24:00. Service charges net. No frequency discounts.

Not subject to annual rebate. Add to above for news service, 5 minutes, 38.00; 10 minutes, 48.00, except in Class 'E' time, either 5 or 10 minutes, 24:00. Services of Erle Smith, John Cameron Swayze, John Fariner, or other specified news reporter, extra; rates on reduest.

Neotscast: 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 aports 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 is strip is ordered by sings sponsor.

Official markets of Kansas City Live Stock interests, direct from Live Stock Exchange Bullding, Approximately five minutes, Monday through Friday morning, per week 14:4.00. Sponsor identification at beginning, and 150 words commercial at close by station announcer. Not subject to annual rebate. Furn Counselior Tails—with Phil Evans—approximately 10 minutes, Monday through Friday; same rates and conditions as for 6:00 a.m. News Sponsorship, except five days 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 15:00; three times weekly, available only if three times sold, per week, 66:00. Services of Phil Evans, extra.

Feam Programs—Daily except Sunday. Exact time of all f

ation.

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:

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 sublect to change, 4 weeks. Minimum
weekly

contract, time sublect 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.

KAIBC 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. July except Sunday; 1/4 hour sponsorship, maximum 400 words commercial copy and mention on all other days; competitive accounts not accepted:

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... 46.00 70.00 146.00

3 times weekly, per week... 18.00 105.00 213.00

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 is sponsored.

KMBC Food Scout—10 minutes. Monday through Saturday. Same sponsorship conditions as for Newscasts, except maximum copy, 300 words. Per week 120.00 pitts 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. Hecorded time announcements or sound effects not acceptable.

Special package of daily 30 word announcements

ceptable. Special package of daily 30 word announcements (choice of Classes 'C,' 'D.' or 'E' available, strictly fiexible, 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 fexible 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.

awance, 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)



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

KANSAS CITY—Continued

KM B C—Continued

Contract and Other Requirements or or designation 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. If buyer cancels, short rate will apply, but if station moves buyer's schedule and cannot supply acceptable time, buyer will pay short rate only beyond the frequency classification then current.

The buyer's order, upon acceptance by station, becomes a contract which is not cancellable, nor subject to change by buyer, prior to starting date. Station reserves the right to refuse any order or any material submitted for broadcasting.

All programs, talks and announcements are subject to the approval of the station without objection or liability. Programs and announcements are subject to the sproval of the station without objection or liability. Programs and announcements are subject to change by station.

Transcription programs are subject to change by station by deleting recorded material and submitting local material.

The station is obligated to furnish buyer copy of revised script and/or continuity only if script and/or continuity for buyer is received by station at least one week prior to date of broadcast.

Failure to broadcast programs ordered by buyer, if, due to technical breakdowns, fres, strikes, or other causes beyond control of station, or substitution of emergency news or information, or other unsponsored programs considered by station management important in the public interest, shall not constitute a breach of contract by station. If station is unable to offer an acceptable substitute program period, buyer will not be obligated to pay for time thus lost; however, stations shall not laye or interest hall not cons

WDAF (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.
Transmitter—82nd and Mission Road, Johnson County.
Kansas

City, Missouri, Harrison 1200.
Transmitter—82nd and Mission Road, Johnson County.
Kansas.
Wave—Power—Time
Operating power—5,000 watts.
491.8 moters: 610 kilocycles.
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
Agency commission 15% to recognized advertising agencies if paid by the 15th of the month following service. No commission on talent. No cash discount. Invoices mailed first of month.
General Advertising
For combination rates see listing of National Broadcasts are subject to remoral or time change by WDAF upon seven days notice to client.
(6:00 p.m. to 19:30 p.m.)
11. 1 hour. 400.00 220.00 260.00 220.00 200.00
1/4 hour. 220.00 176.00 143.00 121.00 110.00
1/4 hour. 220.00 186.00 187.00 186.00 66.60 66.00

| 1/2 hour | 220.00 | 176.00 | 143.00 | 121.00 | 110.00 |
|-----------|--------|------------|-----------|--------|--------|
| 1/4 hour | 121.00 | 96.80 | 78.70 | 66.60 | 60.50 |
| 5 minutes | 96.80 | 77.40 | 62.90 | 53.20 | 48.40 |
| (5:00 m | .m. to | 6:00 p.m. | daily and | | |
| | to | 6:00 p.m. | Sundays) | | |
| '1 hour | 266.70 | 213.30 | 173.30 | 146.70 | 133.30 |
| 1/2 hour_ | 146.70 | 117.30 | 95.30 | 80.70 | 73.30 |
| 1/4 hour | | | 52.50 | 44.40 | 40.30 |
| 5 minutes | 64.50 | 51.60 | 41.90 | 85.50 | 82.20 |
| | | (All other | time) | | |
| 1 hour | 180.00 | | 117.00 | 99.00 | 90.00 |
| | | | | | |

1 hour. 180.00 144.00 117.00 wr.uv ww.uv 1/2 hour. 99.00 79.20 64.40 54.50 49.50 1/4 hour. 54.50 43.60 35.40 30.00 27.20 minutes 43.60 34.80 28.30 29.90 21.80 ANNOUNCEMENTS

Time discounts may be carned only when minimum of one announcement per week is used. When a specified time is Kutarnteed for broadcasts of less than five minutes, 50% extra is charged. However, guaranteed announcement position is subject to program changes which might eliminate time allotted for announcement.

minute... 51.60 41.30 p.m. to 10:30 p.m.)

1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 800 ti. minute... 77.40 61.90 50.30 42.60 88.70 84.80 words... 51.60 41.30 83.50 28.40 25.80 23.20 words... 31.00 24.80 20.10 17.00 15.50 14.00 (5:00 p.m. to 6:00 p.m. daily and 12:00 noon to 0:00 p.m. Sundays)

minute... 51.60 41.30 83.50 28.40 25.80 23.20 words... 34.40 27.50 22.80 18.00 17.20 15.50 words... 20.70 10.50 18.40 11.30 10.30 9.80

| | (All other time) | | | | | | | |
|----|------------------|-------|--------|--------|--------|---------|---------|--|
| | | 1 ti. | 13 ti. | 26 ti. | 52 ti. | 100 ti. | 300 ti. | |
| | minute | | | 22.60 | | | 15.70 | |
| 75 | words | 23.20 | 18.60 | 15.10 | 12.80 | 11.60 | 10.40 | |
| 30 | words | 14.00 | 11,20 | 9.00 | 7.70 | 7.00 | 6.80 | |
| | | SPEC | MAL F | EATU | RES | | | |

Time and weather announcements at guaranteed announcement rates.

Services available at cost.

ELECTRICAL TRANSCRIPTIONS

(Transcribed Announcementa)

15 seconds.

TALEM

Talent charges on application.

REMOTE CONTROL

Where programs are to be broadcast from any other place than the station attoid there is an additional charge of 35.00 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 neverages not accepted.

Broadcasting periods or programs are not subject to change or cancellation except with the consent of the station and as hereinster provided.

Contracts may be cancelled or terminated only by giving WDAF written notice two weeks in advance, and paying rate earned for time used.

All broadcasting programs of every description are subject to approval and regardless of the objection of the user, any program submitted by user may be disapproved without incurring any liability therefor. The user agrees to submit to an authorized representative of the station his entire program in detail for approval at least 24 hours in advance. It is agreed that all announcements will be made by and under the supervision of the station.

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, that purchase of a period of broadcast time actually means that period of time less twenty seconds.

The station may cancel contracts upon default by the user either in the prompt payment of any amounts to be paid the station or in the performance of any other provision of the contract.

The station dees not assume or incur any liability of any kind or character, either by reason of statements made over Station WDAF or for injuries or accident to performers, entertainers, speakers or other talent, or the officers, agents, servants or employe

ments of any kind made with or by its representatives.

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, and said notice shall be deemed to have
been served at the time the same is delivered to the
telegraph company or post office for transmission.

The failure to broadcast any program for the user
due to the default or neglect of the user, shall not
release the user from the payment of the regular
rates for such program, as shown by the foregoing
schedule of rates, and the user in such case shall be
required to pay the scheduled rate therefor to the
same extent as if said program has been broadcast.
The station is not bound to broadcast the program of
the user due to weather conditions, strikes, fires,
breakage in facilities or equipment, or from any
other cause not due to the fault or neglect of the
same shall not constitute a breuch of the affecment,
but said Program may be broadcast at some other
or different period estificatory to both the station
and the user.

Rates cover station time only. Cost of tslent or any
other sympass of the program additional,
with program additional,
with program additional additional destine programs of the station
and the user.

Rates cover station time only. Cost of tsient or any other expense in connection with program additional. All talent and performers for the user's Programs will be furnished by the station acting as the user's agent, and when requested by the user, the station will assist, as user's agent, in arranging programs. The cost of furnishing performers and talent will be paid for by the user at the then existing standard scale of rates at which talent or performers may be secured by the station.

coursed by the station.

Closing Time
All talks must be made from manuscript and submitted to the station for approval 24 hours before
broadcast.

Mechanical Program Equipment
Equipped to handlo programs by electrical transcription, using double turn-tables at 33-1/8 and 78
r.p.m. Vertical and lateral equipment.

Parannal

r.p.m. Vertical and lateral equipment
Personnel
Director—H. Dean Fitzer.
Assistant Director—V. S. Batton.
Sales Representative—Gardner Beames.
Branch Offices
Chicago: L. J. Weishar.
New York: Allan W. Creel.
Representatives
Edward Petry & Company.

WПВ (Established 1922) THE STATE OF THE S NETWORK MUTUAL

Rates effective Aug. 15, 1937 (Card No. 18), revised Hates effective Aug. 15, 1937 (Card No. 18), revises Owned and operated by WHB Broadcasting Co. Business Office and Main Studio—Scarritt Bidg. Kansas City. Mo., Harrison 1161. Wire or phon collect for time clearance or other data dealred. Other studios, K. C. Livestock Exchange; U. 5 Department of Agriculture; Municipal Auditorium Federal Building; Unity School; Swift & Compan Test Kitchen; Kansas City Canteen.
Transmitter—North Kansas City. Missouri.

Transmitter—North Kanase City. Missouri.

Wave—Power—Time
Operating power—1.000 wette.
340.9 meters; 880 kilocycles.
Licensed to operate every day from sunrise to sunse
Operating schedule: January 6:20 a.m. to 6:15 p.m.
February 6:20 a.m. to 7:00 p.m.; March 6:20 a.m. t
7:30 p.m.; April 6:20 a.m. to 8:00 p.m.; May 6:2
a.m. to 8:30 p.m.; Jupe 6:20 a.m. to 8:45 p.m.
July 6:20 a.m. to 8:45 p.m.; August 6:20 a.m. t
8:15 p.m.; September 6:20 a.m. to 7:30 p.m.; Octo
ber 6:20 a.m. to 6:45 p.m.; November 6:20 a.m. t
6:00 p.m.; December 6:20 a.m. to 6:00 p.m.

Agency Commission
Agency commission 15% on station time. No case discount. Bills due and payable monthly followin service unless otherwise specified.

service unless otherwise specimen.

General Advertising
For combination rates see listings of Kansas Stat
Network and Mutual Broadcasting System.

War clause—Station reserves right to revise rates a
any time upon 13 weeks notice in writing and con
tracts are accepted subject to this reservation. Th
advertiser may cancel without short rate charge o
the date on which the new rate may become effective
(8:00 p.m. to local sunset week days and 12:00
noon to local sunset Sundays)

1 hr. 1/2 hr. 1/4 hr. 5 mit
1 hr. 1/2 dr. 1/4 hr. 5 mit
1 hr. 1/4 hr. 5 mit

| | | T 111. | 1/4 Ur. | 1/4 11. | о ши |
|-----|------------------|--------|-----------|----------|------|
| 1 | time | 240.00 | 144.00 | 96.00 | 50.0 |
| 13 | times | 228.00 | 136.80 | 91.20 | 47.5 |
| 26 | times | 216.00 | 129.60 | 86.40 | 45.6 |
| 52 | times | 204.00 | 122-40 | 81.60 | 42.5 |
| 100 | times | 192.00 | 115.20 | 76.80 | 40.0 |
| L50 | | 180.00 | 108.00 | 72.00 | 37.1 |
| 300 | times | 168.00 | 100.80 | 67.20 | 35.6 |
| | (6:00 a.m. to 6: | | week days | and befo | Te |
| | 12:0 | 0 noon | Sundays) | | |
| 1 | time | 120.00 | 72.00 | 40.00 | 20.0 |
| 13 | times | 114.00 | 68.40 | 38,00 | 19.0 |
| 26 | times | 108.00 | 64.80 | 36.00 | 18.0 |
| 52 | times | 102.00 | 61.20 | 34.00 | 17.0 |
| | | | | | |
| ĮÕÕ | | 96.00 | 57.60 | 32.00 | 16.0 |

100 times 90.00 54.00 35.00 15.0 15.0 times 90.00 54.00 35.00 15.0 300 times 84.00 50.40 28.00 14.0 STRIP RATES FOR ONE-QUARTER HOUR PROGRAMS

Rates apply to 1/4 hours used daily at same how five, six or seven days weekly. Advertisers usin more than one strip weekly (whether placed through the same or different advertising agencies) are entitled to the following additional discounts during the same or different advertising agencies) are entitled to the following additional discounts during the same of the same or different advertising agencies) are entitled to the following additional discounts during the same of the same or different advertising agencies) are entitled to the following additional discounts during the same of the

| | (6:00) | թ.m. ւս | local sun: | | |
|---|---------------|---------|------------|---------|--------|
| | | | Per w | eek for | |
| | | 13 wks. | 26 wks. | 39 wks. | 52 wkc |
| 5 | nights weekly | 324.00 | 307.80 | 291.60 | 275.4 |
| в | nights weekly | | 342.00 | 324.00 | 306.0 |
| 7 | nights weekly | | 376.20 | 356.40 | 336.4 |
| | (6:00 | a.m. to | 6:00 p.m | .) | 1 |
| 5 | days weekly | 162.00 | 153.90 | 145.80 | 137.1 |
| | days weekly | | 171.00 | 162.00 | 153.6 |
| 7 | days weekly | 198.00 | 188.10 | 178.20 | 168.1 |
| | | | | | |

7 days weekly...... 198.00 188.10 178.20 188.1
SPOT ANNOUNCEMENT RATES AND
TRANSCRIPTIONS
Rates are for run of schedule spots during hours in
dicated. Certain spots on station schedules tal
"Preferred Time Rate" 25% additional. These "pri
ferred spots" will be quoted on request.
Rates quoted include time charge and services 'station organization: extra charge is made b
talent used in dialogue announcements. Announce
ments ordered within one minute of time class chant
take rate of the higher class.

(8:00 p.m. to local sunset)
1 13 25 52 100 150 80
tt. til. til. til. til. til.

1 minute transcription 37.50 35.63 33.75 31.88 30.00 28.13 26.7 100 words. 30.00 28.50 27.00 25.50 24.00 22.50 21.1 1/2 minute transcription 27.00 25.65 24.30 22.95 21.60 20.25 18.1 50 words. 18.00 17.10 16.20 15.30 14.40 13.50 12.1 12.10 noon to 6:00 p.m. Sundays)

12:00 noon to 0.00 1.00 16:00 15:00 14:10 10:00 16:00 15:00 14:10 10:00 16:00

(This listing continued on page (70)



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

KANSAS CITY

MISSOURI-Continued

KANSAS CITY—Continued W H B—Continued

News Broadcasts: Eight times daily at 6:25 a.m., 7:90 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

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 transcrip

TALENT

Additional charges are made for talent, special continuity service and special announcers. Bates 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. Merciandising department correlates newspaper, out-door and direct-mail campaigns with radio broadcasts.

Types of service available and other details on re-

Quest.

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

- 1 Supply advertiser with wholesale and retail dealer lists of specific classifications, such as grocers, drug stores, etc., in primary area. Per classifica-tion list. 50 units.
- tion list. 50 units.

 2. Mall out letters and/or printed matter to the trade, station to furnish its own letterheads. If desired, and to furnish mineographing, 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.

 1. Introduce advertiser's salesmen to key buyers such
- 4. Introduce advertiser's salesmen to key buyers such as department stores, chain stores and wholesalers. Per call, 50 units.
- Arrange for use of window displays. (Advertisers to furnish material.) Per display placed, 25 units.
- 6. Distribute counter displays and cards. (Advertis to furnish material.) Per display distributed. I units.
- 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.
- Arrange audition of program for important le outlets. (Advertiser to pay any necessary tal costs.) Per person attending audition, 10 un In no case does the station agree to solicit take orders for the advertiser's product.

REMOTE CONTROL.
Additional charges made for programs originating outside of WHB central studies.

Contract and Other Requirements

contract and Other Requirements
Advertising of hard alcoholic heverages not acceptable. When, beer and laxatives accepted.
Rates are for station time said services of station organization only. Frice quotations permitted. Talent is extra. All contracts are subject to the laws, rule-and regulations of the United States, Kansas Cits and the State of Missouri and other regulatory bothes, as well as the rules of the Federal Communications Commission. All programs, amouncements 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 inside over the station or for injuries to performers, entertainers, speakers or other talent, or the officers, agents, or emplayees of the client while on the premises of station or any remote control point. Clients expressly agree to save station harmless from all loss, cost or damage of winthcover kind or nature, which may be sustained by it as a result of broadcasting for said clients.

Clients will be billed monthly for nostage or express

Clients will be billed monthly for nestage 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 studios at least two weeks in advance to permit checking and shipments 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.

President & Commercial Mgr.—Denald Dwight Davis Vice-Pres. and General Mgr.—John T Schilling Vice-Pres. and Treasurer—John F. Cash.

Henresentatives

for time clearanes, schedules, information, data, telephone Harrison 1181, collect, or wire collect to Don Davis, Willi, 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. Wolpers.

Wolpers.

Business Office and Studio—1801 N. Main Street.

Poplar Bluff, Missouri, telephone 1310.

Transmitter—1801 N. Main St., Poplar Bluff, Mo.

Transmitter—1801 N. Main St., ropper Bidin. Mo. Wave—Power—Time
Uperating 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 15% to recognized agencies on net station time. Cash discount 2%—10th of following month. No discount on talent unless otherwise arranged.

Ing month. No discount on tarranged.

General Advertising
Rates include charges by owners of music copyrights.
ASCAP, BMI and SESAC performance licenses.
The following rates are for national advertising.
CLASS 'A'

(11:30 a.m. to 1:30 p.m. and 6:00 p.m.
to 10:00 p.m.)

1 ti. 13 ti. 26 ti. 52 ti. 78 ti. 100 ti.
1 hour.... 55.00 47.50 45.00 42.50 40.00 37.50
7/2 hour.... 35.00 14.25 13.50 12.75 12.00 11.50
1/4 hour.... 15.00 14.25 13.50 12.75 12.00 11.50
1/4 hour... 15.00 14.25 13.50 12.75 12.00 15.63
CLASS 'B'

(All other time)
1 hour.... 40.00 38.00 38.00 34.00 32.00 30.00
1/2 hour... 24.00 22.80 21.60 20.40 19.20 18.00
1/4 hour... 12.00 11.40 11.80 10.20 9.60 9.00
5 minutes 6.00 5.70 5.20 5.10 4.80 4.50
STRIP RATES
CLASS''A'

(11:30 a.m. to 1:30 p.m. and 6:00 p.m.

Three times weekly:

13 wks. 2 wks. 52 wks.

| Three times weekly: | | Per week | | | | |
|---------------------|-----------------|----------|---------|--|--|--|
| | 13 wks. | 26 wks. | 52 wks. | | | |
| 1 hour | 1 0 5.00 | 97.50 | 90.00 | | | |
| 1/2 hour | 63.00 | 58.50 | 54.00 | | | |
| 1/4 hour | 31.50 | 29.25 | 27.00 | | | |
| 5 minutes | 15.75 | 14.64 | 13.50 | | | |
| Five times weekly: | | | | | | |
| 1 hour | 137.00 | 120.00 | 100.00 | | | |
| 1/2 hour | 87.50 | 75.00 | 62.50 | | | |
| 1/4 hour | 42.50 | 37.50 | 31,25 | | | |
| 5 minutes | 21.25 | 20.00 | 18.75 | | | |
| CLASS "B" | | | | | | |
| | | | | | | |

Class "A" rates less 20%.
Note: For six times weekly strip rate, add 1/5; for seven times weekly strip rate.

ANNOTINGENEERING.

ANNOUNCEMENTS
CLASS "A"
(11:30 s.m. to 1:30 p.m. and 6:00 p.m. to

| 10.00 P.III.) | | | | | | | |
|---------------|-------|---------|----------|---------|---------|--|--|
| | | 1 min. | 100 wds. | 30 sec. | 15 sec. | | |
| 1 | time | 4.00 | 3.50 | 3.00 | 2.00 | | |
| 13 | times | . 3.80 | 3.33 | 2.85 | 1.90 | | |
| 26 | times | . 3.60 | 3.15 | 2.70 | 1.80 | | |
| 39 | | | 2.98 | 2.55 | 1.70 | | |
| 52 | times | . 3.20 | 2.80 | 2.40 | 1.60 | | |
| 78 | times | 3.00 | 2.63 | 2.25 | 1,50 | | |
| 104 | times | . 2.80 | 2.45 | 2.10 | 1.40 | | |
| 208 | times | . 2.60 | 2.28 | 1.95 | 1.30 | | |
| 312 | times | . 2.40 | 2.10 | 1.80 | 1.20 | | |
| 500 | times | . 2.20 | 1.92 | 1.65 | 1.10 | | |
| ,000 | times | . 2.00 | 1.75 | 1.50 | 1.00 | | |
| ,500 | | | 1.40 | 1.20 | .80 | | |
| | , | 12 4 44 | (CD) | | | | |

Transcription library service available a

rates.

TALENT
Rates on request. All talent and special service charges to be paid by client through the station and are net, no commission or discount.

REMOTE CONTROL.

Programs broadcast from points outside the studio are subject to special olarges to be paid by client.

Station offers the service of its program department, announcers and merchandising denorment at no extra cost. In this case of oyter merchandising expense, client will be billed with same.

ctient will be billed with same.

Contract and Other Requirements

No contract accepted for longer than one year.

Randard AAAA rules and conditions applicable to all contracts. All contracts subject to acceptance of management and must conform to station bolicy and government regulations.

Discounts, in case of cancellation, allowed only as carned.

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 transcrip-tion, using 88-1/8 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

for vertical and lateral city recordings.
Personnol
General Manascr—P. H. Cunningham.
Chief Engineer—Don M. Lidenton.
Commercial Manascr—P. H. Canningham.
Continuity Editor—Win. R. Tedrick.
Raircasontatives
None.

ST. JOSEPH

(Buchanan County)

KFEQ

January, 1943

Rates effective December 15, 1942. (Card No. 7.)
Owned and operated by KFEQ. Inc.
Studio—2nd floor, Schneider Bidg.. 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.

Operating power—3,000 watts,

'001''' involunting,

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 mldnight; week days 6:00 a.m. to 12:00 midnight.

night; week days 0.00 a.m.
Agency Commission
15% on station time charges allowed to recognized advertising agencies. No cash discount. No commission on raient or line charges, Bills payable 15th or month following service unless otherwise specified.

52 wks. 195.00 300.00 330,00 One hour: times 240.00 times 375.00 times 420.00 -half hour: 350.00 390.00 325.00 360.00 117.00 180.00 198.00 135.00 210.00 234.00 | Direction | Dire 78.00 120.00 132.00 39.00 60.00 66.00

8:00 p.m. week and 10:00 p.m. to sign-on Sundays, and 10:00 p.d. 10:00 p.d.

Rates on request.

RANSCRIPTIONS
Programs not restricted to cortain hours. Library service available. Rogular rates apply.

SERVICE FACILITIES
Merchandlsing service available. Details on request. Any merchandising or promotional activity which entails actual expense on the part of station will be billed at cost.

talls actual expense on the part of station will be billed at cost.

Contract and Copy Requirements
Advortising contracts with station are not assignable, nor are any perfects with station are not assignable, nor are any perfects with station are not assignable, and the station of the station. Such light reserved to refuse or discontinue any advertising. Right also reserved to use the time allotted to advertisor for other burposes whenever required by law, or whenever, in the judgment of station, such action may become necessary or proper to broadcast news events of general interest, or to serve the public interest, or to clear time for network programs. In the event of such appropriation of advertisor'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. Programs hold priority over announcements.

Programs hold priority over announcements.

Times dunted are subject to prior sale and network requirements.

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. Itisik reserved to limit length and frequency of programs or annotaneomous.

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ST. JOSEPH-Continued KFEQ—Continued

"Unless otherwise specified and agreed upon, contracts, are not subject to cancellation until two weeks after

in the second process of the continued with the second process of the content of

in Headley-Reed Company.

ST. LOUIS KFUO

oluwned and operated by Evangelical Lutheran Church. Missouri Synod. 50 office Soil De Mun Ave., St. Louis. Mo. -ave-Power-Time arthur power -5,000 watts to sunset at Denver. 352.9 meters; 850 kilocycles.

Does not sell time.

KMOX (Established 1995)

COLUMBIA OPERATED

Rates effective October 1, 1939. (Card No. 16.) or Owned and operated by Columbia Broadcasting Sys

tem. Inc.

- State State Studio-401 S. 12th Blvd., St. 50 Louis, Mo.

- State State Studio-401 S. 12th Blvd., St. 50 Louis, Mo.

- Transmute-16 miles south of St. Louis. Missouri.

- Ave — Power — Time

- Operating power—50,000 watts.

- 100 modulation

- 267.0 meters; 1120 kll

- 30 Operates on cleared national channel.

- Operates on Central War Time.

- Actual operating schedule: Sundays 7:00 a.m. to 1:30 a.m.

- 1 (sensy Commission

- 1 Agency commission

- 1 Agency commission

a.m. Week days 5:00 a.m. to 1:30 a.m. yeek days 5:00 a.m. to 1:30 a.m. yeek days 5:00 a.m. to 1:30 a.m. yeek days to advertising agencies recognized by station. No cash discount. Invoices rendered weekly.

Leneral Advertising
5 For combination rates eee listing of Columbia Broad-feasting System (Basic Network).

Rates include charges by owners of music copyrights. Programs not furnished by, but presented in the studies of KMOX are subject to a production charge. Tales for periods in excess of one hour are in exact proportion to one hour rates.

GENERAL BROAD CASTING TIME RATES Without Talent—Gross
Without Talent—Gross
Without Talent—Gross

| | | "A" | | |
|-----|-------------------------|----------|-----------|----------|
| | (7:00 p.m. to 10:30 | p.m. wee | k days | and |
| | 6:00 p.m. to 10:30 | p.m. Su | ndays) | |
| | - | | Per week | |
| | | 1 hr. | 1/2 hr. | 1/4 hr. |
| 1 | day | 575.00 | 345.00 | 230.00 |
| 2 | days | 1.150.00 | 690.00 | 460.00 |
| 3 | days | 1,552.50 | 931.50 | 821.00 |
| 4 | days | 2.070.00 | 1.242.00 | 828.00 |
| 5 | days | 2.587.50 | 1.552.50 | |
| 6 | done | 2,760.00 | | 1,035.00 |
| ۰ | daysCLASS | | 1.656.00 | 1.104.00 |
| | (CLASS | "B" | | |
| | | .m. week | | a |
| | 1:00 p.m. to 6:00 | | | _ |
| - | 1 hr. | 1/2 hr. | 1/4 hr. | |
| 1 | day 383.33 | 230.00 | 153.33 | 153.33 |
| 2 | days 766.66 | 460.00 | 306.66 | 306.66 |
| 3 | days 1.035.00 | 621.00 | 414.00 | 414.00 |
| .4 | days 1,880.00 | 828.00 | 552.00 | 552,00 |
| '5 | days 1,725.00 | 1.035.00 | 690.00 | 690.00 |
| 6 | days 1,840,00 | 1.104.00 | 736.00 | 736.00 |
| | CLASS | 11(41) | | |
| | (9:00 a.m. to 6:00 p.m. | week day | s, and 10 | 1.80 |
| | p.m. to 11:00 | p.m. dai | | |
| 1 | day 287.50 | 172,50 | 115.00 | 115.00 |
| - 2 | days 575.00 | 345.00 | 230.00 | 230.00 |
| 8 | days 778.25 | 465.75 | 810.50 | 810.50 |
| 4 | days 1,035.00 | 621.00 | 414.00 | 414.00 |
| 5 | days 1.293.75 | 776.25 | 517.50 | 517.50 |
| 6 | dayя 1.380.00 | 828.00 | | |
| • | 1,38U.UU | C48.00 | 552.00 | 552.00 |

| | | a | "D" | | |
|----|-------------------|----------|------------|------------|---------|
| | | CLASS | | | |
| | (8:00 a.m. to 9 | :UU a.m. | week days | . 8:00 a.r | n. |
| | to 1 | :00 p.m. | Sundayı | | |
| | | l hr. | 1/2 hr. | 1/4 hr. | 5 min. |
| | 3 | 253.00 | 151.80 | 101.20 | 101.20 |
| | day | | | | |
| 2 | days | 506.00 | 303.60 | 202.40 | 202.40 |
| я | days | 683.10 | 409.86 | 273.24 | 273,24 |
| 4 | days | 910.80 | 546.48 | 364.32 | 364.32 |
| 5 | | .138.50 | 683.10 | 455.40 | 455.40 |
| | | | | | |
| 6 | daya | L,214.40 | 728.64 | 485.76 | 485.76 |
| | | CLASS | E | | |
| | (11:00 p. | m. to 8: | 00 a.m. d | aily) | |
| 1 | day | 169.00 | 106.00 | 69.00 | 69.00 |
| 2 | days | 338.00 | 212.00 | 138.00 | 138.00 |
| | | 456.00 | 286,00 | 186.00 | 186.00 |
| 3 | days | | | | |
| 4 | days | 608.00 | 381.32 | 248.00 | 248.00 |
| 5 | days | 760.00 | 476.65 | 310.00 | 310.00 |
| 6 | days | 811.00 | 509.00 | 331.00 | 331.00 |
| | even days per we | | | | |
| 5 | even nays per we | CF DIG T | f hour rat | Las Int | ٠. |
| | hree-quarter hour | | | | |
| 7) | amaining five at | e ton m | inuta uni | te of a | fifteen |

| | 1 t1. | 13 ti. | 26 ti. |
|------------------------------|----------|-----------|--------|
| 100 words | 28,00 | 22.00 | 16.00 |
| *1 minute live or electrical | tran- | | |
| scription | 42.00 | 33.00 | 24.00 |
| Women's Hour-Run-of-stati | on, dayt | ime only. | daily |
| except Sunday: | | | |
| 100 words | 35.00 | 29.00 | 23.00 |
| *1 minute live or electrical | | | |
| | | | |

| | (6:00 p | .m. to | 10:30 | p.m.) | | 75.00 |
|---|----------------|----------|-------|-------|-------|--------|
| 6 | (Before 6:00 p | | | | | 412.50 |
| 1 | per week | o.m. and | arter | 10:30 | p.m.) | 52.50 |
| 6 | weekly | | | | | 262.50 |

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 Dackage rate which is also subject to weekly frequency discounts—details on request. Sports Features: When available. Hates on request.

Sports Features: When available, Rates on request, ELECTRICALLY TRANSCRIBED PROGRAMS
REGular rates apply.

TALENT
Special announcers—rates on request, remouter constitution outside the studies are subject to special charkes.

Programs originating outside the studies are subject to special charkes.

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 Kaiox Columbia Playhouse are subject to service charge of 25.00 each.

Production charges on live programs—rates on request.

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.

Raufosentatives

Radio Sales.



Rates effective February 15, 1941. (Card No. 18.)

Rates effective February 15, 1941. (Card No. 18.)
Owned and operated by the St. Louis Post-Dispatch.
Business Office--I2th 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.

1100% 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.

night.

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).

Itates are based on the number of programs to be used in one year and are for station time only.

Discounts will apply to announcements as well as regular broadcasting periods, but must be on a separate contract.

CLASS "A"

regular proadcasting periods, but must be on a separate contract.

(6:00 p.m. to 10:30 p.m.)
1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 300 ti.
1 heur.... 400.00 380.00 380.00 300.00 340.00 320.00 300.00
1/2 hour... 220.00 209.00 198.00 187.00 176.00 185.00
1/4 hour... 125.00 118.75 112.50 108.25 100.00 93.75
10 minutes 100.00 95.00 90.00 85.00 80.00 75.00
5 minutes 75.00 71.25 67.50 63.75 60.00 56.25
1 minute or less....... 60.00 57.00 54.00 51.00 48.00 45.00
100 words or less....... 60.00 47.50 45.00 42.50 40.00 37.50
100 words or less...... 40.00 38.00 36.00 34.00 32.00 30.00

CLASS "B" less...... 25.00 23.75 22.50 21.25 20.00 18.75 less...... 20.00 19.00 18.00 17.00 16.00 15.00 CLASS "C" | (11:00 p.m. to 9:00 n.m.) 1.00 17.00 16.00 17.00 16.00 17.00 17.00 17.00 16.00 17.00 less....... 20.00 19.00 18.00 17.00 16.00 15.00 10.00 words or less...... 16.67 15.84 15.00 14.17 13.34 12.50 *50 words or on words or less 13.33 12.66 12.00 11.33 10.66 10.00 (*) Time signals limited to 30 words.

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.

TALENT
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.

ment 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 the 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 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 sub-

snown on the rate card in enect at the date of the contract.
All broadcasting programs or announcements are subject to the approval of the station management and any program or announcement may be revised or rejected, and any contract for broadcasting may be cancelled by the management of station upon written notice without incurring any liability therefor.
Advertisers must furnish two weeks' written notice in event of cancellation of program contracts. In the event any broadcasting period contracted for is not used, the Pullitzer 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 regular 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, etation 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.

tion 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 any and 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.

units 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 Pulitizer Publishing Company, and the advertiser agrees to save the Pulitzer Publishing Company, its employees its employees and ascents, from all liability, loss or camage including attorneys fees in connection with any claims for damage or losses sustained by it as a result of the use of station IKBD under the contract. In addition, the advertiser expressly warrants to the Pulitizer 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 likelous 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 brove to be libelous, defamatory or obscene.

The advertiser authorizes the Pullitzer Publishing Company, its employees and agents, to cut off each

famatory or obscene.

The advertiser anithorizes the Pulitizer Publishing Company, its employees and agents, to cut off any breadcast in so far as the same shall consist of matter which has not previously been approved by the Fulitizer Publishing Company it, in the opinion of the company, said matter either is libelous, defamatory or obscene, or might be so considered by any listener; but notifier this prevision, nor the failure of the company to cut off any broadcast shall relieve the advertiser of any of his obligations under the contract.

the contract.

Exclusive rights to broadcast programs or announcements are not granted to any one advertiser.

Hoparate contracts are required for announcements up to one minute, and pograms of live minutes or longer. The Pullilar Publishing Company will not be responsible for verbal spreaments of any kind made by or with its representatives.

Giosing 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.

ersonnei General Manager---George M. Burbach. Sales Manager----Edward W. Hamlin.

Representatives Free & Peters. Inc.

KWK

(Established 1927)

Rates effective March 1, 1940.

Owned and operated by Thomas Patrick, Incorporateu.
Business Office and Studio-Hotel Chase, St. Louis,
Missouri, Rosedale 3210.

Transmitter—Broadway & Logan St., St. Louis, Mo.

Aver—Power—Time
Operating power 5,000 watta days; 1,000 watta 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 6:00 a.m. to 12:00 midnight.

Agency Commission gency 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.

of additional discounts.

CLASS "A"

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

1 ti. 26 ti. 52 ti. 100 ti. 200 ti. 300 ti.
1 hour... 15:00 261.25 247.50 238.75 220.00 206.25
1/2 hour... 165.00 156.75 148.50 140.25 132.00 123.75
1/4 hour... 110.00 104.50 99.00 98.50 88.00 82.50

CLASS "B"

(8:30 a.m. to 6:00 p.m. and 10:30 p.m. to 12:30 p.m. and 10:30 p.m. to 12:00 midnight Sundays)

p.m. and 10:30 p.m. to 12:00 midnight Sundays)
1 hour... 160.00 152.00 144.00 136.00 128.00 120.00
1/2 hour... 90.00 85.50 81.00 76.50 72.00 67.50
1/4 hour... 50.00 47.50 45.00 42.50 40.00 87.50
5 minutes... 40.00 38.00 36.00 34.00 32.00 30.00

CLASS "C"

CLASS "C"

1/4 hour... \$0.00 47.50 46.00 42.50 40.00 \$7.50 5 minutes. 40.00 38.00 36.00 34.00 32.00 30.00 CLASS "C" (All other hours)

Minimum contrat Is weeks. 1 hour... 90.00 85.50 81.00 76.50 72.00 67.50 1/2 hour... 50.00 47.50 45.00 42.50 40.00 87.50 1/4 hour... 50.00 47.50 45.00 42.50 40.00 87.50 5 minutes 20.00 19.00 18.00 17.00 16.00 15.00 ANNOUNCEMENTS (Between Programs) (6:00 p.m. to 10:30 p.m. Sunday)

p.m. to 10:30 p.m. Sunday)

1 minute 50.00 47.50 45.00 42.50 40.00 87.50 10.00 10.00 18.00 11

SPECIAL FEATURES 6 ti. wkly. 403.20 190.50 Rush Hughes:

RECORDED PROGRAMS
Regular time charges apply.

TALENT
Program ideas and talent rates on application.
REMOTE CONTROL
Fucilities for remote control broadcasts are available at expense of advertiser.

at expense of advertiser.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted,
excepting boor and wino.

All promises the results of contract one year. All proreams 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
ironal casting.

Closing Timust be closed two weeks in advance to make proper announcements. Final closing date, one week in advance, All proposals subject to prior hooking of time.

Mechanical Program Equipment
Equipped to handle program by electrical transcription, using 88-1/8 and 78 r.p.m. double turn-tables.

Personnel
President and General Manager—Robert T. Convoy.
General Bales Manager—V. E. Carmichuel.

Branch Office Paul II. Raymer 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.

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 6:00 a.m. to 12:00 mid-

Agency Commission gency Commission
Agency commission 15% on station time only to
advertising agencies recognized by station. No commission on program costs, production, line chargeor talent. No cash discount. Announcements and
programs cannot be combined to secure benefit of
additional discount.

55.00 52.25 49.50 less....... 55.00 52.25 100 words or less....... 45.00 42.75 40.50 38.25 36.00 35.00 33.25 31.50 29.75 28.00 26.25 33.25 31.50 CLASS "B" 29.75 28.00 26.25

27.50 26.15 24.75 23.40 22.00 20.65 less..... 100 words or 22.50 21.40 20.25 19.10 18.00 16.90 50 words or less..... 17.50 16.65 15.75 14.90 14.00 18.15 13.15 14.00

| December 20,000 | 14,90 | 14,90 | 17,50 | 14,90 | 17,50 | 16,65 | 15,75 | 14,90 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17,50 | 17 96.00 48.00 28.00 24.00 16.00 less....... 17.50 100 words or 14.00

programs.

TALENT
Talent available for every type of program. Talent not included in program rates. Rates on request.

REMOTE CONTROL
Programs originating outside the studies 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.

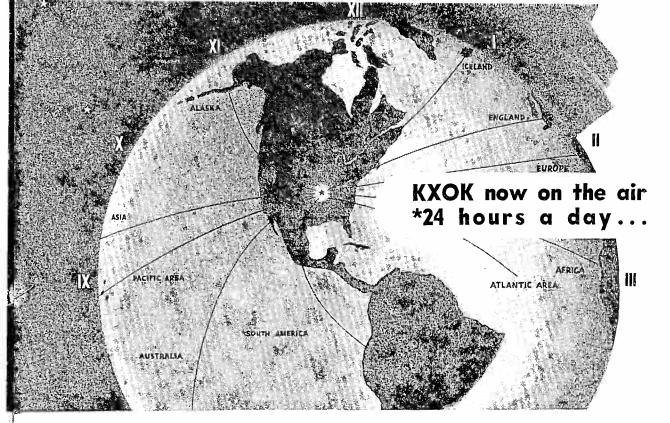
Personnel General Manager—John C, Roberts, Sales Manager—Clarence G, Cosby. Program Director—C. L. Thomas. Representatives
Weed & Company.

WE W (Established 1921)

Rates effective August 1, 1940. (Card No. 5.) Owned and operated by St. Louis University, Rusiness Office and Studio—3642 Lindell Boulevard St. Louis, Missouri, Franklin 5665. Transmitten—3942 Lindell Boulevard, St. Louis, Mo Average Power—II,000 watte.

Vave—Power—Time
Operating power—1,000 watts,
(100% modulation.)
380.0 meters; 770 killocycles,
Operates on Central War Time.
Actual operating schedule: January 0:00 a.m. to 6:0
p.m.; Pebruary 6:00 a.m. to 0:45 p.m.; March 6:0
a.m. to 7:00 p.m.; April 0:00 a.m. to 7:39 p.m.
May 0:00 a.m. to 8:00 p.m.; June 0:00 a.m. to
8:30 p.m.; July 6:00 a.m. to 8:30 p.m.; August 6:0
a.m. to 8:00 p.m.; September 0:00 a.m. to 7:15 p.m.
Cotober 0:00 a.m. to 8:30 p.m.; November 0:00 a.m.
to 6:45 p.m.; December 0:00 a.m. to 5:45 p.m.

(This listing continued on page 174)



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 pene-

trates four states. Audi-

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.

ence counts ... advertisers have it on KXOK.

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 ti. 13 ti. 26 ti. 52 ti. 100 ti. 300 ti.

Rates on request.

RECORDED PROGRAMS

Regular time charges to apply to recorded programs. Not restricted to certain hours. Transcription library services available, rates and details on request, instantaneous recording equipment available.

TALENT

Itates on request.

REMOTE CONTROL

Station is equipped to handle remote control broadcasts. Advertiser must pay all charges for telephone line and any other charges involved.

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

Parsannal

for vertical and lateral cut recordings
Personnel
General Manager—N. (Nick) Pagliara.
Program Director—Don Lochner.
('hief Engineer—George E. Rueppel.
Henraseniativee
John E. Pearson Company.

WIL (Established 1922)

testantished 18221

Nacs 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 Ludell Boulevard, St. Louis, Missouri.

Missourl.

Wave—Power—Time
Operating power—250 watts.

'130-'' modulation—crystal control.)

'233.0 meters; 1230 kilncycles.
Licensed to operate full time.
Operating sendedule: Monday through Friday 7:00
a.m. to 11:00 p.m.; Saturdays 7:00 a.m. to 2:30
a.m.; Sundays 8:30 a.m. to 11:00 p.m.

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 henadeast.

No cash discount. All invoices payable at face when rendered. Short rate billing rendered when frequency rate is not earned.

General Advertising
Hates 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.

CLASS "A"

CLASS "A"

| (6:00 p.m. to 10 |):00 p.m | . week day | B and B: | 30 | | | | |
|-----------------------------|------------|------------|----------|---------|--|--|--|--|
| a.m. to 10:00 p.m. Sundays) | | | | | | | | |
| l tl. | 26 t1. | 76 tl. | 151 tl. | 225 tl. | | | | |
| 1 hour 90,00 | 85.50 | 81.00 | 76.50 | 72.00 | | | | |
| 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 20,00 | 19,00 | 18.00 | 17,00 | 10.00 | | | | |
| | CLASS | "B" | | | | | | |
| (7:00 a.m. to 6: | :00 ti.th. | week days | and 10: | ប០ | | | | |
| p.m. | to sign. | off dally) | | | | | | |
| | | | | | | | | |

57.00 33.25 19.00 14.25 54.00 31.50 18.00 18.50

5 minutes 15,00 14.25 13.50 12.75 12.00
MIGIT ANNOLINITEMENTS
The following rates apply if preceded and followed
by regularly scheduled programs. Copy will be broadcast as adminited. If approved by station.

| | | | LANS | | | |
|-----|----------|--------|----------|------------|-------------|-------|
| | | | | | /n nucl 8:3 | () |
| | 11 | um, fo | 10:00 р. | m. Hundi | asa) | |
| 1 | mbuote | 15.00 | 14.25 | 13.50 | 12.76 | 12.00 |
| 100 | words. | 12,00 | 11,40 | 10,80 | 10, 20 | 0.80 |
| 50 | words | 9,00 | 8.55 | 8,10 | 7,65 | 7.20 |
| | | | TLAHH | "13" | | |
| | (7:00 K. | | | | amt 10:0 | 3 |
| | | p. m. | to sign- | off dally) | | |
| 1 | talitute | 10.00 | 0.50 | 0.00 | 8.50 | 8.00 |

 $\frac{7,20}{5,40}$

100 wards . 8.00 50 wards . 0.00

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,

Extra 25%. **(ILIT)** All RATES

RECORDED PROGRAMS AND ELECTRICAL

THANSCRIPTIONS

Regular station time rates apply day and night.

**RECORDED PROGRAMS AND ELECTRICAL

THANSCRIPTIONS

Regular station time rates apply day and night.

**RECORDED PROGRAMS AND ELECTRICAL

THANSCRIPTIONS

Regular station time rates apply day and night.

**RECORDED PROGRAMS AND ELECTRICAL

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 Communications Commission. Station reserves right to refuse or discontinue any material contrary to these requirements or regulations. In case of special events, station reserves right to change broadcast time of any program or announcement and agrees to substitute other mutually satisfactory time for that taken.

Should advertiser fail to furnish material for any portion of contract, station may prepare or substitute same to best of its ability. All contracts are made subject to interference by strikes, weather conditions, or any circumstances beyond control of the station. All contracts subject to station's approval. No contract exceeding one year's duration accepted.

Closing Time

Copy of all broadcast material must be submitted to station at least 24 hours before broadcast time.

In contracts subject to stations approval. No contract contracts of the contract of the contra

SEDALIA (Pettis County)

KDRO (Established 1939)

Rates, received January 22, 1942.

| Castablished 1939|
| Rates. received January 22, 1942. |
| Owned and operated by Drohlich Brothers. |
| Business Office—Scalale, Missourl. |
| Studio—2100 W. Broadway, Sedalia. Missourl. |
| Transmitter—2100 W. Broadway, Sedalia. Missourl. |
| Transmitter—2100 W. Broadway, Sedalia. Missourl. |
| Wave—Power—11me Overating power—250 watts. |
| (100% modulation—crystal control.) |
| 201.8 meters; 1490 kilocycles. |
| Licensed to operate unlimited time. |
| Operation of Carterial War Time. |
| Actual operating schedule: Sunday 7:00 a.m. to 11:00 p.m. |
| Agency Commission 15% on station time only. No commissions paid on production costs including falent. |
| Accounts payable the first of month following broadcast. |
| A discount of 2% is allowable if paid hefore the 10th of month following broadcast. |
| CLASS "A" |
| (6:00 p.m. to 10:00 p.m. and 12:00 noon to |
| 1:00 p.m. | 1:00 p.m. | 1:00 p.m. |
| 1:00 p.m. | 1:00 p.m. |
| 1:00 p.m. | 1:00 p.m. | 1:00 p.m. |
| 1:00 p.m. | 1:00 p.m. | 1:00 p.m. |
| 1:00 p.m. | 1:00 p.m. | 1:00 p.m. |
| 1:00 p.m. | 1:00 p.m. | 1:00 p.m. |
| 1:00 p.m. | 1:00 p.m. | 1:00 p.m. |
| 1:00 p.m. | 1:00 p.m. | 1:00 p.m. |
| 1:00 p.m. | 1:00 p.m. | 1:00 p.m. |
| 1:00 p.m. | 1:00 p.m. | 1:00 p.m. |
| 1:00 p.m. | 1:00 p.m. | 1:00 p.m. |
| 1:00 p.m. | 1:00 p.m. | 1:00 p.m. |
| 1:00 p.m. | 1:00 p.m. | 1:00 p.m. |
| 1:00 p.m. | 1:00 p.m. | 1:00 p.m. |
| 1:00 p.m. | 1:00 p.m. | 1:00 p.m. |
| 1:00 p.m. | 1:0 119.00 68.00 30,50 78,50 40,50

| | ' ANNO | | EMENTS | | |
|-------|---------------|-------|--------------|------|-------|
| | | Clas | 88 "A" | Clas | s "B" |
| | | 1 | 1/2 | 1 | 1/2 |
| | | min. | min. | min. | mln |
| 1 | time | 4.00 | 3.00 | 3.20 | 2.40 |
| 13 | times | 3.80 | 2.85 | 3.04 | 2.2 |
| 26 | times, | 3.60 | 2.70 | 2.88 | 2.16 |
| 52 | times | 3.40 | 2.55 | 2.72 | 2.04 |
| 78 | times | 3.20 | 2.40 | 2.56 | 1,9 |
| 100 | times | 3.00 | 2.25 | 2.40 | 1.80 |
| 200 | times | 2.80 | 2.10 | 2:24 | 1,68 |
| 300 | times | 2.80 | 1.95 | 2.08 | 1.56 |
| 500 | times | 2.40 | 1.80 | 1.92 | 1.44 |
| 1.000 | | 1.80 | 1.25 | 1.44 | 1.0 |
| | | AL FI | CATURES | | |
| mi ma | Clanale 20 ma | | - 3011- 100- | fat | |

| SPECIAL FEATURES | Per Week | Per Week | 13 wks. 28 wks. 52 wks. 5 daily. 28.00 30.40 25.90 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.25 12.10 | 15.00 14.1

TALENT

Rates on request.

SERVICE FACILITIES
An artist's service is maintained to supply all types of talent for programs and entertainment.
REMOTE CONTROL
Station is equipped to handle remote control broadcasts. All installation, wire, service and mechanical charge, to be Paid by clients. No commission or cash discounts.

SERVICE FACILITIES

discounts. SERVICE FACILITIES

Merchandising department staff announcers and program department are available to client without charge. Estimates for complete production of programs.

Merchandising department staff announcers and program department are available to client without charge. Estimates for complete production of program on request.

Centract and Other Requirements
Station does not assume or incur any liability of any kind or character which may be sustained by theme 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 programs subject to prior bookings. 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 turnitables for vertical or lateral cut recordings.

Personnel
General Manager—Robert A. Drolich.
Crontinuity Director—William Davis.

Traffic Director—Mrs. Phoebe Trout.

Representatives
None.

SPRINGFIELD

(Greene County) KGBX

(Established 1926)



Rates effective April 1, 1942.
Owned and oberated by Springfield Broadcasting Ca
Business Office and Studio—508 S1. Louis Street.
Springfield, Missouri, telephone 1360.
Transmitter—Highway 13, Northwest of Springfield.

Missouri.

Wave—Power—Time
Operating power—5,000 watts.
(180% 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 discount.

Occash

discount.

General Advertising
For combination rates see listings of National Broadcasting Company (Southwestern Group) and Bluer Network Company (Southwestern Group).

The following rates are for national advertising.

CLASS "A"

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

1. 1 lour... 100.00 95.00 90.00 85.00 75.0 0 words or less... 10.00 9.50 9.00 8.50 8.00 7.50 7.00

ANNOUNCEMENTS

旅

報告のは おおまたのかがら また すけい

347

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 dayline periods most suited to the advertiser or product, scheduling to be at the discretion of the station management on a non-competitive basis. Must run consecutively for not less than one month to earn merchandising rate, otherwise straight Class "B" rate will be charged. All merchandising service to be scheduled on a daily except Sunday basis (not less than 26 days per month):

[1 np. 3 mos. 6 mos. 12 mos.

than 26 days per month): 1 tno. 3 mos. 6 mos. 12 mos. One time daily....... 150.00 135.00 127.50 112.50

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.

station in advance of broadcast.

SPECIAL FEATURES

News: 15 minute periods daily except Sunday at 9:30 a.m., 12:30 p.m., 6:00 p.m., 8:45 p.m.

Sports: Remote control broadcasts of baseball, football, basketball and swimming events.

ball, basketball and swimming events.

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 Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 -p.m., double turn-tables for lateral cut recordings. Vertical recordings acceptable after local sunset.

Personnel

Yice-President and General Manager—R. D. Foster.
National Sales—Leslie L. Kennon.
Promotion—W. H. "Bill" Bailey.
Program Director—Terry Moss.

el Representatives John E. Pearson Company.

(Established 1942)

Rates effective June 1, 1942. (Card No. 1.)

owned and operated by the Independent Broadcasting Company.

Business Office and Studio—Chamber of Commerce Bidg., Walnut and Jefferson Sts., Springfield, Mo., telephone 4303.

Transmitter—Chamber of Commerce Bidg., Springfield, Mo.

field. Mo.

[ave—Power—Time
Operating power—250 watts.
214.2 meters; 1400 kilocycles.
(100% modulation—crystal control.)
Licensed to operate full time.
Actual operating schedule: Monday through Saturday,
6:00 a.m. to 12:00 midmight; Sundays, 7:00 a.m. to
12:00 midmight.

Commission and Cash Discount
15% on net station time only to recognized advertising agencies. No cash discount, Bills rendered
and payable on the first of each month.

General Advertising
For combination rates see listing of Mutual Broad-

The following rates are for national advertising.

CIASS "A"

(12:00 noon to 1:00 p.m. and 6:00 p.m.

| | | | p.m.) | | | | | |
|---|----------------------------------|--------|--------|--------|---------|--|--|--|
| | 1 ti. | 13 ti. | 26 tl. | 52 ti. | 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 | 3.35 | | | |
| *50 words | 3.50 | 3.35 | 3.15 | 2.80 | 2.60 | | | |
| CLASS "B" | | | | | | | | |
| (Sign-on to 12:00 noon, 1:00 p.m. to 6:00 | | | | | | | | |
| | | | | | | | | |
| | p.m. and 10:00 p.m. to sign-off) | | | | | | | |

1 hour.... 1/2 hour.... 1/4 hour.... 5 minutes 1 minute 100 words m. and 40.00 24.00 16.00 8.00 4.00 3.50 2.50 36.00 21.60 14.40 7.20 3.60 3.15 2.25

| (-) Clisin break | | | (11m)tea | to 30 | | | | |
|-------------------------------|--------|------------|----------|--------|--|--|--|--|
| words), 50 word rate applies. | | | | | | | | |
| WEEKLY FR | EQUE | NCY DISC | COUNTS | | | | | |
| CLASS "A" | | | | | | | | |
| | | p.m. and | 6:00 p.i | m | | | | |
| | 10:00 | | 0.00 | | | | | |
| | | 13 wks | 26 wks | 52 wks | | | | |
| 5 days weekly | | | 103.50 | 92.00 | | | | |
| 3 days weekly | | | 72.00 | | | | | |
| 1/4 hour; | 00.00 | | . 2.00 | 01,00 | | | | |
| 5 days weekly | 60.00 | 57.00 | 54.00 | 48.00 | | | | |
| 3 days weekly | | | 40.50 | 36.00 | | | | |
| 5 minutes: | 10100 | 12110 | 10.00 | 80.00 | | | | |
| 5 days weekly | 99.00 | 30.40 | 28.80 | 25.60 | | | | |
| 3 days weekly | 20.00 | | 18.00 | 16.00 | | | | |
| | | | 10.00 | 10.00 | | | | |
| | CLASS | | | | | | | |
| (Sign-on to 12: | | | | 00 | | | | |
| p.m. and 1 | 0:00 p | .m. to sig | n-off) | | | | | |
| 1/2 hour: | | | | | | | | |
| 5 days weekly | | 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 | 45.80 | 43.20 | 38.40 | | | | |
| 3 days weekly | 36.00 | 34.20 | 32.40 | 28.80 | | | | |
| 5 minutes: | | | | | | | | |
| 5 days weekly | 24.00 | 22.80 | 21,60 | 19.20 | | | | |
| 3 days weekly | 16.00 | 15.20 | 14.40 | 12.80 | | | | |
| | | | | | | | | |

TALKS AND ADDRESSES

Talks of 15 minutes or less are accepted at regular rates and are subject to station approval. Two copies inust be submitted 24 hours in advance. Payment must accompany order.
TRANSCRIPTIONS

Program libraries available at cost. Production charges unon 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. No commission or cash discounts allowed.
REMOTE CONTROL

All installation, wire, service and mechanical charges are to be paid by client and are net. No commission or cash discount.
Contract and Other Requirements

All programs, talks and announcements are subject to the approval of the station without objection or liability. The station reserves the right to require written copies of continuity 24 hours preceding broadcast.
Facilities engaged by the client are for the exclusive

written copies of community and cast.
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.

ferred 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.

The station does not assume or incur any llability of any kind or character, either by reason of statements made over the station or for injuries or accidents to performers, entertainers, speakers or other talent or the officers, agents, servants, or employees of the client while on the premises of the station or any remote control point, and the client, as part of the consideration of the execution of afreements does expressly agree to indemnify and save the station harmless from all loss, cost or damage of whatsever kind or nature which may be sustained by it as a result thereof.

kind or nature which may be sustained by it as a result thereof.

Station will not be responsible for verbal agreements of any kind made with or by its representatives. The station does not agree unqualifiedly to render service as scheduled. If service is postponed due to weather conditions, strikes, fires, breakage in facilities or equipment, or other causes, the station will horoton another period of equal suitability for such station will be a support of the station will be a support of the su

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., Spring-field, Missouri, telephone 1360 Transmitter—James River Road, south of Springfield.

Wave—Power—Time
Operating power 5,000 watts days; 1.000 watts nights.

Operating power 5,000 watts days; 1.000 watts nights. (100% modulation.) 535.7 meters; 550 kilocycles Operates on regional channel. Operates on Central War Time.
Operating schedule: 5:00 a.m. to 12:00 midnight.
Agency Commission
Agency commission 15% on time charges to advertising agencies recognized by station. No cash discount

count
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.)

(All time other than 1:30 p.m. to 6:00 p.m.)

| | | 1 ti. | 13 ti. | 26 ti. | 52 t1. | 100 ti. |
|-----|---------|--------|---------|-----------|--------|---------|
| 1 | hour | 100.00 | 95.00 | 90.00 | 85.00 | 75.00 |
| 1/2 | hour | 60.00 | 57.00 | 54.00 | 51.00 | 45.00 |
| 1/4 | hour | 35.00 | 34.00 | 32.00 | 80.00 | 26.50 |
| 5 | minutes | 20.00 | 19.00 | 18.00 | 17.00 | 15.00 |
| | | | CLASS | "B" | | |
| | | (1:30 | p.m. to | 6:00 p.m. | .) | |
| 1 | hour | 75.00 | 71.25 | 67.50 | 63.75 | 56.25 |
| 1/2 | hour | 45.00 | 42.75 | 40.50 | 38.25 | 83.75 |
| 1/4 | | 26.25 | 25.50 | 24.00 | 22.50 | 19.88 |
| 5 | minutes | 15.00 | 14.25 | 13.50 | 12.75 | 11.25 |
| - | | | STRIP | | | -1.20 |
| • - | | | | | | |

week for 12 mos. 77.50 70.00

ANNOUNCEMENTS
CLASS "A"

(All time other than 1:30 p.m. to 6:00 p.m.)

1 tl. 13 tl. 26 tl. 52 tl. 10n tt

60 words or less... 8.00 7.50 7.00 6.50 5.50
120 words... 10.00 9.50 9.25 8.50 7.50

(1:30 p.m. to 6:00 p.m.)

60 words or less... 5.50 5.25 5.00 4.75 4.50
120 words... 7.00 6.50 6.25 8.00 5.75
Sales talks of not more than 120 words to be scheduled on best available participating periods most suited to the advertiser or product. Scheduling to be at the discretion of the station management on a non-competitive basis and must run consecutively

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

broadcast.

REMOTE CONTROL

Programs originating outside the station studios are subject to special charges.

Contract and Other Requirements itales are for station time only.

Machanical Program Equipment Equipmed to mandle 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 and General Manager—R. D. Foster.
National Sales—Leslie L. Kennon.
Promotion—W. H. Bill' Balley.
Program Director—Terry Moss.

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.

PLAN 2

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, remote production, musical program made up from transcription library). Z Bar Net accepts full responsibility and liability for musical content of all programs in this classification.

1/2 hour..... 1/4 hour..... 5 minutes 1 minute...

MONTANA—Continued

Z NET—Continued

Z NET—Continued

Centract and Other Requirements
Advertising of alcoholic beverages accepted.

Preferred Positions governed by priority and availability on contract basis. All time subject to change for clearance for special outstanding programs or programs or special outstanding programs or programs or special outstanding programs or programs or special outstanding programs or proadcast a courtesy announcement will be made at each station affected concerning the change. In all cases the move of any program will be as slight as possible and will usually follow the special outstanding program which occupies the previous schedule. All broadcasting programs of every description are subject to the approval and censorship of the station directors without objection or liability. The advertiser agrees to protect and indemnify the company against any and all liability, loss or expense arising from claims for libel, slander, infringement of trade-marks, trade names or program titles, violations of rights of privacy and infringement of copyrights and proprietary rights, resulting from the broadcasting of any material or program furnished by the advertiser or the advertiser's abency. Forwarding of an order is construed as acceptance of all rates and conditions under which service is cold. Failure to make order correspond with rate card is regarded as a clerical error and boadcast is made and charged for on terms of schedule in force without further notification.

Mechanical Program Equipment

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.
Personnel
Managing Director—Ed Craney.

Representatives
The Walker Company.

BILLINGS

(Yellowetone 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.
Transmitter—Seven miles west of Billings, Montana.

Transmitter—Seven miles west of Billings. Montans. Wave—Power—Time Operating power—5.000 watts. (100% modulation—crystal control.) 379.7 meters; 790 kilocycies. Licensed to operate full time. Operates on Mountain War Time. Actual operating schedule: Sunday 9:00 a.m. to 11:00 p.m. Week days 6:00 a.m. to 11:00 p.m.

Agency commission 15% on net charges to recognized agencies. No commission on talent or production charges. No cash discount. Bills are payable 10th of month. Agency Commission

of month.

General Advertising
For combination rates see listing of Blue Network
Company (North Mountain Group).

All frequency discounts must be earned within a period of one year from date of contract.

(6:00 p.m. to 11:00 p.m. week days and
Sundays)

1.2 26 52 104 156 300

| | 1 | 13 | 26 | 52 | | 156 | 300 | | |
|-----------|--------|-------|---------|-------|-------|-------|-------|--|--|
| | t1. | ti. | ti. | ti. | ti. | ti. | ti. | | |
| 1 hour | 100.00 | | | | | | | | |
| 1/2 hour | 60.00 | 57.00 | 54.00 | 51.00 | 48.00 | 45.00 | 42.00 | | |
| 1/4 hour | 40.00 | 38.00 | 36.00 | 34.00 | 32.00 | 80.00 | 28.00 | | |
| 5 minutes | | | | | | | | | |
| 1 minute | 13.00 | 12.50 | 12.00 | 11.50 | 11.00 | 10.50 | 10.00 | | |
| (7:00 s | .m. to | | | | days | and | | | |
| | | Re | nriovel | | | | | | |

1 hour... 70.00 65.00 p.m. week days and Sundays)
1 hour... 70.00 65.00 60.00 55.00 50.00 45.00 40.00 1/2 hour... 45.00 42.00 30.00 36.00 38.00 30.00 27.00 1/4 hour... 30.00 28.00 20.00 24.00 20.00 18.00 5 minutes 10.00 14.25 18.50 12.75 12.00 11.25 10.50 1 minutes 10.00 9.50 8.00 8.50 8.00 7.50 7.00 Twenty-five word announcements between NBC programs. flat... ANNOUNCEMENTS
Twenty-five word announcements between NBC programs. flat word in the regular one minute spot announcement rates will be charged for at the rate of 3.00 for each additional minute. Spot announcements are not to exceed 100 words.

ELECTRICAL TRANSCRIPTIONS
Itales on application.
Transcription library service available—rates and details on request.

TALEENT
Available at prevailing musicients.

Transcription library service available—rates and details on request.

Available at prevailing musiciants scale.

HEMOTE CONTROL.

At extra cherke, rates and details on application.

HEMOTE CONTROL.

At extra cherke, rates and details on application.

HEMOTE CONTROL.

SHERVICE FACTIFIES

Hervices of Production department and staff an nouncers included without charke.

Contract and Other Requirements

Istates do not include taient. All acceptable accounts are subject to the same rates. Nervices of program department and staff announcers included without charge. All programs, announcements and talks subject to approval of attain management. Station sells all time subject to change for NISC or entertually cord evice programs and very library announcement will be made. All contracts are made for the actually use of the confactor.

Heparate 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
All talent programs close one week in advance of broadcast. All programs, announcements and talks close 48 hours in advance of broadcast.

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

Personnel
President and General Manager—C. O. Campbell.
Station Manager—Ed. Yocum.
Representatives
The Katz Agency, Inc.

BOZEMAN

(Gallatin County)

KRBM

(Established 1939)

(Established 1939)

United and operated by KRBM Broadcasters.
Business Office and Studio—Bozeman. Montana.

Transmitter—Bozeman, Montana.

Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate unlimited time.
Operates on Mountain War Time.
Actual operating schedule: 8:00 a.m. to 11:00 p.m.
General Advertising
For combination rates see listing of Blue Network
Company (North Mountain Group).
Also sold in combination with KGIR, Butte, Montana,
and KPFA, Helena, Montana. For combination rates
see 7 Net at beginning of state.

Representatives
The Walker Company.

BUTTE

(Silver Bow County)

KGIR (Established 1929)

Rates effective October 1, 1941.

Owned and operated by KGIR. Inc. Business Office and Studio—Butte, Montana, tele-phone 22-3-44. Transmitter—121 West Broadway, Butte, Montana.

Transmitter—121 West Brosuway, Dutter,

Wave—Pewer—Time
Operating power—5,000 watts.
(100% modulation—direct crystal control.)
219.0 meters; 1370 kilocycles.
Licensed to operate full time on cleared regional channel, Operates on Mountain War Time.
Actual operating schedule: Sunday, 9:00 s.m. to midnight; week days 7:00 s.m. to 1:00 s.m.

Actual operating schedule: Sunday, 9:00 s.m. to midnight; week days 7:00 a.m. to 1:00 a.m. to Agency Commission
Agency Commission
Agency Commission 15% to recognized agencies on ner station time charges. No cash discount.

General Advertising
For combination rates see listings of Blue Network Company (North Mountain Group) under network and group listings and Z NET at beginning of state.

KFPA, Helena, and KRBM, Bozeman, are available as bonus stations whenever KGIR is purchased.

Station's programs and announcements broadcast simultaneously over KPFA, Helena, KRBM, Bozeman, and KGIR, Butte.

Advertisers using KFFY, Spokane, Wash., or KXL.

Portland, Ore., in conjunction with this station are allowed a 5% discount from the rates for these stations.

Programs may originate in either Butte or Helena,
Montana.

(Programs cleared at source)

announcement participation programs are avail-

No announcement participation programs are available.

SPECIAL FEATURES

News: 12:80 p.m. 6:00 p.m., and 9:00 p.m.
Time Signal: 12:00 noon; 100 words daily except
Sunday; one minute rate applies.
Closing Grain Quotations: 2:00 p.m.; 100 words daily
except Sunday; one minute rate applies.
ELECTRICAL TRANSCRIPTIONS

Regular time clastes apply; no time restrictions.
Cut-in announcements on pre-prepared transcribed
shows, each (net, per station) 5:25, Copy limit 200
words per 1/4 hour program when given by station
announcen. If different cut-in announcements are to
be made at each station tils rate applies at each
point where cut-in announcements must be made.

TALICAT

Ingular union rates apply. Rehearsed and available
eight piece dance orchestra, six plece concert group,
six blece eld time group.

REMOTE CONTROL Arrangements made at actual cost.

Arrangements made at actual cost.

SERVICE FACILITIES

Merchandising tie-in of any kind available at cost.

Contract and Other Requirements
Advertising of alcoholic beverages accepted.

Preferred positions governed by priority and availability on contract basis. All time subject to change for clearance for special outstanding programs or programs originating at distant points on which time cannot be changed. In case of change of time for any proadcast a courtesy announcement will be made at each station affected concerning the change. In all cases the move of any program will be as slight as possible and will usually follow the special outstanding program which occupies the previous schedule. All broadcasting programs of every description are subject to the approval and censorship of the station directors without objection or liability. The advertiser agrees to protect and indemnify the company against any and all liability, loss or expense arising from claims for libel, slander, infringement of trade-marks, trade names or program titles, violations of rights of privacy and infringement of copyrights and proprietary rights, resulting from the broadcasting of any material or program furnished by the advertiser or the advertiser's agency.

Forwarding of an order is construed as acceptance of all rates and conditions under which service is sold. Failure to make order correspond with rate card is regarded as a clerical error and broadcast is made and charged for on terms of schedule in force without further notification.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrin-

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

Personnel
Managing Director—Ed Craney.

Representatives
The Walker Company.

GREAT FALLS

KFBB (Established 1921)



Rates effective March 1, 1942.

Owned and operated by Buttrey Broadcast, Inc. Studio-First National Bank Bidg., Great Falls. Montana. telephone 4377. Transmitter—4-1/2 miles west of Great Falls. Mont.

Transmitter—4-1/2 miles west of Great Falls. Mont. Wave—Power—Time Operating power—5.000 watts. (100% modulation—crystal control.) 229.0 meters; 1310 kilocycles. Licensed to operate full time on regional channel. 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
Agency commission 15% to recognized agencies on net charges for station time. No commission on talent charges. No cash discount. Bills rendered monthly and are payable 10th of month.

General Advertising
For combination rates see listings of Columbia Broad-casting System (Mountain Group) and Columbia Pacific Network (Supplementary Stations).
The following rates are for national advertising.

e following rates are for national advertising CLASS "A"

(12:00 noon to 1:15 p.m. and 6:00 p.m. to 1:15 p.m. and 6:00 p.m. 1 hr. 1/2 hr. 1/4 hr. 5 min. (*)

1 time... 100.00 60.00 40.00 20.00 10.00 3 times. 95.00 57.00 85.00 18.00 9.50 5 times. 95.00 57.00 85.00 18.00 9.00 9.00 9 times. 85.00 51.00 34.00 17.00 8.50 2 times. 85.00 51.00 34.00 17.00 8.50 2 times. 85.00 51.00 34.00 17.00 8.50 2 times. 75.00 45.00 30.00 16.00 7.50 5 times. 75.00 45.00 30.00 16.00 7.50 5 times. 75.00 45.00 30.00 13.00 6.50 2 times. 65.00 38.00 24.00 13.00 6.50 2 times. 60.00 36.00 24.00 12.00 6.00 CLASS "B" (†) 8.00 7.60 7.20 6.80 6.40 6.00 5.60 1 time... 13 times. 26 times. 39 times. 52 times. 104 times. 156 times. 260 times. 312 times.

812 times. 60.00 38.00 24.00 12.00 12.00 CLASS "B" (7:00 a.m. to 12:00 noon. 1:15 p.m. to 12:00 noon. 1:15 p.m. and after 10:00 p.m.) 1 times. 50.00 80.00 20.00 10.00 13 times. 47.50 28.50 19.00 8.50 29.00 10.00 10.00 13 times. 47.50 28.50 19.00 8.50 52 times. 42.50 25.50 17.00 8.50 52 times. 40.00 24.00 16.40 8.00 10.4 times. 37.50 22.50 15.00 7.50 15.6 times. 32.50 19.50 13.00 6.50 312 times. 30.00 18.00 12.00 6.50 312 times. 30.00 18.00 12.00 6.50 (°) One minute or 100 words. (†) Station breaks (85 words or less). to 6:00 6.00 5.70 5.40 5.10 4.80 4.50 4.20 8.90 8.60 7.20 6.80 6.40 6.00 5.60 5.20 4.80

POLITICAL TALKS
Rates on request.

SPECIAL FEATURES
Time signals and special features. Rates on request.

TALENT
Artists' services and program cost on application.

Artists' services and program cost on application.
Contract and Other Requirements
Intes quoted do not inleude artists' services.
No contract accepted for longer than one year. All
contracts subject to station manager's approval and
governmental regulations. All programs, program material and commercial copy subject to approval of
program department. Contracts subject to cancellation
by 14 day written notice accompanied by certified
check at short rate to date of last program.

Mechanical Program Equipment
Equipmed to handle programs by electrical transcription, using 78 and 83-1/8 r.p.m. double turn-tables.

Personnel General Managor-J. P. Wilkins.

Representatives Weed & Company.

Section of the second

HELENA

(Lewis and Clarke County)

KPFA (Established 1937)

meral 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
lista see Z NET at beginning of state.

The Walker Company.

KALISPELL

(Flathead County)

KGEZ (Established 1927)

(Estaubshed 1927)
Rates effective January I, 1937. (Card No. 5.)
Dwnod and operated by Donald C. Treloar.
Business Office and Studio—208 First Avenue East.
Kalispell, Montana. Other studios, 1236 Fourth
Avenue, East. Kalispell, Montana.
adransmitter—2-1/2 miles south of Kalispell on Highway 93.

visney Commission
ni\(\text{Agency commission } 15\%\) to recognized agencies on
stime cost. Cash discount 2\%\)—10 days.

scime cost. Cash discount 2%—10 days.

lefaeral Advertising
(1 (11:30 a.m. to 1:30 p.m. and 5:30 p.m. to
9:00 p.m.)

1 wk. 18 wks. 26 wks. 87 wks. 52 wks.

1 hour... 20.00 10.00 18.00 17.00 16.00

1/2 hour... 12.50 11.85 11.20 10.55 9.90

1/4 hour... 8.50 8.10 7.70 7.30 6.90

1/4 hour... 8.50 8.10 7.70 7.30 6.90

1/4 hour... 8.50 8.10 9.70 7.30 6.90

1/5 minutes 5:00 4.75 4.50 4.25 4.00

1/6 minutes 5:00 14.25 18.50 12.75 12.00

1/1 hour... 15.00 14.25 18.50 12.75 12.00

1/2 hour... 9.00 8.55 8.10 7.65 7.20

1/4 hour... 5.00 4.75 4.50 4.25 4.00

1/4 hour... 5.00 4.75 4.50 8.20

1/4 hour... 5.00 8.30 3.00 8.20

| 1/2 | 1.00 | 1.00 | 1.10 | 1.00 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1

POLITICAL TAIKS

R Per minute. flat 2.56. Minimum of five minutes.

SPECIAL FEATURES

hi Market quotations, news, time signals—rates on ap-

RECORDED PROGRAMS
JirDetails on request.
TALENT

Rates on application.

REMOTE CONTROL
REMOTE CONTROL
REMOTE on application.

Antract and Other Requirements
Rates are for station time only. All programs sub-

Machanical Program Equipment St Equipped to handle programs by electrical transcrip-tion, using 88-1/8 and 78 r.p.m. double turn-tables. ß ::100: uessen |ferreonnet | General Manager—Don Treloar.

MILES CITY

KRJF (Established 1941)

Rates effective September 1, 1941. (Card No. 1.) Dwned and operated by Star Printing Company, Business Office and Studie—P. O. Box 1015, Milles City, Mont. Pransmitter—1-1/4 miles southeast of business dis-trict, Miles City, Mont.

ave_Power_Time

Departing power_250 watts.

1223.9 meters; 1340 kitocycles.

Licensed to operate full time.

Departing operating schedule: Sundays 10:00 a.m. to 9:09 p.m. Week days 7:00 a.m. to 10:00 p.m.

Agency Commission
Akoncy commission 15% to recognized agencies provided paymont is made within 10 days following statement. No commission on talent. No cash discount.

General Advertising CLASS "A".

General Advertising CLASS "D. m. to 7:00 p.m. and 5:30 p.m. to 7:00 p.m.)

45.00

... 87.50 ... 20.00 ... 10.50

Payable in advance.
Class "A"—Per minute 1.50, minimum charge 7.50.
Class "B"—Per minute 1.25, minimum charge 6.25
RELIGIOUS PROGRAMS

50% of regular rates. 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 reduse 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 transcrip-tion, 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) KGVO (Established 1931)

Rates effective April 1, 1941. (Card No. 9.)

Owned and operated by Mosby's, Inc.
Studio—132 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.)
282.6 meters; 1290 kilocycles.

222.0 meters; 1250 knowycies. Licensed to obcrate 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 commi

ing 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.

Advertisor in all cases is held responsible for clearance of copyright on any and all material contained in his program for broadcasting over statiom.

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; b minutes, 4-1/2 minutes.

CLASS "A"

5 minutes, 4-1/2 minutes,

CIASS "A"

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

11: 18 tt. 26 tt. 52 tt. 156 tt. 812 tt.

1/2 hour..... 24:00 22:80 21:60 20:40 18:20 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 9:00 9:00

5 minutes 8:00 7:60 7:20 6:80 6:40 6:00

ANNOUNCEMENTS

Charged at announcement rates.

Rates on request.

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 sohedule 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 33-1/2 and 78 r.p.m. double turn-tables.
Personnel
President and Manager—A, J, Mosby.
Representatives
Burn-Smith Company.

SIDNEY (Richland County) KGCX (Established 1926)

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 lishility. Forwarding of an order is construed as an acceptance of all rates and conditions under which service is solid. Failure to make order correspond with rate and candidate and charged for on terms of schedule in force without further notification.

Service of program, publicity and operating staff in securing talent, arranging, presenting and publishing programs are included without extra charge.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using double dual speed tables.

Personnel General Manager—E. E. Krebsbach.
Commercial & Station Manager—Milton J. Severson..
Promotion Manager—Mel King.

WOLF POINT KGCX

This station has moved to Sidney, Mont.

NEBRASKA

FREMONT

(Dodge County)

KORN

(Established 1939)

(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.

Wave—Power—Time

Operating power—250 wats.

214.3 meters; 1400 kilocycles.

Licensed to operate unlimited time.

Operates on Central War Time.

Actual operating schedule: 8:00 a.m. to 10:00 p.m.

Agency Commission

Agency commission of 15% to recognized agencies on ent charges for station time. No commission on talent and remote charges. Cash discount none. Bills are due and payable when rendered.

General Advertising

The following rates are for national advertising.

1/2 1/4 5 100 50

hour hour liour min. wds. wds.

| | | 1 | 1/2 | 1/4 | ð | 100 | ÞU | |
|---|----------|-------|---------|-------|--------|-------|--------|--|
| | | hour | hour | hour | min. | wds. | wds. | |
| 1 | time | 80.00 | 50.00 | 30.00 | 12.00 | 6.00 | 4.00 | |
| 13 | times | 72.00 | 45.00 | 27.00 | 10.80 | 5.40 | 3,60 | |
| 26 | times | 68.00 | 42.50 | 25.50 | 10.20 | 5.10 | 3.40 | |
| 52 | times | 64.00 | 40.00 | 24.00 | 9.60 | 4.80 | 3.20 | |
| 104 | times | 60.00 | 37.50 | 22.50 | 9.00 | 4.50 | 3.00 | |
| 156 | times | 56.00 | 35.00 | 21.00 | 8.40 | 4.20 | 2.80 | |
| 260 | times | 52.00 | 32.50 | 19.50 | 7.80 | 3.90 | 2.60 | |
| 312 | times | 48.00 | 30.00 | 18.00 | 7.20 | 3.60 | 2.40 | |
| Tim | e signal | s (17 | daily). | weath | er and | tempe | rature | |
| reports (on the half hour), newscasts (five minutes | | | | | | | | |
| | y hour o | | | | | | | |
| | ning Ma | | | | | | | |

Morning Mailbar. Rates on request.

REMOTE CONTROL

Additional charges made for programs originating outside of studios and for programs requiring special production. SERVICE FACILITIES

Services of program department, staff announcers and engineers in arranging and presenting programs included without charge.

TALENT

Rates and details on request.

Rates and details on request.

REMOTE CONTROL

Facilities available for remote control broadcasts.
Complete information on request.
Contract and Other Requirements
No contract accepted for more than one year of service.
Rates subject to change upon 30 days' written notice.
All contracts are subject to present and future state and federal regulations. All contracts and 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
General Manager—Lloyd C. Themes

Personnel
General Manager—Lloyd C. Thomas.
Station and Comm. Mgr.—Jack Luther.
Program Director—William Goodrich.
Chief Engineer—Leland Gustafson.
Representatives
Sears & Ayer, Inc.

GRAND ISLAND

(Hall County)

KMMJ (Established 1925)

Nates effective April 1, 1941.
Owned and operated by KMMI, Inc.
Business Office and Studio—Grand Island, Nebraska.
Transmitter—Grand Island, Nebraska.
Transmitter—Grand Island, Nebraska.
Wave—Power—Time
One-pating nower—1 000 wats, (100% modulation.)
400.0 meters; 750 kilocycles.
Licensed to operate on cleared national channel.
Operates on Central War Time.
Actual operating schedule: Sunday 7:00 a.m. to sundown
Week days 6:00 a.m. to sundown
Agency Commission
Agency Commission
Agency commission
15% to recognized advertising
agencies. No cash discount. All net charges for sta-

tion time. Involces mailed and due monthly. No discounts on talent and line charge. eneral Advertising

| 1 tt. | 13 ti. 2 | 6 ti. | 52 tl. | 104 ti. | 250 tl. |
|-----------------|------------|--------|--------|---------|----------------|
| I hour 100.00 | | 00.00 | 85.00 | 80.00 | 75.00 |
| | | | 47.00 | 44.50 | |
| 1/2 hour 55.00 | | 10.50 | | | 42.00 |
| 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 |
| 1 minute 8.00 | 7.60 | 7.20 | 6.80 | 6.40 | 6.00 |
| 50 words or | | | | | |
| less 6.00 | 5.70 | 5.40 | 5.10 | 4.80 | 4.50 |
| | | ATES | | 1.00 | 1.00 |
| ه | T 1/11. 10 | | | | |
| | | | | | r ' |
| 1/2 hour: | | 13 w | ks. 26 | wks. | 52 wks. |
| 3 days weekly | | . 125. | 00 1 | 10.00 | 95.00 |
| 5 days weekly | | | | 65.00 | 140.00 |
| | * | . 150. | | 00.00 | 140.00 |
| 1/4 hour: | | | | | |
| 3 days weekly | | . 70. | 00 | 60,00 | 50.00 |
| 5 days weekly | | . 105. | 00 | 90.00 | 75.00 |
| 5 minutes: | | | | | |
| 3 days weekly | | . 35. | ሰበ | 30.00 | 25.00 |
| | • | . E0. | | 45.00 | 27 50 |

5 days weekly....... 52.50 45.00 87.50 Announcement service—Not subject to specified po-

tion, using 33-1/3 and 78 r.p.m. of Personnei General Manager—Don Searle. Commercial Manager—Bill Martin. Business Manager—Wick Heath. Representatives Headley-Reed Company.

HASTINGS

(Adams County)

(Adams County)

K H A S

Rates effective March I, 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.

Wave—Power—Time
Operated Studio—918.

243.9 meters; 1230 kilocycles.

Licensed to operate full time on local channel.
Operates on Central War Time,
Actual operating schedule: Sundays 8:30 a.m. to 9:00 p.m. Week days 6:30 a.m. to 10:00 p.m.

Agency Commission
Agency Commission 15%; cash discount ——. Bills rendered monthly.
General Advertising
Rates include charges by owners of music copyrights.
The following rates are for national advertising.

(After 6:00 p.m.)

1 tit. 13 ti. 28 ti. 52 ti. 100 ti.
1 hour... 30.00 76.00 72.00 68.00 64.00
1/2 hour... 48.00 45.60 43.20 41.80 38.40
1/4 hour... 32.00 30.40 28.80 27.20 25.50
10 minutes 24.00 22.80 21.60 20.40 19.20
5 minutes 16.00 12.20 11.40 118.60 12.80

(Mefore 6:00 p.m.)

| Three times wkly: | 13 wks | . 26 wka. | 39 wks. | 52 wks. |
|--------------------|----------|-------------|------------|----------|
| l hour | 192.00 | 172.80 | 163.20 | 153.60 |
| 1/2 hour | 115.20 | 103.62 | 97.92 | 92.16 |
| 1/4 hour | 76.80 | 69.12 | 65.28 | 61.44 |
| 10 minutes | 57.60 | 51.84 | 48.96 | 46.08 |
| 5 minutes | 38.40 | 34.56 | 32.64 | 80.72 |
| | efore 6 | | | |
| 1 hour | 120.00 | | 102.00 | 96.00 |
| 1/2 hour | 72.00 | 64.80 | 61.20 | 57.60 |
| 1/4 hour | | | 40.80 | 38.40 |
| 10 minutes | | | 30.60 | 28.80 |
| 5 minutes | | 21.60 | 20.40 | 19.20 |
| (2 | After 6: | | | |
| Five times weekly: | | | | |
| 1 hour | 280.00 | 252.00 | 238.00 | 224.00 |
| 1/2 hour | 172.80 | 155.52 | 146.88 | 138.24 |
| 1/4 hour | 115.20 | 103.68 | 97.92 | 93.26 |
| 10 minutes | 86.40 | 75.86 | 73.44 | 69.12 |
| 5 minutes | 57.60 | 51.84 | 48.96 | 46.08 |
| (B | efore 6 | :00 p.m.) | | |
| 1 hour | 180.00 | 162.00 | 153.00 | 144.00 |
| 1/2 hour | 108.00 | 97.20 | 87.48 | 78.74 |
| 1/4 hour | 72.00 | 64.80 | 58.32 | 52,49 |
| 10 minutes | 54.00 | 48.60 | 45.90 | 43.20 |
| 5 minutes | | | 31.60 | 28.54 |
| Six times weekly, | add one | -sixth of t | he five ti | me rate. |
| Seven times weekly | y. add | two-sixths | of the f | ive time |
| | | | | |

ANNOUNCEMENTS (After 0:00 p.m.) 14, 13 tl. 26 tl. 52 tl. 100 tl. 200 tl. 4.00 3.80 8.60 3.40 3.20 20 5.00 4.75 4.00 4.25 4.00 3.7 5.00 5.70 5.40 5.10 4.80 4.5 tion 8.00 7.60 7.20 6.80 6.40 6.50

tion 8.00 7.60 7.20 6.80 6.40 6.50

(Refore 6:00 p.m.)

30 words 2.65 2.62 2.40 2.27 2.15 2.52

60 words 3.35 3.17 3.00 2.67 2.70 2.57

100 words 4.00 3.80 3.60 3.60 3.40 3.20 2.50

1 minute transcription 5.00 4.75 4.50 4.25 4.00 2.71

tion 5.00 4.75 4.50 4.25 4.00 2.71

Time signals—Fire daily (3 days, 2 nights). 30 words commercial and signals 40.00 88.00 36.00 36.00

Weather teports—Three daily (2 days, 1 night). 30 words commercial:

Per week. 40.00 88.00 36.00 36.00

Weather teports—Three daily (2 days, 1 night). 30 words commercial:

Per week. 40.00 30.00 am, to 10:00 a.m. daily except Sunday. Rates include transcription costs:

4 wks. 13 wks. 26 wks. 39 wks. 52 whs. 14 hour. 72.00 66.40 64.80 61.20 57.50

1/4 hour. 48.00 45.60 43.20 40.80 38.40

1/4 hour. 48.00 45.60 43.20 40.80 38.40

1/4 hour. 80.00 28.50 27.00 25.50 24.00 25.50

1/4 hour. 30.00 28.50 27.00 25.50 24.00

1/5 p.m. minimum contract 13 weeks. per week 27.50.

News—Five minutes every hour from 7:00 a.m. to 10:00 p.m. daily, 1/4 hour at 12:15 noon and 27.50.

News—Five minutes every hour from 7:00 a.m. to 10:00 p.m. daily, 1/4 hour at 12:15 noon and 27.50.

Per week. 40.00 36.00 33.00 32.00

15 minute news period at 12:15 p.m.; 15 minutes news period at 6:30 p.m.;

Per week. 50.00 45.00 42.50 40.00

REMOTE CONTROL 6.80 6.40 6.06

tegulations.
Closing Time
Contracts close one week in advance of first broadcast; announcement copy, transcriptions and talks 24
hours in advance.
Personnel

Personnel
Manager—Duane L. Watts.

KEARNEY (Buffalo County) KGFW



Rates effective November 1, 1940.

Owned and operated by Central Nebraska Broad-casting Corporation.
Business Office and Studio—Federal Annex, Kearnes.
Nebraska, telephone 23541.
Transmitter—South Central Ave., Kearney. Nebraska.

Transmitter—South Central Ave., Rearney, Representation of the Operating Dower—250 watts.

1101% modularion—crystal control.)
223.9 meters; 1340 kilosocies.
Licensed to operate unlimited time.
Operates on Central War Time.
Actual operating schedule: 6:00 a.m. to 10:00 D.m.:

Actual operating schedule: 5:00 a.m. to 10:00 p.m. Agency Commission
Agency Commission 15% to recognized agencies on net charge for station time. No commission on talent and remote charges. Cash discount none. Bills are due and payable when rendered.

Seneral Advertising

1 thr. 1/2 hr. 1/4 hr. 5 min. words words
1 times... 80.00 50.00 30.00 12.00 6.00 4.00
13 times... 72.00 45.00 27.00 10.80 5.40 3.60
16 times... 68.00 42.50 25.55 10.20 5.10 3.46
52 times... 68.00 42.50 25.55 10.20 5.10 3.46
156 times... 68.00 37.50 22.55 10.20 5.10 3.46
156 times... 68.00 37.50 22.50 9.00 4.50 3.60
156 times... 55.00 32.50 19.50 7.80 3.80
156 times... 52.00 32.50 19.50 7.80 3.90 2.60
152 times... 48.00 30.00 18.00 7.20 3.60 2.46
158 times... 52.00 32.50 19.50 7.80 3.90 2.46
158 times... 52.00 32.50 19.50 7.80 3.00 2.46
158 times... 52.00 32.50 19.50 7.80 3.00 2.46
158 times... 52.00 32.50 19.50 7.80 3.60 2.46
158 times... 52.00 30.00 18.00 7.20 3.60 2.46
158 times... 52.00 30. 50 Words 4.00 3.60 3.40 3.20 8.00 2.80 2.80 2.46

Additional charges made for programs originating outside of studies and for programs requiring special production.

production.

SERVICE FACILITIES

Services of program department, staff announcers and engineers in arranging and presenting programs included without charge.

ontract and Other Requirements
No contract accepted for more than one year of
service.
Rates subject to change upon thirty days' writter
notice. All contracts are subject to present and
future State and Federal regulations. All contracts
subject to approval by station management.
All programs subject to approval by station management. Contract and Other Requirements
No contract accepted for more than one year

ment.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription. using 33-1/3 and 78 r.p.m. double turn-tables
Personnel
Manager—Lloyd C. Thomas.
Station & Comm. Mgr.—E. Anson Thomas.
Program Director—Harold Clark.
Chief Engineer—Jack Lewis.

Representatives

Representatives Sears & Ayer, Inc.

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 milee from the main atudios, at the edge of the city.

attine eue of the city.

Avev—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
a stereics on net charges for station time. No cash
discounts. Bills are due and payable when rendered.

the discounts. Bills are due and payable when rendered.
General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Network).
Also soid in combination with KOIL, Omaha. These
combination rates are included in this listing immediately following the KFAB rate schedule.
Itates in combination with KFOR on request.
The following rates are for general advertising. For
retail rates consult station management.

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)
time... 200.00 100.00 50.00 41.65 33.35 times. 180.00 90.00 45.00 39.57 31.68 times. 180.00 90.00 45.00 37.49 30.02 times. 570.00 85.00 42.50 35.40 28.35 times. 160.00 80.00 40.00 33.32 26.68 times. 150.00 75.00 37.50 31.24 25.01

CLASS "C" (11:00 p.m. to 7:00 a.m.)

1 time... 140.00 70.00 35.00 29.20
13 times. 133.00 66.50 33.25 27.74
26 times 126.00 63.00 31.50 26.28
52 times. 119.00 59.50 29.75 24.82
104 times. 112.00 56.00 28.00 23.36
250 times. 105.00 52.50 26.25 21.90

SPECIAL FEATURES
Time, temperature and weather repreduest. reports — rates on

PRODUCTION CHARGES

Commissionable to agencies at these rates.

In minutes: Live staff talent (maximum four parsons) 10 minutes: Transcribed or recorded music and board announcer
10 minutes: News or sports...
5 minutes: Transcribed or recorded music and board announcer...
5 minutes: News or sports...
Extra announcer...

> COMBINATION RATES KFAB-KOIL CLASS "A"

(6:00 p.m. to 10:30 p.m. daily) 1 mln.
1 hr. 1/2 hr. 1/4 hr. 10 mln. 5 mln. or less 1
1 times... 545.00 272.50 138.52 131.355 90.86 49.00
13 times... 517.75 258.88 129.44 107.87 86.32 38.73 36.00
26 times... 490.50 245.25 122.63 120.20 81.77 36.00
25 times... 463.25 231.63 115.81 96.52 77.23 34.00
104 times... 436.00 218.00 109.00 90.84 72.60 32.00
104 times... 436.00 218.00 109.00 90.84 72.60 32.00
250 times... 408.75 204.38 102.19 85.16 68.15 30.00 CILASS ''B' (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

1 time... 278.00 139.00 95.00 57.96 44.18
13 times. 294.10 132.05 66.03 55.06 44.16
25 times. 250.20 125.10 62.55 52.16 44.8
25 times. 223.40 11.120 55.08 49.27 39.51
101 times. 224.40 11.120 55.08 49.27 39.51
101 times. 224.40 11.120 55.08 46.37 37.8
250 times. 208.50 104.25 52.13 43.47 34.86

CLASS "C"

(11:00 p.m. to 7:00 s.m.) 1 min.
1 hr, 1/2 hr, 1/4 hr, 10 min. 5 min. or less
time... 200.00 100.00 50.00 41.76 33.48 20.00
times. 190.00 95.00 47.50 39.67 31.81 19.00
times. 180.00 95.00 47.50 37.58 30.13 18.00
times. 170.00 85.00 42.50 35.50 23.64 17.00
times. 160.00 80.00 40.00 33.41 26.78 16.00
times. 150.00 75.00 37.50 33.41 26.78 16.00
times. 150.00 75.00 37.50 31.32 25.11 15.00
TALENT
es on application.

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 \$3-1/3 and 78 r.p.m. double turn-tables.

Personnel Manager—Don Searle.

ersonnet
General Manager—Don Searle.
Sales Manager—Arthur J. Weaver. Representatives
Edward Petry & Company, Inc.

KFOR

(Established 1924)

Card undated; received November 18, 1941. (Card No. 7-41.)

No. 7-41.)
Owned by Cornbelt Broadcasting Corporation.
Operated by the Central States Broadcasting System.
Studio—Hotel Lincoln. Lincoln. Nebraska. Other
studios—Omaha Nat'l Bank Bidg., Omaha, Nebr.
Transmitter—Lincoln, Nebraska.
Ave—Power—Time
Operating power—250 watts days; 100 watts nights.
'100% modulation—crystal control.)
241.9 meters; 1240 kilocycles.
Licensed to operate on local channel, full time.
Operates on Central War Time.
Actual operating schedule: 6:30 a.m. to 12:00 midnight.

Actual operating schedule: 0:00 a.m. to arrow might.

Agency Commission
Agency commission 15% on net charges for station
time to recognized advertising agencies. No cash
discounts. Bills are due and payable when rendered.

General Advertising
For combination rates see listings of Mutual Broadcasting System and Blue Network Company (Basic
Blue Supplementaries).

Also sold in combination with KOIL. Omaha. These
combination rates are included in this listing immediately following the KFOR rate schedule.

The following rates are for general advertising. For
retail rates consult station management.

(CLASS "A"

| CLASS A | | | | | | | | | | |
|---------|---------------------------------------|--------|---------|---------|---------|--------|--------|--|--|--|
| | (6:00 p.m. to 10:30 p.m. daily) 1 min | | | | | | | | | |
| | | 1 hr. | 1/2 hr. | 1/4 hr. | 10 min. | 5 min. | or les | | | |
| 1 | time | 100.00 | 50.00 | 25.00 | 20.80 | 16.65 | 8.00 | | | |
| 13 | times | | 47.50 | 23.75 | 19.76 | 15.82 | 7.60 | | | |
| 26 | times | 90.00 | 45.00 | 22.50 | 18.72 | 14.99 | 7.20 | | | |
| 52 | times | 85.00 | 42.50 | 21.25 | 17.68 | 14.15 | 6.80 | | | |
| 104 | times | 80.00 | 40.00 | 20.00 | 16.64 | 13.32 | 6.40 | | | |
| 250 | times | 75.00 | 37.50 | 18.75 | 15.60 | 12.49 | 6.00 | | | |
| | | | CLASS | "B" | | | | | | |
| | 47.00 | | | | | | | | | |

85.00. Time, temperature and weather reports — rates on

request.
Participation rates are net, no further discount.
COMBINATION RATES
HOW KEOR

| | | | WOID- | MO TA | | | |
|-----------|-------|---------|----------|---------|----------|-------|--------|
| CLASS "A" | | | | | | | |
| | (6 | :00 p.r | a. to 10 | :30 p.p | a. daily |) | 1 min. |
| | | 1 hr. | 1/2 hr. | 1/4 hr. | 10 mtn. | 5min | orless |
| 1 | time | 335.00 | 167.50 | 83.75 | 69.80 | 55.84 | 26.00 |
| | times | | | 79.56 | 66.31 | 53.05 | 24.70 |
| | times | | | 75.38 | 62.82 | 50.26 | 23.40 |
| | times | | | 71.19 | 59.33 | 47.46 | 22.10 |
| | | | | 67.00 | 55.84 | 44.67 | 20.80 |
| | times | | | 62.81 | 52.35 | | 19.50 |
| 230 | times | 201.20 | CLASS | | 52.35 | 41.88 | 19.50 |
| | 10.00 | | CLAASS | В | | | |

(7:00 a.m. to 6:00 p.m. and 10:30 p.m.

| | | | 0 11:00 | n.m.} | | | |
|-----|---------|--------|---------|-------|-------|-------|------|
| 1 | time | 164.00 | 82.00 | 41.00 | 34.24 | 27.51 | 14.5 |
| | times., | | 77.90 | 38.95 | 32.53 | 26.13 | 13.7 |
| | times | | 73.80 | 36.90 | 30.82 | 24.76 | 13.0 |
| | times | | 69.70 | 34.85 | 29.10 | 23.38 | 12.3 |
| 104 | times | 131.20 | 65.60 | 32.80 | 27.39 | 22.01 | 11.6 |
| 250 | times | 123.00 | 61.50 | 30.75 | 25.68 | 20.63 | 10.8 |
| | | | | | | | |

CLASS "C" (11:00 p.m. to 7:00 a.m.)

25.0 times. 93.75 46.88 23.44 19.60 15.75 8.81

ELECTRICAL TRANSCRIPTIONS

Disc. Single Double—Dubs—
size face face Single Double—10.00 10

minutes: News and sports......
minutes: Transcribed or recorded music and minutes: News and sports.....

acceptable to agreement.

Clesing 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
Uperating power—1.000 watts.
(*100% modulation.)
275.2 meters; 1990 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.

3:00 p.m. Week days 0:30 a.m. to 6:000 p.m. Agency commission 15% on net charges for station facilities to recognized advertising agencies. No commission on talent. No cash discount. Involces 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 adver-

NEBRASKA—Continued

NORFOLK—Continued W J A G-Continued STRIP RATES

| | | | Per week- | |
|-----|--------------------|----------|-----------|----------|
| 1/2 | hour: | 3 mos. | 6 mos. | 12 mos. |
| 3 | days weekly | 100.00 | 90.00 | 80.00 |
| | days weekly | . 150.00 | 185.00 | 120.00 |
| 1/4 | hour: | | | |
| - 3 | days weekly | 55.00 | 50.00 | 45.00 |
| 5 | days weekly | . 80.00 | 72.00 | 64.00 |
| | SALES SI | ERVICE | | |
| | minute sales talk: | | • | |
| 1 | daily. Der month | | ***** | . 100.00 |
| 9 | daily, per month | | | . 180.00 |
| 8 | daily, per month | | | . 240.00 |

Rates on request. POLITICAL RATES

Available on request TALENT

Rates on request.

REMOTE CONTROL
Rates on request.
Contract and Other Requirements
All orders subject to approval of station management.

All orders subject to apport.

Closing Time
24 hours in advance. Earlier closing will facilitate production and publicity.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables, either vertical or laters!

Personnel
Station Manager—Arthur C. Thomas.

Representatives
The Walker Company.

NORTH PLATTE

(Lincoln County) KGNF (Established 1930)



Rates received January 16, 1942.
Owned and operated by Great Plains Broadcasting Company,
Business Office and Studio—1521 W. 12th St., North
Platte, Nebr., telephone 295.
Transmitter—1521 W. 12th St., North Platte, Nebr.

Operating power—1,000 watts. 205.b meters; 1460 kilocycles.
Licensed to operate day time on cleared regional channel. Operates on Central War Time.
Actual operating schedule: Week days 7:00 a.m. to local sunset.

Agency Commission
Agency commission 15% to recognized advertising
agencies. Commission does not apply on taient. No
cash discount.

General Advertising
Rates include charges by owners of music copyrights
on present contract arrangement.
CLASS "A"
(8:00 a.m. to 2:00 p.m. and 4:00 p.m. to

| | - | | sign- | off) | - | | |
|------|---------|-------|--------|--------|--------|--------|--------|
| | | 1 t1. | 13 ti. | 26 ti. | 39 ti. | 52 tl. | 78 ti. |
| 1 | hour | 63.00 | 59.85 | 56.70 | 53.55 | 50.40 | 47.25 |
| | hour | 84,50 | 32.77 | 81.05 | 29.82 | 27.60 | 25.87 |
| 1/4 | hour | 20.00 | 19.00 | 18.00 | 17.00 | 16.00 | 15.00 |
| 10 | minutes | 17.25 | 16.38 | 15.52 | 14.65 | 13.80 | 12.94 |
| _ 12 | minutes | 12,00 | 11.40 | 10.80 | 10.20 | 9.60 | 9.00 |
| 2 | minutes | 8.60 | 8.17 | 7.74 | 7.31 | 6.88 | 6.45 |
| | minute | 4.60 | 4.87 | 4.14 | 3.91 | 8.68 | 8.45 |
| | | | CLASS | "B" | | | |

| - | (7:00 a.r | n, to | 8:00 a. | | 2:00 | p.m. to | • |
|---|-----------|-------|---------|-------|-------|---------|-------|
| | • | | 4:00 p | .m.) | | | |
| 1 | hour | 52.00 | 49.40 | 46.80 | 44.20 | 41.60 | 39.00 |
| | hour | | 27.07 | 25.65 | 24.22 | 22.80 | 21.37 |
| | hour | | 15.20 | 14.40 | 13.60 | 12.80 | 12.00 |
| | minutes | | 14.25 | 13.50 | 12,75 | 12.00 | 11.25 |
| | minutes | | 9.50 | 9.00 | 8.50 | 8.00 | 7.50 |
| | minutes | 7.00 | 6.65 | 6.30 | 5.95 | 5.60 | 5.25 |
| | minute. | 4.00 | 8.80 | 8.60 | 8.40 | 8.20 | 8.00 |
| - | шии | | | | | 0.20 | 5.00 |

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.

technical star.

Contract and Other Requirements
All programs at the rates will include station facilities, announcers and celected transcription music from station studies.

Preferred position governed by priority and availability on contract basis. No contract accepted for longer than one year. All contracts subject to the station owner's approval and government regulations. The production staff or station owners reserve the right to cancel or refuse any advertising for reasons satisfactory to themselves.

Mochanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/3 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. Transmitter-2027 Dodge St., Omaha, Nebr.

Aransmitter—2027 Dodge St., Omaha, Nebr.

Wave—Power—Time
Operating power—250 watts.
2013 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 or station time only except where otherwise specified No cash discount. Bills rendered monthly; due or presentation.

chanical costs. Extra charges not subject to agency commission.

Extra charges not subject to agency commission.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted excepting beer and light wines. Retroactive discount allowed on continuous time used. Notice of cancellation of contract must be given in writing to station two weeks prior to cancellation date and contracts cancelled before completion are payable at once at the short rate.

All contracts subject to present and future state and federal regulations.

Frograms subject to station approval. In order to earn net rates quoted, contracts must be completed within 12 months. Contracts limited to one year.

Closing Time
Contracts close 48 hours in advance of first broadcast. Announcement copy and transcriptions close
36 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 Director—Marie Maher. Business Manager—Paul R. Fry.

Representatives William G. Rambeau Company.

KOIL (Established 1925)



Card undated; 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.

Transmitter—Council Blune, lows.

Wave—Power—Time
Operating power—5,000 watts.
282.6 meters; 1290 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% allowed to recognized advertising agencies on net charges for station time.
No cash discount. Bills are due and payable when rendered.

rendered.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Network).

Also sold in combination with KFAB, Lincoln. and
KFOR, Lincoln. For combination rates see listings
of KFAB and KFOR.

The following rates are for general advertising. For
retail rates consult station management.

CLASS "A"

| | (6 | | | :30 p.m | | | 1 mir. |
|-----|-------|--------|---------|---------|---------|--------|--------|
| | - | 1 hr. | 1/2 hr. | 1/4 hr. | 10 min. | 5 min. | or les |
| 1 | time | 260.00 | 130.00 | 65.00 | 54.20 | 43.35 | 20.0 |
| 18 | times | 247.00 | 123.50 | 61.75 | 51,49 | 41.18 | 19.0 |
| 26 | times | 284.00 | 117.00 | 58.50 | 48.78 | 39.02 | 18.0 |
| 52 | times | 221.00 | 110.50 | 55.25 | 46.07 | 86.85 | 17.0 |
| | times | | | 52.00 | 43.86 | 84.68 | 16.0 |
| 250 | | 195.00 | | 48.75 | 40.65 | 82.51 | 15.0 |
| | | | | | | | |

| | - |
|--|-------------|
| OT APR UDU | |
| (7:00 a.m. to 6:00 p.m. and 10:30 p.m. | |
| (1.00 g.m. to 5.00 p.m. and 10.30 p.m. | |
| to 11:00 p.m.) 1 mi 1 hr. 1/2 hr. 1/4 hr. 10 mln. 5 min. or le | 4. |
| | 00 |
| 13 times. 98.80 49.40 24.70 20.66 16.63 9. 26 times. 93.60 46.80 23.40 19.58 15.75 9. | 50 |
| 1 time 104.00 52.00 26.00 21.75 17.50 10. 13 times 98.80 49.40 24.70 20.86 16.63 9. 26 times 93.00 46.80 23.40 19.68 15.75 9. 52 times 88.40 44.20 22.10 18.49 14.88 8. | 00 |
| 13 times. 98.80 49.40 24.70 20.96 16.83 9.26 times. 93.60 46.80 23.40 19.58 15.75 9.52 times. 88.40 44.20 22.10 18.49 14.88 8.10 times. 83.20 41.60 20.80 17.40 14.00 8.250 times. 78.00 89.00 19.50 16.31 18.18 7. | 50 |
| 194 times 83.20 41.60 20.80 17.40 14.00 8. 250 times 78.00 89.00 19.50 16.31 18.13 7. | 00 |
| 250 times. 78.00 89.00 19.50 16.31 18.18 7. CLASS "C" | 50 |
| (11:00 p.m. to 7:00 s.m.) | |
| 1 times 80.00 81.00 19.50 16.31 18.18 7. (11:00 p.m. to 7:00 s.m.) 1 times 80.00 40.00 20.00 16.75 13.50 8. 13 times 76.00 38.00 19.00 15.01 12.83 7. 26 times 72.00 36.00 18.00 15.08 12.15 7. 52 times 68.00 81.00 17.00 14.24 11.48 6. 104 times 64.00 32.00 16.00 13.40 10.80 6. 250 times 60.00 30.00 15.00 12.55 10.13 6. | nΛ |
| 1 time 80.00 40.00 20.00 16.75 13.50 8. 13 times. 76.00 38.00 19.00 15.91 12.83 7. 28 times. 72.00 36.00 18.00 15.08 12.15 7. | 60 |
| 26 times. 72.00 36.00 18.00 15.08 12.15 7. | 20 |
| 1 tme 80.00 40.00 20.00 18.75 13.50 8. 13 tmes 78.00 38.00 19.00 15.01 12.83 7. 26 times 72.00 36.00 18.00 15.08 12.15 7. 25 times 68.00 81.00 17.00 14.21 11.48 6. 104 times 64.00 32.00 16.00 13.40 10.80 6. | 80 |
| 104 times 64.00 32.00 16.00 13.40 10.80 6. | 40 |
| 13 times. 76.00 38.00 19.00 15.01 12.83 7. 26 times. 72.00 36.00 18.00 15.08 12.15 7. 52 times. 68.00 84.00 17.00 14.24 11.48 6. 104 times. 64.00 32.00 16.00 13.40 10.80 6. 250 times. 60.00 30.00 15.00 12.55 10.13 6. ANNOUNCEMENTS | 00 |
| | |
| Daily one minute announcements, five days week | |
| on participation periods: Polly, the Shopper, per month | ۸۸ |
| Participation rates are net, no further discount | UU |
| SPECIAL FEATURES | |
| The Coffee Club-full sales service, daily announce | ٠3 |
| on participation periods: Polly, the Shopper, per month | ılf |
| sales service, three announcements weekly, per mon | th |
| | |
| Time, weather and temperature reports-rates | œ |
| FI.FOTDICAL TDANCODIDATIONS | |
| Disc. Single Double - Dube - | |
| request. State of temperature reports—rates request. ELECTRICAL TRANSCRIPTIONS Disc. ELECTRICAL TRANSCRIPTIONS size Speed face Bingle Disc. 10" or 12" 78 or 83.1/3 10.00 15.00 8.50 11. Above Prices for studio production cutting. Extensive for production. Add 7.50 for announcer, ensured and expenses for transcriptions made off location. Outside Omaha additional charge request. Produced, studio transcriptions made off location. | 1 |
| 10" or 12" 78 or 83-1/3 6.00 9.00 4.50 6. | 7K |
| 16" 33-1/3 10.00 15.00 8.50 11. | 25 |
| Above Prices for studio production cutting. Ext | T2 |
| charge for production. Add 7.50 for announcer, eng | į٠ |
| neer and expenses for transcriptions made off location | 0n |
| in Omana. Outside Omana additional charge | OTI |
| Special Dreduced studio transcriptions: | |
| 5 minutes (6 on 1 platter at 1 session) each 4 | ^^ |
| 2 minutes (13 on 1 Dister at 1 session) each 3 | m |
| 1 minute (13 on 1 platter at 1 session), each 2. | nn |
| These charges include script and maximum of thr | ee. |
| request. Special Produced studio transcriptions: 5 minutes (6 on 1 platter at 1 session), each 4. 2 minutes (13 on 1 platter at 1 session), each 3. 1 minute (13 on 1 platter at 1 session), each 2. These charges include script and maximum of thr voices total—extra voices at 4.00 per voice pession. | er |
| session. | |
| Commissionable to a genelos of Abree 544 | |
| 15 minutes: Lire stoff telent (maximum faur | |
| persons). Rates on request | |
| 15 minutes: Regular transcribed and recorded | |
| music and board announcer | 00 |
| 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 | 50 |
| 10 minutes: Transcribed or recorded music and | |
| 20 | 00 |
| 10 minutes: News of aborts 5. | 00 |
| board announcer 3. 10 minutes: News or sports. 5. 5 minutes: Transcribed or recorded music and board announcer 2. 5 minutes: News or sports. 3. Extra announcer 2. TALENT Rates on application. | 0.5 |
| 5 minutes: News or sports | 00 |
| Extra announcer 2. | nn |
| TALENT | |
| Rates on application. | |
| REMOTE CONTROL | |
| Rates on application. REMOTE CONTROL Outside program pick-up in Omaha. Program pick ups outside Omaha, rates on request. Regular rate for time plus: Telephone installation charge | K- |
| Regular rate (or time plus | |
| Telephone installation oborga | 00 |
| Engineer, announcer and expenses | SO. |
| Line rental, one mile or less | ĎΟ |
| Each additional mile or fraction 2. | ΟŎ |
| on monthly basis-only one installation charge plu | 3: |
| Line rental, one mile or less | 00 |
| Line rental, one mile or less | υÜ |
| SERVICE PACITATIES | uU |
| Services of the program and continuity deportmen | 1= |
| and staff announcers are included without extra charge | 0. |
| Contract and Other Requirements | |
| Resale of time not permitted. All programs, train | 0~ |
| Contract and Other Requirements Resale of time not permitted. All programs, trasscriptions and announcements are subject to approv of station management. | 21 |
| Station reserves the right to seeshedule are | |
| of station management. Station reserves the right to reschedule any comme cial period, subject to immediate cancellation if n acceptable to advertiser. Closing Time | nt. |
| acceptable to advertiser. | • |
| Closing Time | |
| All contracts should be closed as far in advance | |
| initial program as possible to feetite-to - 1 | м |
| initial program as possible to tacilitate production. | М |
| Mechanical Program Equipment | М |
| Mechanical Program Equipment Equipped to handle programs by electrical transcription. | D- |
| Micharical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.D.m. double turn-table | D- |
| Mechanical Program as possible to facilitate production. Mechanical Program Equipment Equipment Equipment to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-table Personnel General Manager—Don Searle. | De Marie |
| General Manager—Don Searle, | D- M. |
| All contracts should be closed as far in advance initial program as possible to facilitate production. Mechanical Program Equipment Equipment Equipment in using 33-1/3 and 78 r.p.m. double turn-table Personnel General Manager—Don Searle. Sales Manager—Arthur J. Weaver. Representatives | D- set. |
| Mechanical 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-table Personnel General Manager—Don Searle, Sales Manager—Arthur J. Weaver. Representatives Edward Petry & Company, Inc. | p- se. |
| General Manager—Don Searle, | D- M. |
| General Manager—Don Searle, | p- |

KOWH (Established 1922)

(Retablished 1922)

Rates effective May 1, 1939. (Card No. 1.)

Owned and operated by Omaha World-Herald.

Business Office and Studio—World-Herald Building.
Omaha. Nebraska. telephone AT 2228.

Transmitter—60th and Girard Streets. Omaha, Nebr.

Wave—Power—Time
Operating Dower—500 waits.
454.5 meters; 560 kilocycles.
Licensed to operate days only.
Operates on Central War Time.
Actual operating schedule: Sundays 7:00 a.m. to local sunset.

Actual operating schedule: Sundays 7:00 a.m. to local sunset.

January 6:15 p.m. July 9:00 p.m.
April 8:00 p.m. September 7:30 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.

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 ace listing of Blue Network Company (Basic Blue Supplementeries).

The following rates are for both local and national advertisins:
Retractive discount allowed on continuous time actually used. Contracts cancelled before completion: become Rates effective May 1, 1939. (Card No. 1.)

OMAHA—Continued KOWH-Continued

KOWH—Continued

(After 6:00 p.m.)

[Rates are double those listed below.

(All other time)

1 13 26 52 100 150 300

1 13 26 52 100 150 300

1 13 26 52 100 150 300

1 14 bour... 100.00 50.00 47.50 45.00 42.50 40.00 37.50

1/4 hour... 60.00 80.00 28.50 27.00 25.50 24.00 22.50

1/4 hour... 36.00 18.00 17.10 16.20 15.30 14.00 18.50

10 minutes 30.00 15.00 14.25 13.50 12.75 12.00 11.25

5 minutes 17.50 8.75 8.32 7.88 7.44 7.00 6.62

2 minutes 17.50 7.50 7.13 6.75 6.38 6.00 5.62

(One minute or 125

words.... 10.00 5.00 4.75 4.50 4.25 4.00 3.75

1/2 minute or 50

words... 7.50 3.75 3.57 3.38 3.19 3.00 2.82

4/4 minute or 25

words... 5.00 2.50 2.38 2.25 2.13 2.00 1.88

Chain breaks. each 4.00; no discounts.

STRIP RATES

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. Use of same period five times weekly takes a weekly rate of five times weekly takes a weekly rate of four and one half times the daily rate. Use of same period five times weekly takes a weekly rate of four and one half times the daily rate. The above the based on total times ordered.

SPECIAL FEATURES

For rates covering local retail merchants only. weather reports, time signals, consult station management.

ELECTRICAL TRANSCRIPTIONS

ELECTRICAL TRANSCRIPTIONS
Transcription library services available—rates on request.

TALENT
Talent and special announcers are supplied at actual cost.

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 provided without extra charge. Merchandising service available on cooperative heats.

charge. Merchandising service available on cooperative basis.

contract and Other Requirements
Contracts limited to one year.

All contracts subject to present and future state and 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.

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

'ersonnel'
Manager—Frank E. Shopen.

fersonnel
Manager—Frank E. Shopen.
Sales Manager—Lou Smith.
tepresentatives
George P. Hollingbery Company.

w o w (Established 1928)



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.
Vave—Power—Time
Operating power—5,000 watts.
508.5 meters; 590 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Central War Time.
Operating schedule: 21 hours daily.
Vagency Commission

opency Commission
Agency commission 15% on time rates only. No
discount for talent to agency. Bills due and payable when rendered.

by allowing rendered.

Defeneral Advertising

For combination rates see listing of National Broadcasting Company (Basic Network).

The following rates apply to general advertising. For
lical retail advertising rates consult station manage-

local retail advertising rates consult station management.

(6:00 p.m. to 11:00 p.m. daily)
1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 260 tl
1 hour... 340.00 323.00 306.00 289.00 272.00 255.00
1/2 hour... 175.00 166.25 157.50 148.75 140.00 131.25
1/4 hour... 95.00 90.25 85.55 80.75 76.00 71.25
5 minutes 65.00 61.75 58.50 55.25 52.00 48.75
1 minute 25.00 23.76 22.50 21.25 20.00 18.75
25 word chain break, 25.00 net.

(7:00 a.m. to 6:00 p.m. week days and
1 hour... 160.00 15.00 p.m. Sundays)
1 hour... 160.00 15.00 p.m. Sundays)
1 hour... 160.00 15.00 144.00 136.00 128.00 120.00
1/2 hour... 100.00 95.00 90.00 85.00 80.00 75.00
1/4 hour... 65.00 61.75 68.50 552.25 52.00 48.75
5 minutes 40.00 38.00 36.00 34.00 32.00 80.00
1 minute 15.00 14.25 13.50 12.75 12.00 11.25
25 word chain break, 15.00 net.

The word chain break, 15.00 net CLASS (11:00 p.m. to 7:00 a.m. week days and before 1:00 p.m. Sundays)

1 hour.... 100.00 55.00 90.00 85.00 80.00 7

2 hour... 55.00 52.25 49.50 46.75 44.00 42

5 minutes 20.00 10.00 18.00 17.00 16.00 1

1 minute 7.50 7.13 6.75 6.38 6.00 5

5 word chain break, 7.50 net.

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-naif of the half hour rate for each individual quarter hour period. In figuring frequency discounts on the above basis the three quarter hours or more per day will be classed as one program.

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.

RECORDED PROGRAMS

No extra charse for broadcast of electrical transcriptions.

TALENT

Arrangements for all types of talent made at cost.

REMOTE CONTROL

Facilities for remote pick-up outside of studies. Expenses of such pick-ups charged at cost. Mobile unit available, equipped with short wave transmitter and portable transcribing equipment.

Centract and Other Requirements
All charges for talent additional to time rates.
Advertising of alcoholic beverages not accepted.

Station reserves right if necessary to reschedule any commercial period. If rescheduling not acceptable, advertiser reserves option to cancel immediately.

Station reserves the right to approve or reject all commercial and non-political programs and cancel all programs which are of objectionable character.

Closing Time

Closing date of program service two weeks in advance of broadcast, Mechanical Program Equipment

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

Personnel Director—Wm. Ruees.

General Manager—John J. Gillie.

ersennel Personnel Director—Wm. Ruees. General Manager—John J. Gillin, Jr. eprosentatives John Blair & Company.

SCOTTSBLUFF

(Scotts Bluff County)

KGKY (Established 1930)



hour.
in inutes...
word station breaks...
CLASS 'B'
(6:30 a.m. to 12:00 noon and 1:00 p.m. to
5:00 p.m. week days) (6:30 s.m. 5:00 p.m. 1 hour 1/2 hour 15:00 p.m. 16:00 p

Personnel
Manager—L. L. Hilliard,
Assistant Manager—B. M. Stewart.

NEVADA

LAS VEGAS

(Clark County)

KENO (Established 1940)

Rate card dated September 15, 1940. (Card No. 1.) Natice that dated September 13, 1940. (Cart of 17) Owned and operated by the Novada Broadcasting Company.
Business Office and Studio—"El Rancho Vegas," Las Vegas, Nevada.
Transmitter—"El Rancho Vegas," 2 miles south of Las Vegas, Novada.

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: 8:00 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 | General Advertising | Rates include charges by owners of music copyrights. | The following rates are for national advertising. | 1 hour | 45.00 | 1/2 hour | 25.00 | 1/4 hour | 115.00 | 5 minutes | 7.50 SPOT ANNOUNCEMENTS 3.50 4.00 4.50 5.00 DISCOUNTS 104 times

SPECIAL FEATURES

ELECTRICAL TRANSCRIPTIONS
Regular advertising rates apply.
Transcription library service available.

Transcription library service available.

REMOTE CONTROL

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

SERVICE FACILITIES

Program, advertising, continuity and announcing staff available to advortisers.

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.

Clasing Time

rate to date of last program.

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

Announcements and transcriptions close 24 hours in
advance. Talks 48 hours in advance.

Mechanical Program Eulpment
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
Homor Griffith Company.

RENO (Washoe County)

KOH (Established 1928)



Rates effective August 15, 1940. (Card No. 10.) Owned and operated by The Rec, Incorporated, NOTE: Address correspondence to P.O. Box 2271. Reno. Nevada.
Business Office and Studio — 148 Stevenson Street, Reno. Nevada, tolephone 5106.
Transmitter—Sparks, Novada.

Transmitter—Sparks, Nevada.

Wave—Power—Time
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

night.

Agency Commission

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 Notwork.

A discount of 10% applies to rates shown below
when ICOH is used in conjunction with KALT, KWG,

KFBK and KERN.

The following rates are for general advertising. For
retail advertising rates acrossult station management.

CLABS "A"

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

1tl. 18 ti. 28 ti. 59 ti. 101 ti. 301 ti.

1 hour... 48.00 76.00 72.00 64.00 60.00 82.00

1/2 hour... 48.00 84.04 82.92 88.0 80.00 81.20

1/4 hour... 48.00 84.04 82.92 88.00 80.00 81.20

1/4 hour... 48.00 84.04 82.92 88.00 26.00 81.20

1/5 minutes 20.00 84.04 82.92 88.00 26.00 81.20

1 minutes 20.00 18.24 17.28 15.86 14.40 12.48

(This listing continued on next page)

NEVADA--Continued

RENO—Continued к о н...

| | At O 11—Continued | | | | | |
|--------------|-------------------|----------|----------|----------|---------|----------------|
| | | CLASS | | | | |
| (8:00 a.n | i. to 6 | :00 p.n | ı. and | 10:00 | p.m. t | 0 |
| | | 11:00 g | o.m.) | | | |
| | 1 ti. | 13 ti. | 26 ti. | 52 ti. | 101 ti. | 301 ti. |
| 1 hour | 40.00 | 38.00 | 36.00 | 32.00 | 30.00 | 26.00 |
| 1/2 hour | 24.00 | | 21.60 | 19.20 | 18.00 | 15.00 |
| 1/4 bour | 16.00 | 15.20 | 14.40 | 12.80 | 12.00 | 10,40 |
| *10 minutes | 12.80 | 12.16 | 11.52 | 10.24 | 9.60 | |
| *5 minutes | 9.60 | 9.12 | 8.64 | 7.68 | 7.20 | 6.24 |
| (6:00 a.m | . to 8: | 00 a.m. | and at | fter 11: | 00 p.m. |) |
| 1 hour | 27.00 | 25.65 | 24.30 | 21.60 | 20.25 | 17.55 |
| 1/2 hour | 16.20 | 15.39 | 14.58 | 12.96 | 12.15 | 10.53 |
| 1/4 hour | 10.80 | 10.26 | 9.72 | 8.64 | 8.10 | 7.02 |
| *10 minutes | 8.64 | 8.21 | 7.78 | 6.91 | 6.48 | 5.62 |
| *5 minutes | 6.48 | 6.16 | 5.83 | 5.18 | 4.86 | 4.21 |
| | AN | NOUNC | EMEN | TS | | |
| (| | .m. to | | | | |
| One minute | or less | at spe | cified t | imes. | per ann | ounce- |
| ment 6.50. | No dis | count. | | | | |
| 35 words dai | ly. | **1 mo. | 3 mc | os. 6 | mos. | 1 yr. |
| per month | | | | | 00.00 | 87.75 |
| | | All othe | r time | | | 801 or more |
| | | | | | | |

1 ti. 13 ti. 1 minute or less at speci-fied times 5.00 4.74 *1 mo. 13 ti. 26 ti. 52 ti. 101 ti. ti. 4.00 3.1 4.50 3 mos. 3.75 50 words daily, 90.00 80.00 70.00 100.00 er month..... words dally,

times. 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. Manuscripts must be submitted 24 hours in advance of broadcast time.

Transcription library services available at additional cost, rates on request.

TALENT

Cost. rates on request.

RALENT

Rates on request.

REMOTE CONTROL

All wire and mechanical charkes for remote control, all expenses, salaries, etc., of artists to he paid by the exertiser, when required, in advance.

SERVICE FACILITIES

Services of the program department in arranging programs and in providing program announcements and announcers are included without extra charge. Centract and Other Requirements

All programs subject to acceptance by station management, and must conform to station policies and government regulations. No contracts accepted for longer than one year. Contracts subject to cancellation unless program starts within 30 days.

Management reserves the right to reject or discontinue any advertising programs 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 hathle-trail and vertical ent recordings.

Personnet Manager—Hewitt Keos.

NEW HAMPSHIRE

KEENE

(Cheshire County)

WKNE

WK N E.

Rates effective March 1, 1942. (Card No. 10.)
Owned and operated by WKNE Corporation.
Business Office and Studio—15 Dunbar St., Keene,
New Hamishire, telephone 2000.
Transmitter—Studiope Avenue, Keene, New Hampshire.
Wave—Fower—Lime
Operating power—5,000 watts.
222 6 meters; 1200 Kilocycles.
Licensed to operate unlimited time.
Operates on Esstern War Time.
Agency Commission

Operates on Eastern War Time.

Agency Commission
Agency countristion 15% of net station time only to
recognized advertising agencies. Cash discount 2%—
10 days after invoice date. No commissions or quantity discounts on talent, lines, etc.
General Advertising
For combination rates see Hatings of Columbia
Broadcasting System (Basic Supplementary Group)
and Columbia New England Network.
Frotram contracts and annoncement contracts may
not be combined to earn higher discounts.
The following rates are for national advertising.

| The | follow | lng ra | | | | lonal | nilvert | ising. |
|------|--------|--------|-------|--------|----------|-------|---------|--------|
| | | | CLA | чн ''' | ١., | | | |
| | | (0):00 | n.m. | ta 11 | :00 11. | m.) | | |
| | | 1 | 13 | 26 | 50 | 100 | 150 | 260 |
| | | tl | il. | ŧſ. | tl. | 11. | t!. | t1. |
| - 1 | hour | 100.00 | 95 00 | 90.00 | | | | 70.00 |
| 179 | hour | 60,00 | 57,00 | 54.00 | 51.00 | 48.00 | 45.00 | 42.00 |
| 1/1 | hour | 40.00 | 38.00 | 36.00 | 34.00 | 32.00 | 30.00 | 28.60 |
| 5 11 | doutes | 20.00 | 19 00 | 18.00 | 17.00 | 16.00 | 15.00 | 14.00 |
| | | | ('LA | HH "1 | 1 " | | | |
| | | (| All o | Dier t | (mm) | | | |
| - 1 | hour | | | | | 48.00 | 45.00 | 42.00 |
| | hour | | | | | | 20.00 | |
| 1121 | | | | | ** * *** | **** | 10 00 | 10.00 |

| | CI | LASS | "B" | | |
|--------------|------------|----------|-------------|------------|---------|
| | | other | | | |
| | 1 ti. | 50 tl. | 100 ti. | 150 ti. | 260 tl. |
| 1 minute | 8.00 | 7.50 | 7.00 | 6.50 | 6.00 |
| 50 words | 5.00 | 4.75 | 4.50 | 4.25 | 4.00 |
| | | ISCOU | | | |
| Program co | ntracts a | nd ann | ouncement | contrac | ts may |
| not be cor | nbined to | earn | higher d | iscounts. | Rates |
| subject to a | | | | | |
| secutive br | oadcasting | . Rate | s also sul | oject to | weekly |
| dollar volu | nie rebate | es on | schedules | of 26 o | r more |
| consecutive | weeks as | follows | (Particin | ating pr | rograms |
| and announ | cements r | not incl | (uded): | | |
| 100.00 per | weck | | *********** | ********** | 2-1/2% |
| 150.00 per | week | | | | 5% |
| 200,00 per | weck | | ******* | | 7-1/2% |
| 250.00 per | week | | ******* | 1 | 0% |
| Weekly do | llar volun | ne reba | tes figure | d on 5 | 2 week |
| average. | | | | | |
| | SPECI | AL FI | CATURES | | |
| | (Partici | pation | l'rograms) | | |
| Timekeeper | : Particip | ation | program be | fore 9:0 | 0 a.m., |
| Monday the | | | | | |

POLITICAL
No quantity discounts on political broadcasts.
TALENT
Rates on request
REMOTE CONTROL

REMOTE CONTROL

Line charges and remote control pick-ups are extra

SERVICE FACILITIES

The station artists bureau, production, and merchandising departments are available to advertisers.

Centract and Other Requirements
All proposals subject to prior sale.

No liquor advertising accepted. Time not available for resale.

All contracts accepted subject to the station's right to cancel or offer another time upon 28 days' notice.

Closing Imme

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

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using vertical or lateral \$8-1/\$ and 78 r.p.m.

Personnel

President—H. C. Tuber.

turn-tables.

Personnel
President.—H. C. Wilder.

Manager.—David Carponter.

Program Director.—Robert Peebles.

Representatives.

Radio Advertising Corporation.

Boston.—Miss Bertha Bannan.

LACONIA (Belknap County)

WLNH



Rates effective July 1, 1039. (Card No. 7.)
Owned and operated by the Northern Broadcasting Company,
Business Office and Studio—Masonic Temple Bidg.,
Laconia, New Hampshire, telephone 501.
Transmilier—Sanboraton. New Hampshire.
Vave—Power—Time
Operating power—250 watts.
223.9 incters; 1340 kilocycles.
Licensed to operate unlimited time.
Operates on Bastern War Time.
Actual operating schelulic; Sundays 8:00 a.m. to
11:15 p.m. Weck days 8:15 a.m. to 11:15 p.m.

Agoncy commission

Agoncy commission 15% on not charges to recognized advertising agoncies. No cash discount. Charges for facilities are payable immediately after each broadcast. No commission or discounts on talent or line

charges. General Advertising
For combination rates see Halings of Yankee Network and Mutual Broadensting System.
Pees charged by owners of music congrights are not included in rates.
The following rates apply to both local and national advertising.

| | CIMBB A | |
|-----|---|-------|
| | (6:00 p.m. to 11:00 p.m. week days, and | |
| | 12:00 noon to 11:00 b.m. Sunday) | |
| | | |
| 1 | hour | 60.00 |
| 8/4 | hour | 48.00 |
| 1/2 | hour | 86.00 |
| | | 24.00 |
| 1/4 | hour | |
| 5 | minutes | 12.00 |
| | CLASS "B" | |
| | (8:00 a.m. to 6:00 p.m. week days, and | |
| | to to a to be been deed and and | |
| | 8:00 a.m. to 12:00 noon Sunday) | |
| 1 | hour | 30,00 |
| 3/4 | hour | 24.00 |
| 1/2 | hour | 18.00 |
| | | 12.00 |
| 1/4 | hour | |
| 5 | minutes | 0,00 |
| | CLASS "C" | |
| | (11:00 ti.m. to 8:00 n.m.) | |
| | | 20.00 |
| 1 | hour | |
| 3/4 | KIUT | 10.00 |
| 1/2 | hater | 12.00 |
| 1/4 | hour | 8.00 |
| | | 4.00 |
| 5 | minufor | 2,00 |
| | | |

| CLASS "A" | |
|--|-----|
| CLASS A | |
| (6:00 p.m. to 11:00 p.m. week days, and | |
| (6:00 p.m. to 11:00 p.m. week days, and 12:00 noon to 11:00 p.m. Sunday) | |
| 100 words | |
| | |
| 30 words | Ļ |
| CLASS "B" | ٠. |
| (8:00 a.m. to 6:00 p.m. week days, and | |
| 8:00 a,m, to 12:00 noon Sunday) | |
| | |
| 100 words | |
| 80 words 2.50 | |
| מויא מם ייניי | |
| (11:00 p.m. to 8:00 a.m.) | |
| | |
| 100 words 2,00 | J |
| 30 words 1.50 | ιň |
| DISCOUNTS | - 7 |
| DISCOURTS AND | * |
| Time discounts on card rates apply to total number of broadcasts for the same sponsor in one year under | ı, |
| of broadcasts for the same sponsor in one year under | 1 |
| original or renewed contracts and apply on station | |
| time only: | • |
| | |
| Less than 26 times Net | ı, |
| 26 to 51 times | ŧ. |
| 52 to 103 times 7-1/2% | 6 |
| 104 to 155 times | l, |
| 104 to 135 times | * |
| 156 to 207 times | Ł |
| 208 times or more | |
| Additional Discounts | |
| Programs supplies continuously for 98 consecutive | |
| tograms running continuously for 20 consecutive | Ÿ |
| Programs running continuously for 26 consecutive weeks earn an additional rebate of 5% based on the | Ť |
| lowest billing for any one week. Programs running continuously for 52 consecutive weeks shall earn | 1 |
| continuously for 52 consecutive weeks shall earn | ţ |
| another rebate of 5% making a total of 10% based | |
| on the lowest billing for any one week. | |
| on the lowest billing for any one week. | ì |
| ELECTRICAL TRANSCRIPTIONS | |
| General broadcasting time charges apply to transcrip- | í |
| tion programs. Not confined to certain hours. | |
| tion programs, The commend to tertain hours. | |
| SPECIAL FEATURES | |
| Time Signals—Based on announcement rates. | .1 |
| Sports and Reviews-Winter and aummer sport events. | ė. |
| Rates on request. | ŧ. |
| Charte Delicas Delia between King commendation | |
| Sports Reviews-Daily between 5:00 p.m. and 6:00 | 4 |
| p.m. Rates on request. | |
| News-Yankee Network News (participations). | |
| News While it is News-One hour daily. Based | 1 |
| | , |
| on announcement rates. | |
| TALENT | |
| Dates on request | |

News—Yankee Network News (participations).
News While it is News—One hour daily. Based on announcement rates.
TALENT
Rates on request.
POLITICAL RATES
One time card rates apply.
REMOTE CONTROL
Station is equipped to handle remote control broadcasts from any designated place. All installations, wire, service and mechanical charges to be paid by client and are net.

SERVICE FACILITIES
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.
Experienced merchandising men are available for dealer calls and confidential surveys. Complete merchandising facilities available at cost.
Contract and Other Requirements
Liquor advertising subject to the regulations of the New Hampshire State Liquor Commission. Copy of regulations furnished on reducest.
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 the Congress of the United States, the Federal Communications Commission. State Legislature, the Courts, or other duly authorized authorities.
This rate card is published for the convenient, reference of advertisers and agencies, and is not to be considered as an offer of facilities. The station does not assume or incur any liability of any kind or charactor which may be sustained by them as a result of broadcasting of or client, and availability on contract basis. Contracts are not transferably on contract basis. Contracts are not transferably on contract basis. Contracts are not transferably on contract basis. Contracts are not transferable or value to the public. Station shall endeave to notify advertiser in advance of any such appropriation of contract, station may prepare same to the heat of advertiser all to turnish matter for any pertinent of compensation, on allow pro rata reduction of cherses if it cannot allow other time or extension of contract. Should advertiser fail

Manager-Earle Clement.

MANCHESTER

(Hillsbore County)

WFEA
(Established 1932)



Rates effective October 1, 1939. (Card No. 4.)
Owned and overated by New Hampshire Broadcasting
Company.
Bisinoss Office and Studio—Carpenter Hotel, Manchester, New Hampshire.
Transmitter—Merrimack. New Hampshire.
Wave—Power—Time
Operating power—5,000 watts.
(190%, modulation—crystal control.)
218.0 meters; 1370 kilocycles.
Licensed to operate on regional channel.
Operatos on Eastern War Time.
Actual operating schedule; Nunday 8:00 a.m. to
12:00 midnisht; week days 7:30 a.m. to 12:00 midnight. Itates effective October 1, 1939. (Card No. 4.)

night.

Agency Commission

Agency Commission 15% to recognized advertising acqueies on net charges for station time. Commission does not apply on program charges. No cash discent. Itling the and bayable on note of broaders; in advance. Talout billed at not cost.

MANCHESTER—Continued W F E A--Continued

eneral 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 ad-(6:00 pm to 11:00 pm)

| | | 1 ti. | 13 ti. | 26 t1. | 52 ti. | 104 ti. | |
|------|----------|---------|---------------|--------|---------|---------|-------|
| 1 | hour | 100.00 | 95.00 | 90.00 | 85.00 | 80.00 | 75.00 |
| 3/4 | hour | 80.00 | 76.00 | 72.00 | 68.00 | | 60.00 |
| 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 | | 19 ,00 | 18.00 | 17.00 | 16.00 | 15.00 |
| · 1 | minute. | . 10.00 | 9,50 | 9.00 | 8.50 | 8.00 | 7.50 |
| 25 1 | word aer | ograms. | 4.00. | | scounts | | |
| | | | | | | | |

| | (7:00 a | | 6:00 p | | |) þ.m. | |
|-----|---------|-------|---------|----------|-------|--------|-------|
| | • | to | 12:00 n | aidnight | | | |
| · 1 | hour | 50.00 | 47.50 | 45.00 | 42.50 | 40.00 | 37.50 |
| 3/4 | hour | 40.00 | 38.00 | 36.00 | 34.00 | 32.00 | 30.00 |
| | hour | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 | 22.50 |
| | hour | 20.00 | 19.00 | 18.00 | 17.00 | 16.00 | 15.00 |
| | minutes | | 9.50 | 9.00 | 8.50 | 8.00 | 7.50 |
| | minute | | 4.75 | 4.50 | 4.25 | 4.00 | 8.75 |
| | minuto | | 0.00 | No die | | | |

1. 5 minutes 10.00 9.50 9.00 8.00 8.00 8.05
25 word aerograms, 2.00. No discounts.
SPECIAL FEATURES

1. WFEA Home Makers' Guild': Monday through Friday, 10.00 a.m. to 10.15 a.m. Per participation, 10.00 No discounts.

1. All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of engineers, all traveling expenses, salaries, etc., of engineers, and antienance men, operators and artists, to be paid a by advertiser in advance.

2. Miract and Other Requirements
3. Miract and Other Requirements
4. All charges uouted are for station time only. Program cost is extra and is not commissionable.

2. Frinted programs cannot be guaranteed in newer and programs cannot be guaranteed in newer and program of the station management reserves the right of retuse or discontinue any program of series of irrogram for reasons satisfactory to itself.

3. Soling Time
3. Soling Time
4. Soling Time and the series of initial revorations.

Arogram
dichanical Program Equipment
acculpped to pandle programs by electrical transcription. Using 33-1/3 and 78 r.p.m. double turn-tables.

Frannel Islanger—David F. Shurtleff.
Frogram Director—George Hartrick.
Fromotion Director—Frederick W. Cole.
Freentativas
George and Company.
Sostom—Miss Bertha Bannan.

WMUR (Established 1941)

Nates effective September 1, 1942.

Dwned and operated by The Radio Voice of New Hampshire.

Business Office and Studio—1819 Elm Street. Manchester. New Hampshire.

Pransmitter—Two miles northwest of husiness district, Manchester. New Hampshire.

Ive—Power—Time

Dyerating power 5.000 watts days; 1.000 watts nights.

191.8 meters; 610 kilocycles.

Licensed to operate full time on regional channel.

Dyerates on Eastern War Time.

Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight.

Licensed to operate full time on regional channel.

Dyerates on Eastern War Time.

Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight.

Licensed to operate full time on regional channel.

Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered weekly and are due weekly following broadcast.

meral 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 10:00 p.m. week days and 1:00 cr

| (6:00 n | .m. to 1 | 0:00 p.m | . week day | s and 1 | :00 |
|------------|----------|----------|------------|---------|----------|
| | n.m. to | 10:00 p | .m. Sunda | ys) | 100 or |
| | l ti. | 13 ti. | | 52 tl. | more ti. |
| 1 hour | 100.00 | 95.00 | 90.00 | 80.00 | 70.00 |
| 1/2 hour | 60.00 | 57.00 | 54.00 | 48.00 | 42.00 |
| 1/4 hour | 40.00 | 38.00 | 36.00 | 32.00 | 28.00 |
| 5 minutes | 20.00 | 19.00 | 18.00 | 16.00 | 14.00 |
| 1 minute | 10.00 | 9.50 | 9.00 | 8.00 | 7.00 |
| 30 word cl | nain | | | | |
| breaks | | 5.00 | 5.00 | 5.00 | 5.00 |
| | | CT ACC | "R" | | |

(6:30 a.m. to 6:00 p.m. and after 10:00 p.m.

| Week days and before 1.00 p.m. and an | |
|---------------------------------------|-------|
| 10:00 p.m. Sundays) | |
| 1 hour 50.00 47.50 45.00 40.00 | 35.00 |
| 1/2 hour 30.00 28.50 27.00 24.00 | 21.00 |
| 1/4 hour 20.00 19.00 18.00 16.00 | 14.00 |
| 5 minutes 10,00 9.50 9.00 8.00 | 7.00 |
| 1 minute 5.00 4.75 4.50 4.00 | 3.50 |
| 30 word chain | |
| breaks 3.00 3.00 3.00 3.00 | 3.00 |

breaks... 3.00 3.00 3.00 3.00 3.00

SPECIAL FEATURES

News: Leased wire service available. Rates on request. POLITICAL RATES

Regular rates apply. Payment in advance. No frequency discounts.

LECTRICAL TRANSCRIPTIONS

Regular rates apply. Rates include use of transcription service. Instantaneous recording equipment available.

tion service. Instantaneous recording equipment available.

REMOTE CONTROL.

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

ontract and Other Requirements.

Advertising of alcoholic beverages not accepted, excepting light wines and beer.

Contracts subject to cancellation on two weeks written notice accompanied by certified check at short rate to date of last program. All contracts subject to station management's approval, to government regu-

lations and network phlority. 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
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 Manager—Leslie F. Smith.
Representatives
Joseph Hershey McGillvra, Inc.
Boston—Robert C. Foster.

PORTSMOUTH

(Rockingham County)

WHEB

(Established 1932)

40 words... 3.00 4.75 4.82 4.30 4.25 4.00 3.75
Station breaks: 3.00 2.75 5.55 5.40 5.10 4.80 4.50
100 words... 6.00 5.70 5.55 5.40 5.10 4.80 4.50
40 words... 6.00 5.70 5.55 5.40 5.10 4.80 4.50
40 words... 6.00 4.75 4.62 4.50 4.10 4.00 3.75
Nevs announcements: 100 words in minute newscast, limited to three non-cometitive accounts... 7.00 6.65 5.47 6.30 5.95 5.60 5.25
SPECIAL FEATURES
News: Leased wire service available, six days per week. For Sunday add 1/6 to rates:
1/4 hour, weekly. 6 wks. 13 wks. 20 wks. 26 wks.
1/4 hour, weekly. 80.00 100.00 140.00 130.00
5 minutes, wkly. 80.00 70.00 80.00 50.00
750 Club. For Month of the minute of the

Rates on application.

REMOTE CONTROL

Arrangements can be made for remote control broadcasting at actual additional cost. Mobile unit available.

POLITICAL
Cash in advance. Copy must be in 48 hours in ad-

Cash in advance. Copy must be in 48 hours in advance.
Contract and Other Requirements

Advertising of alcoholic beverages not accented.
The editorial content of all broadcasts is subject to the approval of station management. Station management reserves the right to accept or reject commercial copy in the event advertiser does not submit copy acceptable to the station and if for such reason the contract should be cancelled, the advertiser acres to be short rated for the number of times used. Contract renewals subject to rates in effect at time of renewal, Dual sponsorship not permitted.
Clasting Time
Piokrams close one week in advance of broadcast. Copy for local commercial programs or announcements must be received 24 hours in advance. Copy for Sunday and Monday programs or announcements must be received before 10:00 a.m. Saturday. Talks, special programs must be submitted one week in advance. Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings
Personnel Station Manager—Bert Georges.
Production Manager—Dal Wyant.
Program Director—Winslow Bettinson.
Business Manager—Martin E. Gunther.
Reoresentatives
The Walker Company.
Boston—Miss Bertha Bannan.

NEW JERSEY

ASBURY PARK

(Monmouth County)

WCAP

Rates enective January 1, 1939.
Owned and operated by Radio Industries Broadcast
Company,
Business Office—4 Convention Hall, Asbury Park,

Company.

Business Office—4 Convention Han,
New Jersey.

Studios (main)—8-10-12 Boardwalk. Asbury Park,
New Jersey.

Transmitter—Whitesville, New Jersey.

Transmitter—Whitesville, New Jarsey,

//ave—Power—Time

Obserating power—500 waits. (100% medulation.)

229.0 meters; 1310 kilocycles.

Licensed to operate part time on regional channel.

Operates on Eastern War Time.

Divides time with stations WCAM and WTNJ.

Actual operating schedule: Sunday 6:00 a.m. to

10:15 a.m. 12:30 p.m. to 3:00 p.m., 8:00 p.m. to

12:00 midnight. Monday 11:30 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 $\Lambda_{\rm Kelley}$ 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.
Actual time 1s: 1 hour, 59:20 minutes; 8/4 hour, 49:20 minutes; 1/4 hour, 14:30 minutes; 5 minutes, 4:50 minutes.

| (6:00 p.m. to 12:00 midnight) 1 hour |
|--|
| 3/4 hour |
| 1/2 hour |
| 1/4 hour |
| 6 minutes |
| 19:00 a.m. to 6:00 p.m. daily 75.00 75.0 |
| 1 hour 75.00 8/4 hour 80.00 1/2 hour 45.00 1/4 hour 30.00 5 minutes 15.00 1 hour 33.75 1 hour 33.75 1 hour 26.88 1/4 hour 26.88 1/2 hour 20.00 |
| 8/4 bour |
| 8/4 bour. 60.00 1/2 bour. 45.00 1/4 hour. 80.00 1/4 hour. 80.00 5 minutes. 15.00 (12:00 midnight to 8:00 a.m.) 1 bour. 33.75 8/4 bour. 26.88 1/2 bour. 20.00 |
| 1/2 hour |
| 1/4 hour |
| 5 minutes |
| (12:00 midnight to 8:00 a.m.) 1 hour |
| 1 hour |
| 3/4 hour 26.88 1/2 hour 20.00 |
| 1/2 hour |
| |
| |
| 1/4 hour 13.75 |
| |
| 5 minutes 6.88 |

| 1/4 hour 13.75 5 minutes 6.88 |
|---|
| 0.00 |
| DISCOUNTS |
| Time discounts apply to total broadcasts in each |
| classification for sponsor within the current year. |
| Less than 26 times |
| 26 to 51 times |
| 52 to 103 times |
| 104 to 155 times |
| 156 to 207 times |
| 208 or more times |
| 200 01 14010 110001111111111111111111111 |
| ANNOUNCEMENTS |
| (6:00 p.m. to 11:00 p.m.) |
| 100 to 125 words |
| 50 words |
| 25 words |
| |

| 100 to 125 words. 550 words. C Before 6:00 p.m. or after 11:00 p.m.) 100 to 125 words. 50 words. 50 words. | 6.00 4.00 5.00 8.00 |
|--|------------------------------|
| 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. 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 de-partment 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. No blanket contracts accepted. No contract accepted for longer than one year. All productions must conform to station standard of ethics in broadcasting.

Ciosing 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.

Persannet
President—George S. Ferguson.
Station Supervisor—V. N. Scholes.
Sales and Production Manager—John C. Bird.

Representatives
Forjoe & Company.

NEW JERSEY—Continued

ATLANTIC CITY

(Atlantic County) WBAB (Established 1939)



Rates effective April 15, 1941.

Owned and operated by Press-Union Publishing Co.
Business Office—1900 Atlantic Ave., Atlantic City,
N. J.

Studio—Absecon Blvd. and Beach Thoroughfare, Atliantic City, N. J.

Transmitter—Absecon Boulevard and Beach Thoroughfare, Atlantic City, New Jersey.

Wate—Two Wate—1900 Wiles City, New Jersey.

Wate—1900 Wiles City, New Jersey.

Union of City, New Jersey.

Wate—1900 Wiles City, New Jersey.

Appended 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 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 (Rasic Supplementary Group).

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 and 2:00

p.m. to 11:00 p.m. week days and 2:00

1 tl. 13 th. 26 tt. 52 tt. 100 tt. 300 tt.

| | p.m. to | 11:00 1 | p.m. St | ındays) | l | | | |
|------------------|---------|---------|---------|---------|---------|---------|--|--|
| | 1 ti. | 13 ti. | 26 ti. | 52 ti. | 100 t1. | 300 t1. | | |
| 1 hour | 100.00 | 95.00 | 90.00 | 85.00 | 80.00 | 75.00 | | |
| 1/2 hour | 60.00 | 57.00 | 54.00 | 51,00 | 48.00 | 45.00 | | |
| 1/4 hour | 35.00 | 33.25 | 31.50 | 29.75 | 28.00 | 26.25 | | |
| 5 minutes | 15.00 | 14.25 | 13.50 | 12.75 | 12.00 | 11.25 | | |
| 1 minute | 7.50 | 7.15 | 6.75 | 6.40 | 6.00 | 5.65 | | |
| 1/2 minute | 5,62 | 5.34 | 5.06 | 4.78 | 4.50 | 4.22 | | |
| • | | CLASS | "B" | | | | | |
| (All other time) | | | | | | | | |

| CLASS "B" | | | | | | | | |
|----------------------|----------|---------|---------|-------|-------|--------------|--|--|
| | (A | ll othe | er time |) | | | | |
| 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 minute | | 9.50 | 9.00 | 8.50 | 8.00 | 7.50 3.00 | | |
| 1 min | | 3.80 | 3.60 | 3.40 | 3.20 | 3.00 | | |
| 1/2 mint | ute 3.00 | 2.85 | 2.70 | 2.55 | 2.40 | 2.25 | | |
| SPECIAL WEEKLY RATES | | | | | | | | |
| CT A 29 "A" | | | | | | | | |

(6:00 p.m. to 11:00 p.m. week days and 2:00

| 1 hour: | | 1 wk. | 13 wks. | 26 wks. | 39 wks. | 52 wks. |
|----------|-------|--------|----------|---------|---------|---------|
| 3 ti. | wkly. | 285.00 | 256.60 | 242.25 | 228.00 | 213.75 |
| 5 ti. | wkly. | 475.00 | 427.50 | 403.75 | 380.00 | 356.25 |
| 6 t1. | wkly. | 570.00 | 513.00 | 484.50 | 456.00 | 427.50 |
| 1/2 hour | | | | | | |
| 8 t1. | wkly. | 171.00 | 153.90 | 145.35 | 136.80 | 128.25 |
| 5 ti. | wkly. | 285.00 | 256.50 | 242.25 | 228.00 | 213.75 |
| 6 ti. | wkly. | 342.00 | 307.80 | 290.70 | 273.60 | 256.50 |
| 1/4 hour | | | | | | |
| 3 ti. | wkly. | 99.75 | 89.80 | 84.80 | 79.80 | 74.85 |
| 5 tî. | wkly. | 166.25 | 149.65 | 141.35 | 133.00 | 124.70 |
| 6 ti. | wkly. | 199.50 | 179.55 | 169.60 | 159.60 | 149.65 |
| 5 minut | | | | | | |
| 3 t1. | wkly. | 42.75 | 38.50 | 36.35 | 34.25 | 32,10 |
| 5 t1. | wkly. | 71.25 | 64.15 | 60.60 | 57.00 | 53.45 |
| 6 ti. | wkly. | 85.50 | 76.95 | 72.70 | 68.40 | 64.15 |
| | | | ASS "I | | | |
| 1 hour: | | (All | other ti | lme) | | |

ti. wkly. 99.75 ti. wkly. 166.25 ti. wkly. 199.50 6 tl. v 1/4 hour: hour:: ti. wkly. 57.00 ti. wkly. 95.00 ti. wkly. 114.00 48.45 80.75 96.90 45.60 76.00 91.20 85.50 102.60

5 til. wkly. 114.00 102.00 96.90 91.20 co.ou
5 minutes:
3 til. wkly. 28.50 25.65 24.25 22.80 21.40
5 til. wkly. 47.50 42.75 40.40 38.00 35.65
6 til. wkly. 57.00 51.30 48.45 45.60 42.75
Rates for irequencies from 300 to 1.000 times on
request.
SPECIAL FEATURES
Rates for time signals, weather reports (on 7 day
basis only) and athletic events available on request.
News Service—Rates on request.
ELECTRICAL TRANSCRIPTIONS
Complete transcription library services available.
Regular rates apply. Instantaneous recording equipment available.

REMOTE CONTROL
Complete facilities for remote pick-ups at minimum

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 requiest.

Complete merchandising service available. Details on request.
ontract 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.

to any subtraction.
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.

grams 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 hros-deast.

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. sentatives

Headley-Reed Company.

WFPG

(Established 1940)

Castablished 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.

Wave—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.

able one week following service—2% cash discount. General Advertising
The following rates are for national advertising.

CLASS "A"

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

1 tit. 13 ti. 26 ti. 52 ti. 100 ti. 300 ti. 1 hour..... 70.00 66.50 63.00 59.50 56.00 52.50 1/2 hour.... 40.00 33.00 30.00 34.00 32.00 30.00 1/4 hour.... 22.50 21.38 20.25 19.13 18.00 16.88 5 minutes 11.00 10.45 9.90 9.35 8.80 8.25

(7:30 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m.) 1:00 a.m.)
1 hour...... 42.50 40.38 38.25
1/2 hour..... 28.00 26.60 25.20
1/4 hour..... 14.00 20.60

| 4 | hour | 14.00 | 13.30 | 12.60 | 11.90 | 11.20 | 10.50 |
|---|---------|--------|--------|---------|-------|-------|---------|
| 5 | minutes | 6.00 | 5.70 | 5.40 | 5.10 | 4.80 | 4.50 |
| | | A NY | MOTING | CEMEN | mg | | |
| | | AN | | | 170 | | |
| | | CI | ASS " | 'A''— | —C | LASS | "B" |
| | | 125 wc | ls. ' | 75 wds. | 125 v | vds. | 75 wds. |
| | 1 time | 5.00 |) | 3.00 | 3. | | 2.00 |
| | 3 times | | 5 | 2.85 | 2. | 85 | 1.90 |
| | 6 times | | | 2.70 | 2. | | 1.80 |
| | 2 times | | | 2.55 | 2. | | 1.70 |
| | 0 times | | | 2.40 | 2.4 | | 1.60 |
| | 0 times | | | 2.25 | 2.5 | | 1.50 |
| | 0 times | | | 2.10 | 2.1 | | 1.40 |
| | 0 times | 3 9 | | 1 05 | 7.6 | | 7 20 |

SPECIAL FEATURES d wire service available. Rates on re-News: Leased

Women's hour, sports hour, weather reports, tempera-ture reports, fishing guide, commentaries and time signals. Rates on request.

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

Mathematical Rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

TALENDO

ment available.

TALENT

Rates and details on request.

REMOTE CONTROL

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.

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 when 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 refect 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 studies are subject to a production charge.
Closing Time

Ciosing Time Contracts close 48 hours in advance of first broad-cast. 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)

WSNJ (Established 1987)

Rates effective October 1, 1989. (Card No. 5.) Owned and operated by the Eastern States Broadcasting Corporation.

Ing Corporation.

Business Office and Studio—Bridgeton, New Jersey,
Bridgeton 1800.

Transmitter—Bridgeton, New Jersey.

Mayov—Power—Ilme
Operating power—250 watts.
241.0 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 involces are rendered weekly
Mondays and are due the Monday following.

COMBINATION GROUP BATES

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 plck-up at minime cost. Permanent wire facilities connect WSI

Bridgeton and WFIL Philadelphia.

SERVICE FACILITIES

Continuity writers for special programs available with the control of the

In the building of programs.

Contract and Other Requirements

The editorial content of all broadcasts is subject; approval of station and all FCC rules and regulations. Advertisers must comply with all present suffuture pure foods and drug laws, as well as all corrights controlling music. The station reserves in right at all times to refect copy if it does not my all requirements of the FCC, the laws of the Unit States, and laws of the State of New Jersey. If frequency rate is not earned, a short rate billiwill be rendered.

Closing Dates

Closing Dates
All commercial copy must be filed at least 24 hor in advance.

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

Personnel
Manager—Paul Alger.
Program Director—Lowell Ayars.
Chief Engineer—Francis Fekel.

CAMDEN

(Camden County)

WCAM (Established 1926)

Rates effective March 15, 1939. (Card No.

Rates effective March 15, 1939. (Card No. 5.)
Owned and operated by the Municipality of Camd!
New Jersey.
Business Office—18th floor, City Hall, Camden, N.:
Camden 86m:
Studlos—City Hall, Camden, New Jersey.
Transmitter—Civic Center, Camden, N. J.
Wave—Power—Time
Operating power—500 watts.
229.0 meters; 1310 kilocycles.
Operates on Eastern War Time.
Divides time with stations WYNJ and WCAP.
Actual operating schedule: Sunday 10:15 a.m.
12:30 p.m. and 3:00 p.m. to 5:00 p.m.; Montiloid operating operating schedule: Sunday 10:15 a.m.
10:30 a.m. to 11:30 a.m., 2:00 p.m. to 5:00 p.s.
and 8:00 p.m. to 12:00 midnist; Tuesday 2:00 p.s.
to 5:00 p.m.; Wednesday 10:30 a.m. to 11:30 a.m.
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 midnis
Agency commission
Agency commission
Agency commission
Agency commission 15% allowed to recognized as: cleaners! Advertising

| Glacount. | General Advertising | Rates include charges by owners of music copyright. | The following rates are for national advertising. | iocal advertising rates consult station manageme (Sign-on to 10:30 p.m.) | 11. 13 tt. 26 tt. *52; 1. 1/2 hour. | 40.00 38.00 36.00 34; 1/4 hour. | 21.50 20.42 19.35 16:10 minutes | 15.50 14.72 13.95 15:5 minutes | 10.50 9.97 9.45 5

ANNOUNCEMENTS
(Sign-on to 10:30 p.m.)
5.00 4.75
4.50 4.27
3.75 3.56
(10:30 p.m. to 2:00 a.m.)

Rates on request.

(*) 100 or more times—rates on request.

TALENT

Rates on request.

REMOTE CONTROL
Remote charges on request.

Contract and Other Requirements
Rates are for station facilities only.
All contracts subject to executive approval and it
ernment regulations.

Mechanical Program Equipment
Equipped to handle programs by electrical transcr
tion, using 33-1/8 and 78 r.p.m. turn-tables.

Personnel
Managing Director—Frederick S. Capercon,
Program Director—Edwin Tucker.
Representatives

Mack Radio Sales Company.

Total state of the

JERSEY CITY

(Hudson County)

WAAT

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. 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.

Avev—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

Advertising

GENERAL ADVERTISING RATES
(Basic—Without Talent)
(T180 p.m. to 11:00 p.m. week days and
11:00 a.m. to 11:00 p.m. Sundays

T1:1. 2 tl. 3 tl. 6 tl.
hour 388.00 492.80 646.80 1,094.80

| | $\frac{1}{2}$ | hour | 168.00 105.00 | 302.40 168.00 | 352.80 220.50 | 604.80 378.00 |
|---|---------------|---------|------------------|------------------|------------------|------------------|
| - | 5 | minutes | 70.00 | 112.00 | 147.00 | 252.00 |
| | | | CLASS | "B" | | |
| | | (2 | all other | | | |
| | 1 | hour | 220.00 | 352.00 | 462.00 | 782.00 |
| 1 | /2 | hour | 120.00 | 216.00 | 252.00 | 432,00 |
| | | | | | | |

1/4 hour...... 5 minutes..... 75.00 120.00 50.00 80.00 157.50 270.00 105.00 180.00 Frequency Discounts
5% 39 weeks
10% 52 weeks

SPOT ANNOUNCEMENTS

(7:00 p.m. to 11:00 p.m. week days and 11:00 a.m. to 11:00 p.m. Sundays) 1 minute. 20.00

CLASS "B" (All other time) 15.00 None

Frequency Discounts
13 to 100 times.
101 to 200 times.
201 to 299 times.
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.

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.

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 transcrip-tion, 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. Rosen-

Exec. Vice-Pres. & Gen'l Mgr.—Irving R. Rosen-haus. Vice-President and Sales Director—A. B. Schillin. Assistant Sales Director—Edmund S. Lennon.

Representatives
William G. Rambeau Company.

d r'

WHOM

(Established 1930)

Rates effective October 1, 1940. (Card No. 7.)
Owned and operated by New Jersey Broadcasting
Corporation. Studios—(main) 2886 Hudson Blvd., Jersey City,

Studios—(main)2800 Museo Brid., Solves, New Jersey.

Other Studios—29 W. 57th St., New York City. Transmitter—Foot of Washington St., Jersey City. New Jersey.

New Jersey.

Wave—Power—Time

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

100% modulation—crystal control.)

202.7 meters; 1480 kilocycles.

Operates tull 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.

sion 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; 1/4 hour, 14 minutes of broadcasting time; 1/4 hour, 14 minutes of broadcasting time; 1/4 hour, 14 minutes of broadcasting time; 1/4 hour, 16 minutes of broadcasting time; 1/4 hour, 10 np.m. to 10:00 p.m. sundays)

1 tyk. 13 wks. 28 wks. 39 wks. 52 wks.
1 hour 200.00 190.00 180.00 170.00 160.00
1/2 hour 110.00 104.50 99.00 93.50 88.00
1/4 hour 60.00 57.00 54.00 51.00 48.00
5 minutes 25.00 23.75 22.50 21.25 20.00
(6:30 a.m. to 6:00 p.m. week days and before

minutes 25.00 23.75 22.50 21.25 2
(6:30 a.m. to 6:00 p.m. week days and before 10:00 a.m. Sunday)
1 hour 125.00 118.75 112.50 106.25 10
12 hour 65.00 61.75 58.50 55.25 5
14 hour 35.00 33.25 31.50 29.75 2
minutes 20.00 19.00 18.00 17.00 1
Frequency Discounts 106.25 100.00 55.25 52.00 52.00 28.00 16.00 3 times weekly..... 6 times weekly.....

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

REMOTE CONTROL
Rates on application. Programs originating outside station studies, are subject to additional charges for wire and mechanical service.

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.

iaws.
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 —Paul F. Harron.
Yice-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)

WHBI (Established 1922)

Rates effective July 1, 1938.

Owned and operated by May Radio Broadcasting Corp. Business Office and Studio—100 Shipman St., Newark, N. J.

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 15% to recognized advertising agencies on time cost only. No cash discount.

agencies on time cost only. No cash discount.

General Advertising

(12:30 p.m. to 6:30 p.m. Sundays; 8:00 p.m. to 10:00 p.m. Mondays)

1 to 1:00 p.m. Mondays)

1 ti. 13 tt. 28 tt. 58 150.00 28 22.50 815.00 29 1/2 hour. 210.00 199.50 189.00 17 1/4 hour. 140.00 133.00 123.00 121.00 190.50 17 5 winutes 87.50 83.12 78.76 52 t1. 297.50 178.50 119.00 74.87 57.00 88.12 78.76 7
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)
1 hour 200.00 180.00 180.00 180.00 17

190.00 180.00 170.00

| 1/2 1/4 5 | bour | e8 | 120.00 80.00 50.00 | 114.00 76.00 47.50 | 72.00 | 88. |
|-----------------|--------|----------|--------------------------|--------------------------|---------|-----|
| | (12:00 | midnight | to 7:00 Mondaya | a.m. | Sundays | and |

180,00 78.00 52.00

Personnel
President and General Manager—James L. Shearer.
Representatives

PATERSON

WPAT
(Established 1941)

(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.

N. J., Mitc Transmitter—I New Jersey.

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.

 basis.
 FREQUENCY DISCOUNTS

 13
 weeks.
 5%
 39 weeks.
 15%

 26
 weeks.
 10%
 52 weeks.
 20%

 SPOT ANNOUNCEMENTS

 No spot announcements accepted on Sundays.
 1 minute, each.
 8.00

 1/2
 minute, each.
 6.00

TALENT Rates on request.

ELECTRICAL TRANSCRIPTIONS
Transcription library containing musical material of every type available to advertisers. Instantaneous recording equipment available—rates on request.

recording equipment available—rates or 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.

tions 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.

reject or cancel broadcasting at any time.
Closing time for programs is 48 hours prior to scheduled broadcasting time; 24 hours for announcements. Failure to comply with closing time redurements relieves the station from any obligation.
Mechanical Program Equipment Equipment by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.

Personnel

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)

WBRB

Bates effective March, 1933. Owned and operated by Monmouth Broadcasting Com-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—11me
Operating power—100 watts.
(100% modulation.)
241.9 meters; 1240 kilocycles.
Divides time with stations WGBB. WGNY and WFAS.

WFAS.

Operates on Eastern War Time.

Actual operating schedule.

Monday 9:00 s.m. to 11:00 s.m. and 7:00 p.m. to

9:00 p. Tuesday Wedn .m. 4:00 p.m. to 7:00 p.m. Tuesday 5:00 p.m. to 8:00 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

Thursday 9:00 a.m. to 11:00 a.m. and 5:00 p.m. to 1:00 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 Bates)
Lime 13 wks. 25 wks.

| | 1 tim | ne 13 wka | . 26 wka. |
|------|----------------------------|-----------|-----------|
| 1 | hour 80.0 | 00 78.00 | 68.00 |
| 1/2 | hour 55.0 | | |
| 1/4 | hour 85.0 | | |
| •, • | (Day Rates) | 20.00 | |
| 1 | hour 65.0 | 0 59.00 | 52.00 |
| 1/2 | hour 40.0 | 0 34.00 | 27.00 |
| 1/4 | bour 29.4 | 0 28.00 | |
| -, - | ANNOUNCEMENTS AND | | 20.00 |
| Not | accepted after 8:30 p.m. | | |
| | 1 tim | 18 WK6 | . 26 wks. |
| One | minute 8.0 | 00 2.25 | 1.75 |
| Two | minutes 5.0 | 00 4.00 | 8.00 |
| • | TALENT | - | |
| 1 | hour | 50.00 | to 500.06 |
| 1/2 | bour | 25.00 | to 200.00 |
| | ct and Other Regulrements | | |
| | ion management will accept | snonsored | programe. |

Station management will accept sponsored proxium-only if their quality meets station's stanourds Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 83-1/8 and 78 r.p.m. double turn sahles.

Personnel
Sales Manager—John C. Bird.
Representatives
Forjoe & Company.

TRENTON (Mercer County)

WTNJ (Established 1928)

(M)

Rates effective January 1, 1940. Rates effective January 1, 1040.
Owned and operated by WOAX. Inc.
Business Office and Studio—410 Hellovue Avenue.
Trenton, New Jersey, Tronton 8140.
Trenton, New Jersey, Tronton 8140.
Trenton Highway No. 1, one mile south of Morrisville. Pennsylvania.
Ave—Power—Time
Operating power—500 watta.
(1909, modulation.)
220.0 meters; 1310 kilocycles.
Operates on Eastern War Time.
Actual operating schedule: Mundays 5:00 p.m. to 8:00 p.m. p.m. Week days except Haturday 7:00 a.m to 10:80 a.m and 5:00 p.m. to 8:00 p.m.; Raturdays 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 wackly after broad-

| Ber | al Advertiainu (6:00 p.m. to aignoff) | |
|---------|--|------------|
| 1 | hour | 72.50 |
| 1/2 | | 42.50 |
| /1 | | 27.50 |
| ·′ ; | | 18.75 |
| í | inite | 6.75 |
| | | 0.10 |
| | (7:00 a.m. to 8:00 p.m.) | |
| _1 | | 12.59 |
| 1/2 | | 25,00 |
| 1/4 | honr | 16.75 |
| 5 | infinites. | 9.75 |
| 2 | Intoute | 4.50 |
| | PREQUENCY DISCOUNTS | |
| 1 | to 26 times. | 5% |
| 27 | to 52 times | 10% |
| 63 | to 104 times | 15% |
| 105 | to 156 times | 20% |
| 157 | | 25% |
| 100 | to 312 times STRIP RATES | 211.70 |
| | | |
| H1x | | 1111111111 |
| | truct 13 weeks. No frequency discounts. | 1/1 00 |
| | ning | 10,00 |
| 1142 | | nit. 76 |
| | POLITICAL TALKS | |
| | as "A" rate plus 60% applies. Lean tha | |
| terl e. | other and end and an discounts simily. Conv. | frilini |

inhibites not soid and not declared spinle. Copy intelligent in advatice of broadcast.

HIPCCLAI, PEARTHINE
Time signals, weather reports, news rates on request.
Mustral clock: 7 00 a.m. to 8:00 a.m. daily. One origin sincouncements air days weekly, per montic 75.00 Ho francency 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 broad-

SERVICE FACILITIES

Merchandising and advertising services available.

Supporting advertising will be arranged. Rates and details on request.

details on request.

ELECTRICAL THANSCRIPTIONS
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 Equipment Equipment of the received 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 and General Manager—F. J. Wolff.

WTTM

(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.

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 15% to recognized agencies on station time only. No cash discount. Bills rendered weekly or monthly; due when rendered.

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. to 10:30 p.m. to 12:50 to 12:50

CLASS "B"

(All other time)

wds) 5.00 4.75 4.50 4.25 4.00 3.75 8.50 8.25

1/2 min (75
words) 3.60 8.42 3.24 3.00 2.88 2.70 2.52 2.34

SPECIAL FEATURES

Time signals, weather reports and athletic events. Rates on request. Participating programs (100 words) 8 days per week, per week 25.00 minimum contract 13 wooks. Discounts 6% for 20 weeks; 10% for 50 weeks. ELECTRICAL TRANSCRIPTIONS

ticsular raies apply, Itais include use of transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL.

Facilities subject to extra charges for time and mechanical costs. Mobile unit available.

SERVICE FACILITIES

Nervices of amouncing and operating staff, program advertising and continuity departments are available. Complete merchandising service available. Complete merchandis 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 prokram. No contract accepted for a beried longer than one year. Contracts and copy subject to approval of station. Station reserves right to change time of the offernity with federal regulations or with station policy. Station reserves right to change time of time of incontract and interest. Exhatting contract rates not alreaded until axpiration of contract.

Closing Time

Contracts closs one week in advance of first broad-

Closing Time
Contracts close one week in advance of first broadcast. Copy for political spacehos or interviews inworking controversial subjects must be submitted to
station at least 24 hoiter in advance, Announcement
copy closes 24 hoiter in advance of broadcast. Traumerintions close 48 hours in advance.

Menhantoni Pragram Equipment Equipped to bundle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings. for vert

Hintian Managor - A. Harry Zang. Habrasostativas None.

ZAREPHATH

(Somerset County)

WAWZ

Owhed and operated by Pilisr of Fire, Aims White College.

*ave—Power—Time
Operating power—5,000 watts to local sunset; 1,000 watts thereafter.

LDirectional untenns.)
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. aud
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.

9:00 a.m. Shares time with station WBNX. Schedule on re-quest. Does not sell time.

NEW MEXICO

ALBUOUEROUE

Bernalillo County

K G G M Rates effective April 15, 1940.

Rates effective April 15, 1940.

Owned and operated by New Meyico Broadcasting Co. Business Office Address—Box 1388. Albuquerque, New Mexico, telephone 4554.

Studio-Kimo Theatre Bidg., Albuquerque, N. M. Transmitter—Rio Grande River Delta. Weet of Albuquerque.

Wave—Power—Time
Operating power—1,000 watta.
(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

Agency Commission

Akency commission 15% on etation time to recognized agencies. No commission on political broadcasts.

Cash discount 2%—20 days. Station manager's personal affidayit and proof of secution rendered with monthly invoices the first of each month and payable within 20 days

General Advertising

For combination rates age lighting of Chimate.

eneral Advertising
For combination rates see listing of Columbia Broadcasting System (Supplementary Stations),
CLASS "A"
(6:00 p.m. to 10:00 p.m.)

| hour | 90.00 |
|-------------------------------------|----------------|
| hour | 54.00 |
| | 86.00 16.20 |
| minute transcription | |
| | 6.00 |
| words | 4.50 |
| CLASS "B" | |
| /0:00 a m to c:00 p m and 10:00 p m | |
| | hour |

week 165.00.

Sunkilin Sheetal: Noonline request brogram, Arallable in 1/4 hour periods or for announcement particlustion. Regular rates apply.

Marting Mirth: 715 a.m. in 8:00 a.m. Monday
lirough Saturday, Avaliable in 1/4 hour periods or

for an announcement particlustion. Regular rates

apply. plectrical TRANSCRIPTIONS

Rates on request

Rates on request

Rains on request

ILEMOTE CONTROL

Additional charges are made for programs originating outside of equities.

SHRVIOE FACHIATHES

Merchandlains and publicity departments are part of the trajular service. Extra services, when required, billed at not cost.

Freduction and continuity department at advertiser's service at no additional cost.

ALBUQUERQUE-Cont'd K G G M-Continued

Threat and Other Requirements

Advertising of alcoholic beveragee restricted to light
includes the state of t

President—A. R. Hebenstreit, and Manager—Harry Burdick.

KOB (Established 1920)

Rates effective December 15, 1942. (Card No. 3.)

13 Owned and operated by Albuquerque Broadcasting Co.

14 Business Office and Studio—420 W. Gold Ave., Albuquerque, N. M., telephone 4411.

15 Transmitter—Eight and one-half miles north of Albuquerque at Alameda, New Mexico.

16 Operating power—50,000 watts days; 25,000 watts nights.

17 (100% modulation—crystal control.)

18 (100% modulation—crystal control.)

19 Operates on Mountain War Time.

10 Operates on Mountain War Time.

10 Actual operating schedule: 6:00 a.m. to 12:00 mid-inght.

10 night.

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.

Seneral Advertising
For combination rates see listings of National Broadcasting Company (South Mountain Group) and Blue Network Company (South Mountain Group) and Blue Network Company (South Mountain Group) and Blue Network Company (South Mountain Group) and Blue Interest of the service of the serv

5 min 30.00 28.50 27.00 22.50 24.00 22.50 (Before 6:00 p.m. week days and before 12.00 noon Sundays)

1 hr 80.00 76.00 72.00 68.00 64.00 60.00 1/2 hr 45.00 42.50 50.50 22.55 21.60 33.75 1/4 hr 27.00 25.65 30.50 22.55 21.60 33.75 1/4 hr 27.00 25.65 30.50 22.55 21.60 20.25 5min 15.00 14.25 13.50 12.57 12.00 11.25 (12.00 noon to 6:00 p.m. Sundays)

1 hr 170.00 66.50 63.00 59.50 55.00 52.50 1/4 hr 70.00 66.50 63.00 59.50 55.00 52.50 5 min 25.50 12.50 21.38 20.25 19.13 18.00 16.88

ANNOUNCENEENTS
CLASS "A"

(ANNOUNCENEENTS
CLASS "A"

(Auter 6:30 p.m.)

1 1 min 18.00 17.10 16.20 15.30 14.40 13.50 12.60

11 1 min 12.00 11.40 10.80 10.20 9.00 9.00 8.40

12 words) 12.00 11.40 10.80 10.20 9.60 9.00 8.40

CLASS "B"

6.30

TALENT

Rates on request.

REMOTE CONTROL

Additional charges are made for programs originating outside of the station's studies.

SERVICE ACCILITIES.

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.

excepting in the event client specifies a particular announcer.
outract and Other Requirements
Advertising of alcoholic between the country of the country o

lations. 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 transcrip-tion, 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.
Chiel Engineer—George S. Johnson
Representatives
Free & Peters, Inc.

CARLSBAD

(Edds County)

KAVE

KAVE
(Established 1936)

Hates received July 12, 1927.

Owned and operated by Jack W. Hawkins and Barney H. Hubbs.
Business Office and Studio—Crawford Hotel. Carlsbad. New Mexico, telephone 244.
Transmitter—In Laffuerta. a suburh north of city.

Was—Power—Tin Laffuerta. a suburh north of city.

Was—Power—1 Laffuerta. a suburh north of city.

Was—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.

1ti. 2ti. 14ti. 25ti. 52ti.
1 hour... 35.00 33.25 31.50 29.75 28.00
1/2 hour... 21.00 19.95 18.90 17.85 16.80
1/4 hour... 14.00 13.30 12.60 11.90 11.20
5 minutes 7.50 7.13 6.75 6.38 6.00

ANNOUNCEMENTS
1ti. 2ti. 11 100 19.95 18.90 17.85 16.80

ANNOUNCEMENTS 1 tl. 2 tl. 51 tl. 100 tt. 200 tl. 300 tt. 100 words 2.50 2.38 2.25 2.13 2.00 1.88

SPECIAL FEATURES
Carlsbad Cavern Hour, Man on the Street. Weather
Forecast, News, etc., rates on request

TALENT Rates on request.

CANDED PROGRAMS

AREQUIAR time charges apply.

REMOTE CONTROL

Line charges are extra.

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

Persennel
Fortion and Promotion Manager—Jack Hawkins.

Engineer—Elgar Arnold.

Representatives
None.

CLOVIS

(Curry County) KICA

(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 wats.
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 Advertising

GENERAL BROADCASTING

| 1 hour | 00.6 |
|--|-------|
| | 1.00 |
| | 3.00 |
| | 7.00 |
| | |
| | 1.00 |
| 1/2 minute transcription | 3.50 |
| 100 words | 3.50 |
| | 3.00 |
| | J. UU |
| (6:00 a.m. to 6:00 p.m. and after 11:00 p.m.) | |
| 1 hour | 0.00 |
| 1/2 hour 18 | 3.00 |
| | 2.00 |
| | |
| | 5.50 |
| | 3.50 |
| 1/2 minute transcription | 3.00 |
| | 3.00 |
| | 2.50 |
| Maximum words per minute 100; additional we | |
| | |
| take next higher rate. Minimum period 1/2 min | ute. |
| DISCOUNTS | |
| Each renewal or extension of contract earns an | -11 |
| | |

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.

quired, 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 depends on type of program. Generally one week is desired for musical or dramatic pro-

grams.

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

Personnel General Manager-Lee Biggs.

Representatives
Forjoe & Company.

HOBBS

(Les County) KWEW

(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 Dower—100 watts 201.3 meters; 1490 kllocycles. Decrates on Mountain War Time.
Operates on Mountain War Time.
Operating schedule: 7:00 a.m. to 9:15 p.m.

Agency Commission 15% to recognized agencies. No commission on talent. Cash discount 2% of net—10 days from date of invoice. General Advertising

85.00 23.00 14.00 minutes.....words.....

FREQUENCY DISCOUNTS

12 times... Net 100 to 199 times... 20%
255 times... 5% 200 to 299 times... 25%
51 times... 10% 300 or more times... 80%
99 times... 15% SPECIAL FEATURES
Time Signals, Sporting Events, Shopping Hour,
Farm Flashes, Market Reports—Rates on request.

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.

Parsonnel
Manager—Chet L. Gonce.

LAS VEGAS (San Miguel County)

KFUN

(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

ave—Power—11me
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate full time on local channel.
Operators 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.

FREQUENCY RATES Rates per period when contracted for a frequency of three or six times per week:

| Per week - | | st per un: | t | |
|---|----------------|--------------|--------------|--------------|
| 1/4 hour: 12 ti. | 24 ti. | 48 ti, | 78 ti. | 156 ti |
| 3 times 10.80 6 times 8.10 | $9.60 \\ 7.20$ | 8.40 6.30 | 7.20 5.40 | 6.00 4.50 |
| Five minutes: 3 times 5.40 6 times 4.05 | 4.80 3.60 | 4.20 3.15 | 3.60 2.70 | 3.00 2.20 |

NEW MEXICO—Continued

LAS VEGAS—Continued K F U N-Continued

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.

commission.

chanical 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 svenly 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)

KGFL

(Established 1927)

(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.
Transmitter—Roswell. New Mexico.

veve—Power—Time
Operating power—100 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time.
Operates on Mountain War Time.
Actual operating schedulo: 7:00 a.m. to 10:00 p.m.
Namery Commission

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 | he | our | | | 85.00 |
|------|----|---------|--------------------------------|------|-------|
| 1/2 | ho | our | | | 21.00 |
| 1/4 | he | ш | | | 14.00 |
| - 6 | | | 4 | | 7.50 |
| 100 | | | | | 8.50 |
| 100 | | | | | 2.50 |
| ρū | W | DI 138. | | | 2.100 |
| | | | DISCOUNTS | | |
| 1 | to | 12 | times | | . Net |
| 13 | to | | times | | |
| 28 | to | 51 | times | | |
| 62 | | 90 | ilmes | | |
| 100 | | | ilmes | | |
| | | | | | |
| | | | times | | |
| 800 | DT | mo | o times | | 80% |
| | | | SPECIAL FEATURES | | |
| Tire | | 41en | als, sporting events, shounder | hour | farm |
| | | | | | |

time signers, sporting events, shopping bour, farm flashes, market reports—rates on request.

TALENT liates on reducat.

Rates on reducat.

REMOTE CONTITOI,

Regular station rate plus line and installation charks.

HERVICE FACILITIES

Hervice of program director, announcers, and continuity department without charks.

Contract and Other Requirements

Rates quoted are for station time only.

All contracts subject to conditions of Handard AAAA contract form, and station approval.

Closing Time

Tai, days before broadcast,

Mechanical Program Englamant

Equipped to bandle programs by electrical transcription.

tion.
Personnel
Manager—W. E. Whitmore

SANTA FE (Banta Fo County)

KVSF

Rates effective July 8, 1997.
Owned and operated by the New Mexico Broadcasting Company.
Business Office and Studio--759 Certics Road, Hanta
Fe. New Mexico, telephone 2020.
Transmitter- 759 Certifics Road, Hanta Re. New
Mexico.

'ave—Power—Time
Operating power—100 watts,
223.9 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

gency 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.

50 words. ANNOUNCEMENTS
100 words. 3.50 3.83 3.15 2.98
100 words. 5.50 5.32
One minute transcriptions and station break announcements of 35 words or less charged at 100 words 100 One

rates.

SPECIAL FEATURES

News Broadcasts—Rates on request.

ELECTRICAL TRANSCRIPTIONS

Production costs and royalites on transcribed programs must be paid by advertiser.

TALENT Rates on application.

Rates on application.

REMOTE CONTROL

Remote control facilities extra-rates on application.

Centract and Other Requirements

No liquor advertising accepted.

Rates are for estation 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)

KTNM

(Established 1941)

Rates received October 27, 1941. Owned and operated by Krasin-Krutzner Broadcasting Co.

Co.
Business Office and Studio—Tucumcari, N. M.
Transmitter—1-1/2 miles S. E. of business district,
Tucumcari, N. M.

Tucumcari. N. Al.

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.

| 1/2 hour | 13.50 | 12.00 | 11.50 |
|---------------------|-----------------|-----------|---------|
| 1/4 hour | 8.00 | 7.00 | 6.00 |
| 10 minutes | 0.00 | 5.00 | 4.00 |
| Daily 1/4 hour, 18 | weeks contract, | per month | 67.50 |
| Daily 1/4 hour, 20 | | | |
| Dally 1/4 hour, 52 | | | |
| 1/4 hour, three wee | okly, 13 weeks, | per month | 42.50 |
| 1/4 hour, three wed | kly, 26 wooks, | per menth | 40.00 |
| SPOT | ANNOUNCEME | NTS | |
| 100 words: 1 wk. | | | 52 wks. |
| l per wock 1.50 | 1.35 1.25 | 1.15 | 1.05 |
| 3 per week 1,25 | | | |
| 0 ber week 1.10 | | | |
| | | | |

0 her week 1.10 1.05 .95
12 per week 1.05 .95 .90
Ten one word spots all one day, 8.00,
50 words:
1 her week 1.25 1.15 1.05
18 per week 1.25 .90 .85
19 per week 1.95 .90 .85
12 her week 1.95 .90 .85
Ten 50 word spots all one day, 5.00.

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

Facilities subject to extra charges for line and mechanical costs. Extra charges subject to agency confusion.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted excepting heer and light wines. Contracts subject to
entending heer and light wines. Contracts subject to
entending by two weeks written notice accompanied
by certified check at short rute to date of inst progroup.

Closing Time Contracts close one week is advance of first broad-east. Amounteement capy, transcriptions and talks close 24 lours in advance,

Mechanical Program Equipment Equilibrat to handle brokenss by electrical transcrip-tion, using 38-1/8 and 78 r.p.m. turn-tables for internal cut recordings.

Personnel Hanager-Loster Q. Krasin.

Representatives

NEW YORK

ALBANY

(Albany County)

WABY

WABY

(Established 1988)

Rates effective October 20. 1987. (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—Braintree Street. Town of Colonis, 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
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, whre costs, traveling expenses of artists, etc.

Closing Time
Talent programs and talks close one week in advance
of broadenst.

of broadcast.

Announcements and recorded programs close 48 hours in advance. Publicity and program listings close two weeks in advance.

Mechanical Program Equipment Equipment Equipmed to inandle programs by electrical transcription, using \$8-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Persennel General Manager and Director—Harold E. Smith. Assistant Manager—Denel Richardson.

Representatives

J. P. McKinney & Son.

WOKO (Established 1924) COLUMBIA AFFILIATE

Rates effective October 20, 1987. (Card No. 8.) Rates effective October 20. 1987. (Card No. 8.)
Owned and operated by WOKO. Inc.
Insiness Office and Studio—Radio Centro, Albany.
New York.
Other Studios—Troy Hotel. Troy. New York.
Transmitter—Central Avenue. opposite Trement Bl.;
Albany. New York Avenue. opposite Trement Bl.;
Albany. New York Ver.
Wave—Pawar—Time
Operating power—1,000 watts days; 500 watts nights:
(100% modulation—crystal control.)
205.0 meters; 1400 kilnoyoles.
Operates on leasted resional channel.
Operates on leasted resional channel.
Operates on Rastern War Time.
Adultal operating solucialist Week days said Sundays
from 0:00 a.m. to 2:00 a.m.
(This listing continued on next page)

ALBANY—Continued W O K O-Continued

The following rates are for national accounts to a gency Commission 15% on national accounts to a recognized agencies. No cash discount, Involves immiled weekly or monthly, as agency requests, due to and payable on receipt. Commission applies on not reclarge for station time. No commission or cash or discount on talent charges, wire costs, traveling exapenses of artists, etc.

110 of the commission of the composition of the continuous of the composition of the continuous of the continuou

| | (8:00 D.r | n. to 1: | JU a.m. da | 117) | |
|--------|-----------|----------|------------|--------|--------|
| | | 1 ti. | 13 ti. | 26 ti. | 52 ti. |
| 1 1 | hour | 175.00 | 166.25 | 157.50 | 148.75 |
| | hour | 105.00 | 99.75 | 94.50 | 89.25 |
| 1/4 | hour | 70.00 | 66.50 | 63.00 | 59.50 |
| | minutes | 35.00 | 33.25 | 31.50 | 29.75 |
| | (7:00 | a.m. to | 8:00 p.m. | | |
| ! 1 | hour | 88.00 | 83.60 | 79.20 | 74.80 |
| \$ 1/2 | | 53.00 | 50.35 | 47.70 | 45.05 |
| 1/4 | hour | 35.00 | 33.25 | 31.50 | 29.75 |
| ð 5 | minutes | 17.50 | 18.63 | 15.75 | 14.88 |
| | | | | | |

TALENT

If I Talent rates on request

Programs are not restricted to certain hours.

TALENT

If I Talent rates on request

REMOTE CONTROL

If Equipped and prepared to handle programs by re
imote control broadcasts. Charged at regular station

is rates plus line charges.

I Advertising of alcoholic beverages not accepted. ex
is cepting beer and wine.

The Columbia Broadcasting System holds priority

is rights over all station time.

Perferred position governed by priority and avail
it ability on contract basis. No contract accepted for

the approval and governmental regulations.

I beling Time

Talent programs and talks close one week in advance

of broadcast. Announcements and recorded programs

Cose 48 hours in advance of broadcast.

Publicity and program listings close two weeks in

the advance.

Figenancial Program Equipment

Publicity and program necessity advance, and program Equipment price and the program Equipment price and the program so y electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

The program of the progra

WTRY

W III.

Listed by the Federal Communications Commission

as a Troy, New York, station. Considered by the

Blue Network Company as their Troy-Albany outlet.

For rates and data see listing under Troy, New York.

AUBURN

(Cayuga County)

W M B O (Established 1927)

Rates effective January 1, 1940.
Owned by the Auburn Publishing Company.
Operated by WMBO, Inc. Affiliated with the Auburn Citizen-Advertiser.
Business Office and Studio—141 Genessee St., Metcalf Bldg., Auburn, New York, Auburn 483.
Transmitter—Corner York and Division Streets.
Auburn, New York.

Wave—Power—Time
Operating power—250 watts.
(100% modulation.)
223.9 meters; 1840 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.

Operates on Eastern run.

Agency Commission 15% to recognized advertising Agencies on oet charges for station time. No commission on talent or other program charges. No cash discount. All bills are net and payable 10th of month following service rendered.

General Advertising
(6:00 p.m. to 11:00 p.m. week days and all

| C | lay Sun | day) | | |
|-----------------|----------|----------|---------|--------|
| | 1 ti. | 13 ti. | 26 ti. | 52 ti. |
| 1 hour | 90.00 | 85.50 | 81.00 | 72.00 |
| 1/2 hour | 54.00 | 51,30 | 48.60 | 43.20 |
| 1/4 hour | 32.00 | 30.40 | 28.80 | 25.60 |
| 5 minutes | 16.00 | 15.20 | 14.40 | 12.80 |
| 1 minute tran- | | | | |
| scription | 8.10 | 7.70 | 7.29 | 6.48 |
| (6:00 a.m. to 6 | :00 p.m. | and 11: | 00 p.m. | to |
| | idnight | week day | | |
| 1 hour | 60.00 | 57.00 | 54.00 | 51.00 |
| 1/2 hour | 36.00 | 84.20 | 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 |
| 1 minute tran- | 12.00 | | 20,00 | 20.20 |
| scription | 5.50 | 5.23 | 4.95 | 4.13 |
| | 0.00 | 0.20 | 1.00 | 7.10 |
| | | | | |

ANNOUNCEMENTS
(6:00 p.m. to 11:00 p.m. week days and all day Sundays)
1 tl. 13 tl. 26 tl.
100 words... 8.10 7.70 7.29
50 words... 6.00 5.70 5.40
35 words... 5.00 4.75 4.50

SPECIAL FEATURES
Temperature or Weather Reports: 35 word announcement, 2 times daily, excluding Sundays, per month

Temperature or Weather Reports: 35 word announcement, 2 times daily, excluding Sundays, per month 180.00.

Time Signals: 25 word announcement, 6 times daily, excluding Sundays, per month 450.00.

Women's Club of the Air: 9:45 a.m. to 10:00 a.m. daily, excluding Sundays. Cooperatively sponsored announcements, limited to 75 words, 1 daily, per month 75.00.

Thrift Tips: 12:00 noon to 1:00 p.m. daily, excluding Sundays. Cooperatively sponsored announcements, 35 words, 1 daily, per month 75.00.

Melody Clock: 7:00 a.m. to 8:45 a.m. daily, excluding Sundays. Cooperatively sponsored announcements, 35 words, 1 daily, per month 60.00.

Athletic Events: Baseball, football, boxing, and wrestling events. Rates on request.

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; talent extra. All contracts subject to station owner's approval and governmental
regulations.

Closing Time
Closing date for continuity on musical programs is
one week in advance of initial program. Announcements, talks and recorded programs 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. turn-tables.

Personnel General and Promotion Mgr.—Frederick L. Keesee. Representatives None.

BATAVIA (Genesee County)

WBTA (Established 1940)

Rates effective September 1, 1941. (Card No. 2.)
Card received September 15, 1941. (Card No. 2.)
Cweed and operated by the Batavia Broadcasting
Corporation.
Business office and studio—90 Main St., Batavia,
New York, telephone 715-716.
Transmitter—Creek Road, Batavia, New York.

Transmitter—Creek Ross, Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 killocycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Operatins schedule; Sundays 10:30 a.m. to 6:00 p.m.;
Monday through Friday 8:00 a.m. to 8:00 p.m.; Saturday 8:00 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 talent or line charges. No cash discount.

General Advertising
The following rates are for national advertising.
Rates include charges by owners of music copyrights. CLASS "A"

CLASS "B"

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-on)

1 hour... 42.50 41.44 40.38 38.25 36.13 34.00 81.88 2 hour... 26.00 25.35 24.70 23.40 22.10 20.80 19.50 4 hour... 16.00 15.60 15.20 14.40 13.60 12.80 12.00 12.00 10.10

SPECIAL FEATURES

News and time signals—rates on request.
"Kitchen of the Air"—Home economist show, broadest Monday through Friday, 11:05 a.m. to 11:30 a.m. Participation sold; flat rate, per week 16.50. Sports Events—Rates on request.

POLITICAL BROADCASTS

| 1/2 nour | 80. |
|---------------------------|-----|
| 1/4 hour | 18. |
| 5 minutes | 9. |
| 100 words | 3. |
| No frequency discounts. | |
| ELECTRICAL TRANSCRIPTIONS | |
| | |
| Regular rates apply. | |

TALENT
Talent for musical, dramatic or news broadcasts at actual cost.

actual cost. 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 accompanied by certified check at short rate to date of last program. Station time rates include services of station announcer. All advertising subject to existing federal, state and municipal regulations. Station will not accept talks on controversial religious subjects. All contracts based on service within one year. All rates and discounts apply to station time only.

Closing Time
Contracts closes two weeks in advance of first broadcust. Almost contracts and the state of the stat

for vertical and laws of the personnel Sales Manager—F. R. MacLaughlin. Bus. Mgr. & Prog. Dir.—Richard Driscoll. Representatives
Sears & Ayer, Inc.

BINGHAMTON

(Broome County)
WNBF (Established 1927)



Rates effective July 1, 1942. (Card No. 6.)
Owned and operated by Wylle B. Jones Advertising
Agency.
Business Office and Studio—Arlington Hotel, Binghamton, New York, telephone 2-3461.
New York City Office—386 Madison Avenue, Murray
Hill 2-5767.
Transmitter—Binghamton, N. Y., R. D. 2.
Wave—Power—Time
Operating power—5,000 watts.
(100% modulation—crystal control.)
232.6 meters; 1290 kilocycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Agency Commission
Agency commission
Agency commission 15% to recognized advertising
agencies on net charges for station time. No commission on talent. No cash discount. Bills due
when rendered. Invoices malled 1st of month.
General Advertising
For combination rates see listings of Columbia Broadcasting System (Basic Supplementary Group) and
Mutual Broadcasting System.

(6:00 p.m. to 11:00 p.m.)
1 3/4 1/2 1/4 10 5
hr. hr. hr. hr. min. min. (*)
Less tham
26 tt. 150.00 120.00 90.00 60.00 45.00 30,00 15.00 CLASS 'B'

CLIANS

(All other time)

Less than

26 ti. 90.00 72.00 54.00 36.00 27.00 18.00 9.00

26 ti. 87.75 70.20 52.65 35.10 26.32 17.55 8.78

30 ti. 88.55 68.40 51.30 34.20 25.65 17.10 8.55

52 ti. 88.25 66.60 49.95 33.30 24.65 17.10 8.55

104 ti. 81.00 64.89 48.60 32.04 24.30 16.00 8.10

156 ti. 78.75 63.00 47.25 31.50 23.62 17.75 8.30

260 ti. 76.75 61.20 45.90 30.60 22.95 15.30 7.65

312 ti. 72.00 57.60 43.20 28.80 21.60 14.40 7.20

624 ti. 67.75 61.00 47.25 31.50 22.85 15.30 7.65

ANNOUNCEMENTS

All announcements at a consequence of the conse (All other time)

No phonograph records permitted at any time. TALENT

Rates on request.

REMOTE CONTROL

Station maintains complete facilities for remote control broadcast. Line charges, installations, rentale, etc., at expense of advertiser. These charges payable in advance.

Station records and removal representation of the broadcaster using the station without charge for engasing at lowest prices musicians and performers. Program ideas, continuities, etc., prepared and submitted to advertiser without charge by station production department, advertising pulpped to assist in merchandising radio advertising pulpped to priority for network commercials.

No contract accepted for a paried longer than con-

all time sold subject to priority for network com-mercials. No contract accepted for a period longer than one year. All contracts subject to approval of station management and government regulations. The station reserves the right to refuse or discontinue any ad-vertising for reasons satisfactory to station manage-ment.

Closing Time Closing Time
Talent programs close two to four weeks in advance
of broadcast. Announcements, talks and recorded
programs close one week in advance of broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, usins 33-1/3 and 78 r.p.m. double turn-tables.
Personnel
General Manager—Cecil D. Mastin.
Merch. & Prom. Mgr.—Ewing Hawkins.
Representatives
John Blair & Company.

NEW YORK—Continued

BROOKLYN

For Brooklyn stations see listing under New York City.

BUFFALO

(Erie County)

WBEN (Established 1930)



Rates effective October 1, 1941.

Owned and oberated by WBEN. Inc. (The Buffalo Evening News).

Studio—Hotel Statler. Buffalo. N. Y., Clavetand 6400.

Transmitter—Grand Island, New York.

Wave—Power—Time
Operating power—5,000 watts.

Operating power—5,000 watts.

1100% modulation.

22.8 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 etation time. No commission on program charges. No cash discount. Bills due and payable when rendered.

General Advertising
Por combination rates see listing of National Broadcasting Company (Basic Network).
Rates include charges by owners of music copyrights. The following rates are for national and local advertising.

| | (7:45 | p.m. to | | | 7 | 5 wds. |
|----|-------|---------|---------|---------|-------|---------|
| | | 1 hr. | 1/2 hr. | 1/4 hr. | (*) | or less |
| 1 | time | 320.00 | 192.00 | 128.00 | 65.00 | 30,00 |
| 13 | times | 312.00 | 187.20 | 124.80 | 63.38 | 29.25 |
| 26 | times | 304.00 | 182.40 | 121.60 | 61.75 | 28.50 |
| 52 | times | 296.00 | 177.60 | 118.40 | 60.13 | 27.75 |
| 04 | times | 288.00 | 172.80 | 115.20 | 58.50 | 27.00 |
| 56 | times | 280.00 | 168.00 | 112.00 | 56.88 | 26.25 |
| | times | | | | 55.25 | 25.50 |
| | times | | | | 52.00 | 24.00 |
| | times | | | | 48.75 | 22.50 |
| | | p.m. te | | | | |
| | (0.00 | | | | 7 | 5 wds. |

| | | 1 hr. | 1/2 hr. | 1/4 hr. | 5 min. | (*) | or less |
|-----|---------|--------|---------|---------|--------|--------|---------|
| 1 | time | 250.00 | 150.00 | 100.00 | 82.50 | 65.00 | 20.00 |
| 13 | times | 243.75 | 146.25 | 97.50 | 80.44 | 63,38 | 19.50 |
| 26 | times | 237.50 | 142.50 | 95.00 | 78.38 | 61.75 | 19.00 |
| 52 | | | 138.75 | 92.50 | 76.31 | 60.13 | 18.50 |
| 104 | times | 225.00 | 135.00 | 90.00 | 74.25 | 58.50 | 18.00 |
| 156 | times | 218.75 | 131.25 | 87.50 | 72.19 | 56.88 | 17.50 |
| 208 | times | 212.50 | 127.50 | 85.00 | 70.13 | 55.25 | 17.00 |
| 260 | times | 200.00 | 120.00 | 80.00 | 66.00 | 52.00 | 16.00 |
| 312 | times | 187.50 | 112.50 | 75.00 | 61.88 | 48.75 | 15.00 |
| | (6:00 p | .m. to | 6:30 p. | m, and | 10:30 | p.m. t | 0 |
| | - | | 11:00 | p.m.) | | - | |
| | | | | | | | |

| | | | | | 7 | 75 wds. |
|-----------|---------|---------|---------|--------|--------|---------|
| | | 1/2 hr. | 1/4 hr. | 5 min. | (*) | or less |
| 1 time. | ******* | 100.00 | 60.00 | 45.00 | 40.00 | 15.00 |
| 13 times | | 97.50 | 58.50 | 43.88 | 39.00 | 14.63 |
| 26 times | | 95.00 | 57.00 | 42.75 | 38,00 | 14.25 |
| | | | 55.50 | 41.60 | 37.00 | 13.88 |
| 104 times | | | 54.00 | 40.50 | 36.00 | 13.50 |
| 156 times | | | 52,50 | 39.38 | 35.00 | 13,13 |
| 208 times | | | 51.00 | 38, 25 | 34.00 | 12.75 |
| 260 times | | | 48.00 | 36.00 | 32.00 | 12.00 |
| 312 times | | 75.00 | 45.00 | 33.75 | 30.00 | 11.25 |
| | a.m. to | | | | p.m. t | |
| (0.00 | a.m. to | | nm) | 11.00 | | 75 wate |

| | | 1 hr. | 1/2 hr. | | 5 min. | (*) | or less |
|-----|--------|--------|---------|---------|--------|-------|---------|
| 1 | time | 125.00 | 75.00 | 50.00 | 25.00 | 20.00 | 12.50 |
| 13 | times | 121.88 | 73.13 | 48.75 | 24.38 | 19.50 | 12.19 |
| 26 | times | 118.75 | 71.25 | 47.50 | 23.75 | 19.00 | 11.88 |
| 52 | times | 115.63 | 69.38 | 46.25 | 23.13 | 18.50 | 11.56 |
| 104 | times | 112.50 | 67.50 | 45.00 | 22.50 | 18.00 | 11.25 |
| 156 | times | 109.38 | 65.63 | 43.75 | 21.88 | 17.50 | 10.94 |
| 208 | times. | 106.25 | 63.75 | 42.50 | 21.25 | 17.00 | 10.63 |
| 260 | times | 100.00 | 60.00 | 40.00 | 20.00 | 16.00 | 10.00 |
| 312 | times. | 93.75 | 56.25 | 37.50 | 18.75 | 15.00 | 9.38 |
| | | 7 | All oth | er time |) | | |
| 1 | time | 50.00 | 30.00 | 20.00 | 15.00 | 12.50 | 7.50 |
| 13 | times | 48.75 | 29, 25 | 19.50 | 14.63 | 12.19 | 7.31 |
| 26 | times | 47.50 | 28.50 | 19.00 | 14.25 | 11.88 | 7.13 |
| 52 | times | 46.25 | 27.75 | 18.50 | 13.88 | 11.56 | 6.94 |
| 104 | times | 45.00 | 27.00 | 18.00 | 13.50 | 11.25 | 6.75 |
| 156 | times. | 43.75 | 26.25 | 17.50 | 13.13 | 10.94 | 6.56 |
| 208 | times | 42.50 | 25,50 | 17.00 | 12.75 | 10.63 | 6.38 |
| 260 | times | 40.00 | 24.00 | 16.00 | 12.00 | 10.00 | 8,00 |
| 312 | times | 37.50 | 20.50 | 15.00 | 11 25 | 0.00 | 5 63 |

cost times. 42.50 25.50 17.00 12.75 10.23 6.28 250 times. 40.00 24.00 16.00 12.00 10.00 6.00 312 times. 37.50 22.50 15.00 12.00 10.00 6.00 312 times. 37.50 22.50 15.00 11.25 9.38 5.63 (*) One minutes circletteal transcription.

DISCOUNTS

DIS

Friday. Limited to six participations daily, 150 words of copy. Per participation, 15.00 flat rate. ELECTRICAL FRANKULIPTIONS Electrical transcriptions made exclusively for broadcasting are acceptable when recording quality and program content meet station standards. No service chartened in time restrictions. Talent Rates and other information on request. Station pipe organ available from main studies as a solo instrument or in combination with voice or instrument groups.

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, ex-

Advertising of alcoholic beverages not accepted, excepting heer.

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.

Ail programs must be high quality in content and performance and are subject to approval, in advance by the station director.

Glosing Time

Closing date two weeks in advance of initial 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 and lateral cut recordings.

Personnel
Station Discrete

ersonnei
Station Director—Edgar H. Twamley
Ass't Station Director in charge of Sales—C. Robert
Thompson.

Representatives Edward Petry & Company, Inc.

WBNY (Established 1935)



Rates effective January 1, 1939.

Owned and operated by Roy L. Albertson.
Business Office and Studio—485 Main Street. Buffalo.
N. Y.. Madison 4000.

Transmiture—193 L. Eagle Street. Buffalo. New York.

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
Agency Commission on the 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.

(6:00 p.m. to 11:00 p.m. week days and all day Sunday)

| | | | J.III. NECE | uays am | u |
|-----|------------|----------|-------------|---------|--------|
| | a | ll day S | Sunday) | | |
| | | 1 ti. | 13 ti. | 26 ti. | 52 ti. |
| 1 | hour | 155.00 | 148.00 | 141.00 | 134.00 |
| 1/2 | hour | | 91.00 | 84.00 | 77.00 |
| 1/4 | hour | 66.00 | 57.00 | 50.00 | 43.00 |
| 5 | minutes | 28.00 | 26.60 | 25.20 | 23.80 |
| | (7:00 a.m. | to 6:00 | p.m. week | days) | |
| 1 | hour | 100.00 | 95.00 | 90.00 | 85.00 |
| 1/2 | hour | 60.00 | 57.00 | 54.00 | 51.00 |
| 1/4 | hour | 36.00 | 34.00 | 32.00 | 80.00 |
| 5 | minutes | 16.00 | 15.20 | 14.40 | 18.60 |
| | | | | | |

Rates on application
REMOTE CONTROL
Arrangements can be made upon application to the station.

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. All programs must conform to the standards of the station. No contract is to run more than a period of one year. No advertising can be scheduled on less than 24 hours' notice

Mechanical Program Equipment

Equipped to handle all electrically transcribed programs, using 33-1/3 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.

Personnel

Geograf Manager—Roy L. Albertson

Personnel
Georgi Manager—Roy I. Albertson
Commercial Director—Virginia C. Fyda.

Representatives William G. Rambeau Company.

WEBR

(Established 1924)
Rates effective May 1, 1042.
Owned and operated by WEBR, Inc.
Business Office and Studio—22 North Street, Buffalo, New York, Ltncoln 7133.
Transmitter—Larkin Terminal Bidge, Buffalo, N. Y.
Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
223.0 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
Assucy commission 15% to recognized advertising
assucces 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.

lowing 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 fire minutes or more cannot be combined

to earn larger discounts. All rates guaranteed for one

year from date of first broadcast, with or without

Interruption. No contract to exceed one year's dura
tion.

51.00 30.60 20.40 15.30 10.20 5.61 3.40 48.09 28.80 19.20 14.40

25 wds. 4.00 3.80 3.70 3.60 3.50 3.40 CLASS 'C'

(11:00 p.m. to 9:00 km.)

1 hr. 40.00 38.00 37.00 38.00 38.00 38.00 17. 32.00 19.20 12.80 9.60 6.40

News, sports, time signals and other special features—rates on request.

"Time to Chat"—Women's daily feature limited to non-competitive sponsors. Participations limited to 125 words:

39 **ti**. 52 ti. 104 ti.

TALENT
All types available. Rates on request.

All types available. Rates on request.

REMOTE CONTROL

Cost of telephone lines and incidental expense it 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.

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 significant 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 transcrip-tion, 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)



Rates 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.

Transmitter—Hamburg. New York.

/ave—Power—Time
Operating power—5.000 watts to local sunset; 1,000 watts thereafter.
/1000 modulation—crystal control.)

545.5 meters; 550 kilocycles.
Licensed to oberate 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.

a.m. Week days (100 a.m. of 100 a.m. of 10

in 10 days. No discounts or commission on talent-General Advertising For combination rates see listing of Mutual Broad-casting System and National Broadcasting System (Alternate on Basic Network).

BUFFALO—Continued W G R—Continued

W G R—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 ti. 13 ti. 26 ti. 52 ti. 100 ti. 260 ti.
1 hour.... 300.00 285.00 270.00 255.00 240.00 225.00
1/4 hour.... 120.00 114.00 108.00 153.00 144.00 135.00
1/4 hour.... 120.00 114.00 108.00 102.00 96.00 99.00
1/4 hour... 120.00 114.00 108.00 102.00 96.00 99.00
10 minutes 90.00 85.50 81.00 76.50 72.00 67.50
5 minutes 60.00 57.00 54.00 51.00 48.00 45.00
1 minute 45.00 42.75 40.55 38.25 86.00 33.75
100 words or less (Chain breaks 30 words) 30.00 28.50 27.00

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
1/2 hour.... 100.00 95.00 90.00 85.00 80.00 75.00
1/4 hour.... 60.00 57.00 54.00 51.00 48.00 45.00
10 minutes 35.00 42.75 40.55 38.25 86.00 83.75
5 minutes 43.00 42.75 40.55 38.25 86.00 83.75
5 minutes 45.00 42.75 40.55 38.25 86.00 83.75
5 minutes 45.00 42.75 40.55 38.25 86.00 83.75
110 minutes 35.00 42.75 40.55 38.25 86.00 83.75
110 words or less (Chain breaks 50.12 75 40.00 12.7

10 minutes 52.50 49.87 47.25 94.82 42.00 89.38
5 minutes 43.00 42.75 40.50 33.25 86.00 33.75
1 minute 30.00 28.50 27.00 25.50 24.00 22.50
100 words or less (Chain breaks
30 words) 15.00 14.25 13.50
12.75 12.00 11.25
(9:00 a.m. to 6:00 p.m. week days, 9:00 a.m.
to 4:00 p.m. Sundays and 11:00 p.m. to signoff daily)
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... 75.00 71.25 67.50 63.75 60.00 56.25
1/4 hour... 75.00 71.25 67.50 63.75 60.00 56.25
1/4 hour... 75.00 71.25 67.50 63.75 60.00 10.00
10 minutes 37.50 35.62 33.75 21.57 20.00 18.75
10 minutes 25.00 23.75 22.50 21.25 20.00 18.75
10 mords or less (Chain breaks
30 words) 12.50 11.25 10.62 10.00 9.38
30 words) 12.50 11.87 11.25 10.62 10.00
0 program service of five minutes or more for three
or four times per week an additional 5% will be
granted and on similar service for five or more times
per week an additional 10% will be granted. This is
to be figured on net after time discount, See above
schedules "A." "B." "C.
Program service of five minutes or longer and announcements of one minute or less cannot be added
together in arriving at discounts. Each service
must be computed separately.

News. "Musfeal Clock," "Woman's Matinee." sports
events, time signals, and other special features. Rates
on request.

POLITICAL TALKS
Political talks are considered as general advertising

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 service available—rates and details on request.
TALENT

Transcription library service svallable—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 as merchandising department the services of which are available to cliente on a cost basis. Program department available to advertisers.

Rates do not include talent. Services of announcer are included without extra charge.

Rates do not include talent. Services of announcer are included without extra charge.

Approved of the development of the station's approval as to continuities, music, program arrangements, etc.

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.
Executive Vice-President—I. R. Lounsberry.
Director of Sales—John A. Bacon.
National Representatives
Free & Peters. Inc.

WKBW

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—Pawer—Time
Operating power—50,000 watts.

'1/4007 modulation—crystal control.)

197.4 meters; 1520 kilocycles.

Licensed to operate full time.
Operates on Eastern War Time.
Actual operating scledule: 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).

CLANS "A"

(6:30 p.m. to 10:30 p.m. week days and 6:00 p.m. 11. 13 tl. 26 tl. 52 tl. 100 tl. 260 tl.

1 hour.... 490.00 880.00 880.00 340.00 320.00 300.00

1/2 hour... 240.00 228.00 216.00 291.00 182.00 11.4

hour... 189.00 152.00 144.00 133.00 122.00 210.00 180.00

100 minutes 80.00 162.00 72.00 68.00 64.00 60.00

100 mords of 1886 Chain breaks
30 werds) 40.00 38.00 38.00 34.00 32.00 30.00 00 words or less (Chain breaks 30 words) 40.00 38.00 36.00 34.00 32.00 30.00

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

CLASS "C"

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 hour... 200.00 190.00 180.00 170.00 160.00 150.00 1/2 hour... 200.00 190.00 180.00 170.00 160.00 90.00 1/4 hour... 80.00 76.00 72.00 680.00 64.00 60.00 10 minutes 60.00 57.00 54.00 51.00 48.00 45.00 5 minutes 40.00 38.00 36.00 34.00 32.00 30.00 1 minute 40.00 38.00 36.00 34.00 32.00 30.00 10 words or less (Chain breaks 30 words) 17.50 16.62 15.75 14.87 14.00 13.12

30 words) 17.50 16.62 15.75 14.87 14.00 13.12

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

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

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 quartettee—rates on application.

REMOTE CONTROL

Complete facilities for handling programe originating outside of the studies, including portable recording facilities.

SERVICE FACILITIES

cording facilities.

SENVICE FACILITIES
Station maintains a merchandising department the services of which are available to cliente on a cost basis. Program department available to advertisers.

basis. Program department available to advertisers.

Contract and Other Requirements
Rates do not include taient. 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.

Cicsing Time
Talent and transcription programs close three days
in advance of program.

in advance of program.

Announcements and talks close 24 hours in advance.

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

Personnel Executive Vice-President—I. R. Lounsberry. Director of Sales—John A. Bacon.

Evelusive 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.



BUFFALO BROADCASTING CORPORATION RAND BUILDING . BUFFALO, N.Y.

NEW YORK—Continued

ELMTRA

(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 Avc., 2 miles southeast of

Operating power—250 watts. 243.9 meters; 1230 kilocycles.

243.5 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. Veek 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 each month.
General Advertising
For combination rates see listing of Mutual Broadcasting System.
CLASS "A"

CLASS "A"

| - 1 | (6:00 p. | m. to | 10:30 | p.m. w | eek da | ys, an | d |
|-------------|----------|-------|---------|---------|--------|---------|-------|
| | | Su | nday af | ternoon | | | |
| | | 1 ti. | 13 ti. | 26 ti. | 52 tl. | 100 ti. | 300 t |
| 1 | hour | 80.00 | 76.00 | 72.00 | 68.00 | 64.00 | 60.0 |
| $1/\bar{2}$ | hour | | 45.60 | 43.20 | 40.80 | 38.40 | 36.0 |
| 1/4 | hour | | 30.40 | 28.80 | 27.20 | 25.60 | 24.0 |
| 10 | minutes | | 22.80 | 21.60 | 20.40 | 19.20 | 18.0 |
| - 5 | | | 15.20 | 14.40 | 13.60 | 12.80 | 12.0 |
| _ | | | CLASS | "B" | | | |
| | | | cfore 6 | 00 P.m | .) | | |
| 1 | hour | | 57.00 | 54.00 | 51.00 | 48.00 | 45.0 |
| $1/\hat{2}$ | hour | | 34.20 | | 30.60 | 28.80 | 27.0 |
| = /, - | | 00,00 | 01.20 | 02.10 | 00.00 | 20.00 | |

| 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 | 3 | or more programs weekly (min. | 52 | times) | 10% | 6 | or more programs weekly (min. | 52 | times) | 20% | ANNOUNCEMENTS | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |

| 35 | words | 7.00 | 6.65 | 6.30 | 5.95 | 5.60 | 5.25 |
|-----|---------|------|---------|------|------|------|-------|
| | | | CLASS | "B" | | | |
| | | | fore 6: | | | | |
| 120 | words | 7.00 | 6.65 | 6.30 | 5.95 | 5.60 | 5.25 |
| 35 | words | 6,00 | 5.70 | 5.40 | 5.10 | 4.80 | 4.50 |
| | | | TAL | | | | |
| 1.2 | hour | | | | | | 20.00 |
| | hour | | | | | | |
| | minutes | | | | | | |

Rates for sports events and special features furnished

Hates for sports events and special features turnished on request.
Full news wire service available.
ELECTRICAL TRANSCRIPTIONS
Accepted at regular rates. Complete sound effects and transcription library service available at reasonable charge.

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 charge for lines and equipment, depending on distance and facilities destrod.

SERVICE FACILITIES

Hegular merchandising service includes assistance to salesanen, personal calls on trado, trade letters, on minimum 28 time program series. All special merchandising service at actual cost.

Contract and Other Requirements

No alcoholic beverage advertising accepted.

All time sold subject to priority rights hold 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 clininate, 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 23-1/8 and 78 r.p.m. turn-tables for lateral and vertical cut recordings.

Manager—Dale 1. Taylor.

Hepresentedives J. P. McKinney & Son.

Manager—Dalo L. Taylor. Representatives J. P. McKinney & Son.

FREEPORT

(Nassau County)
WGBB
(Established 1924)

Rates effective February 15, 1041. (Card No. 2.) Owned and operated by Harry H. Carman, Hudlo-44 S. Grove St., Freeport, N. Y., Freeport 2418.

Attailo—44 S. Grove St., Freeport, N. Y., Freeport 2418.

Transmitter—215 Bedell Street, Freeport, New York.

Aves—Power—Time
Operating power—100 watte.
(100% medulation)
241.9 meters; 1240 kilocycles.
Operates in Eastern War Time.
Divides time with stations William Wifahs.
Actual operating schedule:
Sunday, 9:00 a.m. to 8:00 p.m.
Monday, 9:00 a.m. to 8:00 p.m.
Monday, 9:00 b.m. to 12:00 midnight.
Tuenday, 1:00 p.m. to 4:00 p.m. and 7:00 p.m. to 9:00 p.m.
Woffnesday, 9:06 a.m. to 8:00 p.m. and 8:06 p.m.
to 12:00 midnight.
Thursday, 7:00 p.m. to 8:00 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.

broadcast.

Beral Advertising
ENTERTAINMENT PROGRAMS
Actual time is 30 seconds less than time indicated.

CLASS "A"

10 6:00 p.m. Sunday)
2011 52

| (9 | :00 a.n | n. to 6:00 | p.m. Su | nday) | |
|------------|---------|------------|-----------|---------|--------|
| | 1 ti. | 13 ti. | 26 tl. | 39 ti. | 52 t1. |
| 1 hour | 85.00 | 80.75 | 76.50 | 74.37 | 72.25 |
| 1/2 hour | 45.00 | 42.75 | 40.50 | 39.37 | 38.25 |
| 1/4 hour | 25.00 | 23.75 | 22,50 | 21.87 | 21.25 |
| 10 minutes | 18.00 | 17.10 | 16.20 | 15.75 | 15.30 |
| 5 minutes | 12.50 | 11.87 | 11.25 | 10.94 | 10.62 |
| | | CLASS | "B" | | |
| | (7:00) | | 10:30 p.p | a.) | |
| 1 hour | 60.00 | 57.00 | 54.00 | 52.50 | 51.00 |
| 1/2 hour | 35.00 | 33.25 | 31.50 | 30.62 | 29.75 |
| 1/4 hour | 20.00 | 19.00 | 18.00 | 17.50 | 17.00 |
| 10 minutes | 16.00 | 15.20 | 14.40 | 14.00 | 13.60 |
| 5 minutes | 10.00 | 9.50 | 9.00 | 8.75 | 8.50 |
| | | CLASS | "C" | | |
| (9:00 a | .m. to | 4:00 p.m. | and 10: | 30 p.m. | to |
| | 12:00 | midnight | week day | 7S) | |
| l hour | 45,00 | 42.75 | 40.50 | 39.37 | 38.25 |
| 1/2 hour | | 23.75 | 22.50 | 21,87 | 21.25 |
| | | | | | |

1/2 hour... 25,00 23.75 22.50 21.37 1/4 hour... 15.00 14.25 13.50 13.12 12.75 10 minutes 12.50 11.87 11.25 10.94 10.62 5 minutes 8.50 8.07 7.65 7.44 7.22 Rates for periods longer than one hour are in exact proportion to the corresponding one hour are.

Class "C" 5.00 6.17 5.85 5.89 5.52
Class "C" 5.00 4.75 4.50 4.37 4.25
1/2 minute;
Class "A" 4.75 4.51 4.27 4.16 4.04
Class "A" 3.75 3.56 3.37 3.28 3.19
Class "C" 3.00 2.85 D.20
TREQUENCY DISCOUNTS

3 to 6 announcements weekly 7.26
10 13 announcements weekly 7.12%
11 to 12 announcements weekly 7.12%
12 or more announcements weekly 7.12%
Do or more announcements weekly 7.12%
Day the following for the following foll

One time Class discount.

discount.

TALENT
Musical and dramatic talent ensaged for advertiser
by station at minimum prices.
ELECTRICAL TRANSCRIPTIONS
Regular time and announcoment rates apply.
Transcription library service available—rates on re-

Transcription library service available—rates on request.

REMOTE CONTROL

Facilities for handling programs originating outside of regular studies at additional special charges. Remote control charges to be paid by advertisers when required in advance in the services of the etation production department are at the disposal of breadcasters without charge.

The services of the etation production department are at the disposal of breadcasters without charge. Centract and Other Requirements
Advertising of alcoholic beverages not accepted excepting beer and light wines.

Program rates are for use of facilities of station only; taient is extra. Rates apply to programs produced in studies of station. Regular announcers serve all broadcasters without charge.

Talks, speeches, etc., accepted only when subject that the station approval. All contract subject to station owner's approval and governmental regulations. Station reserves right to refuse or discontinue any advertising for reasons satisfactory to station. Maximum length of contract accepted, one yeer.

All programs must conform to the standards of the station; where advertiser Properses own Program, same must be submitted for station approval prior to the readcast, and not departed from without stations consent.

Proferred position on program schedules governed by

broadcast, and not departed from white states.

Preferred position on program schedules governed by priority and availability on contract basis.

Closing Time Closing time Closing date is ten days preceding starting date.

Mechanical Program Equipment Equipment Equipment of the program of the programs by electrical transcription, using 38-1/8 and 78 r.p.m. turn-table for lateral cut recordings.

ITHACA

(Tompkins County)

WIICU
(Established 1921)



Rates effective July 4, 1040. Owned and operated by Cornell University. Business Office and Studio-Ithaca Savings Bank Bullding, Rhaca, New York. Tranumittor-Forcat Home, New York, sear Rimes.

| 1/4 | hour | 45.00 | 42.75 | 40.50 | 38.25 | 36.6 |
| 1/4 | hour | 30.00 | 28.50 | 27.00 | 25.50 | 24.0 |
| 10 minutes | 22.50 | 21.38 | 20.25 | 19.13 | 18.0 |
| 5 minutes | 15.00 | 14.25 | 13.50 | 12.75 | 12.0 |
| CLASS | CC | (CLASS | CC | CLASS | CC |
| 1 | hour | 57.00 | 51.30 | 45.60 | 34.20 | 28.50 |
| 1/2 | hour | 34.20 | 30.78 | 27.36 | 20.52 | 17.10 |
| 1/4 | hour | 22.80 | 20.52 | 18.24 | 13.68 | 11.40 |
| 10 minutes | 17.10 | 15.39 | 13.68 | 10.26 | 8.50 |
| 5 minutes | 11.40 | 10.26 | 9.12 | 6.84 | 5.70 |
| ANNOUNCEMENTS | 1 | 1 | 65 tl. | 130 tl. | 260 tl. | 520 tl. |
| 1 | minute | 6.00 | 5.70 | 5.40 | 5.10 | 4.50 |
| 35 | words | 4.00 | 3.80 | 3.60 | 3.40 | 3.00 |
| Time | signals | weather reports | temperature | reports |
| RECORDED | PROGRAMS |
| RECORDED | PROGRAMS |
| RECORDED | PROGRAMS |
| RESUIAR | time | charkes | apply | to | recorded | programs |
| Not restricted | to | cortain | hours | No | service | charke |
| Taleby | Taleby | Contradiction | Taleby | Taleby | Contradiction |
| REMOTE | CONTROL |
| Station | maintains | complete | Contradiction | contrad

Rexular time charges apply to recorded programs. Not restricted to certain hours. No service charge. TALENT

Rates on request.

REMOTE CONTROL.

Station maintains complete facilities for remote control broadcast. Line charges. Installations, rentals, etc., at exponse of advertiser. These charges payable in advances.

SERVICE FACILITES

The services of the production department are at the disposal of the broadcaster using the station without charge for engaging at lowest prices musicians and performers. Program ideas, continuities, etc., prepared and submitted to advertiser without charge by station production department.

Station is equipped to assist in merchandising radio advertising programs. Details on request.

Contract and Other Requirements

All time sold subject to priority for network commercials.

No contract accepted for a period longer than one year. The station reserves the right to refuse or discontinue any advertising for reasons satisfactory to station management.

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. Closing Time

Taient 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.pm. double turn-tables for both vertical and lateral out recordings.

Personnel

General Managor—Michael R. Hanna.

Reversanicialives

Joseph Horshey McGillvrs, Inc.

JAMESTOWN (Chautauqua County) WJTN (Established 1924)





Rotes effective April 1, 1941. (Card No. 5.) Owned and operated by the James Broadcasting Co., Inc.

Owner and operated by the James Bruschsston Co., Iudiness Office and Studio—Hotol 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, 241.0 meters; 1240 kilocyoles. Licensed to operate full time. Operates on Eastern War Time. Operates on Eastern War Time. Actual obsertating Schodulo: Sundays 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.

12:30 hildright. Week days 7:00 a.m. to 12:30 mio-night.
Agency Commission
Agency commission 15% to recognized advertising agencies. Payment due ten days after invoice date.
No commissions or quantity discounts on talent, lines, oto. No cash discount. No quantity discounts on political brackcasts.

JAMESTOWN—Continued W J T N—Continued

W J I N—Continued

aneral Advertising
For combination rates see listing of Blue Network
Company (Basic Supplementary).
Fees charged by owners of music copyrights are not
lincluded in rates.
Program contracts and announcement contracts may
not be combined to earn higher discounts. Annual
carebate of 10% on uninterrupted 52 week program
of contracts, payable at the end of contract year.

CLASS 'A'

| 7 | | | CLA | ss ". | Δ'' | | | |
|------------------|-----------|-------|-------|-------|-------|--------|-------|--------|
| ; | | (6:00 | p.m. | to 11 | | .m.) | | |
| 1 | | 1 | 13 | 26 | 50 | 100 | 150 | 300 |
| | | ti. | ti. | ti. | ti. | ti. | ti. | ti. |
| 1 1 | hour | 80.00 | | | 68.00 | | | |
| 1/2 | hour | | | | 40.80 | | | |
| 1/4 | hour | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 | 22.50 | 21.00 |
| 1 LO | minutes | | | | | | | |
| 1 5 | minutes | 15.00 | | | 12.76 | 12.00 | 11.26 | 10.50 |
| | | | | SS "I | | | | |
| | (Before | | | | | |).m.) | |
| 1 1 | hour | 40.00 | 38.00 | 36.00 | 34,00 | 32.00 | 30.00 | 28.00 |
| 1/2 | hour | | | | 20.40 | | | 16.80 |
| 1/4 | hour | 15.00 | 14.25 | 13.50 | 12.75 | 12.00 | 11.25 | 10.50 |
| : 10 | minutes | 12.00 | 11,40 | 10.80 | 10.20 | 9.60 | 9.00 | 8.40 |
| 1 ; 5 | minutes | 7.50 | 7.13 | 6.75 | 6:38 | | 5.63 | 5.25 |
| | | AN | | NĆĖŇ | ENTS | | | |
| ÷ | | | CLA | | A** | | | |
| n ⁽ 1 | minute | 8.00 | 7.60 | | | 6.40 | 6.00 | 5.60 |
| 35 | words | 6.00 | 5.70 | 5.40 | 5.10 | 4.80 | 4.50 | 4.20 |
| 1 | | | CLA | | | | | |
| 1 | minute | 5.00 | 4.75 | | | 4.00 | 3.75 | 3.50 |
| : 35 | words | 4.00 | 3.80 | | | 3.20 | 3.00 | 2.80 |
| ŧ | | | | RVICE | | | | |
| 11aTit | ne signal | s: 35 | word | rate, | 30 wo | rds of | comm | ercial |
| | | | | | | | | |

odfilms signals: 50 word according to the minute rate apdicopy, 164Weather or temperature reports: One minute rate apspilles, 100 words of commercial copy,
wikews Service: Extra 25%,
diMusical Clock or Timekeeper: Available week day
timornings only, between 7:00 a.m. and 9:00 a.m.:
Time cost
1 hour unit, per week. 100.00
60.00

2-1/2% 5% 10%

7-1/2%
7-25 weeks 2-1/2%
7-25 weeks 10%
7-25 weeks

Forsonnel
Jay E. Mason.
Manager—Simon Goldman.
Feepresentatives Radio Advertising Corporation.

KINGSTON

(Ulster County)

WKNY (Established 1939)

Pil Rates effective November 1, 1941. (Card No. 3.)
And Owned and operated by the Kingston Broadcasting
Corporation.

Business Office and Studio—Governor Clinton Hotel.

113 Business Office and Studio—Governor Clinton Hotel.

114 Albany Ave., Kingston, New York, Kingston 4500.

125 Transmitter—Ulster Township, Ulster County, N. Y.

126 August 127 August 128 August 128

| tising agencies. | NO | casn | discount. | Bills | payable |
|-------------------|---------|------------|-------------|----------|---------|
| weekly in advan | | | | . • | |
| eneral Advertisin | g | | | | |
| | CT. | ASS | "A" · · | | : |
| (6:00 · p.m. t | | | | love 1 | •00 |
| | | | m. Sunday | | .00 |
| у.ш. | 10 10 | iaυ μ. | 1/2 hr. | 7/1/64 | Kmin |
| I time | | υ υυ, | 40 00 | 1/4 111. | 2 11111 |
| 1 time | 5 | 0.00 | 48.00 | 32.00 | 16.00 |
| 3 times | IA | V.V0 | 114.00 | 76.00 | .38.00 |
| 5 times | 26 | 0.00 | 156.00 | 104.00 | 52.00 |
| | CL | ASS. | "B" . | | |
| | (All | other | time) | | |
| 1 time | 4 | 0.00 | 24.00 | 16.00 | 8.00 |
| .2 times | 9 | 5.00 | 57.00 | 38 00. | 19.00 |
| .5 times | 13 | n nn | 78 00- | 52 00 | 28 00 |
| WEEKLY DO | T.T.A | B. A.V | 110.00 | 90077 | 100.00 |
| The following d | Basson | | DOME DI | acoor | 13 |
| THE TOHOWING C | uscour | its, co | mputed or | ı gross | Dilling |
| for time are ap | piicabi | e oni | o to contra | cts for | gour or |
| more consecutive | week | s of t | proadcastin | g: | |
| Less than 30.00 | weeki | y. | | | None |
| 30.00 or more t | ont les | e that | 1. 40 00 | | 2.1/9% |
| 40.00 or more h | out les | s that | 1 50.00 | | 5% |
| 50.00 or more ! | nut les | s that | 75.00 | | 7-1/90 |
| Market St. HIGHU | 10, | ,. ,,,,,,, | | | -/4/0 |

| 75.00 or more but less than 100.00 10% |
|--|
| 1076 |
| 100.00 or more |
| CONCENTRATED TO THE PARTY OF TH |
| CONSECUTIVE WEEK DISCOUNTS |
| Discounts for accounts |
| Discounts for consecutive weeks of broadcasting are |
| in addition to dollar volume discounts, if any: |
| at addition to donar voiding discounts, if any: |
| Less than 7 weeks None |
| Tybile |
| 7 to 13 weeks 2-1/2% |
| 10 4 00 |
| 13 to 20 weeks |
| 20 to 05 weeks |
| 20 to 25 weeks 7-1/2% |
| 26 to 38 weeks |
| 10% |
| 39 to 51 weeks |
| 39 to 51 weeks12-1/2% |
| 52 weeks15% |
| |

| | ANNOU | | | |
|--------------------|----------------|-------------|-------|------------|
| Run of schedule. | 1 minute. | . (100' wor | 'ds): | |
| Per week: | was a transfer | ic Class ' | "A" ' | "Class "B" |
| Litima "Sil | | R. | በቡ | 5.00 |
| 3 times | 1 (4) | 19. | 00 | 12.00 |
| times | 43 | | 26.00 | 18.00 |
| Preferred position | —rates on | request. | | |
| For discounts 'see | "Weekly | Dollar Vo | lume | Discounts" |
| and "Consecutive | Week Dis | counts." | | |
| 2110 001100000 | TOTAL PAR | A POTTO TOC | | |

and "Consecutive Week Discounts."

SPECIAL FEATURES
Time signals—rates on request.
Participating programs, week day schedule:
Housewire's Matines—9:00 a.m. to 11:00 a.m.
"1490" Club—2:00 p.m. to 5:00 p.m.
WINNY Night Club—9:00 p.m. to 10:00 p.m.
All participating programs limited to non-competitive accounts. Rates on request.

ELECTRICAL TRANSCRIPTIONS

All participating programs infinited to hon-competitive accounts. Rates on request.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply.

REMOTE CONTROL

Facilities available for handling programs originating outside of studies. 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 centrary 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. brograms. 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

(Orange County)

WALL
(Established 1942)

Rates effective May 1, 1942. (Card No. 1.)

Owned and operated by Community Broadcasting

Corp.

Rates effective May 1, 1942, Available
Owned and operated by Community Broadcasting
Corp.
Business Office and Studio—14 South St., Middletown, N. Y.
Transmitter—239 Monhagen Ave. Middletown, N. Y.
Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Liceused 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; 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.
CILASS "A"

(7:00 p.m. to 11:00 p.m.)

| (7:00 | p.m. to | 11:00 p.m | r.) | |
|----------------|------------|-----------|----------|--------|
| 1 wk. | | 26 wks. | 39 wks. | 52 wks |
| 1 hour 60.00 | 57.00 | 54.00 | 51.00 | 48.0 |
| 1/2 hour 36.00 | 34 20 | 32.40 | 30.60 | 28.8 |
| 1/4 hour 21.00 | 19.95 | 18 90 | 17.85 | |
| 5 minutes 9.00 | | 0.10 | 7.65 | |
| 5 minutes 9.00 | CLASS | (1D) | 1.00 | 1.2 |
| (11,00 4 | | | | ** |
| (11:00 a.m. t | о 2:00 р.п | i, and or | оо р.ш. | 10 |
| 7:00 p.m. we | ек даув; | 11:00 8.0 | a. to 7: | :00 |
| | p.m. Sun | | | |
| 1 hour 48.00 | 45.60 | 43.20 | 40.80 | 38.4 |
| 1/2 hour 28.80 | 27.35 | 25.90 | 24.45 | 23.0 |
| 1/4 hour 16.80 | 15.95 | 15.10 | 14.25 | 13.4 |
| 5 minutes 7.20 | . 6.85 | 6.45 | 6.10 | 5.7 |
| | CLASS | "C" | | |
| (6:00 a.m. to | 11:00 a.m. | . 2:00 D. | m. to 5: | 00 |
| p.m. and 11:0 | | | | |
| days: 6:00 a. | m to 11 | 00 e m | and 11 | 00 |
| uays, 0.00 a. | 12:00 midr | dobt Sun | dens) | 00 |
| 1 hour 36.00 | 24 00 | 20 40 | 20,60 | 00 0 |
| 1 Hour 35.00 | . 32,20 | 10.45 | 10.00 | 16.2 |
| 1/2 hour 21.60 | 20.55 | 19.45 | 18.35 | 10.2 |
| | | | | |

| 1/ | 4 hour | 13.20 utes 6.00 | 12.55 5.70 | 11.85 5.40 | 11.20 5.10 | 10.5 |
|----|--------|--------------------|---------------|---------------|----------------|------|
| 3 | times | | ENCY D | | ************** | 10% |
| U | times | | NOUNCE | MENTS | Class | Clas |

| | | • | | | | Class | | Class |
|---|--------|-----------|-------|----|------|-------|------|-------|
| | | | 1.1 | • | | "A" | "B" | "C" |
| l | minu | te or 100 | words | or | less | 5.00 | 4.00 | 3.00 |
| | times | weekly | | | | 4.50 | 3.50 | 2.50 |
| | | weekly | | | | | 3.00 | 2.00 |
| | · | FRE | QUEN | YC | DIS | COUN | | _ ~ |
| 8 | 3 week | | | | | | ., | 5% |

SPECIAL FEATURES
Time Signals. special announcements—12:00 midnight to 6:00 a.m.—rates on request.

Rates on request.

Nates on request.

TALENT

Vocalists and musicians available at extra charge for presentation of any type program.

NEMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs. Portable unit available—details on request.

quest.

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 latoral cut recordings. Instantaneous recording equipment available.
Personnel
Station Manager—Martin Karig, Jr.
Commercial Manager—Fred Germain, Jr.

NEWBURGH

(Orange County)

WGNY (Established 1939)

Rates effective February 1, 1940.

Owned and operated by WGNY Broadcasting Co.

Business Office and Studio—161 Broadway, Newburgh.

New York, Newburgh 4600.

Other Studios—Middletown, New York.

Transmitter—Nawburgh. New York.

Jave—Power—Time

Unior Sudios—Middletown, New York.
Transmitter—Nawburgh. New York.
Ave—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 Timo.
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 8:30 p.m.; August 8:00 p.m.; September
7:15 p.m.; October 6:15 p.m.; November 5:45 p.m.;
December 5:30 p.m.
Jency Commission
Agency commission
Agency commission
Agency commission 15% to recognized advertising
agencies on net receipts for etation time only.
Payments due upon receipt of invoice. Cash discount
2%.

General Advertising

以是於明文接受事 的事子也是我们的事情不是我们是也是不是我们的是不是一个人的情况的。

Rates on request.

Rates on application.

Rates on application.

REMOTE CONTROL

Facilities are available for remote control broadcasta.

Programs originating outside of the regular studies are subject to line charges in addition to time cost.

Contract and Other Requirements

All programs and electrical transcriptions are 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 33-1,4 and 73 r.p.m. double turn-tables for lateral and vertical cut recordings.

for lateral and vertical cut records
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

NEW YORK—Continued

NEW YORK CITY—Continued

WABC (Established 1924)



Rates effective March 1, 1942. (Card No. 15.)
Unineu and operated by the Columbia Broadcasting
System, Inc.
Buginess Office and Studio—485 Madison Avenue.
New York City. Wickersham 2-2000.
Transmitter—Columbia Island, Long Island Sound.
New York—Columbia 1910.
Avev—Power—Time.

| System, Inc. |
|--|
| Business Office and Studio-485 Madison Avenue. |
| New York City. Wickersham 2-2000. |
| Transmitter-Columbia Island, Long Island Sound. |
| New York. |
| Wave—Power—Time |
| Operating power-50,000 watts. |
| (100% modulation—crystal control.) |
| 340.1 meters; 880 kilocycles. |
| Licensed to operate full time on cleared nations. |
| channel. Operates on Eastern War Time. |
| Actual operating schedule: 24 hours daily. |
| Agency Commission |
| Agency commission 15% to recognized advertising |
| agencies. No cash discount. Bills rendered weekly. |
| General Advertising |
| For combination rates see listing of Columbia Broad- |
| casting System (Basic Network). |
| Rates for periods in excess of one hour are in exact |
| proportion to one hour rates. |
| GENERAL BROADCASTING RATES |
| (Without talent) |
| CLASS "A" |
| (6:30 p.m. to 10:30 p.m.) |
| Per week: 1 hr. 1/2 hr. 1/4 hr. |
| 1 day 1,350.00 810.00 540.06 |
| 2 days 2,700.00 1,620.00 1,080.00 |
| 3 days 3.645.00 2,187.00 1,458.00 |
| 4 days, 4.860.00 2.916.00 1,944.00 |
| 5 days 6,075.00 3,645.00 2.430.00 |
| 6 days 6.480.00 3,888.00 2.592.00 |
| CLASS "B" |
| (6:00 p.m. to 6:30 p.m. week days and 12:00 |

| (6:00 p.m. to 6:30 p.m. week days and | 12:00 |
|--|-------------|
| noon to 6:30 p.m. Sundays) | |
| 1 hr. 1/2 hr. 1/4 hr. 10 n | ln. †5 min. |
| 1 day 1.000.00 600.00 400.00 320. | 0 200.00 |
| 2 days., 1,200.00 800.00 640. | 10 400.00 |
| 3 days 1.620.00 1.080.00 864. | 0 540.00 |
| 4 days 2.160.00 1.440.00 1.152. | 00 720.00 |
| 5 days 2.700.00 1.800.00 1.440. | |
| 6 days 2.880.00 1.920.00 1.536. | |
| CLASS "C" | 70 200.00 |
| (9:00 a.m. to 6:00 n.m. week days. 0:0 | 0 . m |

(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 2:00 noon Sunday, 10:30 p.m. to 12:00 2:00 days., 1.350.00 810.00 540.00 42:00 276.00 135 days., 1.852.50 1.093.50 729.00 482.00 276.30 days., 1.822.50 1.093.50 729.00 758.16 486. days., 2.450.00 1.452.00 270.00 758.16 486. days., 2.450.00 1.452.00 270.00 984.96 948 (*) Ten minutes available only as time remainf in News periods (*) CASS "D" (12:00 midnight to 1:00 a.m. and 6:00 a.m. to 1:00 a.m.)

| 5 min. |
|--------|
| 5 min. |
| 100.00 |
| 200.00 |
| 270.00 |
| 360.00 |
| 450.00 |
| 480.00 |
| |
| |
| |

26 to 38 weeks. 55% 30 to 51 weeks. 7-1/2% 52 weeks 10%

SPECIAL FEATURES
Arthur Godfrey—1'articipation program:
(#30 a.m. to 6:55 a.m.)
1 day 2 days 3 days 4 days 5 days 6 days
1'er weck... 50.00 100.00 135.00 180.00 225.00 240.00
47:00 a.m. to 7:45 a.m.)
1'er week... 60.00 120.00 162.00 270.00 270.00 288.00
Women's Page of the Alf—with Adelaide Hawley—
Participation program:
(*45 a.m. to #300 a.m.)

of station
Rates listed apply to all classes of acceptable accounts and advertising.
Personnel General Manager.—Arthur Hull Hayes.
Representatives Radio Sales.

WBBR

Owned and operated by Peoples Pulpit Association.

Owned and operated by reopies rubble wave—Pewer—Time
Uncrating nower—1.000 warts.
225.6 meters; 1330 kilocycles.
Divides time with etations WHAZ. WFAB and
WFVD Not a commercial station.

WBNX (Established 1927)



Rate card dated May 1, 1841. (Card No. 7.)
Owned and operated by WBNX Broadcasting Co., Inc. Business Office and Main Studio—260 E. 161 Street New York City, Melrose 5-0333.
Transmitter—Caristadt. New Jersey.
Wave—Power—Time
Operating power—5000 watts.
217.4 meters; 1880 kilocycles.
Operates on Eastern War Time.
Divides time with station WAWZ.
Actual operating schedule: Sunday 9:00 a.m. to 11:00 a.m. 12:30 p.m. to 3:00 p.m. 4:30 p.m. to 7:00 p.m. and 8:30 p.m. to 12:00 midnight. Monday inclusive 9:00 a.m. to 6:00 p.m. and from 7:30 p.m. to 12:00 midnight. Monday inclusive 9:00 a.m. to 6:00 p.m. and from 7:30 p.m. to 12:00 midnight. Monday inclusive 9:00 a.m. to 6:00 p.m. and from 7:30 p.m. to 12:00 midnight. Monday inclusive 9:00 a.m. to 6:00 p.m. and from 7:30 p.m. to 12:00 midnight.
Agency Commission
Agency Commission 15% on net charges for station time to recognized agencies. No commission on talent. No cash discount.
General Advertising
Rates include charges by owners of music copyrights. The following rates are for national advertising. Discounts retroactive on number of broadcasts made within one year. CLASS "A"

(7:00 p.m. to 10:00 p.m. week days and 1:00 p.m. to 10:00 p.m. Sundays)

1 hr. 1/2 ltr. 1/4 hr. 5 mln. 1 min. 1 ltme. 225.00 125.00 70.00 40.00 20.00

| | | 1 hr. | 1/2 hr. | 1/4 hr. | 5 mln. | 1 min |
|-----|-------|--------|---------|---------|--------|-------|
| | tlme | | 125.00 | 70.00 | 40.00 | 20.00 |
| 13 | times | 213.75 | 118.75 | 66.50 | 38.00 | 19.00 |
| 26 | times | 202.50 | 112.50 | 63.00 | 36.00 | 18.00 |
| 52 | times | 180.00 | 100.00 | 56.00 | 32.00 | 16.00 |
| 104 | times | 168.75 | 93.75 | 52.50 | 30.00 | 15.00 |
| 260 | times | 151.75 | 84.25 | 47.25 | 27.00 | 13.50 |
| 312 | times | 146.25 | 81.25 | 45.50 | 26.00 | 13.00 |
| | | | CLASS | "'B" | 20.00 | 10.00 |

available.
Contract and Other Requirements
No contract to exceed one year.
All program material, scripts, musical numbers with
author's, composer's publisher's and copyright owner's name must be in several days prior to broadcast

for check on congright and government regulation. The station, at its discretion, reserves the right to refuse or disconlinue any program which it may consider contrary to its policy or interest without notice or consent.

or consent.

Closing Time

'losing date for weeks in advance of services is 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. turn-tables.

Recording equipment available for use at studios or at 1-mode points for rebroadcast.

Personnel

Vice President and General Manager—W. C. Alexen

ersannel
Vice-President and General Manager—W. C. Alcorn,
Treasurer—S. W. Caulifeld.
Secretary and Commercial Mgr.—Wm. I. Moore,
Production Manager—Edward Errin. Representatives Forioe & Company.

WBYN (Established 1941)



Itates effective May 1, 1941. (Card No. 1.)

Owned and operated by WBYN, Incorporated.
Business Office and Studio—132 W. 43rd St., New York City, telephone Bryant 0-3773.

Other Offices—1 Nevins St., Brooklyn, N. Y.

Transmitter—Greenpoint, Brooklyn, N. Y.

Wave—Power—Time

Oerating power—500 watts.
(100% modulation.)

209.8 meters; 1430 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Agency Commission

Rates do not include talent costs. Talent costs of request.

REMOTE CONTROL.

Complete facilities available for handling program originating outside of studios. Rates on request.

Station maintains a complete artists bureau and prigram department available to advertisers.

Contract and Other Requirements.

Itales subject to cliange without notice. The advertiser will be cliarged with the cost of program arranged by the station subject to the advertiser requirements and approval. The advertiser's contract shall indicate the maximum amount to be expende Station reserves the right to eliminate without notice or onsent all parts of programs which it may consider contrary to its policy or interests. All program material is subject to efederal, state or municip notes in the station of the program and in force.

Closing Time now and hereafter made and in force.

Closing Time of the program and approved 24 hours as the program of the program of

ersonnel Vice-Pres. & Gen. Mgr.—Griffith B. Thompson.

NEW YORK CITY—Continued

WEAF

Rates effective January 15, 1940. (Card No. 9.)

Owned and operated by the National Broadcasting Company, Incorporated. Business Office and Studio — RCA Building, 80 Rockefeller Plaza, New York City, Circle 7-8800. Transmitter—Port Washington, Long Island, N. Y.

Operating power—50,000 watta.
(100% modulation.)
454.5 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 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.

neral 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 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.

Should WEAF for any reason be unable to broad-

licenses. Should WEAF for any reason be unable to broadcast each program contracted for, station WJZ, unon request, will broadcast such programs provided time is available in the same classification (daytime or evening) at the same rates, discounts and/or rebates. Itates 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.)

| | (6:00 p.m. to 11:00 p.m.) | |
|-------------|--|----------|
| 1 | hour. | .200.00 |
| $1/\bar{2}$ | hour | 720.00 |
| 1/4 | | 480.00 |
| *10 | hour | |
| | minutes | 400.00 |
| *5 | minutes | 240.00 |
| | CLASS "B" | |
| | (12:00 noon to 6:00 p.m. Sunday only) | |
| _ | the state of the s | |
| 1 | hour | 900.00 |
| 1/2 | hour | 540.00 |
| 1/4 | hour | 360.00 |
| *T0 | minutes | 300.00 |
| *5 | minutes. | 180.00 |
| - | | 11/2.01/ |
| | CLASS "C" | |
| | (11:00 p.m. to 12:00 midnight and 9:00 a.r | n |
| | o 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 | bour | 240.00 |
| 1/4 | have | |
| 110 | hour | 160.00 |
| | minutes | 134.00 |
| *5 | minutes | 80.00 |
| | Available only in restricted periods. | |

CLASS "E" Time Signals: Each service exclusive to one adver

time Signals: Each service exclusive to one adverser.
6:00 p.m. to sign-off, seven nights weekiy—Four 16
6:00 p.m. to sign-off, seven nights weekiy—Four 16
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 plece manufacturers or companies who recularly 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. be billed pro rata for the remainder of the service.

DISCOUNTS AND REBATES

DISCOUNTS AND REBATES

llcable only to rates for local broadcasting listed or Class "A." "B," "C," "D," and "E,"

Weekly Dollar Volume Discounts Applicable to schedules of eight or more c

| time at | | | | | | | | |
|----------|----|--------|-------|-------|------|----------|------|---------|
| Less the | n | 240.00 |) sve | ekly. | | | | None |
| 240.00 | | | | | | 480.00 | | 2-1/2% |
| 480.00 | 10 | more | but | less | than | 720.00 | wkly | 5% |
| 720,00 | | | | | | | | 7-1/2% |
| 960.00 | OF | more | but | less | than | 1,200.00 | wkly | 10% |
| 1,200.00 | OL | more | but | less | than | 1,440.00 | wkly | 12-1/2% |
| 1.440.00 | or | more | Wee | kly | | | | 15% |
| | | | | | | | | |

plus 30.00 net per week talent cost. Transcriptions not acceptable.

ELECTRICAL TRANSCRIPTIONS
Accepted at card rates.
REMOTE CONTROL

Accepted at card rates.

REMOTE CONTROL

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

Ontract and Other Hequirements

All acceptable accounts are subject to the same rates.

No periods are sold in bulk for resaic. 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 exits 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 midinght 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 use.

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. 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.

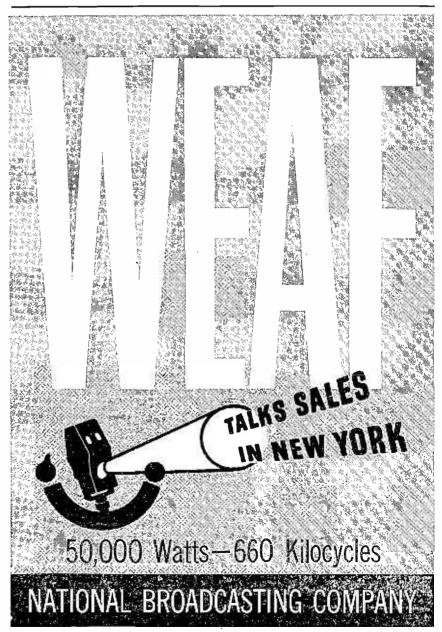
Assistant Manager—Cell K. Carmichael.

Representatives

National Broadcasting Company. Inc

Spot Sales Manager—J. V. McConnell.

Assistant Manager—U. 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 kHocycles.
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 |
| | harm | 70.00 |
| | hour | |
| ű | minutes | 40.00 |
| 1 | minute | 15.00 |

| | 10.00 1 | | |
|-------------|-----------------------------|---|---------|
| | (6:00 p.m. to 11:00 p.m. | . Saturday) | |
| 1 | hour | | 250.00 |
| 1/2 | hour | | 150.00 |
| 1/4 | hour | | 90.00 |
| -′ ŝ | minutes | ************* | |
| ĭ | mainutes | | 45.00 |
| 1 | minute | | 20.00 |
| | | | |
| | (8:00 a.m. to 6:00 p.m. | week days) | |
| 1 | hour | | 150.00 |
| $1/\bar{2}$ | hour | | 80.00 |
| 1/4 | | | |
| 5 | hour | | 45.00 |
| ĭ | minutes | | 25.00 |
| 1 | minute | | 10.00 |
| | | | |
| | (11:00 a.m. to 3:00 p.m. | | |
| 1 | hour | ********** | 400.00 |
| 1/2 | hour | | 250.00 |
| 1/4 | hour | | 150.00 |
| 5 | minutes | *************************************** | 90.00 |
| ī | minute | | 40.00 |
| - | Maria (| *************************************** | 40.00 |
| | (8:00 p.m. to 11:00 p.m. | Gundana) | |
| 1 | | | |
| 1/2 | hour | | 250.00 |
| | hour | | 150.00 |
| 1/4 | hour | | 90.00 |
| 5 | minutes | | 45.00 |
| 1 | minute | **************** | 20.00 |
| | | | |
| | FREQUENCY DISCO | UNTS | |
| 775-0- | uency discounts on periods: | | |
| Tred | | | |
| _ | 13 wks | | 52 wks. |
| | ekly | 5% | 10% |
| 2 or | 3 weekly 5% | 10% | 15% |
| 4 or | 5 Weekly 10% | 15% | 20% |
| 6 or | 7 weekly 15% | 20% | 25% |
| | | -0,0 | 20,0 |
| Freq | uency discounts on announce | mante · | |
| | 47- | 5% | 10% |
| 2 or | 3 daily5% | 10% | |
| 4 or | 5 daily 10% | 15% | 15% |
| 8 07 | more daily | | 20% |
| o or | шоге авпу 15% | 20% | 25% |
| | | | |

| . mu | R.M. | 111 | | |
|--------|------|------|------------------|--------------------|
| MITA | | | VII | |
| ١.٠٠ ٠ | | | 1. 50 | L 1 |
| 11979 | WEVD | i ve | | |
| | | | especial control | COLUMN SON MODERNA |

5000 WATTS W L V L

NEW YORK'S STATION OF DISTINCTIVE FEATURES

TOPS T0 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 WEYD'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

117-119 West 46th St., New York W - E - V - D

RUN OF STATION TIME Run of etation 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 Dayable when rendered.

General Advertising

1/

Music Licenses-ASCAP, SESAC, AMP and BMI.

CLASS "A"

CLASS "B"

| | (All other nours) | |
|---|------------------------|--------|
| ī | hour | 375.00 |
| 2 | hour | 225.00 |
| 4 | hour | 150.00 |
| 5 | minutes | 75.00 |
| i | minute | 37.50 |
| 2 | minute | 22.50 |
| | | |
| | INDECATEMON DISCOTINES | |

 Basic rates
 are subject of 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.

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 ti. 6 ti. 2,025.00 8,600.00 1,215.00 2,160,00 810.00 1,440.00

CLASS "B"

(All other hours)

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, 7:20 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% sur-charge of net time charges.

TALENT lintes on request.

ELECTRICAL TRANSCRIPTIONS

Accopted at regular rates.

Transcription library containing musical material of every type available to advertisers. Rates on request-

NEW YORK CITY—Continued

W H N—Continued

REMOTE CONTROL

Complete facilities for handling programs originating outside of studios. Rates on request.

Instantaneous recording equipment available—rates on

request.

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.

ontract 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.

itlesing Time
il 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.

dechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/8 and 78 r.p.m. turn-tables for lateral and vertical cut recordings.

Collector—Herbert L. Pettey.
Director of Sales—Bertram Lebhar, Jr.

oranch Office Chicago—360 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
Agency commission 15% to recognized advertising
agencies. No cash discount. All involces 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.

(5:00 p.m. to sign-off week days, 12:00 noon
to sign-off Sundays)

| 1 hour 1/2 hour 1/4 hour | 1 wk. \$50.00 210.00 140.00 | 13 wks. 332.50 199.50 133.00 | 26 wks. 315.00 189.00 126.00 | 39 wks. 297.50 178.50 119.00 | more weeks 280.00 168.00 112.00 |
|--------------------------------|--------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---|
| 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 |
| o minutes | 40.00 | 38.00 | 30.00 | 34.00 | 32.00 |
| | | | | | |



| WEEKLY FREQUENCY RATES | CLASS | ''' | CLASS | ''' | CLASS | ''' | CLASS | ''' | CLASS | CLA CLASS "B" (All other time) 1 hour. 1/2 hour. 1/4 hour. CLASS 'B' (All other time) 50 times... 100 times... RALENT

Remote control broadcasts available on expense basis.

SERVICE PACILITIES

Merchandising service available to advertiser at cost.
Contract and Other Requirements

No contracts accepted for a period longer than one year. Contract renewals subject to rates in effect at 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 studies. 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 roview 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. Rates on application.

3

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—Houndbrook, New Jersey.
Wayners and the property of the City of th

| | (6:00 p.m. to 10:30 p.m.) | |
|-------------------|--|------------------|
| 1/2 | hourhour | 720.00 |
| *10 | minutes | 480.00 400.00 |
| -5 | minutos | 240.00 |
| . 1 | (4:00 p.m. to 6:00 p.m. Sunday only hour | 900.00 |
| $\frac{1/2}{1/4}$ | hour | 540.00 360.00 |
| *10 *5 | minutes | 300.00 180.00 |

NEW YORK CITY—Cont'd W J Z-Continued

| 12:00 noon to 4:00 p.m. Sunday only 1 hour. 800.00 1/2 hour. 480.00 1/4 hour. 320.00 1/4 hour. 320.00 1/5 minutes. 266.67 5 minutes. 160.00 CLASS "D" (10:30 p.m. to 11:15 p.m. and 8:30 a.m. to |
|--|
| 1/2 hour 480.00 1/4 hour 320.00 *10 minutes 266.67 *5 minutes 160.00 CLASS "D" |
| 1/4 hour |
| *10 minutes |
| 5 minutes |
| CLASS "D" |
| CLASS "D" |
| (10:30 nm to 11:15 nm and 9:30 am to |
| |
| 6:00 p.m. exclusive of Sunday afternoon) |
| 1 hour |
| 1/2 hour |
| 1/4 hour 240.00 |
| *10 minutes |
| *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 |
| CLASS "F" |
| (12:00 midnight to 1:00 a.m.) |
| |
| |
| 1/2 hour |
| 1/4 hour |
| *10 minutes |
| *5 ininutes |
| (") Available only in restricted periods. |
| CLASS "G" |

CLASS G
SERVICES

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.

ANNOUNCEMENTS AND PARTICIPATION FEATURES
One minute live or transcribed announcements:
Per yeek: (1) (2) (3) (4) (5) (

announcements: (4) (5) (6)

equipment and fashion fields. Commercial continuity prepared by program director from material supplied by client:

Plan "T"—Five participations per week—three major and two minor mentions on eweek and two major and three minor mentions on alternate weeks with a two week minimum. Net cost per week:

2 to 12 weeks. 430.00 39 to 51 weeks. 382.50 13 to 25 weeks. 472.50 52 weeks. 360.00 26 to 38 weeks. 450.00 19 to 90 times. 127.50 10 to 30 times. 150.00 50 to 99 times. 127.50 10 to 24 times. 142.50 100 to 29 times. 127.50 10 to 29 times. 123.50 10 to 29 times. 123.50 All subject to agency commission. Breakfast in Bedlam—with Ed East, 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. 120.00 Plus 30.00 net talent cost weekly. 110.00 Plus 30.00 net talent cost weekly. 110.00 Plus 15.00 net talent cost weekly. 110.00 Plus 15.00 net talent cost weekly. 110.00 Plus 15.00 net talent cost weekly. 150.00 plus 5.00 net talent cost weekly. 150.00 Plus 15.00 net talent cost weekly. 150.00 plus 5.00 net talent cost weekly. 150.00 Plus 15.00 net talent cost weekly. 150.00 plus 5.00 net talent cost. 110.00 Plus 15.00 net talent cost weekly. 150.00 plus 5.00 net talent cost weekly. 150.00 plus 5.00 net talent cost weekly. 150.00 plus 5.00 net talent cost. 110.00 Plus 15.00 net talent cost. 110.00 Plus 15.00 net talent cost. 110.00 Plus 15.00 net talent cost weekly. 150.00 plus 5.00 net talent cost. 110.00 Plus 15.00 net talent cost. 110.00 Plus 15

Ten minute period preceding 2880 (7/48 a.m.) to period.

ELECTRICAL TRANSCRIPTIONS

Accepted at card rates.

REMOTE CONTROL

Additional charges are made for programs originating outside of the station's studies, and for programs requiring special production.

Centract and Other Reautrements

All acceptable accounts are subject to the same rates. No periods are sold in bulk for ressie. All programs are subject to approval of the station's regarding are subject to approval 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 proadcast date. No changes within two days preceding 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.n.m. turn-tables for vertical and lateral cut recordings.

Personnel

Managor—Jolin McNeil.

Robresontatives

ersonnel Manager—Jolin McNeil. epresentatives Blue Network Spot Salos.

WLIB

(Established 1942)

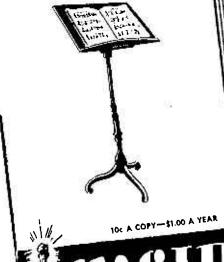
(Established 1942)
Rates offective Anril 1, 1942 (Card No. 1), revised. Owned and operated by WLIB, line. Rushiess Office and Studio — 846 Flathush Ave.. Brooklyn, N. Y. Ingersoil 2-1900.
Salos Office—RKO Hidgs, 1270 Sixth Ave.. New York, N. Y. Ingersoil 2-1900.
Transmitter—Nowtown Creek, Brooklyn, N. Y. Vansenfleter—Nowtown Creek, Brooklyn, N. Y. Voperating power—1,000 watts.
(100% modulation.)
152.1 motors; 1106 kilocycles.
Litenised to operate on clear channel, full daytime of one hour after local sunset.
Operates on Eastern War Time.
(This listing continued on next mage)

(This fisting continued on next page)

THEY ASKED FOR IT!

Master Program Log

Month of January 1943



THE VOICE OF LIBERTY

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 LOW-EST RATE FOR EFFECTIVE COVERAGE OF THE METROPOLITAN NEW YORK MARKET.

RKO BUILDING, NEW YORK Chicago Representative—The Walker Co.

1190 on your dial

NEW YORK--Continued

VEW YORK CITY—Continued W L I B—Continued

nency Commission 15% to recognized agencies on lime charges only. Cash discount ——. Bills payable weekly following broadcast.

neral Advertising

| 1/2 hour | 1 ti. | 3 tl. | 5 ti. | 6 tl. | 7 tl. | |
|----------|--------|--------|--------|--------|--------|--|
| | 125.00 | 337.50 | 546.75 | 637.50 | 700.00 | |
| | 75.00 | 202.50 | 328.00 | 382.50 | 420.00 | |
| 1/4 hour | 50.00 | 135.00 | 218.75 | 258.00 | 280.00 | |
| 110 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. | 1 to 24 times weekly (each) ... 9,00 | 5,00 | 55 to 74 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
5% 39 weeks.
10% 52 weeks 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.

Complete program department available to auvertisers. Intract and Other Requirements (All programs subject to existing federal, state or omunicipal decisions, laws and regulations and any Alhat 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 awithout notice or consent all parts or programs which ilt may consider contrary to its policy or interests. Finshing Time

Affinoit horize or consent at parts of programs and that consider contrary to its policy or interests.

Tosing Time

One week before broadcast. All copy must be sub
mitted for approval at least 24 hours before broadcast.

'echanical 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.

ersonnel General Manager—Elias I, Godofsky,

presentatives The Walker Company.

WMCA (Established 1925)

Rates effective February 1, 1942. (Card No. 23.)

Owned and operated by WMCOA, Inc.
Studios and Executive Offices—1657 Broadway, New
Transmitter—Kearny, New Jersey.

ave-Power-Time Operating power-5,000 watts. (100% modulation) 526.3 meters; 570 kilocycles.

Licensed to operate full time.
Operates on Eastern War Time.

Tency Commission 15% to recognized advertising chagencies on time charges only. All bille payable weekly following broadcast. Cash discount none.

neral 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. Sund | ays) | |
|-----------|---------|----------|----------|----------|--------|
| Per week: | | | 1/2 hr. | 1/4 hr. | 5 min. |
| . 1 time | | | | 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 | 2,210,00 | 1,326.00 | 884.00 | 442.00 |
| 5 times | 2 | 2,600,00 | 1.560.00 | 1.040.00 | 520.00 |
| , 6 times | 2 | 2.925.00 | 1.755.00 | 1.170.00 | 585.00 |
| 7 times | 3 | 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. da | 11y) | | | | |
|-----|-----------------------|----------|--------|--------|--------|--|--|
| 1 | time | 325.00 | 195.00 | 130.00 | 65.00 | | |
| . 5 | times | 618.00 | 371.00 | 247.00 | 124.00 | | |
| 3 | times | 878.00 | 527.00 | 351.00 | 176.00 | | |
| ٠4 | tlmes | 1,105.00 | 663.00 | 442.00 | 221.00 | | |
| | times | | 780.00 | 520.00 | 260.00 | | |
| в | times | 1,463.00 | 878.00 | 585.00 | 293,00 | | |
| · 7 | times | 1,593.00 | 956.00 | 637.00 | 319.00 | | |
| | CLASS "C" | | | | | | |
| | (11:30 pm to 7:30 am) | | | | | | |

| | | CDASS | U. | | |
|-----|--------|----------|----------|--------|--------|
| | (11:30 | p.m. to | 7:30 a.m | 1.) | |
| 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.

| 250.00 350.00 | or or | more, more, | but but | iess | than than | 350.00 500.00 | 2-1/2% 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 | 1,200.001 | 12-1/2% |
| 1,200.00 | or | more | week | dy | | | 15% |
| | | | | | | | |

| 10% | 12-1/2% | 15% | 12-1/2% | 15% | WEEKLY DISCOUNTS | 15% | WEEKLY DISCOUNTS | 15% | WEEKLY DISCOUNTS | 15% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% | 16% |

Time charges, including amounteements.

SPECIAI, FRATURES

Time signals and service flashes. Rates on request.

ELECTRICAL TRANSCRIPTIONS

Electrically transcribed Programs (five minutes or longer) accepted at all hours at regular rates.

WMCA maintains a complete Artists' Bureau and program department available to advertisers. Services of announcers, actors, and vocalists subject to AFRA rates.

EMOUTE CONTROL

Facilities for handling program originating outside of studios; complete facilities available; rates for installe pick-ups on request.

Station maintains a complete program production department available to advertisers.

output of the program of the program of the partment available to advertisers. TALENT

partment available to advertisers.

Centract and Other Requirements
Attertising 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.

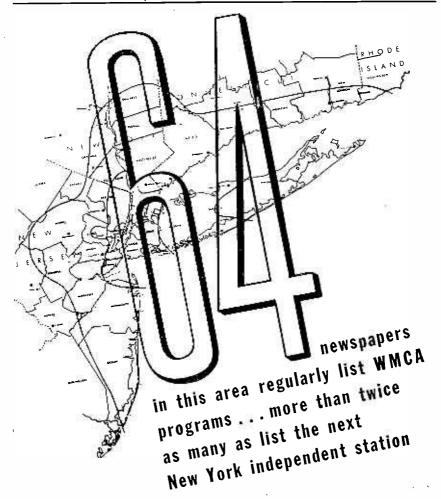
Closing Time

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 transcrip-tion, 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.



FROM ATLANTIC CITY TO POUGHKEEPSIE FROM NEW JERSEY TO RHODE ISLAND-THE EASIEST SPOT TO FIND IS

FIRST ON NEW YORK'S DIAL-570 kg

REPRESENTATIVE: WEED & COMPANY . CHICAGO . DETROIT . HOLLYWOOD . BOSTON

NEW YORK—Continued

NEW YORK CITY—Continued

WNEW (Established 1934)



Rates effective February 15, 1942. (Card No. 22.)

| | to 1.00 p.m. Bundays) | |
|-----|-------------------------------------|--------|
| 1 | hour | 375.00 |
| 1/2 | hour | 995 00 |
| 1/4 | hour | 150.00 |
| 110 | t | 100.00 |
| | minutes | |
| 5 | minutes | 94.00 |
| | CLASS "C" | |
| | (12:00 midnight to 9:00 a.m. daily) | |
| 1 | hour | 250.00 |
| 1/2 | hour., | |
| | hour | 100.00 |
| | minutae | 200.00 |
| | | |

-Weekly-

| | | 3 ti. | |
|-----|---------------------------------|-----------|----------|
| 1 | hour | 1,644.75 | 2,709.00 |
| 1/2 | hour | 986.85 | 1.625.40 |
| 1/4 | hour | 657.90 | 1.083.60 |
| 10 | minutes | 548.25 | 903.00 |
| 5 | minutes | | 672.00 |
| | CLASS "B" | 200.00 | 012100 |
| | (9:00 a.m. to 5:30 p.m. week | davs 11 | •00 |
| | p.m. to 12:00 midnight daily at | 14 0 00 1 | m |
| | p.m. to 12,00 midnight dairy at | 10 9 00 8 | •щ. |

to 1:00 p.m. Sundays)

ersonnel Station Manager—Bernice Judis. Sales Directors—H. M. Bess and Walter Duncan. Representatives

John Blair & Company.

, WNY.C...... (Established 1924)

(Established 1924)

Owned and operated by the City of New York, the Municipal Broadcasting System.

Executive Offices and Studios—2500 Municipal Bidg..

New York City. Worth 2-5600.

Transmitter—Greenpoint Avenue and East Biver.

Brooklyn, New York.

Wave—Power—Time
Operating power—1,000 watts.
361,4 meters; 830 kilocycles.

Persannel
Director—M. S. Novik.
Chief Clerk—John De Prospo.
Transmitter Supervisor—F. D. Leonard.
Studio Supervisor—B. B. Arnow. Does not sell time.

WOR (Established 1922)

Rate card undated: issued December 1, 1940. Rate card undated: issued December 1, 1940.

Owned and operated by Bamberger Broadcasting Service, Inc.
Business Office and Studio—1440 Broadway, New York City, Pennsylvania 6-8800.

Transmitter—Carteret. New Jersey.

Wave—Power—Time
Operating power—50,000 watts.
(100% modulation—crystal control; directional an tenna.)
22.5 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
Agency commission 15% on net time to recognized
advertising agencies. Cash discount none. Bills due
and payable weekly following each broadcast.

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, store sales 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.

Annumement.

Program must conclude 30 seconds before end of period contracted for to allow for switching and station identification. (6:00 p.m. to 10:30 p.m. week days; 6:00

| 1 | hour | 1.100.00 |
|------|--|----------|
| - 🚓 | L | 660.00 |
| 1/2 | hour | |
| 1/4 | hour | 440.00 |
| | (8:00 a.m. to 6:00 p.m. week days, bet | |
| | 12:00 noon Sundays, after 10:30 p.m. w | eek |
| | days and after 11:00 p.m. Sunday) | |
| 1 | hour | 600.00 |
| 1/9 | hour | 360.00 |
| **** | L | 240.00 |
| 1/4 | hour | 240.00 |
| | (12:00 noon to 6:00 p.m. Sunday) | |
| 1 | hour | 825.00 |
| | | 495.00 |
| 1/2 | hour | |
| 1/4 | hour | 330.00 |
| | | |

A rebate will be granted the advertiser for each \$2 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.

35 word announcements between 6:00 p.m. and 10:20 p.m. in guaranteed positions following sustaining programs:

1 or 2 per week, each 110.00 g.m. and 10:20 p.m. in guaranteed positions following sustaining programs:

1 or 2 per week, each 110.00 g.m. 10:30 g.m. 10:

3/4 hour 15.00: 1 hour 20.00.

Rates on application.

TALENT

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 in
charge.

REMOTE CONTROL

charge.

REMOTE CONTROL

Program handled from any point. Rates for remotest control on application.

SERVICE FACILITIES

Services of station artists bureau and program desparament available in arranging and presenting pro-

Dartment available in arranging and processing frams.

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 Drograms by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel

Personnel
Personnel
Type

Ty

w o v (Established 1926)

Rates effective October 1, 1942. (Card No. 5.)
Operated by Wodaam Corporation.
Business Office and Studio-730 Fifth Avenue. New
York City. Circle 5-7979.
Transmitter-Carlstad. N. J.
Wave—Power—Time
Operating power—5.000 watts.
234.4 meters; 1280 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule; 7:00 a.m. to 1:00 a.m.
Actual operating schedule; 7:00 a.m. to 1:00 a.m.
Agency Commission
Agency Commission
Agency commission 15% on net time charges to agencies recognized by the station. No cash discount Invoices rendered weekly, puzable at face wher rendered.
General Advertising
General Advertising
In order to earn net rates quoted, contracts must be completed within one year.

(This listing continued on next page) Rates effective October 1, 1942. (Card No. 5.)

NEW YORK—Continued

NEW YORK CITY—Continued W O V-Continued

| CLASS | "A" | |
|---------------------------|-----------------|---------|
| (6:00 p.m. to | 10:30 p.m.) | |
| 1 br. 1/2 hr. | 1/4 hr. 10 min. | 5 min. |
| 1, time., 250.00 , 150.00 | 90.00 00.00 | 45.00 |
| 13 times, 156.24 93.75 | 67.20 37.00 | 28.63 |
| 26 times 140:62 84.39 | 51.54 33.75 | 25.77 |
| · 52 times 133.60 80.16 | 48.96 32.07 | 24.48 |
| 104 times 126.92 76.14 | 46.52 30.47 | 23, 26 |
| 156 times 120.58 72.33 | 44.20 28.95 | 22.10 |
| 208 times 114.28 68.70 | 42.00 27.48 | 21.00 |
| 260 times 108.56 65.25 | 39.90 26.11 | 19.95 |
| 312 times 97.72 58.74 | 35.92 23.50 | 17.96 |
| CLASS | "B" | |
| (9:00 a.m. to | | |
| 1 time. 200.00 125.00 | | 40.00 |
| 13 times 125.00 78.12 | 50.00 31.25 | 25.00 |
| 26 times 112.52 70,31 | 45.00 28.13 | 22,50 |
| 52 times 106.88 66.80 | 42.75 26.72 | 21,37 |
| 104 times 101.52 63.46 | 40.61 25.38 | 20.31 |
| 156 times 96.44 60.29 | 38 58 24.11 | 19.29 |
| 208 times 91.60 57.14 | 36,65 22.90 | 18.32 |
| 260 times 87.00 . 54.28. | 34.82 21.75 | 17.41 |
| 312 times 78.32 48.86 | 31.34 19.58 | 15.67 |
| CLASS | "C" | |
| (10:30 p.m. t | | |
| 1 time, 150.00 100.00 | | 37.00 |
| 13 times 93.75 62.50 | 37.50 25.00 | 23.12 |
| 26 times 84.39 56.26 | 33.75 22.50 | 20.81 |
| 52 times 80.16 53,44 | 32.07 21.37 | 19.77 |
| 104 times 76.14 50.76 | 30.47 '20.31 | 18.78 |
| 156 times 72.33 48.22 | 28.95 19.29 | 17.84 |
| 208 times 68.70 45.80 | 27.48 18.32 | 16.95 |
| 260 times 65,25 43.50 | 26.11 17.41 | 16.11 |
| 312 times 58.74 39.16 | 23.50 15.67 | 14.50 |
| DISCO | UNTS | |
| Discounts allowed retroac | | nber of |
| broadcasts given within o | | |

Discounts allowed retroactively on the number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts. Contiguous Rates: One advertiser may combine programs of 15 minutes or more in length if such products occur in the same time bracket on the same day, whether the products are the same or different, to earn a rate based on the combined length of these broadcasts.

Discounts in the above cases shall be figured as one program. Frequency cannot be combined with other program units. Advertisers availing themselves of combination rates 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.

his irrequency discounts.

Announcements and programs cannot be combined to earn frequency discounts.

ANNOUNCEMENTS

| | | THEORIG | | |
|------|--------------|-------------|------------------|-----------|
| One | minute elec | trical tran | scription or li- | re: |
| | | Class "A" | | Class "C" |
| 1 | time | 15.00 | 13,00 | 9,00 |
| 26 | times | 14.25 | 12.35 | 8.55 |
| · 52 | times | 13.50 | 11.70 | 8.10 |
| 156 | times | 12.75 | 11.05 | 7.65 |
| 260 | times | 12.00 | 10.40 | 7.20 |
| 301 | or more time | s 11.25 | 9.75 | 6.75 |
| Clas | 6 "A" 6 f | in m to | 10 30 nm . | |

Class "A'"— 6:00 p.m. to 10:30 p.m.
Class "B'"— 9:00 a.m. to 6:00 p.m.
Class "C"—10:30 p.m. to 9:00 a.m.
Service announcements (75 words) sold only in accordance with weekly rate and at a minimum of six

| days a week-no | fixed po | osition: | |
|-----------------|----------|-------------|-----------|
| C | lass "A" | | Class "C" |
| 1 week | 80.00 | 70.00 · · · | 45,00 |
| 13 weeks | 75.00 | 65.00 | 42.50 |
| 26 weeks | 70.00 . | 60.00 | 40.00 |
| 52 weeks | 65.00 | 55.00 | 37.50 |
| Class "A"- 6:00 | p.m. to | 10:30 p.m. | |
| Class "B" 9:00 | a.m. to | 6:00 p.m. | |
| Class "C"-10:30 | p.m. to | 9:00 a.m. | |

Class "A.— c.uv p.m. to 1939 p.m.
Class "C"—10:30 p.m. to 6:00 p.m.
Class "C"—10:30 p.m. to 9:00 a.m.

Applicable to service announcements:
2 strips (12 times) 15% 4 strips (24 times) 25%
3 strips (18 times) 20% 5 strips (30 times) 30%
SPECIAL FEATURES
"1280 Club"—7:30 p.m. to 10:00 p.m., Mondays
through Saturdays, Participating sponsorship available for a minimum of three broadcasts weekly in
16 minute periods only, except at hour breaks when a
minimum of ten minutes is available. Minimum contract 13 weeks, Cannot be combined with other
broadcasts to earn greater frequency discounts.
Following rates apply to "1280 Club" only:
Fifteen minutes: 13 weks, 26 wks, 39 wks, 52 wks,
3 times weekly... 150.00 142.50 125.00 127.50
5 times weekly... 250.00 213.75 202.50 191.25
6 times weekly... 250.00 237.50 225.00 212.50
Ten minutes... 13 wks, 26 wks, 30 wks, 52 wks,
3 times weekly... 150.00 142.50 185.00 170.00
Four times weekly... 175.00 166.25 15.50 148.75
four times weekly... 175.00 186.25 17.50 148.75
Four times weekly... 175.00 180.00 170.00
Four times weekly... 175.00 180.00 170.00
Four times weekly... 190.00 190.00 180.00 170.00
Four times weekly... 200.00 190.00 180.00 170.00
Four times weekly.... 200.00 190.00 180.00 170.00
Four times weekl

News: Leased wire service available at regular time charges.

POLITICAL RATES

Rates on request.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply: Transcription library service available at no extra cost. Instantaneous recording equipment available.

TALENT AND SERVICE

Rates on application. If client desires to furnish own program talent, same must be acceptable to etation.

REMOTE CONTROL

etation.

REMOTE CONTROL

Facilities for handling programs originating outside
of studios. Rates on request. Additional charge is
made for wire facilities to WPEN, Philadelphia;
lines to other Eastern Metropolitan out-of-town stations available at an additional cost.

SERVICE FACILITIES

Station maintains a complete artists' bureau and program department. Merchandising departments available to all advertisers at cost.

Contract and Other Requirements

All programs and advertising copy subject to approval of the station. Rates subject to change without notice. Contracts not accepted for more than one year.

All contracts subject to cancellation unless program starts within 30 days.

Broadcast time on all programs is fractionally reduced to allow for station identification; etc.

Renewal contracts subject to; frates in effect at time of renewal.

Clusing Time

Program copy must be in in in effect at time of renewal.

Copy for local commercial programs or announcements must be in in in its announcements must be in in its announcements must be in its and announcements must be received before 3:00 p.m. Eriday.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 83-1/3 or. 78:.p.m.-double turn-tables for either lateral or vertical-cut-recordings.

General Manager—Ralph N. Wellt and Assistant Manager—C. A. Porrecan

Sales Manager—C. A. Porrecan

Sales Manager—C. A. Porrecan

Chicago—300 N. Michigan Ave.

Representatives

Joseph Hershey McGillvra, Inc.

WQXR (Established 1984)

Rates effective April 21, 1941. (Card No. 8.)
Owned and operated by Interestate Broadcasting Co..
Int.

Strict Co. 1972

Office and Studio-730 Fifth Avenue, New York.

Transmitter—Maspeth, Long Island, New York.

"Over-Thm. Operating power-10,000 watts.

Operating power-10,000 watts.

Vork Control Volume

Transmitter—Maspeth, Lumb

Wave—Power—Time
Operating power—10,000 watts,
(100% modulation—crystal control.)

192.3 meters; 1560 kilocycles,
Licensed to operate (ull time,
Operates on Eastern War Time,
Agency commission
Agency commission 15% to recognized advertising
agencies. No cash discount.

General Advertising

GENERAL BROADCASTING TIME RATES
(Vithout talent)

CLASS "A"

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

1 tit, 13 wks, 26 wks, 39 wks, 52 wks,
1 hour 350,00 332,50 315,00 297,50 262,50
1/2 hour 210,00 199,50 189,00 178,50 157,50
1/4 hour 140,00 133,00 126,00 119,00 105,00
10 min 105,00 99,75 94,50 89,25 787,5
5 min, 70,00 66,50 63,00 59,50 52,50
CLASS "B"

CLASS "B"

CLASS "B"
and 10:00 p.m. to | CLASS | A | Color | CLASS | A | Color | CLASS | A | Color | CLASS | A | Clas

WWRL WOODSIDE

(Established 1926)

Rates effective August 1, 1988. (Card No. 7.)
Owned and operated by the Long Island Broadcasting
Corporation.
Studio—41-80 58th Street, Woodside, New York City,
New York, Newton 9-3300.
Transmitter—Woodside, Long Island. New York.

Jane San San San

wave—Power—Time
Uperating power—250 watts.
187.5 maters; 1600 kilocycles.
Operates on Eastern Wor Time.
Agency Commission
Agency Commission
Agency Commission
Operates on net time charges only. No cash diacount.
General Advertising
Local retail discount: 15% on time charges only to bona fide retailers offering goods or services to the consumer at outlets owined by themselves.

1 Hour (Night time)
1/2 hour (27.50
5 adjustes (16.00

| | o minutes | 16.00 |
|---|---|-------|
| | (Day time) | |
| | 1 hour | 7K 00 |
| | 1/2 hour | 40.00 |
| | 1/4 hour. | 40.00 |
| | 5 minutesc | 20.00 |
| | o minutes | 14,00 |
| | (Sundays) | |
| • | 1 hour | 85.00 |
| | 1/2 hour | 48.00 |
| | 1/4 hour | 30.00 |
| | 5 minutes (12.723 19) | 18.00 |
| | 5 minutes (Day time) 1 1/2 hout 1 1/4 hour 5 minutes (Sundays) 1 1 hour 1/2 hour 1 1/2 hour 5 minutes Discounts on card rates apply only to the total | |
| | Discounts on card rates apply poly to the total | num- |
| | Discounts on card rates apply only to the total ber of broadcasts for the same sponsor in one | VAGE |
| | under the same (and/or renewed) contracts. | Jear |
| | 1 to 19 marks | 37-4 |
| | 1 to 12 weeks. | Ner |
| | 13 to 25 weeks | 10% |
| | 26 to 38 weeks | 15% |
| | 39 to 52 weeks | 20% |
| | FREQUENCY DISCOUNTS | |
| | 3 times weekly | 10% |
| | 6 times weekly | 20% |
| | ANNOUNCEMENTS | |
| | Limited to 100 words; | |
| | English, 8;00 a.m. to 6:00 p.m. daily, except | |
| | Simder | K 00 |
| | Sunday English, night time and Sunday | 0.00 |
| | German, Polish, Italian, Hungarian, | .0.00 |
| ٠ | Ozenberlensk ford others (100 cm to 0.00 | |
| | Czechoslovak, and others-8:00 a.m. to 6:00 | |
| | p.m. daily except Sunday | 6.00 |
| | Czechoslovak, and others—8:00 a.m. to 6:00 p.m. daily except Sunday | 7.50 |
| | Discounts on Announcements | |
| | 13 to 25 weeks | 10% |
| | 26 to 38 weeks | 15% |
| | 39 to 52 weeks | 20% |
| | Franser Discounts | /* |

station echanical Program Equipment Equipment to handle programs by electrical transcription, using double turn-table.

tion. using double turn-table, resonned pressioned Pres. & Gen'l Mgr.—W. H. Reuman. Assistant General Manager—Edith Dick. Program Director—D. J. Connolly,

NIAGARA FALLS
(Niagara County)

WHLD
(Established 1940)

Rates effective May 1, 1940, (Card No. 2.)

Rates effective May 1, 1940. (Card No. 2.)

Owned and operated by Niagara Falls Gazette Publishing Company,
Business Office and Studios—Niagara Hotel, Niagara Falls, New York.

Transmitter—3-1/2 miles northeast of business district.

Wavs—Power—Time
Operating power—1,000 watts,
232.6 moters; 1290 kilocycles.

Licensed to operate days,
Operates on Eastern War Time,
Actual operating schedule: Sundays 9:00 a.m. to local sunset. Week days 7:00 a.m. to local sunset. Week days 7:00 a.m. to local sunset.

Agency commission
Agency commission
Agency commission 5% on station time charges allowed to recognized agencies. No commission on the companies of t

| Genera | il Advertising | . 1 hr. | 1/2 hr. | 1/4 hr. | 5 min |
|--------|----------------|---------|---------|---------|-------|
| 1. | tlme | 75:00 | 40.00 | 24.00 | 12.50 |
| 13 | times | 71.25 | 38.00 . | 22,80 | 11.8 |
| 26 | times | 67.50 | 86.00 | 21.60 | 11.2 |
| 39 | times | 63.75 | . 34.00 | 20.40 | 10.60 |
| 52 | times | 60.00 | 32.00 | 19.60 | 10.00 |
| 104 | times | 56.25 | 30,00 | 18.40 | 9.3 |
| 156 | times | 52,50 | 28.00 | 17,20 | 8.7 |
| 312 | times | 48.75 | 26.00 | 16,00 | 8.10 |
| | SPECIAL | WEET | KLY RAT | ES | |
| | | | D | • | |

| l h | our: | | 13 wks. | 26 wks. | 39 wks. | 52 wks. |
|-----|-----------|----------|---------|---------|---------|---------|
| 3 | ti. wkly. | . 219.25 | 197,25 | 175,50 | 153.50 | 131.50 |
| 5 | ti, wkly, | 356,25 | 820.50 | 285.00 | 249.25 | 213.75 |
| 6 | ti. wkly. | 416.25 | 374.50 | 333.00 | 291.25 | 249.75 |
| 1/2 | hour: | | | | | |
| . 3 | ti. wkly. | 117.00 | 105.25 | 93.50 | 81.75 | 70.00 |
| | ti. wkly. | | 171.00 | 158.00 | 133.00 | 114.00 |
| 6 | ti. wkly. | 222,00 | 199.75 | 177.50 | 155.25 | |
| 1/4 | hour: | | | | 100,10 | 100.00 |
| | ti. wkly. | . 70.00 | 63.00 | 56.00 | .49.00 | 42.00 |
| | ti. wkly. | | 102.50 | 91.00 | 79.75 | 68.25 |
| | ti wkly | | 110 75 | 106.50 | 99.00 | 70.76 |

NEW YORK--Continued

NIAGARA FALLS—Continued W H L D-Continued

| | | | er week | for—— | |
|----------------|--------|----------|-----------|-----------|---------|
| 5 minutes: | 1 wk. | | 26 wks. | | |
| 3 tı. wkly. | 36.25 | 81.75 | 29.00 | 25,50 | 21.75 |
| 5 ti. wkly. | 59.25 | 53.25 | 47.25 | 41.25 | 35.50 |
| 6 ti. wkiy. | 69.00 | 62.00 | 55.00 | 48.25 | 41.25 |
| 1 minute (6 or | 7 day: | • weekly | 7): | | |
| 1 daily | 6.00 | 3.90 | 3.60 | 3.30 | 3.00 |
| 2 daily | 5.70 | 3.70 | 8.42 | 3.14 | 2.85 |
| 3 or more dly | . 5.40 | 8.50 | 3.24 | 2.97 | 2.76 |
| | ANNO | JNCEM: | ENTS | | |
| 1 | ti. 13 | tl. 26 1 | ii. 52 ti | . 104 tl. | 312 tl. |

3 or more div. 5.40 3.50 3.24 2.97 2.76

ANNOUNCEMENTS

ANNOUNCEMENTS

1 100 words or less or 1 minute transcription.... 6.00 5.70 5.40 5.10 4.80 4.50

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 rates on request.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted. excepting beer and wine.

Rates are for station time only. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself. All programs and advertisers' copy must conform to station standards. No contracts accepted for more than one year. Where lower rates are earned during life of contract, such additional discounts shall be retroactive and paid as earned at the end of each period. Program sponsors may purchase additional announcements during life of contract at frequency discounts earned by program. Contracts are not subject to cancellation before date of expiration upon less than two weeks' written notice and are subject to any adjusted rate accruing to the date of the cancellation.

Contracts close one week in advance of first broadcast; announcement copy and transcriptions close 24 hours in advance: talks close 72 hours in advance:

Mechanical Program Equipment

Equipment Equipment

Equipment developed 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 Manager—Richard G. Robbins.

Personnel
*tation Manager—Earl C. Hull.
Commercial Manager—Richard G. Robbins.
Remesentatives
Headley-Reed Company.

OGDENSBURG

INT. Lawrence County)

WSLB

(Established 1940)

Hates effective January 1, 1941. (Card No. 2.)

Uwned and operated by St. Lawrence Broadcasting

Corporation.

Business Office and Studio—2315 Knox St., Ogdens
burg, New York.

Transmitter—2315 Knox St., Ogdensburg, N. Y.

(ave.—Power—Time

Operating power—250 watta

/ave—Power—Tims
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time on local channel.
Uperates on Eastern War Time.
Actual operating schedule: 7:00 a.m. to 12:00 midActual operating schedule: 7:00 a.m. to 12:00 mid-

Uperates on Eastern War Time.
Actual operating schedule: 7:00 a.m. to 12:00 midnight.

Agency Commission 15% on net station time to recognized advertising agencies provided Dayment is made 15th of month following date of service. Cash discount 2%—10 days net 30. Invoices malled monthly. No discount on talent unless specified.

General Advertising CLASS "A"

(8:00 p.m. to 12:00 midnight)

(8:00 p.m. to 12:00 midnight)

(1:10 hour..... 50:00 47:50 45:00 42:50 100:t1, 150 tt. 1 hour.... 50:00 47:50 45:00 42.50 100:t1, 150 tt. 1 hour.... 18:75 17:80 16:88 16:94 16:00 14:06 5 minutes 9:38 5:00 48:47:08 7:50 7:04 1 minute 8:28 5:00 23:33 3:16 2:97 2:82 2:65 CLASS "II"

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

1 hour..... 43:75 41:56 93:97 3:79 35:00 92:81 12:2 hour... 25:00 12:25 15:00 12:75 17:14 hour.... 15:00 14:25 15:00 12:75 12:00 11:25 5 minutes 9:28 5:00 23:75 22:50 21:25 20:00 18:75 17:4 hour... 15:00 14:25 15:00 12:75 12:00 11:25 5 minutes 8:28 5:00 28:70 25:55 26:00 28:81 12:2 hour... 15:00 14:25 15:00 12:75 12:00 11:25 5 minutes 8:28 5:00 28:70 25:55 2:40 2:25 11:15 5 minutes 8:28 5:00 28:70 25:55 2:40 2:25 11:15 5 minutes 8:28 5:00 28:55 2:40 2:25 11:25 20:00 18:75 11:41 hour... 15:00 12:75 12:00 11:25 5 minutes 8:28 5:00 28:70 25:55 2:40 2:25 11:25 20:00 18:75 11:41 hour... 15:00 14:25 15:00 12:75 12:00 11:25 5 minutes 8:28 5:00 28:57 17:25 15:00 12:75 12:00 11:25 5 minutes 8:28 5:00 28:57 17:25 12:00 11:25 11:25 12:00 11:25 11:25 12:00 11:25 11:25 12:00 11:25

Hepresentatives

ULEAN

(Catteraugus County

WHDL (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—601-619 Exchange
Nat'l Bank Bidg., Olean. N. Y., telephone 4149.
Other offices and studios—Citizens National Bank
Bidg., Bradford, Pa., telephone 6000, and St. Bona
venture College, Allegany, N. W. York

venture College, Allegany, N. Y.
Transmitter—Town of Allegany, New York

Wave—Power—Time
Operating power—250 watts.
200.9 meters; 1450 kilocycles.
Licensed to operate full time on regional channel.
Operates on Eastern War Time.
Actual oberating schedule: 7:00 a.m. to 12:05 a.m.
Agency Commission
Agency Commission 15% on net charges for station
time to recognized advertising agencies. No cash
discount. No discounts on talent charges. Charges
for station time are payable the 10th of month fol
lowing broadcast
General Advertising
For combination rates see listing of Blue Network
Company (Basic Blue Supplementaries).
Discounts on announcements may not be transferred
to a program schedule.

PROGRAM RATES

PROGRAM RATES

1 hour... 40.00 38.00 38.00 32.00 28.00 20.00
1/2 hour... 24.00 22.80 21.60 19.20 16.80 12.00
1/4 hour.... 16.00 15.20 14.40 12.80 11.20 8.00
10 minutes 12.00 11.40 11.80 9.60 8.40 6.00
5 minutes 8.00 7.60 7.20 6.40 5.50 4.00

ANNOUNCEMENTS

100 words... 3.50 3.35 3.15 3.00 2.80

WEFRLY FIREQUENCY RATES

Participating Programs

Per week for
Three per week: 4 wks. 13 wks. 28 wks. 52 wks.

| | | -Per we | ek for | |
|------------------|--------|----------|---------|---------|
| Three per week: | 4 wks. | 13 wks. | 26 wks. | 52 wks. |
| 1/2 hour | 45.00 | 42.00 | 39.00 | 36.00 |
| 1/4 hour | 30.00 | 28.00 | 26.00 | 24,00 |
| Six per week: | | | | |
| 1/2 hour | 84.00 | 78.00 | 72.00 | 66,00 |
| 1/4 hour | 56.00 | 52.00 | 48.00 | 44.00 |
| Weekly Freque | | nounceme | nt Rate | 3 |
| 100 words | 4.00 | 3.65 | 3.35 | 3.00 |
| 50 words | 3.00 | 2.75 | 2, 50 | 2,25 |
| Six per week: | | | | |
| 100 words | 3.75 | 3.45 | 3.10 | 2.80 |
| 50 words | 2. 55 | 3.60 | 2.35 | 2.15 |
| Twelve per week: | | | | |
| 100 words | 3.50 | 3.20 | 2.90 | 2.60 |
| 50 words | 2.70 | 2.45 | 2.25 | 2.00 |
| | | ATURES | | |
| | | | | |

Rates on request.

REMOTE CONTROL

REMOTE CONTROL.

REMOTE FACILITIES

Program. merchandising and promotion service available, for details direct inquiries to promotion manager.

able, for details direct inquiries to promotion manager.

Contract and Other Requirements
No alcoholic beverage advertising accepted excepting heer and wine.

All proposals subject to prior booking of time. Price quotations subject to prior sale. No periods sold in bulk for resale. All contracts subject to cancellation unless programs start within 60 days. All contracts and brokrams subject to stations approval and governmental regulations. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to the station. Maximum contract term, one year. No blanket contracts accepted. Price quotations permitted at any time. No contingent accounts accepted. Irreferred position governed by priority and availability on contract basis.

Closing Time
Closing date of general publicity, two weeks in advance.

vance.

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

Personnel of the program of the program

President—E. B. Fitzpatrick, Station Manager—Thomas L. Brown. Rapresentatives J. P. McKinney & Son.

PLATTSBURG

(Clinton County) WMFF (Established 1934)



BLUE NETWORK STATION



Rutes effective January 1, 1942.

Owned and operated by Plattaburg Broadcasting Corp, linelness Offices and Studio—Itadio Center, Platta-burg, New York, telephone 1600, Transmitter—Hoynton Avenue, Plattaburg, New York

Actual operating schedule: Sunusys
12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.

Agency Commission
Agency Commission 15% on het charges for station
time. No commission on program charges. Bills
due and payable 10th of each month.

Beneral Advertising
For combination rates see listing of Blue Network /
Company (Isasic Blue Network).

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.

4:00 p.m. to 11:00 p.m.;

11:10 p.m.;

11:10 p.m.;

11:10 p.m.;

12:100 p.m.;

13:1.2 60:1.35 21:100 ti. 300 ti.

14:100 p.m.;

15:10 p.m.;

16:100 p

at 50 word rate. Time or weather reports same hasls TALEN'I

REMOTE CONTROL
Complete facilities for handling programs originating outside of studies.

RENVICE FACILITIES
Gratis service comlined to pre-announcements or brief previews of program of quarter hour or longer, and telephone calls to dealers and/or distributors within local exchange limits.

Letters to trade on station stationery written at cost of same plus postage and fee for typist. Moderate charge for personal calls on dealers and distributors within limits of Plattsburg and suburbs or for distributing display material within same limits. No calls made outside of city.

Contract and Other Requirements
Adsertising of alcoholic beverages accepted.

Closing Time
Talent programs, one week in advance of initial broadcast.

Talent programs, one week in advance of initial broadcast Announcements, talks or recorded programs close 48

Announcements, taiks or recorded programs close to hours in advance Mechanical Program Equipment Equipmed to Equipmed to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral recordings.

Personnel Secretary and General Wanager—George F Bissell. !
Representatives
George P Hollingbery Company.

POUGHKEEPSIE

(Dutchess County)

WKIP (Established 1940)



itates effective February 15, 1942. (Card No. 3.)

Owned and operated by the Poughkeepsie Brusdessting Corp.
Business Office and Studio—The Nelson House.
Poughkeepsie, New York, telephone 6800.
Transmitter—The Nelson House (Center of Business District)

Wave—Power—Time
Operating power—250 watts,
200.9 motors; 1450 kilocycles,
Licensed to operate full time on local channel.
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.

Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.

Agency Commission
Akency commission 15%; cash discount none. Rills rendered ist of month and are due and payable immediately following each broadcast.

General Advertising
For combination rates see listing of Blue Network Company (Insic Bihre Supplementaries).

Blutes include charges by owners of music copyrights. CLASS "A-1"

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

111. 32 tl. 26 tl. 52 tl. 100 tl. 300 tl.

1 hour.... 70.00 66.50 63.00 59.50 58.00 62.50

1/2 hour... 42.00 39.90 37.89 35.70 38.60 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 11.00 p.m. to
11:00 p.m. to 7:00 b.m. and 10:00 p.m. to 7:00

D.m. and 10:00 b.m. to 7:00 b.m. and 10:00 p.m. to 7:00

D.m. and 10:00 b.m. to 11:00 p.m. stundays)

1 hour... 30.00 28.50 27.00 25.50 24.00 25.50

1/4 hour... 30.00 28.50 27.00 25.50 24.00 22.50

1/4 hour... 30.00 28.50 27.00 25.50 24.00 22.50

1/4 hour... 30.00 28.50 27.00 25.50 24.00 22.50

1/4 hour... 30.00 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 "11-1"

(D:00 a.m. to 2:00 b.m. and 5:00 b.m. to 2:00

1 hour... 40.00 38.00 30.00 31.00 32.00 30.00

1/2 hour... 24.00 28.00 12.10 2.00 18.00

1/2 hour... 24.00 28.00 12.10 2.00 18.00

1/2 hour... 24.00 28.00 12.10 2.00 18.00

1/4 hour... 24.00 28.00 12.10 2.00 18.00

1/4 hour... 24.00 28.00 12.10 20.00 18.00

1/4 hour... 24.00 38.00 30.00 31.00 32.00 30.00

1/4 hour... 24.00 28.00 12.10 20.00 18.00

1/4 hour... 24.00 28.00 12.10 20.00 18.00

1/4 hour... 24.00 38.00 30.00 31.00 32.00 30.00

1/4 hour... 24.00 38.00 30.00 31.00 31.00 32.00 30.00

1/4 hour... 24.00 38.00 30.00 31.00 32.00 30.00

1/4 hour... 24.00 38

NEW YORK— -Continued

POUGHKEEPSIE—Continued W K I P-Continued

| | | | • | |
|----------------------|-----------|------------|---------|----------|
| CLA | SS "B- | 2" | | |
| (Before 9:00 a.m., | | | 00 p.m | |
| and after | 11:00 p. | m. daily) | | |
| 1 ti. 13 | ti. 26 | ti. 52 ti. | 100 fi. | 300 ti. |
| 1 hour 35.00 33 | .25 31.5 | 50 29.75 | 28.00 | 26.25 |
| 1/2 hour 21.00 19 | .95 18.9 | 90 17.85 | 16.80 | 15.75 |
| 1/4 hour 14.00 13 | .30 12.0 | 60 11.90 | 11.20 | 10.50 |
| 5 minutes 7.00 6 | .65 6.3 | 30 5.95 | 5.60 | 5.25 |
| FREQUEN | CV DIS | COUNTS | | |
| Programs per week: | 0. 10. | ,0001112 | | |
| '2 times | 50% 5 1 | imas | | 20.0% |
| 3 times 1 | 0% 6 | imes | | 250 |
| 4 times 1 | | инсэ | • | . 40 /0 |
| ANNO | UNCEM | ENTS | | |
| | ASS A | | | |
| (6:00 p.m. | | | | |
| | | | 52 ti. | 100 ti. |
| One minute or | · | 20 11. | | 100 11. |
| 100 words 6.00 | 5 70 | 5 40 | 5.10 | 4.80 |
| 50 words 5.00 | | | 4.25 | 4.00 |
| | 3.80 | | 3.40 | 3.20 |
| | ASS "E | | 0.10 | 5.40 |
| (Before 6:00 p.m | and of | ter 11:00 | n m i | |
| One minute or | - 4110 41 | 11.00 | у.ш., | |
| 100 words 5.00 | 4.75 | 4.50 | 4.25 | 4.00 |
| 50 words 4.00 | | 3.60 | 3.40 | 3.20 |
| 25 words 3.00 | 2.85 | 2.70 | | 2.40 |
| Station break annous | cements | | | |
| and take 50 word rat | e. | | | ,, v1 d3 |
| FREQUEN | | COUNTS | | |
| 1,100,000 | | 00001110 | | |

| | (Annot | mementsi | | |
|-------------|---------------|------------|------------|---------|
| | | On cor | tract for— | |
| | 4 wks. | 13 wks. | 26 wks. | 52 wks |
| 2 times per | r day 10% | 15% | 20% | 25% |
| 3 times per | day 15% | 20% | 25% | 307 |
| 4 times per | r day 20% | 25% | 30% | 357 |
| Run of so | hedule anno | uncements | (times su | |
| change not | more than | one hour | earlier or | later a |
| station's d | iscretion) ac | ecepted at | rates 109 | % below |
| above earn | ed rate. | | | |
| | SPECIAL | FEATUR | ES | |
| | | | | |

| News: Rates on re The All-Request P | rogram- | | | |
|--|---------|-------|---------|-------|
| Three 15 minute | 6 wks. | | 26 wks. | |
| periods | 30.00 | 28.50 | 27.00 | 25.50 |
| periods | 50.00 | 47.50 | 45.00 | 42.50 |

Rates on request
REMOTE CONTROL
Remote control facilities subject to extra charges
for line and mechanical coste--rates on request.

for line and mechanical costs—rates on request.

nitract and Copy Recultements
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.

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 rolume discounts allowed unless minimum of three announcements weekly are used.

litents weekly are used.

Inchising 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.

or oroacest.

lechanical Program Equinment
Equipped to handle programs by electrical transcrintion. using 38-1/8 and 78 r.p.m. turn-tables for lateral cut recordings.

leteral cut recordings.

leteranel Manager—Richard E. Coon.
Station and Commercial Mgr.—Bruff W. Olin. Jr.

leteracentatives

leuresentatives
Headley-Reed Company.

ROCHESTER

(Monroe County) WHAM (Established 1922)



Rates received December 11, 1941.

Gweed and operated by Etromberg-Carlson Telephone Manufacturing Company.

Studio—11 East Ave., Rochester, N. Y., Stone 1862.

Transmitter—Victor, New York.

Wave—Pawer—Time

9herating power—50,000 watts,
254.2 meters; 1180 Kilocycles.

Licensed to operate full time.

Operates on Esstern War Time.

Agency Commission

Recognized agencies allowed 15% on net charges for station time.

No commission on talent

Bills payable, ten daye from date of invoice. No cash discount.

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 | .n.q 00: | daily) | |
|-----|----------------|--------|----------|------------|---------|
| | • | 1 ti. | 26 ti. | 52 tl. | 104 ti. |
| 1 | hour | 400.00 | 380.00 | 360.00 | 340.00 |
| 1/2 | | 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. Sur | days 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 . | 53.50 | 50 83 | 48.15 | 45.48 |

| | (8:00 a.m. to 6 | :00 p.in. | week days | and 11: | :00 |
|------------------|-----------------|-----------|-------------|---------|--------|
| | n.m. to | 12:00 m | idnight da | div) | |
| 1 | hour | | | 180.00 | 170.00 |
| 1/2 | hour | 120.00 | 114.00 | 108.00 | 102.00 |
| 1/4 | hour | | 76.00 | 72.00 | 68.00 |
| | minutes | | 57.00 | 54.00 | 51.00 |
| *5 | | 40.00 | 38.00 | 36.00 | 34.00 |
| | (12:00 midn | ight to | 8:00 a.m. | daily) | |
| 1 | hour | 133.50 | 126.83 | 120.15 | 113.48 |
| $1/\overline{2}$ | hour | 80.00 | 76.00 | 72.00 | 68.00 |
| 1/4 | hour | 53,50 | 50.83 | 48.15 | 45.48 |
| | minutes | 40.00 | 38.00 | 36.00 | 34.00 |
| *5 | | 26.75 | 25,41 | 24.08 | 22.74 |
| (| *) Available on | ly in re | stricted pe | riods. | |

| ANNOUNCEMENTS | | | | |
|--------------------|-------|---------------------|--------------|---------|
| (6:00 p. | m. to | 10:30 p.m 26 ti. | .) 52 tl. | 104 tl. |
| 1 min. (100 words) | 50.00 | 47.50 | 45.00 | 42.50 |
| 25 words (flash) | 33.00 | 31.35 | 29.70 | 28.05 |

(8:00 a.m. to 6:00 p.m.)

1 ti. 26 ti. 52 ti. 104 ti.

1 min. (100 words) 27.50 26.13 24.75 23.36
25 words (flash).... 22.00 20.90 19.80 18.70

1 min. (100 words) 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, rive, of fifteen minute participation. Monday through Saturday. Rates and details on request.

"Women Only" --9.13 a.m. to 9:30 a.m. Available for 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

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 estifactory to station management. No blanket contracts accepted.

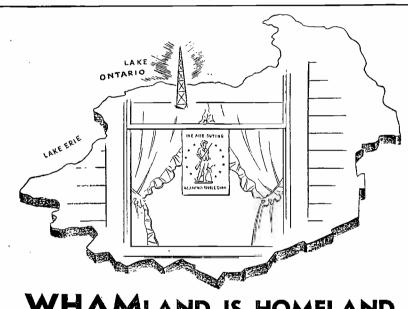
Closing Time
Copy of all talks must be submitted to studies at least two days before time of presentation.

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

Personnel

vertical and lateral cut recordings.

Personnel
Vice-Pres. In charge of broadcasting—William Fay.
General Manager—John H. Lee.
(Ommercial Manager—J. W. Kennedy. Jr.
Promotion Director—Truman Brizee.
Representatives
George P. Hollingbery Company.



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.

ROCHESTER, N.

National Representatives: GEORGE P. HOLLINGBERY COMPANY

50,000 Watts . . . Clear Channel . . . 1180 Kilocycles . . . Full Time . . . Affiliated with the National Broadcasting Co. and The Blue Net-

"The Stromberg-Carlson Station"

NEW YORK—Continued

ROCHESTER—Continued

WHEC (Established 1922)



Rates effective June 1. 1941. (Card No. 14.)
Owned and operated by WHEC, Inc.
Business Office and Studio — 40 Franklin Street.
Rochester. New York, Stone 1820.
Transmitter—Mit. Read Blvd.. Rochester. New York.

Wave-Power-Time

Operating power—1.000 watts to local sunset: 500 watts thereafter. 205.5 meters; 1460 kilocycles. Licensed to operate unlimited time. Operates on Eastern War Time. Actual operating schedule: 6:30 a.m. to 12:30 a.m.

Agency commission 15% on net station time only to recognized advertising agencies, provided payment is made on or before the 15th of the month following broadcasts, invoices mailed monthly unless otherwise specified. No discount or commission on talent or cost invoiced for remote control broadcasts unless otherwise specified. No cash discount.

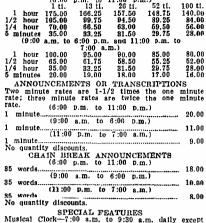
General Advertising

eneral 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. For
local advertising rates consult station management.

| | 1 ti. | 13 ti. | 26 ti. | 52 tl. | 100 ti. |
|-----------|-----------|----------|------------|-----------|---------|
| 1 hour | 175.00 | 166.25 | 157.50 | 148.75 | 140.00 |
| 1/2 hour | 105,00 | 99.75 | 94.50 | 89.25 | 84,00 |
| 1/4 hour | 70.00 | 66.50 | 63.00 | 59.50 | 56.00 |
| 5 minutes | 35.00 | 33.25 | 81.50 | 29.75 | 28.00 |
| 00:00 | a.m. to | 6:00 p.m | . and 11:0 | 00 p.m. t | 0 |
| | | 7:00 a. | m.) | | |
| 1 hour | 100.00 | 95.00 | 90.00 | 85.00 | 80.00 |
| 1/2 hour | 65.00 | 61.75 | 58.50 | 55.25 | 52.00 |
| 1/4 hour | 35.00 | 33.25 | 81.50 | 29.75 | 28.00 |
| 5 minutes | 20.00 | 19,00 | 18.00 | 17.00 | 16.00 |
| ANNOT | INCEMI | ENTS OR | TRANSO | CRIPTIO | NS |
| | ita rotes | | | the one | minute |

Two minute rates are 1-1/2 times the one minute rate; three minute rates are twice the one minute (6:00 p.m. to 11:00 p.m.)

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



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 necessary to avoid violation of libel and slander laws.



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.



BASIC CBS

McKinney & Son, Representative

| | (Nighttime) | |
|----|--|----------|
| 30 | minutes | 110.001: |
| 15 | minutes | 75.00 |
| | | |
| 5 | minutes | 50.60 |
| | (Daytime) | |
| 80 | minutes | 75.00 |
| 15 | minutes | 50.00 |
| -5 | mlnutes | |
| υ | IIIIIIULER | 85,00+ |
| | RECORDED PROGRAMS | |
| T. | anscription library available at the following | |
| LI | anactivition indigity available at the tollowing | : Bual- |

tional charge for 15 minute periods: Days 10.00; nights 15.00.

TALENT Rates on application.

REMOTE CONTROL
Station maintains facilities for remote control broadcasts. Charges for lines and additional special
culpment will be billed at actual cost.

equipment will be billed at actual cost.

SERVICE FACILITIES

All charkes 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 charkes not generally included in a program. Such additional charke for special service will he based on type desired and actual expense involved.

Station maintains merchandising and dealer survers, available at no extra charke. Where expense is entailed station will bill client at cost.

tailed station will bill citent at cost.

Contract and Other Requirements:
Advertising of sicoholic 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 conformity 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 not less 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.

ersonnel Vice-President—Clarence Wheeler, General Manager—G. O. Wlig, Commercial Munager—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

Vave—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
Agency commission 15% to recognized advertising agencies.

agencies.

General Advertising
For combination rates see listing of Mutual Broadcasting System.

The following rates are for national advertising. For local advertising rates consult station management.

CLASS "A"

| | | CLAGS | | | |
|-----------|--------|---------|------------|---------|---------|
| | (6:00 | p.m. to | 11:00 p.m. | | |
| | 1 ti. | l3 ti. | 26 ti. | 52 ti. | 101 ti. |
| 1 hour 1 | 160,00 | 152.00 | | 136.00 | 128.00 |
| 1/2 hour | 90.00 | 85.50 | 81.00 | 76.50 | 72.00 |
| 1/4 hour | 60.00 | 57.00 | 54.00 | 51.00 | 48.00 t |
| 5 minutes | | 28.50 | 27.50 | 25.50 | 24.00 |
| 100 words | 16.00 | 15.20 | 14.40 | 13.GO | 12.80 |
| | | CLASS | "B" | | |
| | (0.00 | CIWOS | 6:00 p.m.) | | |
| | (9:00 | a.m. to | 0:00 P.M.1 | # 0 F 0 | 79.00 |

SPECIAL FEATURES
Rates for the following special features on request:
Games and special events, weather report service,
time sixual service, tomperature reports, particles

pation 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 transcription, using 33-1/8 and 78 r.p.m. turn-tables.

Parsonnel
General Manager—Gordon P. Brown.
Commercial Manager—Mortimer Nusbaum.
Publicity Director—Harland M. Evans.
Local Sales Manager—Elmer J. Walz.

Branch Sales Office New York—366 Madlson Ave., Murray Hill 2-8755. Representatives
Joseph Hershey McGillvra, Inc.

SARANAC LAKE

(Essex and Franklin Counties)

WNBZ

WIB L

Nates 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.

Transmitter—3 Office St., Saladae Fake, New York.

"ave—Power—Time
Operating power—100 watts.
227.3 meters; 1320 kilocycles.
Licensed to operate days.
Operates on Eastern War Time.
Idetual operating schedule; 8:00 a.m. to local sunset.

Secretary schedules of 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.

timeral Advertising
The following rates are for national advertising. For a local rates, consult station management.

1 tt. 15 tt. 25 tt. 104 tt.

| 1/2 1/4 5 | hour | 25.00 15.83 9.75 5.50 2.50 | 23.75 14.85 9.27 5.22 2.37 | 22.50 14.07 8.78 4.95 2.25 | 21.25 18.29 8.30 4.67 2.12 |
|-----------------|------|--|--|--|--|
| | REM | OTE C | ONTROL | | |

All special technical facilities including outside pick-ups or wire lines, traveling expenses, are to be paid for by the advertiser.

intract and Other Requirements
All contracts subject to approval of station management and Government regulations.
Station reserves the right to refuse or discontinue iny advertising for reasons satisfactory to station management.

bsing Time
All program material must be arranged one week in idvance. No changes within one day preceding broad-ast.

chanical Pragram Equipment Equipped to handle programs by electrical transcription. using 33-1/3 or 78 r.p.m. double turn-tables for lateral cut recordings.

rsonnel Manager-John F. Grimes.

ipresentatives None.

SCHENECTADY

(Schenectady County) W G Y (Established 1922)



Rates effective October 15. 1940.

Owned and operated by the General Electric Company and programmed by National Broadcasting Com-

and programmed by National Broadcasting Company, Inc.
Business Office and Main Studio—1 River Road.
Schenectady, New York, Schenectady 4-2211.
Fransmitter—South Schenectady, New York (three miles from city.)

**ve—Fower—Time Operating power—50,000 watta (100% modulation—crystal control.)

**f0.4 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.

tency 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.

mission on Program charges. No cash discounts.

Bills due and payable when rendered.

meral 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 uncupied portion of such commitments on the effective date of such new contracts. In the absence of such effect in mediately preceding the effective date of this card or 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 (Basio Network).

The following rates include charges by owners of music copyrights from whom NBC has hlanket licenses.

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

(G:00 D.m. to 11:00 p.m.)

| 1 | (6:00 p.m. to 11:00 p.m.) | 420.00 |
|-------------------|---|------------------|
| $\frac{1/2}{1/4}$ | hour | 252.00 |
| 10 5 | minutes | 140.00 84.00 |
| | CLASS . "B" (12:00 noon to 6:00 p.m. Sunday only) | |
| $\frac{1}{1/2}$ | hour | 315.00 |
| 1/4 *10 | hourminutes | 126.00 105.00 |
| *5 | minutes | 63.00 |

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CLASS "E" SERVICES

CLASS "E"

SERVICES

Time Signals: Each service exclusive to one advertiser, seven days weekly. Evening service combrises 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 piece manufacturers or companies who regularly furnish a time service to the public. Daytime of the piblic Daytime of the properties of the properti

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 Time Cost Program Cost
gross net
per week per week

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 gr Less than | oss rates 84.00 we | : ekly | | | None |
|---|--|---|--|--------------------------------------|--|
| 84.00 or 1 168.00 or 1 252.00 or 1 336.00 or 1 420.00 or 1 504.00 or | more but more but more but more but more but | less than less than less than less than less than | 168.00 252.00 336.00 420.00 504.00 | weekly weekly weekly weekly | 2-1/2% 5% 7-1/2% 10% 12-1/2% |

Rebates for Consecutive Weeks

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

FEATURES

Frequency rates are based on number used during a twelve month period and become effective from beginting of service only on firm contracts or as contracts become firm. Cooperative Feature and daytime anneuncements (prior to 8:00 p.m.) may be combined to earn lower frequency rates. Announcements ecleduled 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 | minute | 1 ti. | | 25 tl. | 50 ti. | 100 tl. 83.60 | 900 tl. 81.50 | |
|---|--------|-------|---------|--------|--------|------------------|------------------|--|
| 1 | minuta | 27:00 | p.m. to | 18.00 | | | 15.75 | |

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.

announcer. Lectures and educational talks are not accepted between 8:00 p.m. and 12:00 midnight except by special arrangment. Thue of broadcast subject to change to other periods on 28 days notice to accommodate network broadcasts anly in event that said broadcast periods are acheduled in time eet aside for network use. Independent announcements may be moved to other periods if available and as arranged by station manager upon 24 hours' notice.

Clasing 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 Equipmed to handle programs by electrical transcription, using 83-1/3 and 78 r.D.m. turn-tables for sertical 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 Broadcast-ing Corporation.

Business Office and Studio-Plaza Theatre Bids., Schenectady, N. Y., telephone 3-3622.

Transmitter—Campbell Road, near Rice Road, Town of Rotterdam. N. Y.

of Motterdam, N. Y.

Wave—Power—Time
Operating power—250 watts,
211.0 meters; 1240 kilocycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time,
Actual operating schedulc: 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 night.

Agency Commission
15% to recognized agencies on net station time
clearges 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.

CEANSS "A"

CIANSS "A"

(7:00 pm, to 10:00 p, m. daily)

1 1 13 26 52 104 30, 600

1/2 hour... 10:00 05:00 00:00 85:00 80:00 70:00 80:00

1/2 hour... 60:00 57:00 64:00 51:00 48:00 42:00 86:00

1/4 hour... 60:00 57:00 64:00 51:00 48:00 42:00 86:00

1/4 hour... 60:00 38:00 38:00 31:00 32:00 28:00 24:00

10 minutes 28:00 28:00 23:00 23:80 22:40 19:60 18:00

5 minutes 20:00 10:00 18:00 17:00 16:00 14:00 12:00

1 minute 10:00 10:50 0:00 8:00 8:00 8:00 7:00 0:00

35 words 5:00 4:75 4:50 4:25 4:00 8:50 3:00

CLASS "B"
(6:00 p.m. to 7:00 p.m. 10:00 p.m. to 7:00 p.m.
week days and 1:00 p.m. to 7:00 p.m.
Sundays)

| Sundays | Sundays | 1 | hour.... | 75.00 71.55 07.50 63.75 60.00 52.50 | 1/2 | hour... | 45.00 42.75 40.50 88.25 86.00 81.50 | 1/4 | hour... | 30.00 28.50 27.00 25.50 24.00 21.00 | 10 minutes | 21.00 19.95 18.00 17.35 18.80 14.70 | 5 minutes | 25.00 14.25 18.50 12.75 12.00 10.50 | 1 minute | 7.50 71.3 6.75 6.88 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.00 6.38 | 6.0

NEW YORK—Continued

SCHENECTADY—Continued W S N Y-Continued

HTRIP RATES.
The following strip rates are subject to a discount of 10% for 52 consecutive weeks of broadcasting. CLANS "A" Per week (dally except Sunday):

| | hour | 299 00 |
|------|--|--------|
| 1/2 | hour | 189,00 |
| 1/4 | | 120.00 |
| 1/4 | | ****** |
| | CLASS "B" | |
| 1 | hour | 220.00 |
| | | 135,00 |
| 1/2 | DOUI | 00.00 |
| 1/4 | hour. | 90.00 |
| | CLARS "C" | |
| | | 145.00 |
| 1 | hour | |
| 1/2 | hour | 20.00 |
| 1/1 | hour | 60.00 |
| | SERVICE ANNOUNCEMENTS | |
| - | Manual In Additional Classical Control of Contro | |
| TWO | announcements each week day during Clas- | |
| Deri | ods: | |
| 1 | minute, per week | 35.00 |
| 7. | morela Dar mack | 17.50 |
| () | announcement during Class "A" or "I | " pe- |
| ane | announcement out the Class A | C' pe- |
| rtod | and two announcements during Class "C | - Pie- |
| rlad | i (three per day), week days; | |
| | | |

35 words, per week.

SPECIAL FEATURES

News (including news service and announcer).

Fite minutes (week days):

Class "A" periods, per week.

Class "B" periods, per week.

Class "C" periods, per week.

Fifteen minutes (week days):

(Tass "A" periods, per week.

Class "B" periods, per week.

Class "B" periods, per week.

Class "C" periods, per week.

Special participation programs: Days Nights
1 minute participation (week days)...... 25.00 35.00
5 minute participation (week days)..... 35.00 65.00

SERVICE FACILITIES
Complete production and scripting staffs at disposal of advertiser. Station maintains merchandising service.

Services.

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.

echanical 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-Pres. & Gen'l Mgr.—George R. Nelson.
Program Manager—Edward F. Flynn.

Representatives
Iloward 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,
age—Power—Tima

trict, 1/2 mile from the second of the secon

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. Company (Basic Blue Network) and Musual Bloau-casting System.

The following rates are for national advertising.

Rates include charges by owners of music copyrights.

| | (6.00 | n n to | | | | |
|----------------------|----------------|----------------|----------------|--------------|--------------|---------|
| | 1 | 1/2 | 1/4 | 3 | _ : | Swife, |
| | PHONE | Legit | Louit | min. | | er less |
| l time | 200 00 | 120 00 | P-9 60 | 21 01 | 12.54 | 15 60 |
| 12 times 26 times | 190 00 | 11667 | 74 05 | 31.55 | 21.24 | 11 23 |
| 76 times 57 times | | 162.00 | 68.00 | | 19 12 | 12.73 |
| 55 times | 160.00 | 94.00 | 61.00 | | 12 00 | 12.00 |
| 130 limes | 150 00 | 00 00 | 69.00 | | 16.11 | 11.23 |
| I'M Ilmes | 145 00 | R7 00 | 54 00 | 23.24 | 14 37 | 10 00 |
| 260 limes. | 110 00 | | \$4.00 | | 15 75 | 10 50 |
| 312 Umes | 135 60 | | 51 00 | 23 63 | 15 19 | 10 13 |
| 468 Ilmes | 130.00 | 18.50 | 51.00 | 22.75 | 11.43 | 9.73 |
| 621 of more | • | | | | | |
| times | 125.00 | 75 00 | 50 00 | 21.84 | 14.04 | 7 26 |
| | | CLASS | 11 | | | |
| | (P:00 | a m. to | 6:00 | P. ta. 1 | | |
| I time _ | 100,00 | 60 00 | 40.60 | 17.29 | 11.25 | 1.50 |
| 13 times | 95.00 | 57,00 | 34.00 | 14.63 | 16.69 | 7.13 |
| 26 times | 90,00 | 51.00 | 26.00 | 15,75 | 10.13 | 6.75 |
| 52 times. | 85.00 | 51.00 | 31.00 | | 9.57 | 6.24 |
| 65 times | PO.00 | 44.00 | 32.00 | | 9.00 | 4.05 |
| 130 times | 75 00 | 15.00 | 30.00 | | 8 41 | 5 63 |
| 156 times. | 72.50 | 43 50 | 29 00 | | 1.14 | 5.44 |
| 260 times | 70.00 | 12.00 | 28.00 | | 7.85 | 3.25 |
| 312 fimes | 65.00 | 40 50 39,00 | 27.00 | | 7.60 | 5,07 |
| 469 times. | | 29.00 | 24,00 | 11.38 | 7.32 | 4.88 |
| times | 62.50 | 37.50 | 25.00 | 10.94 | 7.03 | 4.69 |
| | | CLASS | *** | | **** | |
| | (11:00 | p.m. to | | a m.) | | |
| • | | | | | | |
| i time | 50.00 47.50 | 30.00 23.50 | 20.00 19.00 | R.75 | 5.15 | 2.75 |
| 13 times 26 times | 45.00 | 27.80 | 18.00 | 8.32 7.88 | 5.46 5.18 | 3.57 |
| 52 times. | 42.50 | 25.50 | 17.00 | 7.44 | 4.89 | 2.19 |
| 65 timer. | 40.00 | 21.00 | 16.00 | 7.00 | 4.60 | 3.00 |
| 130 times. | 37.50 | 22.50 | 15.00 | 6.57 | 4.31 | 2.82 |
| 156 times | 36.25 | 21.75 | 14.50 | 6.35 | 1.17 | 2,72 |
| 260 times. | 35.00 | 21.00 | 14.00 | 6.13 | 4.02 | 2.63 |
| 312 times. | 33.75 | 20.25 | 13.50 | 5.91 | 3.88 | 2.51 |
| 468 times | 32.50 | 19.50 | 13.00 | 5.69 | 3.74 | 2.44 |
| 621 or more | | | | | | |
| times | 31.25 | 18.75 | 12.50 | 5.47 | 2.60 | 2.35 |
| (*) One | minute | transcr | Iption | or 100 | words. | |
| | SPE | CIAL F | EATU | RES | | |
| Time signal | | | | | | 80 |

Time signals, weather or temperature reports—
word announcements per day, seven days per
Two each in morning, afternoon and evening:
3 months or less, per month—
6 months, per month—
9 months, per month—
1 year, per month—
1 year, per month—

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

ment available.

Contract and Other Requirements
Contract and Other Requirements
Contracts subject to cancellation by written notice accompanied by certified check at short rate to date of last program. Discounts allowed retroactively on the number of broadcasts giren 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 tor the same sponsor within the same time bracket, may be combined to earn the 1/2 hour, 3/4 hour or one hour rate, whicherer applies. All programs so combined to earn a lower rate may be scheduled continuously at the station's option, on 28 days notice. All contracts subject to the conditions of the standard NAB and AAAA contract.

Chaing Time

Ciosing Time

Contracts close two weeks in advance of first broad-cast. Announcement copy, transcriptions and talks close 24 hours in advance.

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

Personnel Station Manager-William T. Lane.

Representatives
Edward Petry & Company, Inc.

WFBL Established 19221



Rates effective April 1, 1940. (Card No. S-A.)
Uwhed and operated by The Unondaga Radio Broadcasting Corp., Inc.
Rusiness Uffice and Studio-Onondaga Hotel. Syracuse. New York.
Transmitter—Syracuse. New York.

/ave—Power—Time
Operating power—5.000 watts.
215.8 meters: 1390 kilocroies.
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 charter of Caronines the Francisco of Caronines the Francisco of Caronines that the Caronines of Caronines of Caronines (Caronines of Caronines).

**I/2 min. 20.69 | 20.69 | 12.69 | 14.69 | 15.69 | (Tables "He | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69 | 15.69

1/2 min. 10.00 9.54 9.00 6.56 7.66 7.66 7. (10.30 pm. to 5.70 am.)

1 hr 60.00 27.00 54.00 51.00 46.00 27.00 28.00 11.00 46.00 11.00 46.00 27.00 28.00 28.00 22.00 28.00 28.00 22.00 28.00 28.00 28.00 28.00 28.00 28.00 11.25 17. 5 min. 12.00 11.75 12.50 12.75 12.50 12.75 12.50

ELECTRICAL TRANSCRIPTIONS
Accepted for all buggs at regular rates.
Recording equipment essilable

TALENT Rates on application.

REMOTE CONTROL.
If program originates outside of studie, additional
charge will be made for remote central service.

SERVICE FACILITIES

Revice of program, advertising and continuity departments, announcing and operating staff, see bcluded without charge.

Contract and Other Requirements
Hisnket contracts but accepted. Maximum length of
contract one year. All contracts and pretrams opeject to station approval and government regulations.
Ristion reserves right to refuse or discontinue amp
advertising.

Mechanical Program Equipment
Equipped to handle program by electrical transition, using double turn-tables.

tion, using personnel of the personnel Commercial Manager—Charles F. Phillips. Promotion Manager—R. G. Scole. Representatives Pres & Peters. Inc.

WOLF

(Established 1940) Rates effective October 1, 1942, (Card No. 2.)
Owned and operated by The Civic Broadcastiff (1994),
Business Office and Studios—Chimes Building, Symascuse, New York, Syracuse 2-7211.

Syracuse, New York, Syracuse 2-7211.

/ave—Pewer—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 a.m.

Agency Commission

15% on time only to recognized advertising agent cles. Net cash 10 days from date of invoice. No agency discount on political programs except to agencies who are placing commercial schedules in Syracuse currently.

Syracuse currently.

General Advertising

(6:00 p.m. to 11700 p.m.)

1 ti. 13 ti. 25 ti. 52 ti. 150 ti. 254 ti.

1 hour. 120.00 114.00 103.00 105.00 102.00 104.00

1/2 hour. 120.00 114.00 103.00 105.00 102.00 104.00

1/4 hour. 120.00 110.0 103.00 105.00 102.00 104.00

5 minutes 20.00 12.00 13.00 12.00 14.00 18.00

1 minute 10.00 10.00 10.00 19.00 19.50

1 minute 10.00 10.00 10.00 19.50 15.00

CLASS "B"

(9:00 a.m. to 5:00 p.m.)

1 hour. 60.00 51.00 54.00 52.00 11.00

1/2 hour. 31.00 51.00 54.00 52.00 12.00

1/2 hour. 31.00 51.00 54.00 52.00 12.00

1/2 hour. 31.00 51.00 54.00 52.00 12.00

1/4 hour. 41.00 52.00 21.75 21.00 20.50

1 minutes 12.00 11.00 10.00 9.75 9.50 15.00

1 minutes 32.00 56.00 6.00 5.50 5.50 15.00

2 seconds 3.50 3.50 3.50 3.00 3.00 2.50 20 seconds 3.50 3.00 3.00 3.00 2.00 2.50 (6:00 a.m. to 9:00 a.m. and 11:00 p.m. to 1:00 a.m.)

1 hour 40.00 31.00 35.00 35.00 36.00 31.00 1/2 hour. 16:00 11:00 11:50 11:00 11:50 11:00 11

SPECIAL FEATURES
Service Announcements: 35 wed Time Signals.

TALENT

Bates on request,

ELECTRICAL TRANSCRIPTIONS
Accepted at all times.

REMOTE CONTROL
If program crisinates outside of studio, charge will be made for service. stedie, additie

SERVICE FACILITIES
Service of program, continuity, advertising and a
chandising departments available.

SYRACUSE—Continued W O L F-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 advertibles or Program.

tion reserves fight to recuse of disconsided and tising or program. Itsing or program. Itsing or program sechanical Program Requirement Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.in, turn-tables for lateral and vertical cut recordings.

President—T. S. Marshall.
Program Director—Hamilton Woodle.
Chief Engineer—David Foote.

epresentatives Burn-Smith Company, Incorporated.

WSYR (Established 1928)



Rates effective October 1, 1941, (Card No. 9.)

Owned and operated by the Central New York Broad-casting Corporation. Husiness Offices & Studios—Starrett-Syracuse Build-ing, Syracuse, New York, telephone 3-7111. Transmitter—Valley Drive in City of Syracuse.

ave—Power—Time
Operating power—5,000 watts,
1100% inodulation—crystal control.)
528.3 meters: 570 kilocycles.
Licensed to operate on cleared regional channel, unlimited time. Operates on Eastern War Time.
Actual operating schedule: 24 hours daily.

gency Commission
Agency commission 15% on net station time only to recognized advertising agencies. Payment due tet 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.

eneral Advertising

neral 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,
-1/1/2%; 500.00 or more per week average and
adjusted annually.

CLASS "A"

1 13 21. 26 1. 20 1. 20 1. 104 1. 156 t1 260 t1

hr. 260.00 247.00 236.00 221.00 208.00 195.00 182.00

2 hr. 155.00 188.00 149.00 152.00 124.00 117.00 110.00

4 hr. 104.00 99.00 94.00 88.00 83.00 75.00 75.00

5 min. 42.00 40.00 38.00 36.00 34.00 32.00 30.00

CLASS "B"

TLASS "B" (6:59 a.m. to 5:59 p.m. and 11:00 p.m. to 12:00 midnight) hr. 130.00 124.00 170.00 104.00 97.00 hr. 78.00 74.00 170.00 66.00 62.00 58.00 hr. 52.00 50.00 47.00 44.00 42.00 39.00 min. 21.00 20.00 19.00 18.00 17.00 16.00

CLASS "C"

(12:00 midnight to 6:59 a.m.)

I ti. 13 ti. 26 ti. 52 ti. 104 ti. 156 ti. 260 ti. hr. 58.00 55.00 52.00 49.00 46.00 43.00 40.00 hr. 35.00 33.00 31.00 30.00 28.00 26.00 25.00 hr. 23.00 22.00 21.00 20.00 18.00 17.00 16.00 min. 11.50 11.00 10.50 10.00 9.00 8.50 8.00 ANNOUNCEMENTS

(CLASS "A"

hr. 58.00 in. 35.00 33.00 in. 35.00 22.00 21.00 in. 35.00 33.00 in. 23.00 22.00 21.00 in. 11.50 11.00 10.50 10.00 in. 11.50 11.00 10.50 10.00 in. 11.50 11.00 in. 11.00 p.m. 1 it. 52 tl. 104 tl. 156 tl. 26 (1.559 p.m. to 11.00 p.m.) 25-35 wds 20.00 12.00 18.00 17.00 1 CLASS "B" 6:59 a.m. to 5:59 p.m. and 11:00 p.m. to 12.00 in. 11.00 p.m. to 12.00 in. 11.50 11.00 j. 25-35 wds 10.00 9.50 9.00 8:50 STECIAL FEATURES

Participation Programs:

Timekeeper — Before 9:00 a.m. Monday th Saturday.

** minutes ... 105.00 98.00 10.00 98.00 1 through 52 wks 5 minutes. 70.00 65.00 65.00 1 minutes. 75.00 32.50 30.00 Morning Mailbag—After 9:00 am. Monday through Women's Matinee—Afternoon, Monday through Fri-

125.00 93.75 62.50 31.00 120.00 90.00 60.00 30.00 Saturday:

.... 45.00 42.50

request.
TALENT
Rates on request. Staff announcers at talent rates
if eitra service is required.
REMOTE CONTROL
Complete facilities for remote pick-ups at actual
cost

SERVICE FACILITIES
Merchandising service on remest.

Merchandising service on recreek.

Contract and Other Requirements

No hard ilquor advertising accepted; beer and wine
proxrams 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 to cancel days' not

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.

ersonnes President—H. C. Wilder Vice-President—F. R. Ripiey. Representatives
Paul H. Raymer Company.

TROY

(Rensselaer County)

WHAZ

(Established 1922)

Rates effective February 21, 1935.

Owned and operated by Rensselaer Polytechnic Insti-tute.

Business Office and Studio—Russell Sage Laboratory, Rensselaer Polytechnic Institute, Troy, N. Y., Troy 6810. Extension 32.

Transmitter—Rensselaer Polytechnic Institute. Troy.

Wave—Power—Time
Operating power—1,000 watrs
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

| | (1 | o:uu p.m | . 10 12 | :vv miani | gnti | |
|-----|------|----------|---------|-----------|--------|--------|
| | | 1 ti. | 13 ti. | 26 ti. | 39 ti. | 52 ti. |
| 1 | hour | 85.00 | 80.75 | 76.50 | 72.25 | 68.00 |
| 8/4 | hour | 65.00 | 61.75 | 58.50 | 55.25 | 52.00 |
| 1/2 | hour | 45.00 | 42.75 | 40.50 | 38.25 | 36.00 |
| 1/4 | hour | 25.00 | 23.75 | 22.50 | 21.25 | 20.00 |

program

UNITS GREATER THAN ONE HOUR Rates for periods in excess of one hour are figured on the following basia:

| 1-1/4 | hours1.16 | of | the | hour | rate |
|---------|-----------|----|-----|------|------|
| 1 - 1/2 | hours1.32 | of | the | hour | rate |
| | hours1.46 | | | | |
| 2 | hours1.60 | of | the | hour | rate |
| 2-1/4 | hours1.73 | of | the | hour | rate |
| 2-1/2 | hours1.86 | of | the | hour | rate |
| 2-3/4 | hours1.99 | of | the | hour | rate |
| 8 | hours2.11 | of | the | hour | rate |
| | | | | | |

| Minimum 50 words | ; maximu | m 400 w | ords. | |
|------------------|----------|---------|--------|--------|
| 1 ti. | 13 ti. | 26 ti. | 89 tl. | 52 t1. |
| Under 100 words. | | | | |
| per word .08 | .076 | .072 | .068 | .064 |
| 100-200 words. | | | | |
| per word .07 | .0665 | .063 | .0595 | .056 |
| 200-300 words, | | | | |
| per word .08 | .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 ilrector, 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 ex-

Charges shown for station time only; taken to tra.

All talks, programs, political speeches, contests, continuities, etc., must be submitted in advance for review by the program director. The management of station reserves the right to relect 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 38-1/3 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.

SYRACUSE, N. Y.

NBC Red 570

Kc.

5000 Watts

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 Build-ing, Troy, N. Y., telephone 2100.
Transmitter—Colonie Tewnship. Troy, N. Y.

/ave—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

crieral 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 ligher 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. |) | | | |
|-----------|---------|---------|------------|---------|---------|--|--|
| | | 1 hr. | 1/2 hr. | 1/4 hr. | 5 min. | | |
| | ııme | 160.00 | , 96,00 | 58.00 | 29.00 | | |
| 13 | times | 152.00 | 91.00 | 55.00 | 27.00 | | |
| 26 | times | 144.00 | 86,00 | 52.00 | 26 00 | | |
| 52 | times | 136,00 | 82.00 | 49.00 | 25.00 | | |
| 104 | times | 128,00 | 77.00 | 46.00 | 23.00 | | |
| 156 | times | 120.00 | 72.00 | 43.00 | 22.00 | | |
| 260 | times | 112,00. | 67.00 | 40.00 | .,20.00 | | |
| CLASS "B" | | | | | | | |

(6:59 a.m. to 5:59 p.m. and 10:30 p.m. to 3:12:00 middright) time. 80.00 48.00 29.00 14. times. 76.00 46.00 27.50 13. times. 72.00 43.00 26.00: 13. times. 72.00 43.00 26.00: 13. times. 68.00 41.00 24.50 12. 29.00 27.50 26.00; 24.50 23.60 21.50 13 26 52 64.00 39.00 23.60 60.00 36.00 21.50 56.00 34.00 220.00

CLASS 'C' (12:00 midnight to 6:59 a.m.) lass 'B' rates. 60% of Class

ANNOUNCEMENTS

| | (5:59 | p.m. to | 10:30 p.m | 1.) | |
|-----------------|----------------|-------------------------|--------------------------|--------------------------|--------------------------|
| minute words | 1 ti. 20.00 | 52 ti. 18.00 9.00 | 104 tl. 16.00 8.00 | 156 ti. 15.00 7.50 | 260 ti. 14.00 7.00 |

CLASS "B" (6:59 a.m. to 5:59 p.m. and 10:30 p.m. to minute 10:00 9:00 8:00 7.50 words. 5:00 4:50 4:00 3.75

SPECIAL FEATURES
Timekeeper: Before 9:00 a.m. Monday through Sat-.

wirdsy.
Women's Matinec: Afternoons, Monday through Friday.
Women's Matinec: Afternoons, Monday through Friday.
The following rates apply to both the Timekeeper, and Women's Matinee programs.

Per Week

| | | | Per Week | |
|----|---------|---------|----------|-------|
| | • | 13 wks. | 26 wks. | |
| | minutes | 88.00 | 80,00 | 72.00 |
| 10 | minutes | 66.00 | 60.00 | 54,00 |
| 5 | minutes | 44.00 | 40.00 | 38.00 |
| 1 | rainute | 22.00 | 20.00 | 18.00 |

POLITICAL BROADCASTS
Discounts do not apply to political broadcasts.
ELECTRICAL TRANSCRIPTIONS
Available at cost. Transcription library services

available.

REMOTE CONTROL

Remote 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 resails. All proposals subject to prior booking of time. Station reserves right to cancel contract or offer other satisfactory time on 28 days' notice. No contests in announcements.

rrennon President—H. C. Wilder. Vice-President and General Mgr.—Fred R. Hipley. Commercial Manager—William A. Ripio.

Representatives
Paul II. Raymer Combany.

UTICA

(Onelds 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—Schupler Street, Town of Marcy, New Transmit York.

Wave—Power—Time

over—forer—time
Operating power—250 watts,
243.9 meters; 1230 kilocypies,
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).

(8:00 p.m. to 11:00 p.m. week days 5:00 p.m. to 11:00 p.m. Sunday)

| 1 1/2 1/4 | hour | 65.00 | 13 tl. 99.75 61.75 | 26 t1. 94.50 58.50 | 52 t1. 89.25 55.25 |
|-----------------|---------------|-------|--------------------------|--------------------------|--------------------------|
| 10 5 | minutes | | 38.00 28.50 19.00 | 36.00 27.00 18.00 | 34.00 25.50 17.00 |
| ٠. | (6:30 a.m. to | | | | |

1 hour..... 75.00 71.25

| 1/2 | hour | 45.00 | 42.75 | 40.50° | 38.25 |
|-------|-------------|---------|----------|--------|-------|
| 1/4 | hour | 30.00 | 28.50 | 27.00 | 25.50 |
| 10 | | 20.00 | 19.00 | 18.00 | 17.00 |
| 5 | minutes | 15.00 | 14.25 | 13.50 | 12.75 |
| | (1:00 p.m. | to 5:00 | p.m. Sur | iday) | |
| 1 | hour | 90.00 | 85.50 | 81.00 | 76.50 |
| 1/2 | hour | 50.00 | 47.50 | 45.00 | 42.50 |
| 1/4 | hour | 35.00 | 33.25 | 31.50 | 29.75 |
| . 10. | hourminutes | 25.00 | 23.75 | 22.50 | 21.25 |
| · 5 | minutes | 17.50 | 16.62 | 15.75 | 14.87 |
| | | | | | |

(*11:00 p.m. to sign-off daily)

| | · | — Per | week |
|------|---------|--------|-------|
| *:-1 | hour | 6 tl. | 3 t1. |
| 1 | hour | 150.00 | 90,00 |
| 1/2 | hour | 100.00 | 60,00 |
| 1/4: | hour | 70.00 | 40.00 |
| 10 | minutes | 60.00 | 35.00 |
| 5 | minutes | 50.00 | 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

| .25 50 | words | :00 p.m. 1 tl. 15.00 10.00 | to 11:00 26 tl. 14.25 9.50 | p.m. 52 tl. 13.50 9.00 | daily) 104 tl. 12.75 8.50 | 208 tl. 12.00 8.00 |
|-----------|-------|-------------------------------------|-------------------------------------|---------------------------------|---------------------------|--------------------------|
| | | | | | | |

(6:30 a.m. to 6:00 p.m. week days and 8:00 a.m. to 6:00 p.m. Sunday)

9.50 9.00 8.50 7.13 6.75 6.38 125 words 10.00 50 words 7.50 (11:00 p.m. to sign-off daily)

125 words 7.50 50 words 5:00 7.13 6.75 6.38 4.75 4.50 4.25 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

SPECIAL FEATURES

Pilzabeth, Odames 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 throush Saturday, 8:30 a.m. to 8:55 a.m. Music. poetry, pillosophy. One minute rates apply plus 2.00 talont per program.

Mi-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, plano 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 Quiz." and other children's features. Rates on request.

TALENT

Talent of every kind and type available. Ratee 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

Morchandising services available. Details on request.

Contract and Other Requirements

Advortising of alcoholic beverages accepted on program time only; amouncements not accepted. Rates are for station time only. Artists eervices at additional cost.

No restrictions as to maximum or minimum length of periods nor frequency of breadcasting.

Clasing Time

Closing date for inclusion in general publicity and printed program announcements is ten days in advance of broadcast.

January, 1943

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 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.

New York Office—(Helen Wood, Mgr.). 485 Madison Ave. Plaza 8-0066. Chicago—Virkil Retter & Company. Pacille Coast—Watter Biddlek Co. Boston and New England—Berttin 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 Bidg.,
Watertown, New York, telephone 2424.
Transmitter—Trust Company Bidg., Watertown, N. Y.

Wave—Power—Time

63.75

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.
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) CLASS "A" (6:00 p.m. to 10:30 p.m.) 1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 250 ti.

| 1/2 | hour | 100.00 60.00 | 95.00 57.00 | 90.00 54.00 36.00 | 85.00 51.00 34.00 | 80.00. 48.00 32.00 | 75.00 4 45.00 3 30.00 |
|----------------|----------------------------|-----------------|-------------------------|-------------------------|-------------------------|--------------------------|-----------------------------|
| 1/4 10 5 | hour minutes | | 38.00 28.50 19.00 | 27.00 18.00 | 25.50 17.00 | 24.00 16.00 | 22.50 |
| 1 50 | minutes minute words | 10.00 | 9.50 4.75 | 9.00 4.50 | 8.50 4.25 | 8.00 | 7.50 |
| 00 | 1101 (151111 | | CLASS | "B" | | | : |
| 1 | hour | 60.00 | 11 othe 57.00 | r time 54.00 | 51.00 | 48.00 | 45.00 |

1/2 hour.... 36.00 1/4 hour... 24.00 10 minutes 18.00 5 minutes 12.00 1 minute 6.00

SPECIAL FEATURES

TRANSCRIPTIONS Recording equipment available.

Rates on request. TALENT

REMOTE CONTROL Rates on request.

Contract and Other Requirements

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 torefuse 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 landle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for lateral and vortical cut recordings.

President-G. Harry Righter. National Sales-A. Dinsdale.

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2. 不断到外 眼朝才然与起答法有多一种不会的人

WATERTOWN—Continued

WWNY (Established 1941)



Rates effective October 1, 1942. (Card No. 2.) Owned and operated by the Watertown Daily Times. Business Office and Studio-Hotel Woodruff, Water-town, New York.

town, New YORK.

Transmitter—Outer Ives St., four miles from business district. Watertown, N. Y.

Astrict. Valettown, N. 1.

Ave:—Power—Time
Operating power—1,000 watts.
379.8 meters; 790 kilocycles.
(100% modulation.)
Licensed to operate full time on regional channel.
Operates on Eastern War Time.
Operating schedule; Sundays 8:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

nigency Commission
N 15% to recognized agencies on station time only. No
R cash discount. Bills due when rendered.

The color of the control of the control of the color of t

CLASS 'A' (6:00 p.m. to 12:00 midnight)

1 1/2 1/4 5
hour hour hour min. time... 120:00 48:00 24:00 12:00 16 min. 12.00 11.40 10.80 10.20 9.60 9.00 13 26 52 104 84.00 50.40 33.60 times..... (TLASS "B" (7:00 a.m. to 6:00 p. 80.00 48.00 28.00 7. 76.00 45.60 26.60 7. 72.00 43.20 25.20 1 68.00 40.80 23.80 3. 64.00 38.40 22.40 3. 60.00 36.00 21.00 1 p.m.) 14.00 13.30 12.60 11.90 11.20 10.50 1 time....
13 times...
26 times...
52 times...
104 times...
260 times...
300 or more times.... 4.00 3.80 8.60 3.40 3.20 3.00 56.00 33.60 19.60

SPECIAL FEATURES

Betty Barton Meets the Laddes; Monday through Friday, 10:15 a.m. to 10:30 a.m.
Jack Case and His Nightly Sports Round-up—6:30
D.m. to 6:45 p.m.
Time signals service flashes—rates on request.

ELECTRICAL TRANSCRIPTIONS

Transcribed programs (5 minutes or longer) accepted at regular rates. Rates include use of transcription tillprary service. Instantaneous recording equipment a stallable.

REMOTE CONTROL

Facilities for handling programs outside of studios

respectively.

TALENT Rates on request.

SERVICE FACILITIES

III Station maintains a program department which is available to advertisers.

ontract 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. All program material is subject to federal, state or municipal decisions, laws and regulations now and hereafter made and in force.

In losing Time
The Contracts close one week in advance of broadcast,
1) All commercial copy must be submitted and approved
48 hours in advance, Transcriptions close 24 hours
in advance; talks close 48 hours in advance.

lechanical Program Equipment 1. 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.

ersonnel Station Manager—Thomas E. Martin. Commercial Manager—Louis Saiff, Jr.

Radio Advertising Corporation.

WHITE PLAINS (Westchester County)

WFAS



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.
ave—Power—Time
Conserting Program—250 wests

/ave—Power—Time
Operating power_250 watts.
241.9 meters; 1240 kilocycles.
Operates on Eastern War Time.
Divides time with station WGBB.
Actual operating schedule: Sunday 6:00 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., 5:00 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 7:39 a.m. to 12:00 midnight.

Agency Commission Agency commissi 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.

General Advertising

Transcription library service available—details on request.

TALENT
Full talent and program building and production facilities. Rates for taient and programs requiring special production on request.

REMOTE CONTROL

Programs originating from points outside station studies are subject to wire line installation, maintenance, and engineering charges. Estimates on roguest.

SERVICE FACILITIES
Studio equipped with organ. Facilities for building special programs.

special programs.

Contract and Other Requirements
Advertising of alcoholic beverages accepted.

Artists' services not included in above rates.

Station receives the right to climinate all parts of programs or announcements which it considers contrary to its policy or interests.

trary 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 Macy.
Treasurer—William Fanning.
Vice-President and Managing Dir.—Frank A. Seitz.
Sales Manager—Anthony Hyde Francis.
Chief Engineer—Harry C. Laubenstein.

NORTH CAROLINA

ASHEVILLE (Buncombe County)

WISE

(Established 1939)

Representatives
Headley-Reed Company

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.

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.

SPECIAL Charges. Rates on request.

SERVICE FACILITES

The services of the station staff and announcers in rehearsing and presenting programs are available without extra charge.

By appointment auditions on high-fidelity monitoring equipment can be arranged at the studios for advertiser's dealers.

Contract and Other Requirements
Rates are for facilities of station only; talent is

extra.
All contracts for exclusive use of contracting parties.
Time cannot be guaranteed. Maximum length of contract, one year.
All contracts cancellable unless program starts within 30 days. All programs and advertising copy subject to approval. Errors in commercial continuity will be corrected as quickly as possible. Commercial continuity limited to 10% of program.

Mechanical Program Equipment
Equipped to handle Programs by electrical transcrip-tion, 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 Beschboard.
Commercial Manager—Baxter Barkley.
Chief Engineer—Chas. Sumner.

Representatives
Burn-Smith Company, Inc.
Southeast—Harry E. Cummings.

WWNC (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 Bidg., 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.

Askerts count. Bills parable 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.

1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 260 ti.

1 hour... 125.00 118.75 112.50 106.25 100.00 98.75

1/2 hour... 45.00 42.75 40.50 88.25 88.00 88.75

5 minutes 20.00 19.00 18.00 17.00 16.00 16.00

(7:00 am. to 6:00 pm.)

1 hour... 45.00 42.75 40.50 83.50 60.00 65.25

5 minutes 20.00 19.00 18.00 17.00 16.00 16.00

1 hour... 45.00 42.75 40.50 83.50 60.00 65.25

1/2 hour... 45.00 42.75 40.50 83.25 88.00 88.75

1/4 hour... 45.00 42.75 40.50 83.25 88.00 88.75

1/4 hour... 45.00 42.75 40.50 83.25 88.00 88.75

1/4 hour... 45.00 42.75 40.50 83.25 88.00 83.75

1/4 hour... 45.00 42.75 40.50 83.25 88.00 83.75

1/4 hour... 45.00 42.75 10.50 83.25 80.00 83.75

1/4 hour... 27.50 26.00 24.75 22.50 22.00 20.50

2 minutes 15.00 14.25 13.50 12.75 12.00 11.25 ANNOUNCEALENTS
(6:00 p.m. to 12:05 a.m.)
1ti. 13 ti. 26 ti. 52 ti. 104 ti.
100 words... 10.00 9.50 9.00 8.50 8.00
(7:00 a.m. to 6:00 p.m.)
100 words... 6.75 6.25 6.00 5.75 5.50 261 or

SPECIAL FEATURES
Time Signals, Weather Forecasts, Road Reports, etc., commercial copy limited to 100 words:

(6:00 p.m. to 12:05 a.m.)

——Per manth for:

12 mos. 180.00 300.00

REMOTE CONTROL
All wire and mechanical charges, all traveling expenses, salaries, etc., to be paid by the advertiser when required in advance.

when required in advances.

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

Closing Time
Closing time
Closing time
Closing time
to 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—Exra McIntosh.

Chief Engineer—Cecil Hockins.

Owned and operated by Radio Statton WISE, Inc. Business Office and Studios—Langren Hotel, Asheville, North Carolina, telephone 1213. Transmitter—Atop Langren Hotel, Asheville, N. C.

Transmitter—Atop Langren Hotel, Asheville, N. C. Wave—Power—Time Operating power—250 watts.
(100% modulation.)
243.9 meters; 1239 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
Agency commission 15%; cash discount——.

Rates received June 22, 1942.

General Advertising
For combination rates see listings of National Broad-casting Company (Southeastern Group), Mutual Broadcasting System and Daniel Boone Regional Network.

All 100 word announcements are accepted for scheduling in announcement periods only.

Cusin break 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.

CLASS "A"

(6:00 pm to 11:00 pm)

| | | | p.m. to | 11;00 | p.m.) | | |
|------|---------|----------|----------|---------|-------|------|------|
| | | ,1 | 1/2 | 1/4 | 5 | | |
| _ | | hr. | hr. | hr. | min. | (*) | (†) |
| 1 | time | 80.00 | 48.00 | 32.00 | 16.00 | 8.00 | 5.20 |
| 13 | times | 76.00 | 45.50 | 30.50 | 15.25 | 7,50 | 5.10 |
| 26 | times | 72.00 | 43.00 | 28.75 | 14.50 | 7.25 | 5.00 |
| 39 | times | 70.00 | 42.00 | 27.75 | 13.75 | 7.00 | 4.90 |
| 52 | times | 68.00 | 41.00 | 27.00 | 13.50 | 8.75 | 4.80 |
| 104 | times | 68.00 | 40.00 | 26.50 | 13.00 | 6.50 | 4.70 |
| 156 | times | 64.00 | 88.50 | 25.50 | 12.75 | 6.40 | 4.60 |
| 280 | times | 60.00 | 36.00 | 24.00 | 12.00 | 8.00 | 4.50 |
| 624 | times | ****** | | | | 5.50 | 4.40 |
| | | | | | | 0.00 | 2.20 |
| | | (| CLASS | "B" | | | |
| | | | a.m. to | 6:00 | p.m.) | | |
| 1 | time | 47.00 | 28.00 | 18.00 | 10.00 | 5.00 | 4.20 |
| 13 | times | 44.50 | 28.50 | 17.00 | 9.50 | 4.75 | 4.10 |
| 26 | times | 42.50 | 25.00 | 16.25 | 9.00 | 4.50 | 4.00 |
| 39 | times | 41.00 | 24.00 | 16.00 | 8.75 | 4.40 | 3.90 |
| 52 | times | 40.00 | 23.75 | 15.25 | 8.50 | 4.25 | 8.80 |
| 104 | times | 38.00 | 22.50 | 15.00 | 8.25 | 4.15 | 3.70 |
| 156 | times | 37.75 | 22.25 | 14.50 | 8.00 | 4.00 | 3.60 |
| 260 | times | 35.25 | 21.00 | 13.50 | 7.50 | 3.75 | 3.50 |
| 624 | times | ******* | ******* | | | 3.65 | 8.40 |
| ~~(* | | minute | or 100 p | | | 8.00 | 0.40 |
| Ì † |) Thir | ty secon | ye Inn A | roi us, | | | |
| (1 | , 41114 | m pecon | | | | | |
| | | | DISCOL | INTS | | | |

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.

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 metors; 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.

cheral Advertising
For combination rates see listing of Mutual Broad-casting System.
The following rates are for national advertising.
ASCAP, BMI and SESAC licenses. Rates include charges by owners of music copyrights.

26 ti. 68.00 40.00 21.00 8.00 75.00 45.00 25.00 10.00 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 minute.

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 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 the above and will join in prosecution of persona firms obtaining time under false pretense. Religis programs subject to censorship of local minister association.

Closing Time
tontracts close two weeks in advance of first bree
cast. Announcement copy, transcriptions and tal
close 24 hours in advance.

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

Personnel General Manager-E. Z. Jones.

CHARLOTTE (Mecklenburg County)

WAYS



Rates effective October 1, 1941, (Card No. 1.)

Rates effective October 1, 1941, (Card No. 1.)
Owned and operated by Inter-City Advertising Co.
Business Office and Studio-City Industrial Be.
Bidgs. 120 E. Third St. Charlotte, N. C., tel
phones 3-7173, train 36180,
Transmitter-Oakdale, N. C., 5-1/2 miles northwee
of Charlotte, N. C.
Wave-Power-Time
Operating power-1.000 watts.
491.8 meters; 610 kilocycles.
Licensed to operate full time on regional channel
Operates on Eastern War Time.
Operatins schedule: Sundays 7:30 s.m. to 12:00 mien
night; week days 6:30 s.m. to 12:00 midnight.
Agency Commission

Agency Commission
Agency Commission 15% to recognized as
station time only. Cash discount 2%. Billis
first of month and are due 10th of month.

first of month and are due soon of month.

General Advertising
For combination rates see listings of Blue Netwo
Company (Southeastern Group) and Mutual Brose
casting System.
The following rates are for national advertisis
Rates include charges by owners of music copyrigh

Rates include charges by owners of music copyri (6:00 p.m. to 11:00 p.m. daily and 1:00 p.m. to 6:00 p.m. Sundays)

1 13 26 52 100 195

11. ti. ti. ti. ti. ti.
1 hr 120,00 114.00 108.00 102.00 96.00 93.00 1/2 hr
1/2 hr 77.00 73.15 69.30 65.45 61.60 59.67 1
1/4 hr 48.00 45.50 43.20 40.80 38.40 37.20 1
5 min. 24.00 22.80 21.60 20.40 19.20 18.60 1
(11:00 p.m. to 5:00 p.m. mosk days)

5 min. 24.00 22.80 21.60 20.40 19.20 18.60 (11:00 p.m. to 6:00 p.m. week days) 1 hr 75.00 71.25 67.50 63.75 60.00 58.12 1/2 hr 45.00 42.75 40.50 38.25 36.00 34.87 1/4 hr 30.00 28.50 27.00 25.50 24.00 23.25 min. 15.00 14.25 13.50 12.75 12.00 11.62 FREQUENCY DISCOUNTS
Ou station time only—on minimum of 13 times:
3 times per week.

ANNOUNCEMENTS

(6:00 p.m. to 11:00 p.m.)
1 tit. 13 ti. 25 ti. 52 ti. 100 ti. 300

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 monochanical costs. Extra charges not subject to agent commission. TALENT

Rates on request.

POLITICAL.

Cash in advance. Copy must be submitted 24 booms in advance; no political time accepted within 31 increase.

liours of election.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted excepting beer and light wines. Contracts subject is
cancellation by 30 days' written notice accompanies
by certified check at short rate to date of last pregram. All contracts are for exclusive use of contracting parties. Time cannot be guaranteed. Commercial
continuity limited to 10% of program. Maximus
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 staft in rehearsing and present
ing programs are available without extra charge.

Closing Time

Closing Time
Contracts close one week in advance of first broad

Contracts close the cast.

Announcement copy, transcriptions and talks close 2 hours in advance.

nours in sovance.

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

WBT
(Established 1921)



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 3-8833.
Transmitter—9 mile southeast of Charlotte. N. C.

-Power-Time

[ave—Power—Time]
Uperating power—50.000 watta.

1100% 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.

gency Commission
Agency commission 15% allowed to agencies recognized by station on net time charges. No cash discount. Bills rendered weekly.

eneral 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)

| | | | —Par | week | | |
|--------------------------|---|--|--------|------|-------------------|--------|
| hr. hr. hr. in. | l day 350.00 210.00 140.00 140.00 | 2 days 700.00 420.00 280.00 280.00 | 3 days | | 5 days 1575.00 | 6 days |
| | | | | | | |

CLASS "B" (6:00 p.m. to 6:30 p.m. daily)
hr. 235.00 470.00 6350 p.m. daily)
hr. 141.00 282.00 380.70 507.60 634.50 845.00 1657.50 1128.00
hr. 141.00 182.00 380.70 507.60 634.50 676.80
hr. 94.00 183.00 2552.80 338.40 422.00 451.20
min. 70.50 141.00 190.35 253.80 317.25 338.40

(9:00 s.m. to 2:00 p.m., 5:00 p.m. to 6:00 p.m. week days, 9:00 s.m. to 6:00 p.m. Sundays, and 10:30 p.m. to 12:00 midnight daily) hr. 175.00 350.00 472.50 630,00 787.50 84 hr. 105.00 210.00 283.50 378.00 472.50 60, hr. 70.00 140.00 189.00 252.00 315.00 38 min, 52.50 105.00 141.75 189.00 236.25 25:

CLASS "D" (2:00 p.m. to 5:00 p.m. week days) (1 p. 157.50 315.00 425.25 567.00 708.75 td 2 pr. 94.50 189.00 255.15 340.20 425.25 df 4 hr. 63.00 125.00 127.60 170.10 228.80 283.50 tm min. 47.25 94.50 127.60 170.10 212.65

CLASS "E"
(12:00 midnisht to 9:00 a.m. daily)
mi 1 hr. 120.00 240.00 324.00 432.00 540.00
mi 2 hr. 12:00 140.00 194.00 259.20 324.00
mi 4 hr. 48.00 96.00 129.00 172.80 216.00
mi 5 min. 41.00 82.00 110.70 147.60 184.50
mi 5 min. 41.00 82.00 110.70 147.60 184.50
mi Seven days per week pro rata to six day rate.

I All discounts apply to time charges only.

Weekly Dollar Volume Discount

Weekly dollar volume discount not applicable on
oil schedules of less than eight consecutive weeks of
abroadcasting under "General Broadcasting Time
3! Rates," Advertisers using a schedule of eight of
of more consecutive weeks under "General Broadcasting
to Time Rates" are entitled to dollar volume discounts
on all broadcasting running concurrently. Advertisers
to using announcements only are not entitled to dollar
involume discount, except as noted under "Announcetiments."

ments. Contracted value of time at gross rates:

| ţ | 160.00 c | r mor | e but | less | than | 270.00 | Weekly | 2-1/2% |
|---|----------|--------|--------|-------|-------|--------|--------|--------|
| ŧ | 270,00 c | r mor | e brit | less | than | 375.00 | weekly | 5% |
| ì | 875.00 c | r mor | e but | less | than | 480.00 | weekly | 7-1/2% |
| ξ | 480.00 c | or mor | a but | less | than | 590.00 | weekly | 10% |
| ŧ | 590.00 c | or mor | A but | leas | then | 700.00 | weekly | 2-1/2% |
| 1 | 700.00 | DE MO | O WA | e i d | ***** | , | | 15% |
| | | | | | | | | |

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.

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 studies 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 transcrin-tion, using 33-1/3 and 78 r.p.m. (inters) and verti-cal) turn-tables.

General Manager—A. D. Willard, Jr. Sales Manager—Roya! E. Penny Office Mgr. & Auditor—E. J. DeGray.

Representatives
Radio Sales

WSOC (Established 1988)



Rates effective February 15, 1940. (Card No. 8.) Owned and operated by WSOC. Inc.
Business Office and Studio—1925 N. Tryon St.,
Charlotte, N. C., telephone 7133.
Transmitter—1923 N. Tryon St., Charlotte, N. C.

Wave.-Power.—Time
Operating Dower.—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 classifiaction only.
Announcements and programs cannot be combined to
secure quantity discounts. Quantity discounts apply
to periods or announcements used within 12 months.

(6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 6:00 p.m. Sundays)
1.1 20 52 100 115 200 1.1 20 115 200 115 200 11.1 11.1 20 11.1 20 11.1 11.1 20

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.

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

1 minute... 12:00 | 1.40 | 1.80 | 10:20 | 9.60 | 9.00 |

1 minute... 7.50 | 7.13 | 6.75 | 6.37 | 6.00 | 5.63

SPECIAL FEATURES News broadcasts—rates on request.

ELECTRICAL TRANSCRIPTIONS Electrical transcription programs are acchroadcasts at any hour available. accepted for

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.

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 R 155.
Transmitter—Cole Road, Forest Hills, Durham, North
Carolins.

vave—Power—Time
Operating power—250 watts.
(100% modulation—crystal temperature control.)
201.3 meters; 1400 kilocycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Actual operating schedule: 6:30 a.m. to 12:00 mid-

Agency Commission
Agency commission 15% on time charges to recognized agencies only. No commission on talent. No cash discount. Bilis due 10th of month following service.

General Advertising

| 10 | minutes 1 | 3. U L |
|------|---|--------|
| 5 | minutes | 9 AC |
| *100 | | |
| -100 | WOFUS | 8.00 |
| (| CLASS "B" (6:30 a.m. to 6:00 p.m. and 11:00 p.m. to | |
| | 12:30 a.m.) | |
| 1 | hour 6 | 0.00 |
| - /ô | | |
| 1/2 | hour 3 | 5.OI |
| 1/4 | hour2 | กดเ |
| | minutes. | |
| | | |
| 5 | minutes 1 | 0.00 |
| *100 | words | 5.00 |
| |) Accepted on announcement periods enly. Sch | |
| | le on request. | iou- |
| Cha | In break appoundements limited to 50 words | |

NORTH CAROLINA—Cont'd

DURHAM—Continued W D N C---Continued

| | | | DISCO | DUNTS | į . | | | |
|----|--------|---------|-------|--------|------|------|----------|-----|
| Di | counts | payable | when | earned | on | net | charges. | |
| 13 | times | | 5% | 52 | time | 35 | | 15% |
| 26 | times | | _ 10% | 100 | time | 3886 | | 20% |
| | | | | | | | | ,- |

SPECIAL WEEKLY RATES

| | | 8 t1. | 4 ti. | 5 ti. | 6 ti. | 7 ti. | | | |
|-----|---------|--------|---------------|--------|--------|--------|--|--|--|
| | hour | | 260.00 | 800.00 | 330,00 | 350.00 | | | |
| 1/2 | hour | 127.50 | 160.00 | 187.50 | 210.00 | 227.50 | | | |
| 1/4 | hour | 67.50 | 84.0 0 | 97.50 | 108.00 | 115.50 | | | |
| | minutes | 49.50 | 60.00 | 67.50 | 72.00 | 75.50 | | | |
| 5 | minutes | 84,50 | 43.00 | 50.00 | 55.50 | 59.50 | | | |
| | | | | | | | | | |
| | | | | | | | | | |

| | | ם מממי | | | |
|----------------|---------|--------------------|--------|----------|--------|
| 1 hour | | 208.00 | 240.00 | 264.00 | 280.00 |
| 1/2 bour | | 124.00 | 142.50 | 156.00 | 164.00 |
| 1/4 hour | | 60.00 | 80.00 | 90.00 | 98.00 |
| 10 minutes | | 54.00 | 62.50 | 69.00 | 73.50 |
| 5 minutes | | 36.00 | 42.50 | 48.00 | 52.50 |
| Rates for thre | | | | week sub | |
| the following | | | | 18 week | s 5%; |
| 26 weeks 10% | • K9 ma | abro 20 <i>5</i> % | | | |

POLITICAL RATES Class "A" rates apply.

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. Advertising subject to approval.

Closing Time Talent programs, talks or recorded programs close five days in advance of broadcast, Announcements close three days preceding.

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

Manager—J. F. Jarman, Jr. Sales Manager—C. James Woodhouse.

Representatives Howard H. Wilson Company.

ELIZABETH CITY

(Pasquotank County)

WCNC (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.
Transmitter—Parsonage Street extended Northwest,
one mile.

/ave—Power—Time Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate full time on local channel. Operates on Eastern War Time. Actual operating schedule: Sundays 8:00 a.m. to 10:00 p.m. Week days 7:00 a.m. to 10:30 p.m.

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

eneral 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. 1 1 25 50 100 150 600
1/2 hour... 65.00 03.35 60.00 56.39 58.35 50.00 44.20
1/2 hour... 37.36 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 18.35 12.50
10 minutes 16.70 13.35 11.70 10.40 9.16 8.30 7.50
5 minutes 8.75 8.25 7.50 0.70 5.80 5.40 5.00
100 words 4.20 3.70 3.35 2.95 2.70 2.50 2.10

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 who and beer not accepted. Contracts subject to cancellation on 30 days' written notice accompanied by certified check at short rate to date of last program, unloss otherwise agreed. Foreign language programs accepted.

Glosing Time Contracts close one week in advance of first broad-cast; announcements, transcriptions, talks. close 48 hours in advance.

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

RADIO ADVERTISING

Personnel President—T. W. Aydlett. Manager—J. E. Aydlett. Commercial Manager—J. M. Smedley.

Representatives Burn-Smith Company, Incorporated.

FAYETTEVILLE

(Cumberland County)

WFNC (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

ave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: 6:30 a.m. to 11:00 p.m.

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 eneral Adventing For combination rates see listing of Mutual Broadcasting System. Rates include charges by owners of music copyrights. The following rates are for national advertising. For

| local advertising rates consult station manager | ment. |
|---|-------|
| 1 hour | 52.00 |
| 1/2 hour | 32.50 |
| 1/4 hour | 16.25 |
| 10 minutes | |
| 5 minutes | |
| ANNOUNCEMENTS | |
| 100 words or less | 3.25 |
| DISCOUNTS | |
| 13 times 5% 100 times | 20% |

| 26 times | 10% | 150 | timestimes |
|---|-------|------|-----------------|
| ELECTRICA General advertising Transcription library Instantaneous record | rates | appl | y. vailable. |

REMOTE CONTROL Facilities subject to extra charges for line and mechanical costs. Not subject to agency commission.

TALENT Rates on request.

Contract and Other Regulrements Advertising of alcoholic beverages not accepted. ex-cepting beer and wine. Maximum length of contract, one year. Rates listed are for station time only.

Ciosing Time Contracts close one week in advance of first broad-cast; 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.

ersonner Station Manager—W. C. Ewing. Commercial Manager—Paul Moyle.

Representatives Burn-Smith Company, Incorporated.

GASTONIA

(Gaston County) W G N C (Established 1939)

Itates effective February 15, 1989. (Card No. 1.) Owned and operated by F. C. Todd.
Ruiness Office and Studio-National Bank of Commerce Bullding, Gastonia, North Carolina.
Transmitter-1-1/2 miles north of Gastonia.

Wave—Power—Time Operating power—250 watts. (110% modulation.) 206.9 metors; 1450 kilocycles. Licensed to operate unlimited time. Operates on Eastern War Time.

Agency Commission gency Commission Againcy commission 15% on net charges for station facilities to recognized advertising sencies. No cash discount. Bills due and payable 10th of month following service. Invoices mailed on first of month. No commission on program cost or production charges.

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General Advertising
For combination rates see listing of Blue Network:
Company (Blue Southeastern Group).
Discounts not applicable if periods exceed corresponding number of times.
Announcements and programs cannot be combined to secure additional discounts.
```

| | · · · · · · · · · · · · · · · · · · · | · DILUI | | | | | |
|-----|---------------------------------------|---------|----------|--------|--------|---------|---------|
| | (6:00 | | to 11:00 | | | | |
| | | 1 t1. | 13 ti. | 26 ti. | 52 ti. | 100 ti. | 300 ts. |
| 1 | hour | | | 45.00 | 42.50 | 40.00 | 87.50 |
| 1/2 | hour | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 | 22.50 |
| | hour | | | 18,00 | 17.00 | 16.00 | 15.00 |
| 5 | minutes | 6.50 | 6.20 | 5.90 | 5.60 | 5.30 | 5.00 |
| | (6:00 | a.m. | to 6:00 | p.m. | week d | ays) | |
| | | 45 00 | 40 77 | 40 50 | 20 05 | 20 00 | 00 75 |

| minarca | 0.50 | 0.20 | J. 50 | 0.00 | 0.00 | 0,00 |
|---------|--|--|---|---|--|--|
| | a.m. | to 6:00 | p.m. | week da | 78) | 83.75 |
| | | | | | | |
| | | | | | | 18.75 |
| hour | 15 00 | 14.25 | 13.50 | 12.75 | 12.00 | 11.25 |
| | | | | | | |
| minutes | 5.50 | 5.25 | 5.00 | 4.70 | 4.50 | 4.25 |
| commerc | ials or | ı Sunda | у. | | | |
| | (6:00 hour hour hour minutes | hour 45.00 hour 25.00 hour 15.00 minutes 5.50 | (6:00 a.m. to 6:00 hour 45.00 42.75 hour 25.00 23.75 hour 15.00 14.25 minutes 5.50 5.25 | (6:00 a.m. to 6:00 p.m. hour 45.00 42.75 40.50 hour 25.00 23.75 22.50 hour 15.00 14.25 13.50 | (6:00 a.m. to 6:00 p.m. week da hour 45.00 42.75 40.50 38.25 hour 25.00 23.75 22.50 21.25 hour 15.00 14.25 13.50 12.75 minutes 5.50 5.25 5.00 4.75 | (6:00 a.m. to 6:00 p.m. week days) hour 45.00 42.75 40.50 38.25 36.00 hour 25.00 23.75 22.55 21.25 20.00 hour 15.00 14.25 13.50 12.76 12.00 minutes 5.50 5.25 5.00 4.75 4.50 |

ANNOUNCEMENTS Announcement programs consisting of recorded music with announcements made between selections.

One minute announcement limited to 100 words.

(6:00 p.m. to 11:00 p.m.)
1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 300 ti.
... 4.00 3.80 3.60 3.40 3.20 3.00 (6:00 a.m. to 6:00 p.m.) . 3.50 3.80 3.10 2.90 2.70 2.50

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 sisting 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.

fees.
REMOTE CONTROL
Programs will be broadcast from any location outside of the station. Rates on request.

side of the station. Rates on request.

Service of Program, advertising and continuity departments as well as announcing and operating staff in securing talent, arranging, presenting and edit vertising program included without extra cost. Maps and market data on request.

Contract and Other Requirements
Maximum length of contract one year. Advertising of alcoholic beverages not accepted. Price quoting permitted. No restriction except close censorable against fraudulent, obscene, questionable or injurious rattices or products.

Closing Date Two weeks in advance.

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

tion, using 33-1/3 and
Personnel
Manager—Pat McSwain.
Representatives
Cox & Tanz.

GOLDSBORO (Wayne County)

WGBR (Established 1939)



Rates effective October 1, 1942. (Card No. 3.) Nates effective October 1, 1942. (Carl No. 3.7)
Owned and operated by the Eastern Carolina Broad-;
casting Company.
Business Offices and Studlos — 6th floor. Borden
Bldg., P. O. Bor 1024, Goldsboro, N. C., telephone 1550-1551.
Transmitter—1/4 mile northwest of Goldsboro, on a
U. S. Highway No. 70, telephone 1111.

Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time on local channel.
Operates on Eastern War Time.
Actual operating schedule; 7:00 a.m. to 11:00 p.m.

Agency Commission
Agency commission 15% on time charges to recognized advertising agencies only. No discount on talent or time charges. No cash discount. Bills rendered list of month following service; bills due 10th of month following service.

General Advertising
For combination rates see listing of Mutual Broad casting System.
Rates are for facilities of station only.

GOLDSBORO—Continued W G B R—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 13 26 52 104 156 312
ti, ti, ti, ti, ti, ti, ti, ti, 1 minute or 120 words 6.00 5.70 5.40 5.10 4.80 4.50 4.20 50 words... 4.00 3.80 3.60 3.40 3.20 3.00 2.80

CLASS "B" (All other time)

120 words 5.00 4.75 4.50 4.25 4.00 3.75 3.50 50 words... 3.00 2.85 2.70 2.55 2.40 2.25 2.10

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 remote control, and seasonal: Organized baseball, tobacco warehouse auction sales (August through November), high school football games. city and tocounty basketball games.

POLITICAL RATES

† Cash in advance. Copy must be submitted 24 hours
in advance; no political time accepted within 24; hours of election.

TALENT

19 Talent is extra. Rates on request.

REMOTE CONTROL

di Facilities available whenever telephone lines are

SERVICE FACILITIES

Merchandising department services are available to

intract and Other Requirements All contracts and other nequestreness of contracting the parties. Maximum length of contract, one year; min-jimum usage once weekly. Rates subject to change without notice. All programs and advertising copy subject to approval of station. All contracts candiculated the contracts candiculate

grosing Time Three days in advance of start of broadcast.

in schanical Program Equipment vl Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables of or vertical and lateral recordings.

Di President—A. T. Hawkins.
General Manager—Harry G. Bright.

i presentatives
i 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, Battlesround Blvd., (U. S. Boute 220) 3-1/2 miles from Greensboro, N. C.

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 15% on time rates only. No discount on talent. No cash discount. Involces rendered monthly, Payable by 10th of month following broad-

inneral 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:

WEEK DAYS
CLASS "A"
(6:00 p.m. to 11:00 p.m.)
1 tl. 18 tl. 28 tl.
1 hour 100.00 95.00 90.00
1/2 hour 75.00 71.25 67.50
1/4 hour 50.06 47.50 45.00
5 minutes 25.00 23.75 22.50

| CLASS "B" | | | | | | | |
|-----------|---------|------------|----------|---------|--------|--|--|
| (9:00 a | .m. to | 1:00 p.m., | 5:00 p.n | a. 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 | 60.00 | | |
| 1/2 hour | 45.00 | 42.75 | 40.50 | 88.25 | 86.00 | | |
| 1/4 hour | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 | | |
| 5 minutes | 15.00 | 14.25 | 13.50 | 12.75 | 12.00 | | |
| | | CLASS " | C., | | | | |
| (6:00 | a.m. to | 9:00 a.m. | and 1:00 | p.m. | to | | |

5:00 p.m.) 57.00 54.00 85.68 33.75 19.00 18.00 1 hour 60.00 1/2 hour 87.50 1/4 hour 20.00 5 minutes 10.00 9.00

SUNDAY RATES
All Sunday advertising charged 20% additional.

ANNOUNCEMENTS

WEEK DAYS CLASS "A" (6:00 p.m. to 11:00 p.m.) (1:00 p.m.) 1:00 p.m.) 1:00 p.m.) 1:00 words 10.00 9.50 9.00 50 words 7.50 7.13 6.75 25 words 5.00 4.75 4.50 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 7.18 6.75 6.85
50 words 5.00 4.75 4.50 4.25
25 words 4.00 3.80 3.00 8.40'

Chain breaks. 25 words, net 7.50. 6.00 4.00 8.20

SUNDAY RATES
All Sunday advertising charged 20% additional.

ELECTRICAL TRANSCRIPTIONS
Transcription library services available, rates and
details on request.
No extra charge for broadcast of electrical transcriptions. Instantaneous recording equipment available.
One minute transcriptions accepted at 100 word rate.

TALENT
Arrangements for all types of talent made at cost.
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 transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Manager-Edney Ridge.
Promotion Manager-Virginia Wilson McKinney.

Representatives
George P. Hollingbery Company.

WGBG (Established 1942)

Rates effective October 1, 1942.

Owned and operated by Greensboro Broadcasting Co., Inc.

Business Office and Studio—Ashe Street Extension.

Asheboro Road, Greensboro, N. C.

Transmitter—Two miles south of business district,

Greensboro, N. C.

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 let 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 75.00 45.00 80.00 22.50 15.00 6.00 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. Con-tracts subject to cancellation by written notice ac-companied 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 ar-ticles or products. Religious programs subject to censorship of local ministerial association.

Closing Time

Contracts close two weeks in advance of first broad-cast. Announcement copy and transcriptions close six hours in advance. Talks close 24 hours in ad-

Mechanical Program Equipment

Equipped to handle programs by electrical 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 Highroad (State route No. 48). 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
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 Broad-casting System.

Rates include charges by owners of music copyrights.

The following rates are for national and local advertising.

CLASS "A" 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.) 26 ti. 52 ti. 104 ti.

| 1/2 | hour hour hour minutes | 86.00 24.00 | 54.00 32.40 19.44 7.13 | 51.00 30.60 18.36 6.73 | 48.00 28.80 17.28 6.34 | 45.00 27.00 16.20 5.94 |
|-----|---------------------------------|----------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| | | | | 40044 | | |

CLASS "B

 CLASS

 (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 88.25 88.00

 1/2 hour... 27:00 24:30 22:95 21:60

 1/4 hour... 10:20 14:58 13:77 12:96

 5 minutes 5:94 5.84 5.05 4.75

CLASS "C"

(Sign-on to 7:00 a.m., 1:30 p.m. to 5:00 p.m. snd 10:00 p.m. to sign-off week days.

Sundays 10:00 p.m. to sign-off)

hour... 30:00 27.00 25.50 24.00

hour... 18:00 16:20 15:30 14:40

hour... 10:80 0.72 9.18 8.64

minutes 3.06 8.56 3.37 8.17

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 prorate neasts 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.)

| | 3 times weekly | | | tive weeks- | | | |
|--------------|----------------|--------|--------|-------------|--------------------------|--------|--|
| | 13 wks. | | | | 13 26 52 wks. wks. wk | | |
| hour | 144.00 | 135.00 | 126.00 | 270.00 | 252.00 | 234.00 | |
| hour hour | | | | | 151.20 90.72 | | |
| minutes | | | | 35.64 | | | |

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 | 108.00 | 101.25 | 94.50 | 202.50 | 189.00 | 175.50 |
|-----|---------|--------|--------|-------|--------|--------|--------|
| | hour | | 60.75 | 56.70 | 121.50 | 113.40 | 105.30 |
| 1/4 | hour | 38.88 | 36.45 | 34.02 | | 68.40 | 63.18 |
| 5 | minutes | 14.26 | 13.37 | 12.47 | 26.73 | 24.95 | 23.17 |

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)

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.)

| 100 Words | | 4.50 2.70 | 4.25 2.55 | 4.00 | 3.75 2.25 |
|-----------------------------|------|--------------|--------------|------|--------------|
| One minute transcription | 5.50 | 4.95 | 4.70 | 4.40 | 4.13 |

| | | $\overline{}$ | onsecut | | :KS | |
|--------------|-------|---------------|---------|----------------|-------|-------|
| | 3 t | imes we | ekly | 6 times weekly | | |
| | 13 | 26 | 52 | 13 | 26 | 52 |
| | wks. | wks. | wks. | wks. | wks. | wks. |
| 100 words | | 11.25 | 10.50 | 22.50 | 21.00 | 19.50 |
| 75 words | | 6.75 | 6.30 | 13.50 | 12.60 | 11.70 |
| One minute t | | | | | | |
| cription | 13.20 | 12.38 | 11.55 | 24.75 | 23.10 | 21.45 |
| | | | | | | |

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.)

| 100 words 75 words | 3.38 2.03 | 26 t1. 3.19 1.91 | 52 t1. 3.00 1.80 | 104 tl. 2.81 1.69 |
|-----------------------|--------------|------------------------|------------------------|-------------------------|
| transcription | | 3.51 | 3.30 | 3.09 |
| | onsecut | | eks | |

| | | Consecutive weeks | | | | | | |
|----------------------------|----------------|-------------------|--------------|----------------|---------------|---------------------|--|--|
| | 3 t | imes we | ekly | 6 times weekly | | | | |
| | 13 wks. | 26 wks. | 52 wks. | 13 wks. | 26 wks. | 52 w ks . | | |
| 100 words 75 words | $9.00 \\ 5.40$ | 8.44 5.06 | 7.88 4.73 | 16.88 10.13 | 15.75 9.45 | 14.63 8.78 | | |
| One minute to scription | | 9.28 | 8.69 | 18.57 | 17.33 | 16.09 | | |

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. Sun-days 10:00 p.m. to sign-off)

| 100 words | | 13 ti. | 26 ti. | 52 t1. 1 | 104 tl. |
|---------------|------|--------|--------|----------|---------|
| 75 words | | 2.25 | 2.13 | 2.00 | 1.88 |
| One minute | | 1.35 | 1.27 | 1.20 | 1.13 |
| transcription | 2.75 | 2.48 | 2.34 | 2.20 | 2.07 |

| ti dilati iptio | •••••• | 2.10 | 4.10 | 2,01 | 2.20 | 2.01 | |
|--|----------------|--------------|----------------|---------------|---------------------|--------------|--|
| | | ——-c | onsecut | ive wee | ks | | |
| | 3 times weekly | | | 8 t | times weekly | | |
| | 13 wks. | 26 wks. | ΰ2 wks. | 18 wks. | 26 w k s. | 52 wka. | |
| 100 words 75 words One minute tr | 3.60 | 5.63 3.38 | $5.25 \\ 8.15$ | 11.25 6.75 | 10.50 6.80 | 9.75 5.85 | |
| scription | | 6.10 | 5.78 | 12.38 | 11.55 | 10.73 | |

SPECIAL FEATURES

News Broadcasts—Sheven 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 tor news purposes may not be purchased without the Complete News Service; station reserves complete control over news, announcer, and commorcial copy at opening and close of news period; inhimum news schedule sold is six days ber week:

CLASS "A"

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.)

Seven 15 min. periods Seven 5 min. periods
13 26 52 13 26 52
wks. wks. wks. wks. wks. wks. wks.

Station time and complete news
service... 124.74 116.42 108.10 45.74 42.68 39.64

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.)

Station time and complete news service.... 93.56 87.78 81.08 34.30 32.02 29.74

CLASS "C"

Station time and complete news service.... 93.56 87.78 81.08 34.30 32.02 29.74 CLASS 'C'

(Sign-on to 7:00 a.m., 1:30 p.m. to 5:00 p.m. and 10:00 p.m. to sign-off week days. Sundays 16:00 p.m. to sign-off week days. Sundays 16:00 p.m. to sign-off)

Station time and complete news service... 62.36 58.22 54.06 22.86 21.34 20.58 News Headlines- even 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, announcer, and commercial copy used with headlines: Class A, all news headlines, seven days per week, guaranteed 16 headlines, seven days per week, guaranteed 16 headlines, seven days per week, and to sunday for any 15.00; Class C, all news headlines, seven days per week, guaranteed 25 headlines per day 75.00; Class C, all news headlines, seven days per week, guaranteed 60 headlines, seven days per week. Sports Review: Same rate and copy limit as 5 minute or 15 minute news broadcast. Market Perlod: Same rates as 100 word announcement; copy limit 75 words. Time Signals: 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 premium for position included in cost. Special sales Service—All costs based on a six day week, minimum contract one month; sales service promith; Class B, 75.00 per month; Class C, 50.00 per month; Class B, 75.00 per month; Class C, 50.00

POLITICAL TALKS

Accepted only at one time Class A rate, regardless of time scheduled; no agency 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.

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,

cast as contracted.
Instantaneous recording equipment available,

cast 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 litelf, 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 he used within one year. Rates subject to chanke without notice. All proposals subject to prior booking of time.

Closing Time

Closing Time
Announcement copy and transcriptions close 72 hours
in advance of broadcast. Talks close 24 hours in ad-

in aurance of the control of the con

Personnei
Commercial Manager—Jack Aley.
Ropresentatives
None.

HICKORY

(Catawba County)

WHKY

(Established 1939) Rates effective July 15, 1942. (Card No. 3.)

Owned and operated by Catawba Valley Broadcast-ing Co., Inc. Business Office and Studio—Radio Bidg., Hickory, N. C.

Transmitter-3-1/2 miles southeast of Hickory, N. C.

Transmitter—3-4/2 mines southeast of Alcono, A. C., Wave—Power—Time Operating power 5.000 watts days; 1.000 watts nights. 232.6 meters; 1200 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 15% to recognized advertising agencies on station time only. No cash discount, Accounts payable 10th of month fullowing broadcast, All transient business cash in advance.

All transient questions

General Advertising

For combination rates see listing of Blue Network

Company (Blue Southeastern Group).

CLASS "A."

13.000 n.m. week days and

| | (6:00 | p.m. to | | .m. week | | nd |
|----------|-------|----------|----------|-----------|---------|--------|
| | 12 | :00 noon | to 11:00 |) p.m. St | indays) | |
| | | 1 hr. | 1/2 hr. | 1/4 hr. | 10 min. | 5 min. |
| 1 | | 100.00 | 60.00 | 40.00 | 30.00 | 20.00 |
| 13 | | 95.00 | 57.00 | 38.00 | 28.50 | 19.00 |
| 26 | | 90.00 | 54.00 | 36.00 | 27.00 | 18,00 |
| 39 | | 85.00 | 51.00 | 34.00 | 25.50 | 17.00 |
| 52 | | 80.00 | 48.00 | 32.00 | 24.00 | 16.00 |
| 104 | | 75.00 | 45.00 | 30.00 | 22.50 | 15.00 |
| 156 | tlmes | 70.00 | 42.00 | 28.00 | 21.00 | 14.00 |
| 208 | | 65.00 | 39.00 | 26.00 | 19.50 | 13,00 |
| 260 | times | 60.00 | 36.00 | 24.00 | 18.00 | 12.00 |
| 312 | times | 55.00 | 33.00 | 22.00 | 16.50 | 11.00 |
| 364 | times | 50.00 | 30.00 | 20.00 | 15.00 | 10.00 |
| | | | OT LOC | (17)11 | | |

| (11:00 | p.m. t | o 6:00 p. | B" m. week | days | and | |
|----------------------|--------|-----------|---------------|-------|-------|--|
| | before | 12:00 noo | n Sunday | (25) | | |
| 1 time | 75.00 | 40.00 | 30.00 | 20.00 | 15.00 | |
| 13 times | 71.25 | 38.00 | 28.50 | 19.00 | 14.25 | |
| 26 times | 67.50 | 36.00 | 27.00 | 18.00 | 13.50 | |
| 39 times | 63.75 | 34.00 | 25.50 | 17.00 | 12.75 | |
| 52 times | 60.00 | 32.00 | 24.00 | 16.00 | 12.00 | |
| 104 times | 56.25 | 30.00 | 22.50 | 15.00 | 11.25 | |
| 156 times | 52.50 | 28.00 | 21.00 | 14.00 | 10.50 | |
| 208 times | 48.75 | 26.00 | 19.50 | 13.00 | 9.75 | |
| 260 times | 45.00 | 24.00 | 18.00 | 12.00 | 9.00 | |
| 312 times | 41.25 | 22.00 | 16.50 | 11.00 | 8.25 | |
| 364 times | 37.50 | 20.00 | 15.00 | 10.00 | 7.50 | |
| Additional Discounts | | | | | | |
| | | | | | _ | |

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 rodered) are subject to 25% additional charges. 100 word announcements edual one minute, 75 words equal 3/4 minute. 50 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 | | | and | | | |
|-----|-------------------------|---------|--------|--------|--|--|--|
| | 12:00 noon to 11:00 r | o.m. Su | ndays) | | | | |
| | | 1 | 1/2 | 1/4 | | | |
| | | min. | min. | min. | | | |
| 1 | time | 8.00 | 6.00 | 4.00 | | | |
| 13 | t1mes | 7.60 | 5.70 | 3:80 | | | |
| 26 | | 7.20 | 5.40 | 3.60 | | | |
| 39 | times | 6.80 | 5.10 | 3.40 | | | |
| 52 | times | 6.40 | 4.80 | 3.20 | | | |
| 104 | times | 6.00 | 4.50 | 3,00 | | | |
| 156 | | 5.60 | 4.20 | 2.80 | | | |
| 208 | | 5.20 | 3.90 | 2,60 | | | |
| 260 | times | 4.80 | 3.60 | 2.40 | | | |
| 312 | times | 4.40 | 3.30 | 2,20 | | | |
| 364 | | 4.00 | 3.00 | 2.00 | | | |
| 3/4 | | ailable | at 80% | of one | | | |
| mir | minute rate. | | | | | | |
| | | | | | | | |

ute rate. CLASS "B"
(11:00 p.m. to 6:00 p.m, week days and before 12:00 noon Sundays)

4475 2.85 2.00

| 13 | times | 4.75 | 2.85 | 1,90 |
|-----|----------------------------|------------|---------|-------|
| 26 | times | 4.50 | 2.70 | 1.80 |
| 39 | tlmes | 4.25 | 2.55 | 1.70 |
| 52 | times | 4.00 | 2.40 | 1.60 |
| 104 | tlmes | 3.75 | 2.25 | 1.50 |
| 156 | tlmes | 3.50 | 2.10 | 1.40 |
| 208 | tlmes | 3.25 | 1.95 | 1.30 |
| 260 | tlmes | 3.00 | 1.80 | 1,20 |
| 312 | t/mes | | 1.65 | 1.10 |
| 364 | | | 1.50 | 1.00 |
| | minute announcements av | ofinile of | 80% o | r one |
| | ute rate. Additional Disc | | | |
| | ilable only on periods of | | or more | and |
| | announcements of less that | | | , , |
| | | | | 3% |
| | imes per week | | | 1 |
| | | | | |

Newscasts available for sponsorship—regular rate plus 10%.
Time signals, limited to 50 words, one minute announcement rate applies on run of schedule basis; specified times, extra 25%.
Market, sport flashes and other special events—rate! on request. Copy to be approved by station management before irondicast. Payment in advance.
IEMOTE CONTROL
Programs will be breadeast from any location outside of station—rates on request.

HICKORY—Continued W H K Y—Continued

WHKY—Continued
RECORDED PROGRAMS
Rates include use of transcription service.
Electrical transcription programs are accepted for proadcast at any hour available. Instantaneous reording equipment available. TALENT

rording equipment available.
TALENT
Tates on request.
Threat and Copy Requirements
Advertising of alcoholic beverages not accepted, extept beer and wine. Programs and announcements cannot be combined to earn additional discounts. Price quoting permitted. No restrictions except close pensorship against exaggerated claims, fraudulent, obscene, questionable or injurious articles or products. Maximum length of contract, one year.
Maximum length of contract, one year.
Maine Thow weeks in advance.
Maximum Program Equipment of autipment of

HIGH POINT

(Guilford County)

WMFR

(Established 1935)

(Established 1985)

Rates effective December 1, 1940. (Card No. 3.)

"Butter of the December 1, 1940. (Card No. 3.)

"Butter office and Studio — 156-1/2 Nouth Valid

ISL, High Point, North Carolina, telephone 4593-4.

"An North Carolina.

"North Carolina.

"North Carolina.

"North Carolina.

"Poperation of the Point North Carolina, telephone 4593-4.

"Poperation of the Point North Carolina.

"Poperation of Estern War Time.

"Vency Commission 15% to recognized agencies. Cash

"Eliscount 2%—10th of month.

"Poperation of the Point North Cash

"Poperation of the Poperation of Blue Network

"Poperation of Blue Net

ELECTRICAL TRANSCRIPTIONS

Solution of the control of the control

TALENT
TA

Johnsonnel Johnsonnel Johnsonnercial Manager—Raiph M. Lambeth. Johnsonnercial Manager—Pat Taylor. Johnsonstitives Johnson & Tanz.

KINSTON

(Leneir County)
WFTC

WFTC

Cestablished 1937

**Lates effective December 1, 1941.

**Layward and operated by Jonas Welland.

**Layward and Layward and Laywar

RECORDED PROGRAMS and recorded programs accepted at no

additional charge.
Transcription library services available, rates on request. TALENT

Rates on request.

EMOTE CONTROL

Station has facilities for handling programs by remote control, details on request.

Contract and Copy Requirements

Maximum length of contract one year, states do not include artists' services.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using double turn-tables.

ersonnei General Manager—Jonas Welland. Program Director—Ray Woodard. Burn-Smith Company, Inc.

NEW BERN

WHIT

(Established 1942)

(Established 1942)
Rate card undated; 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—Pawer—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.

discount. 1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 300 ti. 1 hour..... 50.60 45.90 40.80 35.70 30.35 25.20 1/2 hour... 30.00 27.50 25.50 22.50 20.00 17.50 1/4 hour... 17.50 16.00 14.50 13.00 11.50 10.00 5 mlnutes 7.50 6.75 6.00 5.25 4.50 3.75 Special package rates on periods of one hour or

Nouncements

ANNOUNCEMENTS

1 ti. 13 ti. 28 ti. 52 ti. 100 ti. 300 ti.

TALENT

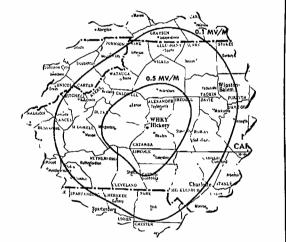
Rates on request.
SERVICE FACILITIES

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

Personnel
Press, Gen'l & Com'l Mgr.—Louis N. Howard.
Program Director—Edward W. Burwell.
Chief Engineer—W. Glen Neuville.
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)

WPTF (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—Cary, North Carolina.

Transmitter—Cary. North Caronna.

(ave—Power—Time
Operating power—50,000 watta,
41.2 meters; 680 kilcoycies.
Licensed to operate unlimited time on clear channel.
Directional antenna usod after sunset.
Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight.
Week days 6:00 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% on the net time charge only
to recognized advertising agencies. No cash discount.
Invoices payable when rendered.

Invoices payable when rendered.

General Advertising

For combination rates see listing of National Broadcasting Company (Southeastern Group).

Copyright tax is included for all musto 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 ti. 13 ti. 26 ti. 52 ti. 100 ti. 300 ti.

1 hour.... 250,00 237,50 225.00 212.55 200.00 187.50
1/2 hour... 150.00 142.50 135.00 127.55 120.00 112.50
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

5 minutes.. 50.00 47.50 45.00 42.50 40.00 87.50 (9:00 a.m. to 6:30 p.m. week days and 12:00 noon to 6:30 p.m. Sundays)

1 hour... 187.50 180.60 123.75 116.90 110.00 103.10 1/2 hour... 55.00 52.25 49.50 46.75 44.00 41.25 5 minutes.. 27.50 26.15 24.75 23.40 22.00 20.80 (21.30 p.m. to 12:00 noon Sunday)

1 hour... 10 9:00 a.m. week days and 8:00 1 hour... 190.00 95.00 90.00 85.00 80.00 75.00 1/2 hour... 40.00 38.00 36.00 51.00 44.00 45.00 1/2 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 5 minutes.. 20.00 19.00 18.00 17.00 16.00 15.00

less 14.00 13.30 12.60 11.90 11.20 10.50 30 words (between commercial programs) 14.00 18.30 12.60 11.90 11.20 10.50 ELECTRICAL TRANSCRIPTIONS Transcription library services available. Rates on

Personnel
General Manager—Richard H. Mason.
Salea Manager—John H. Field, Jr.
Program Director—Graham B. Poyner.
Dir. of Public Relations—Joseph P. Ahern.
Technical Supervisor—Henry Hulick, Jr.
Rebresentatives
Free & Peters, Inc. WRAL (Established 1939)

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 broadcasts. No cash discount.
General Advertising
For combination rates see listing of Mutual Broadcasting System.

(LASS "A"

(CLASS "A"

| Care | Advertising | Care |

3 tL Net 2-1/2% Net 7-1/29 10% 15% Less than 13 weeks 13 weeks 26 weeks 52 weeks 5% ------ 7-1/2%

General Manager—Fred Fletcher.
Program Director—Margaret Early.
Commercial Manager—Frank M. Stearns. Representatives
Weed & Company.

ROANOKE RAPIDS

(Halifax County) WCBT

(Eatablished 1940)

Rates effective Soptember 15, 1941.

Owned and operated by J. Winfield Crew. Jr.
Business Office and Studio—251 Roanoke Avenu
Roanoke Rapids, North Carolina.

Transmitter—D. Tenth Street. Extended. Roano
Rapids, North Carolina.

Wave—Fewer—Time—250 watts.
253.meters; 258 kilocycles.
Licensed to operate full time on local channOperates on Eastern War Timo.
Actual operating schedule: Sundays 9:00 a.m.
10:00 D.m. Week days 7:00 a.m. to 11:00 p.m.
Agency Commission 16% to recognized agencies
station time only. Cach discount none. Bills redered and due monthly.

(This listing continued on next page)

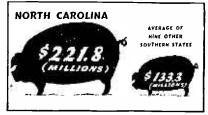
(This listing continued on next page)

request.

TALENT

Audifion transcriptions and rate quotations on available live talent will be supplied on request. NORTH CAROLINA SOUTH

IN AGRICULTURE

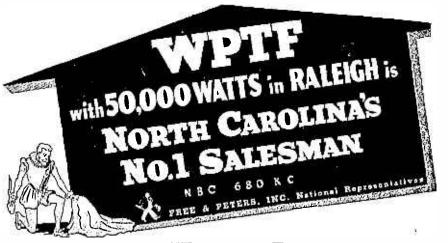


CASH INCOME *** GOVT. PAYMENTS Source: - Department of Agriculture, 1940

IN INDUSTRY



VALUE of MANUFACTORED PRODUCTS



ROANOKE RAPIDS—Continued W C B T-Continued

All programs combined to earn a lower rate may be scheduled contiguous at the station's option on 28 days notice.

ANNOUNCEMENTS more 1,1 11, 11, 12, 25 ti. 50 ti. 100 ti. 150 ti. 11, 5 minutes 8.75 8.25 7.50 6.70 5.80 5.40 5.00 100 words... 4.20 3.70 3.35 2.95 2.70 2.50 2.10 SPECIAL FEATURES

News: Regular rates apply.

TALKS

Regular rates apply.

TALKS

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 and been accepted. Commission.

The subject to cancellation by four weeks written notice accompanied by certified check at short rate to date of last program.

Station reserves the last 30 seconds of all programs for its use and station identification. No contract to exceed one year's duration.

Iosing Time

Contracts close two weeks in advance of first broadcast. Announcement copy, transcriptions and talks close four hours in advance.

techanical 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.

tical and lateral cut recommes, versonnel Manager.—Nathan Frank.
Prog. & Prod. Mgr.—Phil Cooke. lepresentatives
Burn-Smith Company, Incorporated.

ROCKY MOUNT (Nash and Edgecomb Counties)

WEED

(Established 1938)

(Established 1933)

Rates effective February 1, 1937. (Card No. 8.)

Owned and operated by W. Avera Wynne.

Business Office and Studlo—Rocky Mount, N. C.

Transmitter—Rocky Mount, N. C.

Aver—Power—Time

Operating power—250 watts.

206.9 meters; 1450 kilocycles.

Licensed to operate unlimited time.

Operates on Eastern War Time.

Actual operating schedule: Week days and Sundays

7:00 a.m. to 12:05 a.m.

Agency Commission 15%; cash discount 2%—10 days.

No discount or commission on artists' services. Commissions paid on gross station time only.

Licensed Advertising

For combination rates see listing of Blue Network

Company (Blue Southeastern Group).

The following rates are for national advertising.

1 hr. 1/2 hr. 1/4 br. min. min. min.

1 hr. 1/2 hr. 1/4 br. min. min. min.

1 hr. 4500 2700 18 93 1208 7 0 0 8 93 1208 7 0 0 8 93 10 0 8 7 0 0 8 93 10 0 8 7 0 0 8 93 10 0 8 7 0 0 8 93 10 0 8 7 0 0 8 93 10 0 8 7 0 0 8 93 10 0 8 7 0 0 8 93 10 0 8 7 0 0 8 93 10 0 8 7 0 0 8 93 10 0 8 7 0 0 8 93 10 0 8 7 0 0 8 93 10 0 8 7 0 0 8 93 10 0 8 7 0 0 8 93 10 0 8 7 0 0 8 93 10 0 8 7 0 0 8 93 10 0 8 7 0 0 8 93 10 0 8 7 0 0 8 93 10 0 8 7 0 0 8 93 10 0 8 93 10 0 8 7 0 0 8 93 10 0 8

min. 8.25 8.00 2.90 2.75 2.60 SUU times... 31.00 18.39 11.35 9.10 5.45 2.25 EXECUTICAL TRANSCRIPTIONS
Transcribed and recorded Programs accepted at nuadditional charges.
Transcription library services available—rates and details on request. TALENT

Transcription library services available—rates and details on request. TALENT
Station will furnish any type of local talent available. Rates on application.

Programs will be broadcast from any location—rates on application.
Contract and Other Requirements
Maximum length of contract one year. Bates do not include artists' services.
Meaning 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.

ersonner 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 killocycles. Licensed to operate unlimited time. Operates on Eastern War Time. Actual operating schedule: 7:00 a.m. to 12:00 midnight.

Agency Commission 15% to recognized advertising agencies. No cash discount. All accounts payable 15th of month following broadcast.

of month following broadcast.

General Advertising

For combination rates see listing of Mutual Broadcasting System.

Quantity discounts apply to one classification only.

Announcements and programs cannot be combined to

secure discounts. No discounts given except as earned. (After 6:00 p.m.)

| 1 | hour | 57.50 |
|------|---|-------|
| 1/2 | hour | |
| 1/4 | hour | 17.50 |
| 5 | minutes | 8.00 |
| | (Before 6:00 p.m.) | |
| 1 | hour | |
| 1/2 | hour | 28.00 |
| 1/4 | hour | 15.00 |
| ~ š | minutes | |
| | ANNOUNCEMENTS | |
| Stat | ion breaks available for announcements. | |

(After 6:00 p.m.) 100 words..... 50 words..... (Before 6:00 n.m.)

nents. 5%
3 times per week. 10%
ELECTRICAL TRANSCRIPTIONS
Transcriptions will be broadcast at any hour available.

able.

TALENT
The station will furnish any type of local talent available. Rates on request.

BEMOTE 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 atarting date.

Manager—F. F. Patterson.
Assistant Manager—G. L. Brantley.
Program Director—Russell McIntire.

Representatives
Burn-Smith Company, Incorporated.

WASHINGTON

(Beaufort County)

WRRF (Established 1942)

(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.
322.6 meters; 930 kilocycles.
Licensed to operate days.
Actual operating schedule—
Access Commission.

Agency Commission
Agency commission 15%; cash discount —

eneral Advertising
The following rates are for national advertising.
Rates include charges by owners of music copyrights.

1 11 25 50 100 150

1.2 hour... 65.00 63.85 60.00 56.30 58.35 50.00 44.20

1.2 hour... 37.35 34.15 32.15 25.75 27.10 25.80 24.20

1/4 hour... 20.00 17.55 17.10 16.40 15.00 13.85 12.50

1.0 minutes 16.70 13.85 11.70 10.40 9.15 8.30 7.50

5 minutes 8.75 8.25 7.50 6.70 6.80 5.40 5.00

100 words... 4.20 3.70 8.35 2.95 2.70 2.50 2.10

(†) 300 or more times.

POLITIGAL RATES General Advertising
The following rat

POLITICAL RATES
One time rate applies; no discount.

REMOTE CONTROL

Equipped to handle programs originating outside
studies whenever lines are available.

Contract and other Reduirements

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.

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, using 33-1/3 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.

Personnel
Manager—B. W. Frank.
Program Director—Charles H. Whedbee.

Representatives
Burn-Smith Company, Incorporated.

WILMINGTON

(New Hanover County WMFD (Established 1985)



1 minute. 5.00 4.75 4.50 4.25 4.00 3.75

ELECTRICAL TRANSCRIPTIONS
Electrical transcription programs are accepted for broadcast at any hour available. Regular time charges apply to recorded programs. Not restricted to certain hours. Price quoting permitted.

TALENT
Rates on application.

REMOTE CONTROL
Rates on application on points outside of regular studies

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. Final closing date three days in advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 38-1/3 and 78 r.p.m. double turn-tables.

Personnel
Manager—R, A. Dunles.

Representatives
Burn-Smith Company, Inc.

WILSON (Wilson County)

の対象を表現を表現

WGTM (Established 1937)

(Established 1937)
Rates received October 12, 1942
Owned and operated by Penn Thomas Watson.
Business Offices and Studio—115 Nash Street, Wilson, North Carolina, Ludio—115 Nash Street, Wilson, North Carolina, Ludio—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.
Licensed to operate unlimited time.
Operates on Eastern War Time.
Agency commission
Agency commission
Agency commission
For combination rates see listing of Mutual Broadcasting System.

(12:00 nom to 2.000 m. and 2.000 m. and

CLASS "A"
(12:00 noom to 2:00 p.m. and 6:00 p.m. to 1:00 p.m.)

1 ti. 10:00 p.m.)

1 ti. 13 ti. 26 ti. 52 ti. 104 1/2 hour... 21:00 p.44 18:36 17:28 16.

5 minutes 7.92 7.13 6.73 6.34 5.1 minute 4:00 3.75 3.50 3.35 3.

(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 mid-night)

1/2 hour... 45.00 40.50 38.25 36.00 32.1/2 hour... 27.00 40.50 38.25 30.00 32.1/2 hour... 27.00 24.30 22.95 21.60 20.1/2 hour... 27.00 24.30 22.95 21.60 30.1/2 hour... 27.00 24.30 22.95 21.60 30.1/2 hour... 27.00 24.30 22.95 21.60 30.1/2 hour... 27.00 25.30 3.25 3.10 3.00 25.30 3.25 3.10 3.00 25.30 30.00 25

SPECIAL FEATURES
Time signals, weather reports, sporting events, etc.
rates on request. TALENT

rates on request. TALENT
Rates on request.

REMOTE CONTROL
Telephone line costs for remote pick-upe will be defrayed by advertiser. Mobile unit available.
Centract and Other Requirements
Rates include station time and facilities only.
Mochanical Program Equipment
Equipped to handle program by electrical transcription with both vertical and lateral pick-ups.
Personnel
Manager—Allen E. Wannamaker.
Advertising Manager—Henry Sullivan.
Production Manager—Henry Sullivan.
Production Manager—Mina Ray Church.
Chief Engineer—William H. Maione.
Refersentatives
Burn-Smith Company, Inc.

WINSTON-SALEM

(Foreyth County)

WAIR (Established 1937)



Hates effective April 1, 1941. (Card No. 4.)

Owned and operated by C. G. Hill. Grouge 1/2

Walker, and Susan H. Walker.
Business Office and Studio—Pepper Bidg., Winston-Salem, N. C., telephone 2-1133 and 2-1134.

Transmitter—Reynolds, North Carolina

Vave—Power—Time
Operating power—250 watts.

223.9 meters; 1340 kilocycles.
Licensed to operate sulforted time

223.5 meters; 1940 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 mid-

Agency Commission

Agency commission 15% to all recognized agencies. No cash discount. eneral Advertising

| 5 | minutes | 1 tl. 15.00 | 13 tf. 14.25 | 26 ti. 13,50 | 52 tl. 12,75 | 100 tt. 12.00 | 300 tl. 11.25 |
|------|---------|----------------|-----------------|-----------------|-----------------|------------------|------------------|
| | minute | 8.00 | 7.60 | 7.20 | 6.80 | 6 4D | 6.40 |
| | words | | 5.70 | 5.40 | 5.10 | 4.80 | 4.50 |
| 1110 | nords | 0.00 | CLINN | | 0.10 | ***** | |

(7.30 a.m. to 1.30 c.m. 4.00 p.m. to 6.00 p.m. and 10.30 p.m. to sign-off week days)

p.m. and 10.30 p.m. to sign-off week days)

1.50 p.m. 70.09 6.50 6.30 0.30 59.50 50.00 52.50

1/2 hour... 40.00 38.00 36.00 34.00 32.00 30.00

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

5 minutes 10.00 9.50 0.00 8.50 8.00 7.50

1 minute 6.00 5.70 5.40 5.10 4.80 4.50

100 words... 4.50 4.23 4.05 3.83 3.50 3.38

100 words... 4.50 4.23 4.05 8.83 3.00 3.38 CLASS "

(6:00 a.m. to 7:30 a.m. and 1:30 p.m. to 4:00 p.m. week days)

1 hour... 69.00 57.00 51.00 48.00 45.00 1/2 hour... 35.00 33.25 31.50 29.75 28.00 29.25 1/4 hour... 18.00 17.10 16.20 15.30 14.49 13.50 5 minute 9.00 8.55 8.10 7.65 7.20 6.25 1 minute 4.50 4.23 4.05 3.83 3.00 3.38 (*) One minute rates apply to 50 word chain break announcements

ADDITIONAL DISCOUNTS
3 to 5 times weekly, 5%; 5 or more times weekly, 10%. 10%. RECONDED PROGRAMS
Transcription library services available rates on request. Instantaneous recording equipment available.

TALENT
All talent to be paid for by advertiser; rates on request.

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 1980)



itate card dated January 1, 1941. (Card No. 9.)
Owned and operated by The Piedmont Publishing to
Business Office and Studio-419-421 N. Spruce St.,
Winston-Salem, North Carolina, telephone 4141.
Transmitter—Winton Salem, North Carolina.
Wave—Power—Time
Oberating power—250 walts.
(C. P. 5.000 walts.)
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
Agency Commission 15% to recognized advertising
agencies. No commission at laient. Cash discount
2% of net—15 days of receipt of bill. No cash discount on talent. Invoices mailed 1st of month.
General Advertising

2% of net—15 days of count on talent. Involces mailed 1st of mount of talent. Involces mailed 1st of mount of the count of talent. Involces mailed 1st of national Broad-casting Company (Southeastern Group). Hates include charges by owners of music copyrights. The following rates are for national advertising. For local rates consult station management.

CLASS "A"

CLASS "A"

The count of the count of the country of the coun

| CDASS A | | | | | | | |
|---------|---|---------|------------|-----------|----------|-------|--|
| | | (6:00 | | 1:00 p.m. | | | |
| | | 1 hr. | 1/2 hr. | 1/4 hr. | 5 min. | (*) | |
| 1 | time | 80.00 | 45.00 | 25.00 | 12,50 | 7.50 | |
| 13 | times | 76,00 | 42.75 | 23.75 | 11.87 | 7.12 | |
| 26 | times | 72.00 | 40.50 | 22.50 | 11.25 | 6.75 | |
| 39 | times | 68.00 | 38.25 | 21.25 | 10.62 | 6.37 | |
| 52 | times | 64.00 | 36.00 | 20.00 | 10.00 | 6.00 | |
| 104 | times | 60.00 | 33.75 | 18.75 | 9.37 | 5.62 | |
| 156 | times | 56.00 | 31.50 | 17.50 | 8.75 | 5.25 | |
| 312 | times | 52.00 | 29.25 | 16.25 | 8.12 | 4.87 | |
| | | | CLASS | "B" | | | |
| | (Refo | re 6.00 | p.m. and | | 00 p.m.) | | |
| 1 | time | 75.00 | 40.00 | 22.00 | 10.00 | 5.60 | |
| 13 | times | 71.25 | 38.00 | 20.90 | 9.50 | 4.75 | |
| 26 | times | 67.50 | 36.00 | 19.80 | 9.00 | 4.50 | |
| 39 | times | 63.75 | 34.00 | 18.70 | 8.50 | 4.25 | |
| 52 | times | 60.00 | 32.00 | 17.60 | 8.00 | 4.00 | |
| 104 | times | 56.25 | 30.00 | 16.25 | 7.50 | 3.75 | |
| 156 | times | 52.50 | 28.00 | 15.40 | 7.00 | 3.50 | |
| 312 | | 48.75 | 26.00 | 14.30 | 6.50 | 3.25 | |
| | One | | OT less or | chain bre | | | |
| Rate | | neriode | longer t | han one | our, and | for a | |
| | | mber of | times th | an 312 on | reduest. | | |
| | | | ame disco | | | | |
| | | | | ENCY RA | THE | | |
| | • | LLIKE | CLASS | "A" AL | 120 | | |
| | | (6:00 | | 11:00 p.m | 1 | | |
| | | .0.00 | p.u. 10 | Par Tra | | | |

weekly 121.50 101.25 weekly 191.25 157.50 weekly 216.00 175.50 times times times 6 times 1/4 hour: 3 times 5 times 6 times 'nutes:

1/2 hour:
3 times
5 times
6 times
1/4 hour: weekly 108.00 90.00 84.00 78.00 weekly 170.00 140.00 130.00 120.00 weekly 192.00 156.00 144.00 132.00

weekly weekly weekly times times times 5 minutes: 3 times minutes: 3 times weekly 27.00 22.50 21.00 5 times weekly 42.50 35.00 32.50 6 times weekly 48.00 39.00 36.00

SPECIAL FEATURES

Eye-Opener Program—6:00 a.m. to 9:00 a.m., transcription costs included:
6 fifteen minute periods per week. 56:00
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 re-

Quest
Contract and Other Requirements
Rates are for station time only; telent is eriva.
Maximum length of contract is one year. All programs subject to station approval.

grams subject to station approval.

Closing Time
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 isteral
and vertical cut recordings.

Personnel
Director—Harold Essex.
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

WORTH CENTRAL BROADCASTING SYSTEM, INC.

DAKOTA GROUP
Affiliated with Mutual Broadcasting System.
Sxeculty Offices—Commodore Hotel. St. Paul, Minn.
See listing under "Network and Group Listings."
Francel

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

Arroduction Manager—Donn Clayton, defresentatives electrone 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.) StOwned and operated by Meyer Broadcasting Co. "Business Office and Studio—320 Broadway, Bismarck."
North Dakota, telephone 468.

North Dakota, telephone 468, atTransmitter—Menoken, N. D.

-dave—Power—Time

-Dorenting power—5,000 watts,

100% modulation—crystar control.)

5515.5 meters; 550 kilocycles,

Elicensed to operate on regional channel, full time,

100perates on Central War Time,

100 perating schedule: Sundays 8:00 a.m. to

12:00 midnight, Week days 6:30 a.m. to 12:00 midnight.

enight.

Jakency commission

Jakency commission 15% to advertising agencies rec
lognized by station management, providing payment is

made by the 10th of month following service, other
lowise no commissions paid. No commission paid on

talent. No cash discount. All statements for service

to the commission of the commission paid on

the commission paid on

| minute | m

to 10:300 p.m. daily)

1 hour.... 125.00 113.75 112.55 106.25 100.00 92.75

1/2 hour.... 50.00 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 24.00 22.60 21.60 20.40 10.20 18.00

1 minute or less 13.00 12.35 11.70 11.25 10.40 9.75

CLASS "C"

(S: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.

1/2 hour... 100.00 95.00 90.00 85.00 80.00 75.00

1/2 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

1 minute or less 10.00 9.50 9.00 85.0 8.00 7.50

CLASS "D"

1 minute or less 10.00 9.50 9.00 8.50 8.00 7.50 CLASS "D" (6:30 a.m. to 8:30 a.m. and 11:00 p.m. to 12:00 midnlght daily)
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 38.75 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 or less 8.00 7.60 7.20 6.80 Chain breaks limited to 35 words.

Chain breaks 8.00 7.60 7.20 6.80 6.40 6.00 Chain breaks limited to 35 words.

SPECIAL FEATURIES

Weather reports, forecasts, market reports, baseball scores, time signal service, participating programs and news—rates on request.

FOLITICAL 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.

July 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 researed to radio broadcasting control.

Station management reserves the right to refuse or discontinue any advertising for reasone satisfactory to treat the state of reasone satisfactory in treat?

to traff
Contracts cancelled by client or agency prior to experiently date will be short rated on basis of rate actually earned, being Time
Contract must be closed three weeks in advance to

be included in program schedules in newspaper and publicity mediums.

publicity mediums.
Copies of talks and addresses must be died with
station 24 hours in advance of broadcast.
echanical 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.

or vertical and annual personnel Presonnel President and General Manager—P. J. Meyer. Commercial and Station Manager—F. E. Fitzsimonda. Representatives

John Blair & Company.

DEVILS LAKE

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. Fairmont Creamery Bldz., and Mann
Block, Devils Lake, N. D.
Transmitter—Fourth Street and 12th Avenue, Devils
Lake, N. D.

Lage, N. D.

Ave.—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.
opener Commission.

10:00 p.m. Week days 0:30 a.m. to 10:30 p.m. gency Commission 15% allowed to recognized ageocles. 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 (Moketa Group)
Affiliated with North Central Broadcasting System. The following rates are for national advertising. For local advertising rates consult station management.

1 ti. 13 ti. 25 ti. 52 ti. 104 ti. 312 ti.
1 hour...... 50.00 47.50 45.00 42.50 40.00 37.50
1/2 hour..... 30.00 25.50 27.00 25.50 24.00 22.50
1/4 hour..... 17.50 16.32 15.75 14.87 14.00 12.50
1/4 hour..... 17.50 16.32 15.75 14.87 14.00 12.50
1/4 hour..... 17.50 16.32 15.75 14.87 14.00 2.75
Chain breaks 5.00 4.75 4.50 4.25 4.00 2.75
Chain breaks 5.00 4.75 4.50 4.25 4.00 2.75
TALES. PULITICAL SPEECHES, ETC.
Regular rates apply. Manuscripts must be received two days in advance.

SPECIAL FEATURES
Weather Forecast: Rates on request.
Road reborts in season of shows. October through March. Rates on request.
Ilcusewives Program 9:00 a.m. to 10:00 a.m. regular rates apply; monthly rates on request.
Noonday Varlety Program: 11:00 a.m. to 1:00 p.m. regular rates sapply; monthly rates on request.
Transcription library services available, rates on request.
Special transcriptions also available at cost plus

Special transcriptions also available at cost plus handling.

Special transcriptions also available at cost plus handling.

TALENT
Three piece old time criestra; 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 FACLITIES

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)



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 KFYR . . . in fact, KFYR 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.

FYR 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 replaces
in advance of damage.

Medianical Program Equipment
Equipment and programs by electrical transcription, using 33-1/3 and 78 r.D.m. turn-tables for
vertical or lateral cut recordings.

FARGO

(Cast County)

WDAY (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.

ave--rower--ime
Operating power-5,000 watts.
309.3 meters; 970 kilocycies.
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 15% to recognized advertising agencies. No cash discount. No discount or commission networks of the commission of the commissi

"THIS HERE LITTLE NUMBER GITS AROUND PURTY GOOD-BUT IT AIN'T NOTHIN COMPARED TO THE WAY WDAY GITS AROUND THE RED RIVER VALLEY!"



VDAY

FARGO, N. D. - 5000 WATTS - N.B.C. AND BLUE AFFILIATED WITH THE FARGO FORUM FREE & PETERS, NAT'L REPRESENTATIVES

duest.

Games, weather, grain and stock market reports, sport reviews, and other service and special features

News—Leased wire service available. Rates on request.

Games, weather, grain and stock market reporta. Games, weather, grain and stock market reporta. Games, weather, grain and stock market reporta. Talks 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 6:00 p.m. to 12:00 midnight.

ELECTRICAL TRANSCRIPTIONS

Transcription library available.

Regular rates apply TALENT

Additional charkes for talent.

SERVICE FACILITIES

Services of station production department are offered to advertisers.

Contract and Other Requirements

Basic rates include charge for time and services of station announcer. All programs, talks and announcements subject to approval of station management, which reserves the right to refuse or cancel any broadcasts for any reason sufficient to itself. No contract of the programs of the same and services of the production of the programs of the same and 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 then 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 33-1/5 and 78 r.pm. double turn-tables for both vertical and lateral cut recordings.

President—E. C. Reineke.

Manager—Dave Henley.

Production Manager—Dave Henley.

Publicity Director—Mildred Gregorson.

Program Director—Ren Kennedy.

Regularities and services of the services of the program of the services of the se

GRAND FORKS

(Grand Forks County)

KFJM

N. F. J. IVI

Owned by University of North Dakota.
Studlo—Weodworth Hall. University Campus, Grand Forks. N. D.
Transmitter—University of North Dakota, Grand Forks. North Dakota.
Avec—Power—Time
Operating power—1.000 watts days; 500 watts nights.
208.3 motors; 1440 kilocycles.
Shares hours with station KILO. Grand Forks. N. D.
Actual operating schedule: 3:00 p.m. to 5:00 p.m.
Does not oberate during July, August or September,

Does not sell time.

KILO

(Established 1041) Rates effective January 1, 1042. Rates effective January 1, 1042.

Owned and operated by Dalton LeMasurier.

Business Office and Studio—First National Bank
Bidis. Grant Forks, N. D., telephone 1200.

Shares hours from 3:00 b.m. to 5:00 p.m. with station KFMM. 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; 1446 Kilooycles.

Licensed to operate full time on regional channel.
Operates on Central War Time.

Actual operating schedule: July. August and September: Sundays 0:00 a.m. to 12:00 midnight, Other mountis: Sundays 8:00 a.m. to 12:00 midnight. Other mountis: Sundays 8:00 a.m. to 12:00 midnight.

Agency commission 15% to recognized advertising agencies. Only attation time commissionable; no commission on talent, remote control installations or other extraneous lemas. No cash discount.

All bills payable by 10th of mouth following broaderst.

(This listing continued on next page)

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NORTH DAKOTA—Cont'd

GRAND FORKS—Continued K I L O-Continued

nancal Advertising
near combination rates see listings of Mutual Broadcasting System and North Central Broadcasting Sysnem (Red River Valley Group).
Mates 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.)

| :/ U | .2:00 000 | ուսո | :00 р.ш | . 4110 | arrer o. | υυ у.ш. | |
|------|-----------|-------|---------|--------|----------|---------|------|
| | | 1 | 1/2 | 1/4 | 10 | 5 | 1 |
| | | hour | hour | hour | min. | min. | min. |
| 1 1 | time | 75.00 | 45.00 | 30.00 | 22.50 | 15.00 | 7.00 |
| £ 13 | times | 50.00 | 30.00 | 20,00 | 15.00 | 10.00 | 6.00 |
| 8 26 | times | 47.50 | 28.50 | 19.00 | 14.25 | 9.50 | 5.70 |
| € 39 | times | 45.00 | 27.00 | 18.00 | 13.50 | 9.00 | 5.40 |
| 8 52 | times | 42.50 | 25.50 | 17.00 | 12.75 | 8.50 | 5.10 |
| 1104 | times | 40.00 | 24.00 | 16.00 | 12.00 | 8.00 | 4.80 |
| 1156 | times | 37.50 | 22.50 | 15.00 | 11,25 | 7.50 | 4.50 |
| £208 | times | 35.00 | 21.00 | 14.00 | 10.50 | 7.00 | 4.20 |
| (260 | times | 32.50 | 19.50 | 13.00 | 9.75 | 6.50 | 8.90 |
| :312 | times | 80.00 | 18.00 | 12.00 | 9.00 | 6.00 | 3.60 |
| | | | | | | | |

CLASS 'B"
(6:30 a.m. to 12:00 noon and 1:00 p.m.

| | ! 1 | time | 48.00 | 33.00 | 22,00 | 16,50 | 11.00 | 4.50 |
|---|------|-------|-------|-------|-------|-------|-------|------|
| | 13 | times | 32.00 | 19.20 | 12.80 | 9.60 | 6.40 | 3.85 |
| | | times | | 18.24 | 12.16 | 9.12 | 6.08 | 3.65 |
| | | times | | 17.28 | 11.52 | 8.64 | 5.76 | 3.47 |
| | 1 52 | times | 27.20 | 16.32 | 10.88 | 8.16 | 5.44 | 8.27 |
| | | | 25.60 | 15,36 | 10,24 | 7.68 | 5.12 | 3.08 |
| | | times | | 14.40 | 9.60 | 7.20 | 4.80 | 2.88 |
| | | times | | 18.44 | 8.96 | 6.72 | 4.48 | 2.69 |
| | | times | | 12.48 | 8.32 | 6.24 | 4.16 | 2.50 |
| ١ | 312 | times | 19.20 | 11.52 | 7.68 | 5.76 | 3.84 | 2.31 |
| | | | | | | | | |

1312 times... 19.20 11.52 7.68 5.76 3.84 2.31
SPECIAL FEATURES
News, time signals, temperature, market and road orreports—rates on request.
TALKS, SPECCHES, ETC.
Time of day strictly subject to arrangement with studio manager. Rates same as for sponsored protections. Manuscript of talks must be submitted 24 shours in advance.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Rates for use of transcription (rillbrary service on request. Instantaneous recording elequipment available.

TALENT

Rates on request.

Rates on request.

REMOTE CONTROL

REMOTE CONTROL

REMOTE CONTROL

REMOTE CONTROL

REPORT CONT

iment.
Program position subject to time available.
Program position subject to time available.
Program position subject to time available.
Program contracts close one week in advance of first broadleast. Announcement copy, transcriptions and talks
close 24 hours in advance.
Feedhanical Program Equipment
Fequipped to handle programs by electrical transcripation, using 33-1/3 and 78 r.p.m. double turn-tables
I for lateral cut recordings.

nrsonnel
Manager—Dalton LeMasurier.
Commercial Manager—E. O. Hanson.

ipresentatives
Howard H. Wilson Company.

JAMESTOWN KSJB (Established 1937) Rates effective June 1, 1942.

Rates effective June 1, 1942.

Owned by the Jamestown Broadcasting Co. Inc. Studlo-Midland Building, Jamestown, N. D. Transmitter—South edge of city limits of Jamestown. As the Comparison of t

| | | (6:00 | | | p.m.) | | |
|-----|-------|--------|-------|--------|--------|-------|-------|
| | | 1 hr | | 1/4 hr | 10 min | 5 min | 1 min |
| _ 1 | time | 100.00 | 60.00 | 40.00 | 30.00 | 20.00 | 10.00 |
| 13 | times | 95.00 | 57.00 | 38.00 | 28.50 | 19.00 | 9.50 |
| 26 | times | 90.00 | 54.00 | 38.00 | 27.00 | 18.00 | 9.00 |
| 52 | times | 85.00 | 51.00 | 34.00 | 25.50 | 17.00 | 8.50 |
| 78 | times | 80,00 | 48.00 | 82.00 | 24.00 | 16.00 | 8.00 |
| 104 | times | 75.00 | 45.00 | 80.00 | 22.50 | 15.00 | 7.50 |
| 156 | times | 70.00 | 42.00 | 28.00 | 21.00 | 14.00 | 7.00 |
| 208 | times | 65.00 | 39.00 | 26.00 | 19.50 | 13.00 | 6.50 |
| 260 | times | 60.00 | 36.00 | 24.00 | 18.00 | 12.00 | 6.00 |
| 312 | times | 55.00 | 33.00 | 22.00 | 16.50 | 10.00 | 5.50 |
| | | | | | | | |

| CLASS "B" | | | | | | | | |
|-----------|-----------|--------|--------|--------|---------|--------|------|--|
| | (12:0) | 0 noon | to 6:0 | 0 p.m. | Sund | ays) | | |
| | | 1 hr | 1/2 hr | 1/4 hr | | 5 min | | |
| 1 | time | 65.00 | 39.00 | 26.00 | 19.50 | 13.00 | 7.50 | |
| 13 | times | 61.75 | 37.05 | 24.70 | 18.53 | 12,35 | 7.12 | |
| 26 | times | 58.50 | 35,10 | 23.40 | 17,55 | 11.70 | 6.74 | |
| 52 | times | 55.25 | 33,15 | 22.10 | 16.58 | 11,05 | 6.36 | |
| 78 | times | 52.00 | 31.20 | 20.80 | 15.60 | 10.40 | 5.98 | |
| 104 | times | 48.75 | 29,25 | 19,50 | 14.63 | 9.75 | 5.60 | |
| 156 | times | 45.50 | 27.30 | 18.20 | 13.65 | 9.10 | 5.22 | |
| 208 | times | 42.25 | 25.35 | 16.90 | 12.68 | 8.45 | 4.84 | |
| 260 | times | 39.00 | 23.40 | 15.60 | 11.70 | 7.80 | 4.46 | |
| 312 | times | 35.75 | 21.45 | 14.30 | 10.73 | 7.15 | 4.08 | |
| | | | CLASS | .,C., | | | | |
| | (7:30 a.: | m. to | | | | ys and | l | |
| | 10:0 | 0 p.m. | to 11: | 00 p.m | . daily | | | |
| | | | | | | | | |

| CLASS "C" | | | | | | | | |
|-----------|----------|---------|-------|---------|-------|--------|------|--|
| | (7:30 a. | m. to | | | | ys and | | |
| | 10: | 00 p.m. | | :00 p.n | | | | |
| 1 | time | 50.00 | 30.00 | 20.00 | 15.00 | 10.00 | 5.00 | |
| 13 | times | 47.50 | 28.50 | 19.00 | 14.25 | 9.50 | 4.75 | |
| 26 | times | 45.00 | 27.00 | 18.00 | 13.50 | 9.00 | 4.50 | |
| 52 | times | 42.50 | 25.50 | 17.00 | 12.75 | 8.50 | 4.25 | |
| 78 | times | 40.00 | 24.00 | 16,00 | 12,00 | 8.00 | 4.00 | |
| 104 | times | 37.50 | 22.50 | 15.00 | 11.25 | 7.50 | 3.75 | |
| 156 | times. | 35.00 | 21.00 | 14.00 | 10.50 | 7.00 | 3.50 | |
| 208 | times | 32.50 | 19.50 | 13.00 | 9.75 | 6.50 | 3.25 | |
| 260 | times | 30.00 | 18.00 | 12.00 | 9.00 | 6.00 | 3.00 | |
| 312 | times | 27.50 | 16.50 | 11.00 | 8.25 | 5.50 | 2.75 | |
| -14 | | | CLASS | | | | | |
| | | ` | ~~~~ | | | | | |

(6:30 a.m. to 7:30 a.m. week days, 9:00 a.m. to 12:00 noon Sundays and 11:00 p.m. to

| | 12:00 | midni | ght da | ily) | | |
|-----------|----------------|-------|--------|-------|------|------|
| 1 time | 40.00 | 24.00 | 16.00 | 12.00 | 8.00 | 4.00 |
| 13 times | 38.00 | 22.80 | 15.20 | 11.40 | 7.60 | 3.80 |
| 26 times | 36.00 | 21.60 | 14.40 | 10.80 | 7.20 | 3.60 |
| 52 times | 34.00 | 20.40 | 13.60 | 10.20 | 6.80 | 3,40 |
| 78 times | 32.00 | 19.20 | 12.80 | 9.60 | 6.40 | 3.20 |
| 104 times | 30.00 | 18.00 | 12.00 | 9.00 | 6.00 | 3.00 |
| 156 times | 28.00 | 16.80 | 11.20 | 8.40 | 5.60 | 2.80 |
| 208 times | 26.00 | 15.60 | 10.40 | 7.80 | 5.20 | 2.60 |
| 260 times | 24.00 | 14.40 | 9.60 | 7.20 | 4.80 | 2.40 |
| 312 times | 2 2. 00 | 13.20 | 8.80 | 6.60 | 4.40 | 2.20 |

SPECIAL FEATURES
News, sports, time signals, market and road reportsrates on request.

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 I. programs and announcements subject to approval station management.

Closing Time
Sponsored programs close one week in advance. Announcements, talks, speeches, etc., close 24 hours in

nouncements, taiks, specenes, etc., close 24 nours in advance.

Programs close one week in advance of broadcast. Mechenical Program Equipment Equipment Equipment to handle programs by electrical transcription, using 33-1/8 r.p.m. double turn-tables for vertival and lateral cut recordings, also 78 r.p.m. turn-tables.

Personnel President

President—John W. Boler. Station Manager—B. Harland Ohde. Representatives Radio Advertising Corporation.

MANDAN

(Morton County)

KGCU

(Established 1925) Rates received August 5, 1940.

Owned and operated by Mandan Radio Ass'n., Inc. Studios—Kennelly Furniture Company Bidg., Mandan and Patterson Hotel, Bismarck, North Dakota. Transmitter—On Memorial Highway, midway between Mandan and Bismarck, North Dakota.

Mandan and Bismarck, North D Wave—Power—Time Operating power—250 watts. (100% modulation.) 238.2 meters: 1270 kilocycles. Operates on resional channel. Operates unlimited time. Operates on Mountain War Time. Agency Commission

Agency Commission 15% to recognized agencies. No Agency Commission 15% to recognized agencies. No Agency Commission 15% to recognized agencies. No account of the commission of the station time 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).

1 hour. 50.00

| 1/2 hour | 27 50 |
|---|--------|
| */ HOUR !!!!!! | Dt.00 |
| 1/4 hour | 15.00 |
| | 20.00 |
| DISCOUNTS | |
| 220001110 | |
| 52 times | 5% |
| -04 | 40.00 |
| 1U4 L1mes | 1070 |
| 170 au mana Maran | 7 2 07 |
| 100 OF MORE LIMES | 1070 |
| | |
| ANNOUNCEMENTS | |
| | |
| Copy limited to 100 words; announcements ma | de by |
| | uv -, |

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

POLITICAL SPEECHES 20%
Political speeches twice musical program rate. Time subject to arrangement. All entertainment talent is extra and charges are not subject to discount or commissions.

Sponsor may furnish own taient or arrange through station. Orchestra of any size, soloists, and entertainers always available at net cost.

REMOTE CONTROL

Wire and mechanical charge 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.

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 Time
Closing date for aponsored 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)

(Established 1929)

Rates effective April 15, 1938. (Card No. 1.) Rev.

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% modu/ation—crystal control.)
215.8 meters; 1390 ktlocycles.
Operates on regional channel.
Licensed to operate untimited 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, whe charges or other extraneous
items.
General Advertising

ttems.

General Advertising
For combination rates see listings of Mutual Broadcasting System and North Central Broadcasting System (Dakots Group).

CLASS "A"

(12:00 noon to 1:00 p.m., and 6:00 p.m. to
12:00 midnight)

| 1 | hour | 75.00 |
|-----|--------------------|-------|
| 1/2 | hour | 45.00 |
| 1/4 | | |
| 1/4 | hour | 30.00 |
| - 5 | minutes | 12.00 |
| 1 | minute | 6.00 |
| - | CLASS "B" | 0.00 |
| | | |
| | | |
| | 5:59 p.m.) | |
| 1 | hour | 87 50 |
| 1/2 | hour. | 22.50 |
| 1/4 | L | |
| | hour | 15.00 |
| 5 | minutes | 8.00 |
| 1 | minute | 4.00 |
| - | DISCOUNTS | 1.00 |
| | | |
| 26 | times 5% 260 times | 20% |
| | | |

26 times. 20%
52 times. 20%
52 times. 25%
58 260 times. 25%
58 260 times. 25%
59 260 times. 25%
59 260 times. 25%
50 times. 16%
50 21%
50 times. 25%
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 sublect to discounts or commissions. All talent
secured by the station is available at nat cost.
Sponsor may furnish own talent or arrange through
station. Talent must be approved by program department. REMOTE CONTROL

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 s level of quality and character creditable alike to the station and the advertiser.

Closing Time to 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)

KOVC

(Established 1936) Rates effective August 1, 1940.

Rates effective August 1, 1940.

Owned and operated by KOVC, Inc.

Business Office and Studio—Hotel Budolf, Vailey
City, North Dakota, telephone 408.

Transmitter—Hotel Rudolph, Valley City, N. D.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilcoycles.
Licensed to operate unlimited time.
Operates on Contrail War Time.

Agency Commission
Agency commission 15% to recognized advertising
agencies. No cash discount.

(This litting continued on next regal)

NORTH DAKOTA—Cont'd

VALLEY CITY—Continued KOVC—Continued

KOVC—Continued

General Advertising
The following rates are for national advertising. For local advertising rates consult station management.

CLASS "A"

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

1 1/2 1/4 10 5 1 1/2

hour hour hour min. min. min. min. 1 time... 30.00 20.00 12.00 9.00 6.00 3.00 2.50

13 times. 28.50 19.00 11.40 8.55 5.70 2.85 2.37

26 times. 27.00 18.00 10.80 8.10 5.40 2.70 2.25

39 times. 25.50 17.00 10.29 7.65 5.10 2.55 2.13

52 times. 24.00 16.00 9.00 7.20 4.80 2.40 2.00

104 times. 22.50 15.00 9.00 6.75 4.50 2.25 2.13

520 times. 21.00 14.00 8.40 6.30 4.20 2.10 1.75

208 times. 19.50 13.00 7.80 5.85 3.90 1.95 1.65

208 times. 18.00 12.00 7.20 5.40 3.60 1.80 1.50

312 times. 16.50 11.00 6.60 4.95 3.30 1.65 1.37

CLASS "B"

(7:00 a.m. to 12:00 noon and 1:00 p.m. to

6:00 p.m.)

1 time... 24.00 16.00 10.00 7.00 5.00 2.50 2.00

13 times. 22.80 18.20 9.50 6.65 4.75 2.37 1.90

26 times. 21.60 14.40 9.00 6.30 4.50 2.25 1.80

39 times. 22.40 13.60 8.50 5.95 4.25 2.13 1.70

52 times. 19.20 12.00 7.50 5.25 3.75 1.87 1.50

28 times. 10.80 11.20 7.00 4.90 3.50 1.75 1.40

28 times. 10.80 11.20 7.00 4.90 3.50 1.75 1.40

28 times. 10.80 11.20 7.00 4.90 3.50 1.75 1.40

208 times. 15.60 10.40 6.50 4.55 3.25 1.63 1.30

200 times. 14.40 9.60 8.00 4.20 3.00 1.65 1.20

312 times. 13.20 8.80 5.50 5.55 3.75 1.87 1.50

280 times. 14.40 9.60 8.00 4.20 3.00 1.65 1.20

312 times. 13.20 8.80 5.50 8.55 3.55 1.53 1.30

280 times. 14.40 9.60 8.00 4.20 3.00 1.65 1.20

312 times. 13.20 8.80 5.50 3.85 2.75 1.87 1.10

POLITICAL RATES
Charged same as regular one time rates. SPECIAL FEATURES
Rates and details on request.

Rates and details on request.

RECORDED PROGRAMS *
Transcription library service available—rates and details on request.

RECORDED PROGRAMS *
Transcription library service available—rates and details on request.

Rates on application. All talent secured by station is available at net cost.

Sponsor may furnish own talent or arrange through station. Talent secured by sponsor subject to station approval.

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 whre 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. The right is reserved to refuse all matter which does 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 Time

Closing date for sponsored programs one week in advance to insure publicity for same through newspaper and pagazine mediums, and for announcement vive station.

Cancellation of contracts must be filed with station two weeks in advance of effective date.

Mechanical Program Equipment

Equipment

Equipment to handle programs by electrical transcription, using turn-tables for lateral cut recordings.

ersonnei Manager-Robert E. Ingstad.

OHIO

AKRON

(Summit County)

WADC

(Established 1925)

Rates effective November 1, 1040. (Card No. 8.)

Owned and operated by Allen T Simmone Mail all communications to P. O. Box 830, Akron, Ohlo.

Main Office—Talimadge, Olifo, Meadowbrook 3211. studios—Talimadge, Olifo, and Akron, Ohlo.

Transmitter—Akron Cieveland Road.

Wave—Power—Time
Oberating power—5,000 watts.

1100% modulation—crystal control.)

1210% modulation—crystal control.)

Licensed to operate full time on cleared regional classes of the control operating operating structure of the control operation. Actual operating Sciedules Hundays 7:30 a.m. to 1:00 a.m.

Actual operating Sciedules Hundays 7:30 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. No commission on talent. No cash discount. Involces mailed monthly.

General Advertising

For combination rates see listing of Columbia Broadcasting System (Hasle Network).

(LIANS "A"

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

1 iour... 190.00 181.00 171.100 161.50 162.00 142.50

1/4 hour... 76.00 72.40 88.40 64.60 01.80 57.00

1/4 hour... 71.00 72.40 88.40 64.60 00.80 57.00

1/2 hour... 114.00 168.60 102.60 106.90 01.20 86.50

1/4 hour... 76.00 54.30 51.30 48.45 45.40 42.75

5 minutes 38.00 36.20 34.20 32.30 30.40 28.50

Oue minute or chain break.... 10.00 18.10 17.10 161.51 15.20 14.25

(*1.44 hour... 57.00 56.15 15.30 48.45 45.40 42.75

5 minutes 38.50 27.10 28.55 24.25 22.80 21.40

Oue minute or chain break.... 10.00 58.15 57.00 58.40 64.75

1 hour... 42.55 135.40 128.25 121.15 114.00 106.85

5 minutes 38.50 27.10 25.35 24.25 22.80 21.40

One minute or chain break.... 10.00 58.50 12.50 52.25 22.80 21.40

One minute or chain break.... 10.00 58.50 12.50 52.25 22.80 21.40

One minute 38.50 27.10 25.35 24.25 22.80 21.40

CIASS CC

(9:00 a.m. to 6:00 p.m. week days, 9:00 a.m. to 12:30 p.m. Sundays, and 11:00 p.m. to 12:00 midnight daily)

1 ti. 13 ti. 25 ti. 52 ti. 100 ti. 200 ti. 1/2 hour... 57.00 54:15 51:30 48.45 45:60 42.75 1/4 hour... 38.00 36.10 34.20 32.30 30.40 28.50 10 minutes 28.50 27.10 25.65 24.25 22.80 21.40 5 minutes 19.00 18.05 17.10 16.15 15.20 14.25 One minute or chain break.... 9.50 9.05 8.55 8.10

Rates on request.

REMOTE CONTROL
Arrangements for remote control broadcasts can be
made wherever telephone facilities are available.
Advertiser pays all remote control charges.

made wherever telephone tachities are available. Advertiser pays all remote centrol charges.

Centract 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 secented. 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 echedule starts within 80 days.

Closing Time

Taient 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.

for vertical and lateral cut recoi Personnel Manager—A T. Simmons. Representatives George P Hollingbery Company.

WAKR (Established 1940)



BLUE NETWORK STATION



Rate card dated August 1, 1940.

Owned and Operated by the Summit Radio Corp. OMce and Studio-First-Central Tower. Akron, Ohlo. telephone Hemlock 6151. Transmitter-Four miles south of Akron, Ohlo.

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 schedulo: Sunday 7:30 a.m. to 1:00
a.m. Week days 7:00 a.m. to 1:00 a.m.
Agency Commission 15% to recognized advertising
agencies. Billis net. Payable the 10th of the folloving month.

Agencies. Bills net. Payable the 10th of the following month.

General Advertising
For combination rates see listing of Blue Network Company (Haste Blue Network).

(0:30 p.m. to 10:30 p.m. daily)
1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 200 ti. 1 hour... 140.00 133.00 120.00 110.00 112.00 105.00 1/2 hour... 84.00 73.80 75.00 71.40 67.20 63.00 1/4 hour... 50.00 53.20 50.40 47.00 44.80 42.00 10 minutes 42.00 30.00 37.80 85.70 83.80 81.50 5 minutes 28.00 26.50 27.00 12.00 11.20 10.50 1 minute or less 14.00 13.50 12.60 11.80 11.20 10.50

| minites | 28.00 | 20.00 | 20.00 | 22.40 | 22.40 | 21.00 | minites | criuASS | TB | (6:00 p.m. to 6:30 p.m. and 10:30 p.m. to 11:00 p.m. do 6:30 p.m. and 10:30 p.m. to 6:30 p.m. sundays | hour... 105.00 09.75 | 94.50 80.25 84.00 | 78.75 | hour... 105.00 09.75 | 94.50 80.25 84.00 | 78.75 | hour... 105.00 09.75 | 94.50 80.25 84.00 | 78.75 | hour... 105.00 09.75 | 94.50 80.25 84.00 | 78.75 | hour... 105.00 09.85 56.70 85.55 | 56.40 47.25 | hour... 42.00 30.00 37.80 85.70 38.60 | 31.50 | minutes 31.50 | 20.92 28.34 26.76 25.18 23.00 | minutes 21.00 19.95 18.30 17.85 | 16.80 15.75 | minutes 10.50 9.88 9.45 8.83 8.40 7.88 |

CLASS 'D'
(12:00 midnight to 9:00 s.m. daily)
1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 200 tl.
1 hour... 35.00 33.25 31.50 29.75 28.00 27.
1/2 hour... 14.00 19.95 18.00 17.85 16.80 15.7
1/4 hour... 14.00 13.30 12.60 11.90 11.20 10.
10 minutes 10.50 9.98 9.45 8.93 8.40 7.13
5 minutes 7.00 6.65 6.30 5.95 5.60 5.51
1 minute 3.50 3.33 3.15 2.98 2.80 2.63
5 ERVICE FACILITIES

A complete merchandising service is available to advertisers using programs of 15 minutes or long; duration.

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 time 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.D.m. turn-tables. Transcription using 33-1/3 and 78 r.D.m. turn-tables. Transcriptions and recordings not restricted to certain hours.

Personnel
President and General Manager—S. Bernard Berk.
Commercial Manager—Ken Keegan.
Ropresentatives

Spot Sales, Inc.

wjw (Established 1926)

(Established 1926)

Rates revised September 1, 1942.

Unwied 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
Uperating 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 advertisir agencies. No commission on talent. No cash discoun Invoices mailed tirst day of month.

General Advertising
For combination rates see listing of Mutual Broad casting 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 13 26 52 104 208 31:11
11 11:00 noon to 10:30 p.m. sundays)

1 13 26 52 104 208 31:11
11 11:00 noon to 10:30 p.m. sundays)

1 13 26 52 104 208 31:11
11 11:00 noon to 10:30 p.m. sundays)

1 12:00 noon to 10:30 p.m. week days and 12:00 noon to 10:30 p.m. sundays)

1 12:00 noon to 10:30 p.m. sundays)

1 12:00 noon to 10:30 p.m. week days and 10:30 p.m. sundays)

1 12:00 noon to 10:30 p.m. week days con 11:00 p.m. to 12:00 midnight daily)

1 hr 75:00 71:25 60:50 p.m. week days 7:00 a.m. to 12:00 midnight daily)

1 hr 75:00 71:25 60:50 p.m. week days 7:00 a.m. to 12:00 mon Sundays and 10:30 p.m. to 12:00 midnight daily)

1 hr 75:00 71:25 60:50 p.m. week days 7:00 a.m. to 12:00 noon to 10:30 p.m. sundays)

1 1 min 3:50 8:00 7:85 7:50 6:75 60.00 51:00 41:11

2 br 40:00 38:00 7:37 23:25 22:00 20:00 17:00 13:5

SPECIAL WEEKILY STRIP RATES

(G:00 p.m. to 10:30 p.m. week days and 12:00 noon to 10:30 p.m. sundays)

1 1 min 8:50 8:00 7:85 7:50 6:75 60:00 38:00 37:00 31:11

6 times. 25:00 26:00 248:00 248:00 235:00 17:30 51:11

3 times. 25:00 20:00 28:00 17:30 31:11

5 times. 25:00 20:00 28:00 17:30 31:11

12:00 noon to 10:30 p.m. Sun
One hour: 13 wks 26 wks 3
1 times. 281.00 264.00
5 times. 440.00 398.00
6 times. 512.00 462.00
One-half hour: 512.00 462.00
One-half hour: 153.00 144.00
5 times. 255.00 218.00
6 times. 255.00 218.00
One-quarter hour: 102.00 96.00
5 times. 160.00 145.00
6 times. 186.00 145.00
6 times. 160.00 145.00 135.00 203.00 234.00

days. 7:00 10:30 p.m.

Rates on amplication.
REMOTE CONTROL
Remote service extra and not. Mobile and parametrics available—rates on request.

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OHIO—Continued

AKRON-Continued W J W—Continued

losing Time
Closing date one week in advance of service if program is to be included in publicity releases.

lechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 38-1/3 and 78 r.p.m. double turn-tables
for lateral and vertical recordings.

tor internal and restrict.

Pres. & Gen'l Mgr.—Bill O'Nell.
National Sales Director—Hal Waddell.
Program Director—Frank Grosjean.
Women's Profram Director—Mary Jean Schultz.
Musical Director—Everett Pritchard.

epresentatives
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, Ashtabula. Ohio.
Transmitter—3-1/2 miles from Ashtabula on the Ashtabula-Heferson Road.

taouna-Jeneron load.

ave—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.

Jency Commission
Agency commission 15% on station time and talent
to recognized agencies. Bills for gross charges
rendered monthly and payable within 20 days.

| meral Advertising | 1 ti. | | | 52 wks. |
|----------------------|-------|-----------|---------|---------|
| 1 hour | 60.00 | 57,00 | 54.00 | 51.00 |
| 1/2 hour | 36.00 | 84.20 | 32.40 | 30.60 |
| 1/4 hour | | 21.38 | 20.25 | 19.20 |
| 5 minutes | | 7.50 | 7.25 | 7.00 |
| Additional discounts | | | | |
| special periods up | to 15 | % for six | broadca | sts 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 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 amouncements used. Each renewal
or extension of a contract carns discounts are applicable only when service is continuous and renewal is
signed before expiration of first contract.
Details for further reductions in announcement rates
for frequency of broadcast given on request.

ELECTRICAL TRANSCRIPTIONS

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 studios.

SERVICE FACILITIES
Services of station's artists' bureau available for selection of talent and building of program.

Thirset 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 Communicatiens Commission and the National Association of
Broadcasters' Code of Ethics. losing Time

Closing time depends on type of program. Generally, one week is desired for musical or dramatic production.

tennical 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.

ierconnel Manager-R. B. Rowley.

The Walker Company.

CANTON

(Stark County)

WHBC (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.

Canton.

We-Power—Time
ODerating 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 midnight.

Agency Commission
Agency Commission 15% on time costs to recognized advertising agencies. No cash discount. Bilia rendered monthly, payable 10th month prox.
General Advertising
For combination rates see listing of Mutual Broadcasting System.
Announcements take the rate for one minute or less in each rate schedule classification. 45 minutes is 80% of the one hour rate in the various rate schedule classifications. For periods of more than 1 hour (continuous program) on all schedules shown; for 1-1/2 hours multiply the 1 hour rate by 1.4; for 2 hours by 1.6; for 2-1/2 hours by 1.8; for 3 hours by 2.

1-1/2 bours 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. CLANB "A:

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

1 to 1. 13 ti. 26 ti. 52 ti. 100 ti. 300 ti. 1 hour.... 100.00 95.00 90.00 85.00 80.00 75.00 1/2 hour.... 60.00 57.00 54.00 51.00 48.00 45.00 1/4 hour.... 40.00 38.00 38.00 38.00 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 8.40 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 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 22.50 5 minutes 10:00 p.m. daily, and 12:00 noon to 7:00 p.m. to 11:00 p.m. daily, and 12:00 noon to 7:00 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 16.00 15.20 14.41 13.60 12.80 12.00 15 minutes 16.00 15.20 14.41 13.60 12.80 12.00 1 minute 16.00 5.70 5.40 5.10 4.80 4.50 12:00 mon Sundays)

1 hour.... 60.00 57.00 5.00 51.00 48.00 48.00 45.00 1/2 hour... 46.00 34.20 38.40 36.00 38.40 36.00 1/2 hour... 46.00 57.00 50.00 51.00 48.00 48.00 1/4 hour... 60.00 57.00 50.00 51.00 48.00 45.00 1/4 hour... 60.00 57.00 50.00 51.00 48.00 48.00 1/4 hour... 24.00 22.80 21.00 51.00 48.00 45.00 1/4 hour... 24.00 22.80 22.80 27.00 25.00 1/4 hour... 24.00 22.80 22.80 27.00 25.00 1.00 1/2 hour... 24.00 22.80 22.80 27.00 27.00 1/4 hour... 24.00 22.80 22.00 20.00 19.00 18.00 51.00 48.00 45.00 1/4 hour... 24.00 22.80 22.80 27.00 27.00 1/4 hour... 24.00 22.80 22.80 22.00 20.00 19.00 18.00 52.00 14.90 18.00 52.00 14.90 19.00 18.00 52.00 14.90 18.00 51.00 48.00 45.00 1/4 hour... 24.00 22.80 22.80 22.00 20.00 19.00 19.00 18.00 52.00 14.90 19.00 18.00 52.00 14.90 19.00 18.00 52.00 14.90 19.00 18.00 52.00 14.90 19.00 18.00 52.00 14.90 18.00 52.00 14.90 18.00 52.00 14.90 18.00 52.00 14.90 18.00 52.00 14.90 18.00 52.00 14.90 18.00 52.00 14.90 18.00 52.00 14.90 18.00 52.00 14.90 18.00 52.00 14.90 18.00 52.00 14.90 18.00

| 1/2 | nour | 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" | | | |
| | | | | | | | |
| | (*12:0 |)0 mid | night to | | s.m. d | 81ly) | |
| 1 | | 00 mid 40.00 | 38.00 | 36.00 | 8.m. d: 34.00 | 32.00 | 30.00 |
| $1/\bar{2}$ | | | | | | | 30.00 18.00 |
| 1/2 1/4 | hour hour hour | 40.00 24.00 16.00 | 38.00 22.80 15.20 | 36.00 21.60 14.40 | 34.00 | 32.00 | |
| $1/\bar{2}$ | hour | 40.00 24.00 | 38.00 22.80 | 36.00 21.60 | 34.00 20.40 | 32.00 19.20 | 18.00 |

| 10 minutes | 12.00 | 11.40 | 10.80 | 10.20 | 2.80 | 12.00 |
| 10 minutes | 12.00 | 11.40 | 10.80 | 10.20 | 3.60 | 3.00 |
| 5 minutes | 8.00 | 7.60 | 7.20 | 6.80 | 6.40 | 6.00 |
| 1 minute | 8.00 | 2.85 | 2.70 | 2.55 | 2.40 | 2.25 |
| (*) Service available only if regularly scheduled program precedes or follows.

| Musical Clock Features—7:00 a.m. to 9:00 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. 160.00 |
| 1/4 hour program per week. 70.00 |
| 1/4 hour program per week. 70.00 |
| 1/4 total program | 100.00 |
| 1/5 total program | 100.00 |
| 1/2 hour program | 100.00 |
| 1/4 hour program |

| | | | 855 | |
|--------------------|--------|---------|--------|-------|
| 15 minute Newscast | s; "A" | "B" | ,.C., | "D. |
| l tline | 44.00 | 36.00 | 28.00 | 20.00 |
| 13 times | 41.80 | 34.20 | 26.60 | 19.00 |
| 26 times | 39.60 | 32.40 | 25, 20 | 18.0 |
| 52 times | 37.40 | 30,60 | 23.80 | 17.00 |
| 100 times | 35.20 | 28.80 | 22.40 | 16.0 |
| 300 times | 33.00 | 27.00 | 21,00 | 15.00 |
| 10 minute Newscast | ts: | | | |
| 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 | 14.4 |
| 52 times | 28.90 | 23.80 | 18,70 | 13.6 |
| 100 times | 27.20 | 22,40 | 17.80 | 12.8 |
| 300 times | 25.50 | 21.00 | 16.50 | 12.0 |
| ELECTRIC | AT. TR | NGCDIDT | TONG | |

ELECTRICAL TRANSCRIPTIONS
Transcription library services available. Rates on request.

REMOTE CONTROL
Additional charges for wire and mechanical equipment on programs originating outside of station studies.

studios.
SERVICE FACILITIES
Merchandising facilities available at actual cost.

Merchandising facilities available at actual cost.
Contract and Other Reculrements
Advertising of sphrituous beverages not acceptee.
Rates include studio facilities and an announcer.
Talent and program service extra, unless otherwise
specified. Contracts accepted for a maximum period
of one year.
Regulations governing WHBC contracts are standard
conditions approved by the NAD. 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 transcription. using 33-1/3 and 78 r.p.m. turn-tables.
Personne Manager—Polix Hinkle.
Commercial Manager—Reineth Sliker.
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, Cincinnati, Ohio, Cherry 6556.

Transmitter—Crescent Springs, Kentucky (one mile from Cincinnati).

Vave—Power—Time
Operating power—50.000 watts.
(Directional antenna)

196, 106% mediation—crystal control.)

196, 106% mediation—crystal co

| | | (7:00 | p.m. to | 10:00 p.r | n.) | |
|----|--------|----------|----------------|-----------|---------|--------|
| Pe | r week | : 1 hr. | 1/2 hr. | 1/4 hr. | 10 min. | 5 min. |
| 1 | time | 500.00 | 255.0 0 | 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 |
| -1 | 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 | 2,250.00 | 1,150.00 | 764.00 | 675.00 | 450.00 |
| 7 | times | 2.625.00 | 1.340.00 | 892.00 | 787.50 | 525.00 |
| | | | CLASS | "B" | | |

| 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 | | p.m. to | 7:00 |
| | I | | | 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 |
| | 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 | 893.75 | 262.50 |

| | | | CLASS | "C" | | |
|---|-------|---------|-----------|-----------|---------|--------|
| | 14.00 | | | | | 4-00 |
| | (7:30 | a.m. to | 10:00 a.n | 1., 4:00 | p.m. to | 6:00 |
| | I | m. and | 10:30 p.m | . to 11:0 | 0 p.m.) | |
| 1 | time | 150.00 | 90.00 | 60.00 | 45.00 | 30.00 |
| | | | | | | |
| | 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 |
| | | | | | | |
| Ð | times | 600,00 | 360.00 | 240.00 | 180.00 | 120.00 |
| 6 | times | 675.00 | 405.00 | 270.00 | 202.50 | 135.00 |
| | | 787.50 | | 315.00 | 236.25 | 157.50 |
| • | times | 101.00 | 472.50 | 919.00 | 436.23 | 101.00 |
| | | | OT. A GG | ייםיי | | |

| 7 | times | 787.50 | 4/2.50 | 815.00 | 236.25 | 191.90 |
|---|-------|--------|---------|----------|--------|--------|
| | | | CLASS | "D., | | |
| | | (11:00 | p.m. to | 7:30 a.n | 1.) | |
| 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 |
| • | *** | | DISCOU | | | |

Continuous service discounts (not applicable to an-

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 sportcaster. Availabilities on request.

Weather reports, temperature reports, time signals and other service features available at package rates. Availabilities on request.

ELECTRICAL TRANSCRIPTIONS

Transcription library service available. Rates on request.

Transcription library service available. Ratea on request.

SERVICE FACILITIES

Complete merchandising service available at no additional cost to sponsors of 26 or more consecutive 15 minute programs. On smaller contracts, where desired, service is billed client at actual cost.

Centract and Other Requirements

Services of the station program department, scheduled staff announcers and staff engineers in arranging and presenting programs are included without extra clurker, Additional charges are made for program equirements. The discounting programs are requiring special production, and for programs requiring special production, and for programs station does not surantse exact time for announcements but will meet advertiser's desire whenever feasible. Short rates will be charged back on all discounts not earned. The discount to which and evertiser would otherwise be entitled will not be producted if he is required by the station to relinquish the time or times specified in his contract.

(This listing continued on next page)

A Commission

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

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. Topmilier.
Continuity Editor—Elmer H. Dressman.
Program Director—Rex Davis.
Production Manager—Al Brand.
Station Promotion Manager—Alargaret Dotson.
Sales Promotion Manager—George Moore.
Assistant Chief Engineer—Arthur Gillette.
Representatives Free & Peters. Inc.

WCPO (Established 1922)

(Established 1922)

Rates effective December I, 1941. (Card No. 7)
Operated by Seripps-Howard Radio, Inc. Affiliated with the Cincinnati Post.

Studio and Advertising Offices—Keith Bidg., Cincinnati, Ohio, Main 8314.
Transmitter—Daylight Building, 6th and Court, Cincinnati, Ohio,
Wave—Power—Time
Operating power—250 wats.
(100% modulation—crystal control.)

243.9 meters; 1230 kilocycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Actual operatins 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% to recognized agencies on |
| station time only, providing remittance is made on |
| or before 10th day of the month. No cash discount. |
| General Advertising |
| States include charges by owners of music contricts |
| The following rates are for national advertising For |
| local advertising rates consult station management |
| LLASS "A" |
| (7:06 a.m. to 11:00 n.m.) |
| Less than |
| 13 t1. 13 t1. 26 t1. 52 t1. 104 t1 250 t1 |
| 50 minutes 60.00 \$7.00 \$4.00 \$1.00 48.00 45.00 |
| 1 2 hour 45 00 42.75 40.50 35.25 36 00 33.75 |
| 1/4 hour 35.00 83.25 31.50 29.75 24.00 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 s m.) |
| Class "A" rates less 20%. |
| ANNOUNCEMENTS |
| CLASS "A" |
| (5 00 p.m to 11:00 p.m., 12:00 poon to |
| 1.00 n.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 |
| 101 times |
| 250 times |
| 500 times |
| 800 times 9.50 7.50 5.50 |
| 1.200 times 9.00 7.00 5.00 |
| 2.000 times 8.50 6.50 4.50 |

| or before 10th day of the | month. | No cash di | scount. |
|----------------------------|-----------|--------------|-------------|
| ieneral Advertising | | | |
| States include charges by | | | |
| The following rates are fo | | | |
| local advertising rates on | mault sta | tion manag | rement |
| erast) | ' A ' | | |
| | 11:00 p | m. t | |
| Les than | | | |
| 13 ti. 13 ti. | 26 tl. 5 | 2 11. 104 11 | 250 ti |
| 50 minutes 60.00 \$7.00 | | | 45 00 |
| 1 2 hour 45 00 42.75 | | 5,25 36 00 | 33.75 |
| 1/4 hour 35.00 33.25 | | 9 75 24 00 | 26 25 |
| 5 minutes 18 00 17 10 | 16 20 1 | 5.30 14 40 | 13 50 |
| CLASS | . B | | |
| (11 00 p.m. to | 5 7:00 a | m) | |
| tius A rates less 20% | | | |
| ANNOUNC | EMENTS | 3 | |
| CLASS | "A" | | |
| (5 00 p.m to 11:00 | p.m., 12 | noon 00. | to |
| 1.00 p.m. week days an | d 12:00 i | noon to 11 t | 00 |
| pm. Bu | ndays) | | |
| | 120 wd | s. 60 wds. | 15 wds |
| | 13.00 | | 9 00 |
| 13 times | 12.50 | 10.50 | 8.50 |
| 26 times | | | 8 00 |
| 52 times | | | 7.50 |
| 101 times | | | 7.00 |
| 250 times | | | € 50 |
| 500 times | 10.00 | | 6.00 |
| A00 times | | | 5.50 |
| 1.200 times | | | 5.00 |
| 2,000 times | | 6.50 | 4.50 |
| CLASS | | | |
| (7:00 a.m. to 12:00 no | | | |
| p.m. week days; 7:00 | | 12:00 no | าก |
| Sunda | 1711 | | |

| | 00 p.m to 11:00 p.m | | | | | |
|-------|---|---------|-------------|-------|--|--|
| 1.4 | 1.00 p.m. week days and 12:00 noon to 11:00 | | | | | |
| | pm. Bunda | 75) | | | | |
| | | 20 wds. | 60 wds. 1 | 5 wds | | |
| 1 | time | 13.00 | 11.00 | 9 00 | | |
| 13 | times | 12.50 | 10.50 | 8,50 | | |
| 26 | times | | 10.00 | 8 00 | | |
| | times | 11.50 | 9.50 | 7.50 | | |
| 101 | times. | | 9.00 | 7.00 | | |
| 250 | times | | 8.50 | € 50 | | |
| 500 | | | 8.00 | 6.00 | | |
| 900 | times. | | 7.50 | 5.50 | | |
| | times | | 7.00 | 5.00 | | |
| | times | 8.50 | 6.50 | 1.50 | | |
| -,000 | CLASS " | | 0.00 | 1.0. | | |
| 17 | :00 a.m. to 12:00 noon. | | m 5.01 | h | | |
| | m. week days; 7:00 s. | | | | | |
| p., | m. week days; 1 00 a. Sundaysi | | ra no troca | 1 | | |
| | | | | | | |
| 1 | time | | 8 QU | 8.00 | | |
| 13 | times | 10.50 | 8.50 | 7.50 | | |
| 26 | times | 10.00 | 8.00 | 7.00 | | |
| 52 | | 9.50 | 7.50 | 6.50 | | |
| | | | | | | |

.. CINCINNATI . × **

AL. BLAND AND MOSE V C K Y

CINCINNATI

| | | 123 = 14 | 60 × 51 | 11 = 44 |
|-------|---------|----------|---------|---------|
| 101 | times | 9.51 | 7.77 | 4 6 |
| 230 | times | 2.50 | 2.50 | |
| | tirses | A 60 | 6 60 | : 69 |
| 2/3 | limes | 7.55 | 2.50 | (.24 |
| 1.200 | times | 40 | 5.65 | 16 |
| 2.040 | titt.re | 1.50 | 4.50 | 3 24 |

| 12 kg | 26 kg | 52 kg | 12 k

13 wks - 2/1 wks - 52 wks 40 00 - 37 50 - 25.6 Per week

POLITICAL TALKS
Political speeches, talks, sermors, addresses, esceptable for broadcast provided station time paid in adsance of each presentation.

TALENT Itates on request.

Itates on request.

Contract and Other Resultements
No contract accepted for longer period than one year
All programs, announcements, adsertising talks, etc.
subject to acceptance by management. Pitation re
serves right to discontinue any advertising announce
ments, talks or programs for reasons sufficient to the
station.

Contracts are not assignable; are subject to state an
federal regulations and are made subject to inter
ference by strike, fire, weather conditions or othe
unavoidable conditions beyond control of station.

Station management will not be responsible for
losses sustained in any way as a result of state
ments made over station nor for injuries or accident
to performers or employees of the user while on th
premises of station.

Station will not accept commercial programs of
speeches discussing controversial subjects, except pre
sentations by or for candidates for public office of
representatives of duly recognized political parties.

Glesing Time

representatives of duly recommend possible.

Glosing Time
Talent programs close one week in advance of broadcast.

Announcements, talks and recorded program close 24 bours in advance of broadcast.

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

Personnet Vice-Pres. & Gen'l Mgr.-M. C. Watters.

Representatives
The Branham Company.

WKRC (Established 1928)



Rates effective May 1, 1942. (Card No. 18.) Owned and operated by the Cincinnati Times-Sts Business Office and Main Studio-Hotel Alms, W. H. Taft Rd. and Victory Parkway, Cincinna Woodburn 0550. Transmitter-Hotel Alms, Wm. H. Taft Rd. a Victory Parkway, Cincinnati

Victory Parkwar. Cincinnati. Obto.

Wave—Power—Time
Operating power 5,000 watts days; 1,000 watts nigh
(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.
1:00 a.m. Week days 6:00 a.m. to 1:00 a.m.

Agency Commission 15% on net time charges agencies recognized by station. No cash discounding rendered weekly.

General Advertising
For combination rates see listing of Mutual Broscasting System.
Five minute programs limited to two minutes commercial.

(This listing continued on next page)

www.americanradiohistory.com

OHIO—Continued

CINCINNATI—Continued WKRC-Continued

DISCOUNTS
Programs or announcements in various time brackets
way be combined to earn frequency discounts. This
does not apply to combining programs with announce-

RUN OF SCHEDULE ANNOUNCEMENTS RUN OF SCHEDULE ANNOUNCEMENTS

CLASS "A" 500 tl. 1000

1 min. announcement or transcription 21.00

1 min. announcement or 25 secondtranscription CLASS "B"

1 min. announcement or transcription 10.50

50 word announcement or 25 secondtranscription CLASS "C"

2 min. announcement or transcription 8.00

7 15.00 9.75 7.50 1 min. announcement or transcription 8.40 word announcement or 25 second-7.80 6.20

i Program ideas, lists of talent and prices will be furmished on request.

REMOTE CONTROL

Programs originating outside the studies are subject to special charges.

SERVICE FACILITIES

Station will endeavor to prepare any type of program
ideasired by the advertiser and will furnish program
ideas, lists of talent and rates on request.

Intract and Other Requirement;

All acceptable accounts are subject to the same rate.

according to the time classification into which they
jeal.

fall.

All programs and advertising copy subject to approval of station. Contracts not accepted more than 80 days in advance of initial program. Maximum length of contract one year.

Contracts are not subject to cancellation on less than two weeks' written advance notice. Contracts cancelled are subject to short rate, eschanical 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.

raonnel
General Manager—Ken Church.
Commercial Manager—H. E. Fast.
Program Director—Syd Cornell,
presentalities
The Katz Agency, Inc.

WLW (Established 1921) , ASSOCIATED B STATION

Bates effective February 1, 1041, (Card No. 18.) Owned and operated by The Crosley Corporation Studio-1329 Ariington St., Cincinnati, Ohio, Kirby 5600.

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Licensed to operate on nationally clear channel tuntime.
Operates on Eastern War Time.
Actual operating time not less than 19 hours daily.
Jency Commission
Agency commission 15% on net charges for station
lime to recognized agencies. Cash discount none.
Ineral Advertising
For combination rates see listings of National Broadcasting Company (Basio Blue Network) and Blue Network Company (Basio Blue Network).
Rates include charges by owners of music copyrights.

MUSICAL AND DRAMATIC PROGRAMS
ON CONTRACT
(6:00 p.m. to 10:30 p.m.)

CLASS 'B" 3/ 1/ 1/

| 10:30 p.m. to 11:00 p.m. week days and 12 | ::00 |
|---|------------------|
| noon to 0:00 p.m. Sundays) | 810.00 708.75 |
| hour | 510.00 850.25 |

CLASS "C" (8:00 a.m. to 0:00 p.m. and 11:00 p.m. to 12:00 midnight daily and 8:00 a.m. to 12:00 noon Sunday) 1 hour... 3/4 hour... 1/3 hour... 1/4 hour... CLASS "D" (12:00 midnight to 8:00 s.m.) hour. hour.. I/4 nonRates for periods tones proportion to the corresponding one nonDISCOUNT

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;

I/4 hour:

week Proposition on the proposition of the proposition o trates for periods longer than one hour are in exact proportion to the corresponding one hour rate. 1/4 hour:

1 time per week.

2 times per week.

3 times per week.

4 times per week.

1/2 hour:

1 time per week.

2 times per week.

3 times per week.

4 or more times per week.

4 or more times per week.

3 times per week.

4 or more times per week.

3/4 hour: 12-1/2% 15% hour:
time per week.....
or more times per week..... iour:
time per week.....
times per week....

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.

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 rebute 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 event 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

SPECIAL TRANSITIONAL RATES These rates not subject to weekly volume discounts.

| | (5:30 a.m. to 6:00 a.m.) | |
|----|---------------------------------------|---------|
| | 1/2 hr. | 1/4 hr. |
| ű | weekly, per week | *350.00 |
| | (6:00 a.m. to 6:30 a.m.) | |
| 3 | weekly, per week | 310.00 |
| ű | weekly. Der week | *100.00 |
| | (6:30 a.m. to 7:00 a.m.) | |
| 3 | weekly, per week | 350.00 |
| б | weekly, per week | 00.081 |
| | (7:00 a.m. to 7:30 a.m.) | |
| 3 | weekly. per week | 407.00 |
| ŧĵ | 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 increas. ing 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 pm to 6 15 pm week days) | |
|--|----------|
| 3 weekls, pet week | 915.00 |
| 6 weekly per week | 1,795 00 |
| 16 fo pm to 7 00 pm week dave | |
| d werkly, per week | 995.00 |
| 6 weekly, per week | 1 200 00 |
| (11 30 pm to 12 30 am) | |
| 3 weekly, per week | 430 00 |
| to weekty per week | 700 00 |
| (*) includes cost of Intent | |
| liste for four of five times per week pro- | fata lo |
| three time rate. Bute for seven time per w | eek pro |
| rata to all time rate. | - |

ANNOUNCEMENTS
Announcements available only under specific condi-

tions. Itates on request.

RECORDED PROGRAMS
Details on request.

RECORDED PROGRAMS

Details on request.

Rates on application. TALENT

REMOTE CONTROL.

Special charge made for facilities when programs originate at points other than the station home studies, 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; coat 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 auch subdivided periods as it sees fit; but

If station shall so subdivide the Periods, the citera shall have the optional right to cancel the contract A citeral buying time from station does so with the understanding that the station in its sols discretion without lishility, may take part or all of the time stillow the total the station of the sols discretion without lishility, may take part or all of the time station and the sum case, station will make no clarger to the citeral for the programs on the contract of a station of the station of station to say governmental authority, and to all federal state or numerical laws and regulations now and present of station of any governmental authority, and to all federal state or numerical laws and regulations now and hereafter in force. Programs utilizing live talent produced under the supervision of the stations 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 WLW.

Closing Time

Vocality date on musical content. It 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 rp m. turn-tables for settled or lateral recordings.

Personnel

Vice-President and Gen. Mgr.—James D. Phouse.
Vice Pres. & Gen? Sales Mgr.—It. E. Dunville. Sales Manager—It. M. Bmith

Promotion intractor.—M. F. Allison

Merchandising & Research Dir.—Heulah Straway

Director of Drug Relations.—V. H. Oldham.

Program Director—George C. Biggar.

Even Office

Chicago.—300 N. Michigan Ave., State 0345.

New York—300 Fifth Ave., Circle 6-1750.

WSAI IS A GOOD RADIO **STATION** IN A FINE MARKET





Hates effective Petrusty 1, 1912 (cfar) 25- 10 3
Operated by Crosley Overpatitie,
rituding and Office-1222 Arlington Pt., Circinrall
(10 16 Etrity 17)
Transmitter 3H Health Obto
Wase-Pewer Time
Operating powers 5000 watts
120 6 meters, 1200 Etlicyties
Licensed to operate full three on regional granted
Operates to Eastern War Time
Agency Commission
Agency Commission
Agency Commission
Action time and tolers Cash discount rese
General Advertising
For confination rates are Historian of National Health
(7100) pm to 16 00 pm

(7100) pm to 16 00 pm

Per work

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1 bour
1 control of the first of the

| 1 towar | 246 () | 110 () | 1.3 |
|--------------------------|---------------|-----------|---------|
| 1.2 hour | 120.69 | 223 13 | 0.5 |
| ! I hour | PO 64 | 153 (-3) | 276 |
| 5 minutes | 40.60 | 77.73 | |
| | -8 B | | - |
| (9:00 ∎ m | to 7 60 p.m. | | |
| t basar | | 17.64 | 315 |
| 1 2 hour | 72.60 | 115.60 | - 2 |
| 1 4 hour | 4 k (-n | 77.63 | 135 |
| 5 minutes | 24.65 | 2.4 (-0. | 6.6 |
| (LA | 88 T (**** | | |
| (10.00 pm to 11.00 | | () | 10 |
| | am) | | |
| 1 hour | N1 01 | 124 63 | *** |
| 1 2 hour | 4× 60 | 20 64 | 170 |
| 1 1 hour | 32.60 | 1110 | |
| 5 minutes | 16.60 | 32 (9) | £7. |
| | 88 D' | | |
| (11 00 pm | 10 7 00 4 1 | r | |
| 1 bour | 50.00 | 7. 10 | 135 |
| 1 L bour | 35.69 | 54 (a | 51 |
| 1 4 hour | 25 60 | 34 61 | - 77 |
| Two times per week ci | | | |
| rate, four or five times | | | |
| time rate; sesen or mer | | | |
| ilx time rate | | | |
| CONSECUTIVE W | EEKLY DE | COUNT | × |
| Less than 13 weeks | | | No. |
| 13 to 25 weeks | | | 37 |
| 26 to 51 weeks | | | 7-1/2 |
| 52 weeks | | | 100 |
| Programs and announced | ments cannot | tie com | 11.04 |
| earn consecutive weeks | discounts. | | |
| ANNOU | SCEMENTS | | |
| Announcements must ru | n consecutive | e meeks | to es |
| maximum discounts. | | | |
| Announcements are not | sold on gu- | tranteed. | retin |
| | to 19 90 pt | | |
| 100 words on announces | ment periods | when a | raffat. |
| 1 41 10 6 | 100 | | |

Ц, i

i.

CINCINNATI—Continued W S A I-Continued

ion using double turn-table for vertical or lateral out recordings.

gut recordings.

Tresonnel

Tee-President—James D. Shouse

Joneral Manager—Walter Callahan.

Program Director—James Leonard.

presentatives

15pot Sales, Inc.

CLEVELAND

(Cuyahoga County)

WCLE (Established 1927)

e: lates effective September 1, 1941. (Card No. 15.) o) whend and operated by The United Broadcasting Co.
disusiness Office — Terminal Tower. Cleveland. Ohio.
pp. Prospect 5800.
distudio—Hisbee Building, Cleveland. Ohio.
st. Tansmitter—Seven Hills. Ohio.

vency Commission

mission 15% to recognized agencies. No st. Talent net—not commissionable. ash discount.

fineral Advertising the following rates are for both local and national

Rates include all charges for music copyrights.

Minute rates apply to a maximum of 100 words;

chain breaks, 40 words.

CLASS "B"

| | (12 | :00 no | on to 6 | ign-off | Sunda | ys) | 260 or |
|-----|------------|---------|---------|---------|--------|--------|--------|
| | • | 1 ti. | 13 ti. | 26 ti. | 52 ti. | 156 ti | |
| 1 | hour | 138.75 | 131.85 | 124.90 | | | |
| 1/2 | | 83.25 | 79.10 | 74.95 | 70.80 | 66.60 | 62.45 |
| 1/4 | | 55,50 | 52.75 | 49.95 | 47.20 | 44.40 | 41.65 |
| 10 | | | 39.60 | 37.50 | 35.40 | 33.35 | 81.25 |
| | minutes | | 26,40 | 25.00 | 23.60 | 22.20 | 20.85 |
| - 1 | minute | Qr IO | | | | | |
| | less | 13.90 | 13.20 | 12.50 | 11.85 | 11.15 | 10.45 |
| Par | ticipation | n annot | ıncemer | ot, 100 | word | | |
| D | naximum | 10.45 | 9.95 | 9.40 | 8.90 | 8.40 | 7.85 |
| | | | CLASS | sc,, | | | |

(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

| | | Sund | ays) | | | |
|--------------|---------|---------|--------|-------|-------|-------|
| 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 | | 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 | 8.95 |
| Participatio | n annou | ıncemer | t, 100 | word | | |
| maximum | 6.95 | 6.60 | 6.25 | 5.90 | 5.55 | 5.25 |
| | | CT AGG | "TD" | | | |

(9:00 a.m. to 12:00 noon, 2:00 p.m. to 4:00 p.m. week days)

| 1 1 | our | 61.70 | 58.65 | 55.55 | 52.45 | 49.40 | 46.30 |
|-------|----------|-------|--------|--------|-------|-------|-------|
| 1/2 1 | our | 37.05 | 35.20 | 33.35 | 31.50 | 29.65 | 27.80 |
| 1/4 1 | our | 24.70 | 23.50 | 22.25 | 21.00 | 19.80 | 18.55 |
| | ninutes | 18.50 | 17.60 | 16.65 | 15.75 | 14.80 | 13.90 |
| 5 r | ninutes | 12.35 | 11.75 | 11.15 | 10.50 | 9.90 | 9.30 |
| 1 r | ninute (| or To | | | | | |
| 10 | ess | 6.20 | 5.90 | 5.60 | 5.30 | 5.00 | 4.65 |
| Parti | cipation | annou | ncemen | t. 100 | word | | |
| | eimum | | 4 45 | 4 20 | 3 95 | 3 75 | 8 50 |

Christmas furlough . . . on wax!

is a long way from the South Pacific to the Enckeye state. But the boys of Ohio's 37th me home for Christmas anyhow. Not in prson . . . but on records which arrived at GAR just before the holidays.

then the division sailed for foreign shores, it and packed along modern, portable, record-titing equipment...agreed to ship platters ck for broadcasting to the home folks yer WGAR. By the time the transcriptions rived, the War Department had restricted ch broadcasting . . . but said "yes" to a ecial 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!



SIC STATION . . . COLUMBIA BROADCASTING SYSTEM A. Richards, President...John F. Patt, Vice President and General Manager

National Representative

CLASS "E"
(Sign-on to 9:00 a.m. week days and Sundays)
260 or

(Sign-on to 9:00 a.m. week days and Sundays)

1 ti. 13 ti. 26 ti. 52 ti. 156 ti. morett.

1 ti. 13 ti. 26 ti. 52 ti. 156 ti. morett.

1/2 hour... 27.75 26.40 25.00 23.60 22.20 20.35

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 16.45

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 2.80 2.65

Time Signals and Weather Porecasts: Three announcements each day, one morning, one afternoon, one evening, run of schedule, per month, 425.00

This is a flat rate and carries no quantity discounts. Broadcasts extending over a period of two hours or more—rates on request.

TALENT

TALENT

RALENT

REMOTE CONTROL

REMOTE CONTROL

Cost of lines and facilities additional.

SERVICE FACILITIES

Station's program department, strists bureau, staff engineers, and announcers' services, merchandising department are mechandising at station cost.

Contract and Other Redutiements

Adsertising 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 35-1/3 and 78 r.p.m. turn-tables.

Perconnel

General Manager—H. K. Carpenter.

Personnel
General Manager—H. K. Carpenter.
Sales Manager—K. K Harksthorn.
Promotion Manager—Robt. Greenherg.
Representatives
Radio Advertising Corporation.

WGAR (Established 1980)



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, Olio, Prospect 0200.
Transmitter—1000 Harvard Avenue, Cuyahoga Heikhis
village, Ohio.
Wave—Power—Time
Operating power 5,000 watts days; 1,000 watts nights.

Depending power 3.000 waters highes. 2.200% moduration—crystal control.)

Licensed to operate full time on regional channen. Operates on Eastern War Time. Actual operating schedule: Dally 6:00 a.m. to 1:00

Agency Commission 15% to recognized advertising agencies. No cash discount. No discounts on talent. Bills rendered monthly, payable 19th of month prox. General Advertising respectively.

eneral Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Network).
Itales 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. | | | | | ormore |
| 1 hour | | | | | | |
| 1/2 hour | | | | | | |
| 1/4 hour | | | | | | |
| 10 minutes | | | | | 84.00 | |
| 5 minutes | 70.00 | 66.50 | 63.00 | 59.50 | 56.00 | |
| 1 minute | 35.00 | 33.25 | 31.50 | 29.75 | 28.00 | 26.25 |

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. to 6:30 p.m. Sundays, and 11:00 p.m. to 6:30 p.m. Sundays, and 120 p.m. 157.50 149.62 147.51 23.87 128.00 198.27 12 hour... 157.50 149.62 147.51 233.87 128.00 198.27 149 hour... 105.00 99.75 94.50 89.25 84.00 78.75 10 minutes 78.75 74.81 70.87 66.94 68.00 59.01 5 minutes 52.50 49.87 47.25 44.62 42.00 39.87 1 minute 26.25 24.94 23.62 22.31 21.00 196.69 CLASS "C" (9:00 a.m. to 8:00 p.m. week days; 9:00 a.m. to 1:00 p.m. Sundays and 11:00 p.m. to 12:00 minutes 10.00 p.m. week days and Sundays 1 hour... 105.00 99.75 94.50 89.25 84.00 78.75 14.00 18.25 12.00 19.00 minutes 52.50 49.87 47.25 44.00 39.87 12 hour... 105.00 99.75 94.50 89.25 84.00 78.75 1 minute 52.50 49.87 47.25 44.02 42.00 39.57 1 minutes 52.50 49.87 47.25 44.02 42.00 89.25 1 minutes 52.50 49.87 47.25 44.02 42.00 89.25 1 minutes 52.50 49.87 47.25 44.02 42.00 89.25 1 minutes 52.50 49.87 47.87 54.00 113.25 1 minutes 17.50 16.88 "D" (*12:00 midnisht 69.900 a.m. week days and

1 minute 17.50 16.52 15.75 14.87 14.00 13.12 CLASS "O" (*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 83.37 1/4 hour.... 52.50 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.

"The Clockwatchers"—6:00 a.m. to 9:00 a.m. Monday through Saturday. Rates Ancide transcriptions. Rates are net (not subject to frequency discounts). 1 hour, per week 350.00 1/4 hour, per week 110.00 (This listing continued an next page)

OHIO—Continued

CLEVELAND—Continued W G A R-Continued

"Ruth 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,

REMOTE CONTROL

Line costs plus monthly service charge. 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 resulter 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 a contract and programs subject to governmental regulations or restrictions.

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 83-1/8 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.

WHK

(Established 1921)
Rates effective September 1, 1941. (Card No. 15.)
Owned and operated by The United Broadcasting Co.
Business, Office—Terminal Tower, Cleveland. O., Pros-

Business Office—Terminal Tower, Cleveland, O., Prospect 500, Studio—Highes Building, Cleveland, Ohio. Transmitter—Seven Hills. Independence. Ohio. Wave—Power—Time Operating power—5,000 watta. (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.

Company (Basic Blue Network) and Alutual Brosucasting 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.

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)

10 10:30 p.m. Sundays)

1 hour... 340.00 323.00 306.00 289.00 272.00 255.00

1/2 hour... 138.00 129.20 122.40 115.60 108.80 102.00

1/3 hour... 138.00 129.20 122.40 115.60 108.80 102.00

10 minutes 102.00 98.90 91.80 88.70 81.80 76.50

5 minutes 68.00 64.60 61.20 57.80 54.40 51.00

1 minutes 68.00 64.60 61.20 57.80 54.40 51.00 1 minute or less... 34.00 32.30 30.60 28.90 27.20 25.50 Participation announcement, 100 word maximum 25.50 24.25 22.95 21.70 20.40 19.15

maximum 25.50 24.25 22.95 21.70 20.40 19.15 CIASS "B" (6:00 p.m. to 7:00 p.m. week days and 12:00 noon to 6:00 p.m. Sunday)
1 hour... 255.00 242.25 229.50 216.75 204.00 191.25 1/2 hour... 153.00 145.35 127.70 130.05 122.40 114.75 1/4 hour... 102.00 96.90 91.80 86.70 81.60 76.50 10 minutes 76.50 72.70 68.85 65.05 61.20 57.05 10 minutes 76.50 72.70 68.85 65.05 61.20 57.05 11 minute 25.50 24.25 22.95 21.70 20.40 191.15 12.00 10.00 I minute or loss... 17.00 16.15 15.30 14.45 13.60 12.75 Participation announcement, 100 word maximum 12.75 12.10 11.65 10.85 10.20 9.55 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.

| p.m. week days, and 9:00 a.u | 1. to 10:0 | 00 a.m. | |
|---------------------------------|------------|---------|-------|
| Sunday) | | | |
| l hour 113.35 107.70 102.00 | 96.35 | 90.70 | 85.00 |
| 1/2 hour 68.00 64.60 61.20 | 57.80 | 54.40 | 51.00 |
| 1/4 hour 45.35 43.10 40.80 | | 36.30 | 34.00 |
| 10 minutes 34.00 32.30 30.60 | | 27.20 | 25.50 |
| 5 minutes 22.65 21.50 20.40 | | 18.15 | 17.00 |
| 1 minute or | 15.25 | 10.10 | 17.00 |
| | 0.05 | | |
| | 9.65 | 9.10 | 8.50 |
| Participation announcement, 100 | | | |
| maximum 8.50 8.10 7.65 | 7.25 | 6.80 | 6.40 |
| (†) 260 or more times. | | | |

| (11:00 p.m. | to 9:0 | 0 a.m. | week d | aya an | d Rund | ayr) | |
|-------------|--------|--------|--------|--------|---------|-------|--|
| | 1 (1. | 13 ti. | 26 11. | 52 tl. | 156 tl. | (1) | |
| 1 hour | 85.00 | 80.75 | 76.50 | 72.25 | 68,00 | 62,75 | |
| 1/2 hour | 51.00 | 48.45 | 45.90 | 43.85 | 40.80 | 38.25 | |
| I/4 hour | 34.00 | 82.30 | 30.60 | 28.90 | 27.20 | 25.50 | |
| 10 minutes | 25.50 | 24.25 | 22.95 | 21.70 | 20.40 | 19.15 | |
| 5 minutes | 17.00 | 16.15 | 15.30 | 14.45 | 13.60 | 12.75 | |
| 1 minute | OF TO | | | | | | |
| less | 8.50 | 8.10 | 7.65 | 7.25 | 6.80 | 6.40 | |

Participation announcement, 100 word maximum 6.40 6.05 5.75 5.40 5.10 4.80 (1) 200 or more times.

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 to quantity discounts.

Special Events, such as eporte broadcasts, symphonies, operas, etc., covering a period of about two bourstates on reduest.

POLITICAL TALKS

ELECTRICAL TRANSCRIPTIONS
Begular time charges apply.

TALENT Bates on application.

REMOTE CONTROL

Cost of lines additional.

RERVICE FACILITIES

Assistance of station artists bureau, program department, staff announcers, merchandising and publicity department is included in station time charges.

Special merchandising at cost.

Special merchandising at cost.

Contract and Other Requirements
Advertising of light wine and beers accepted.

Bates 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.

Clasing 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 38-1/3 and 78 r.p.m. double turn-tables.

Porsonnel
General Manager—H. K. Carpenter.
Sales Manager—K. K. Hackathorn,
Promotion Manager—Robert Greenbers.

Representatives
Paul H. Raymer Company.



Rates effective January 1, 1942. (Card No. 10.) Owned and managed by National Broadcasting Co Studios and Offices—NBC Building, Cleveland, Obio, Cherry 0942.
Transmitter—Brecksville, Obio.

Transmitter—Brecksville, Ohio.

Wave—Power—Time
Operating power—50,000 watta.
(100% modulation-crystal control.)
272.7 meters; 1100 kilocycles.
Licensed to operate on clear channel full time.
Operates on Eastern War Time.
Actual obstating schedule: Sundary, 6:59 a.m. to 1:00
a.m. Week dars 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.

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 a way to the such commitments of the substitute at any time for January 1 and 1 and

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

| 1 | (G:00 p.m. to 11:07 p.m.) | |
|-----|--|----------|
| 1/2 | hour | |
| 1/4 | hour | |
| •10 | minutes | |
| • 5 | minuter | iii = |
| - | | |
| | CLA88 "B" | |
| | (12:00 noon to 6:00 p.m. Sunday only) | |
| . 1 | hour | |
| 1/2 | hour | |
| 1/4 | hour | |
| .10 | minuter | |
| • 5 | minutet | 73.84 |
| | CLASS "C" | |
| | 11:00 p.m. to 12:00 midnight and 9:00 a.m | |
| | o 8:00 p.m. (exclusive of Sunday afternoor | |
| 1. | hour | |
| 1/2 | hour | |
| 1/4 | hour | |
| •10 | minutes | 14 = |
| 43 | minutes | 54 🙀 |
| | -,,, | |
| | CLASS "D" | |
| | (12:00 midnight to 9:00 s.m.) | |
| . 1 | hour | 167,66 |
| 1/2 | hour | 100 DH : |
| 1/4 | hour | 87.80 |
| •10 | minutes | 34.86 |
| • 5 | | 34.04 |
| (* |) Available only in restricted periods. | |
| | CT.ASS "E" | |

CLASS "A"

SERVICES Time Signals: Each service exclusive to one adva-

ser. 6:00 p.m. to sign-off, seren nights weekly—Ten20 word, two 10 word announcements nightly, Om20 word, two 10 word announcements nightly, Om20 these signals to be scheduled between 6:00 p.m.
and 6:30 p.m. or at 10:30 p.m. or as soon theseafter as schedule permits. The actual time and
appelling of a name are each counted as one weed.
This service available only to time piece massfacturers or those who regularly furnish a timeservice to the public. Per week 625.00.
Sign-on to 6:00 p.m., seven days weekly—Three 26
word, two 10 word announcements daily. The schmittime and spelling of a name are each counted as
one word. Per week 312.50.

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. Daytime, per week. 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-12:00 midnight. -Broadcast between 11:15 p.m. and

Program cost includes staff announcer, transcriptions and/or records. If live talent is desired as substitute, separate program charges will be make. The following rates apply to both Musical Cleaband Radio Night Club: Time cost Program endicates.

kToss per week ... 625.00 _ 375.00 _ 250.00 net per week 60.00 30.00 15.00 1 hour unit. 1/2 hour unit. 1/4 hour unit. If any part of any of the above services is available, the advertiser will be billed pro rats at the remainder of the service.

DISCOUNTS AND REBATES Applicable only to rates for local broadcasting lists; under Class "A," "B," "C," "D" and "E."

Weekly Dollar Volume Discounts

Weekly Dollar Volume Discounts
Applicable to schedules of eight or more consecuting weeks of local broadcasting. Contracted value of local time at gross rates:

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 300.00 weekly
400.00 or more but less than 500.00 weekly
101.772
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105.775
105.775
105.775
105.775
105.775
105.775
1

Rebates for Consecutive Weeks

26 to 38 consecutive weeks_____ 39 to 51 consecutive weeks_____ 52 or more consecutive weeks____

39 to 51 consecutive weeks [1-1/15]
20 or more consecutive weeks [18]
Rebates on gross billing of each series will be pai
67 25, 39 or 52 consecutive weeks of broadcastle
and on any continuation thereafter so long as the
18 no lapse in schedule. The rebate will be due as
payable currently only on firm qualifying contract
or as contracts become firm for 26, 39 or 52 consect
tive weeks. Any facilities used in addition to the avertiser's original schedule constitutes a new serie
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 breadcasting of special events of importance will not affer
the advertiser's right to the discount or rebate. Ger
billing after deduction of percentage discounts
any shallser deduction of percentage discounts
and 1555. From the rebate, if any, the statishall deduct the excess agency commission prerious
allowed. All concurrent local contracts for the sate
directrister at the rates listed under Classes "A"B." "C." "D" and "F" 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)

 $\mathcal{K}_{\mathcal{A}}$

CLEVELAND—Continued

WTAM-Continued

ANNOUNCEMENTS AND COOPERATIVE
FEATURE
Trequency rates are based on number used during a 2 month period and become effective from beginting of service only on firm contracts or as contracts eccome firm. Cooperative Feature and daytime ancouncements (prior to 6:00 p.m.) may be combined a earn lower frequency rates. Announcements schednel after 6:00 p.m. may not be combined with daydime service to earn lower frequency rates, but when ne advertiser contracts for both daytime and evering service within a 12 month period, the lowest
requency rate earned by one service (daytime or
invening) will apply to the other service.

Announcements

Annuncements (6:00 p.m. to 11:00 p.m.) 100 300 ti.
1 ti. 10 ti. 25 ti. 50 ti. ti. or more training in the control of the contr

Cooperative Feature
Cooper

f fer partici-pation.... 30.00 28.50 27.00 25.50 24.00 22.50 program and talent cost. per participation, 5.00.

ELECTRICAL TRANSCRIPTIONS

REMOTE CONTROL

ANAdditional charges are made for programs originating entitles of the station's studies, and for programs inequiring special production.

chtract and Other Requirements
All acceptable accounts are subject to the same
ristes. No periods are sold in bulk for resale. Adristeriers cooperating in group broadcasts are rerequired to make individual contracts, subject to card
states and regulations. All programs are subject to
oripproval of the station.
Frieriees of the station: program department, ataff
Dunnouncers and staff engineers in arranging and predirecting programs. are included without extra charge,
expressing in the event client specifies a particular
Expectures and adjusticnal table.

connouncer.

Plactures and educational talks are not accepted benaween 6:00 p.m. and 12:00 midnight except by special
untrangement. Time of broadcast subject to change to
subter periods on 28 days' notice to accommodate netlivork broadcasts only in event that said broadcast
beriods are scheduled in time set aside for network
ise. Independent announcements may be moved to
their periods if available and as arranged by station
connager upon 24 hours' notice.

chaing Time ### Chains and the first two weeks in advance of initial Program, and program material must be arranged one week in advance of broadcast date. No changes with-din two days preceding broadcast.

nachanical Program Equipment
RESquipped to handle programs by electrical transcrip-cion, using lateral and vertical 33-1/8 or 78 r.p.m.

anianager—Vernon Pribble.
Manager Sales Department—Howard Barton.

gpresentatives National Broadcasting Company. Inc.

COLUMBUS

(Franklin County)
WBNS
(Established 1921)

ciRates effective January 1, 1940.

24 Dwned and operated by WBNS, Inc., Columbus, Ohio,

45 Business Office and Studio—33 N High Street,

45 Columbus, Ohio,

45 Fransmitter—1037 Barnett Boad, Columbus, Ohio.

I-ve-Power-Time
1-the Departing power 5,000 watts days; 1,000 watte nights.
100 modulation.)
205.5 meters; 1480 kilocycles.
100 Licensed to operate on cleared regional channel.
100 Departes on Eastern War Time.
1100 a.m. Week days 6:00 a.m. to 1:00 a.m. to

Piency Commission
C Agency commission 15% to recognized advertising
C agencies. Commission also applies on talent if
WBNS bills for talent. No cash discount.

inneral Advertising
For combination rates see listing of Columbia Broad-Pleasting System (Basic Network).
Rates include charges by owners of music copyrights.
The following rates are for national advertising.
(After 6:00 p.m.)

| | (∆ | tter 6:00 | ע.בם.ע | | |
|-----|---------|------------|--------|--------|--------|
| | | 1 tí. | 13 ti. | 26 t1. | 52 t! |
| . 1 | hour | 175.00 | 166.25 | 157.50 | 148.75 |
| 1/2 | hour | 105.00 | 99,75 | 94.50 | 89.25 |
| 1/4 | hour | 70.00 | 66.50 | 63.00 | 59.50 |
| 5 | minutes | 40.00 | 88.00 | 86.00 | 84.00 |
| | (B | efore 6:00 | D.m.) | | |
| . 1 | hour | 100.00 | 95.00 | 90.00 | 85.00 |
| 1/2 | hour | 63.50 | 60.50 | 67.25 | 54.00 |
| 1/4 | hour | 89,00 | 37.00 | 85.00 | 88.25 |
| 5 | minutes | 26.00 | 24.75 | 28.50 | 22.00 |

| ANNOUNCEMENTS | ANNOUNCEMENTS | | | | |
|--|---------------|--|--|--|--|
| (6:00 p.m. to 11:00 p.m. week days and after | | | | | |
| 1:00 p.m. Sundays) | | | | | |
| | 24.00 | | | | |
| 13 times 26.00 104 times | 22.00 | | | | |
| 26 times | 20.00 | | | | |
| (All other hours) | | | | | |
| 1 time 15,00 52 times | 12.75 | | | | |
| 13 times 14.25 104 times | 12.00 | | | | |
| 26 times 13.50 260 times | 11.00 | | | | |
| Cut-in announcements, per program: | | | | | |
| | | | | | |
| (After 6:00 p.m.) | 20.00 | | | | |
| | 30.00 | | | | |
| 2 announcements | 30.00 | | | | |
| (Before 6:00 p.m.) | | | | | |
| 1 announcement | 10.00 | | | | |
| 2 announcements. | 15.00 | | | | |
| | | | | | |

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.

Rates on request.

Centract and Other Requirements
Rates quoted include time on the sir, facilities of
the state in a tranging programs, preparing anentrangent programs, preparing annecents, securing talent, services of staff announcers giving publicity to programs and fees
charged for copyrighted music.
Bates 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 60 days.
Contracts, unless otherwise agreed, subject to can-

within 80 days.

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 orders for advertising subject to the station's approval as to continuities, music, program arrangement, etc.

Closing Time
Talent programs, talks and recorded programs close
two weeks in advance of broadcast. Announcemente
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 Yerian.

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., Colum-bus. 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 oleaned local channel.
Operates or Eastern War Time.
Actual operating scendule: 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 Broad-easting 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.

| | (6:00 g | .m. to | 11:00 p.m | .) | |
|-----|---------|----------|-----------|---------|--------|
| | | 1 hr. | 1/2 hr. | 1/4 hr. | 5 min. |
| | time | 125.00 | 75.00 | 60.00 | 80.00 |
| 13 | times | 118.75 | 71.25 | 47.50 | 28.50 |
| 26 | times | 112.50 | 67.50 | 45.00 | 27.00 |
| 52 | times | 106.25 | 63.75 | 42.50 | 25.50 |
| 104 | times | 101.00 | 60.50 | 40.50 | 24.25 |
| 156 | times | 96.00 | 57.50 | 38.50 | 23.00 |
| 260 | times | 91.00 | 54.75 | 36,50 | 21.75 |
| | (B) | efore 6: | 00 p.m.) | | |
| 1 | time | 62.50 | 37.50 | 25.00 | 15.00 |
| 13 | times | 59.25 | 35.50 | 23.75 | 14.25 |
| 26 | times | 56.25 | 33.75 | 22.50 | 13.50 |
| 52 | times | 53.25 | 81.50 | 21.25 | 12.75 |
| 104 | times | 50.50 | 30.00 | 19.75 | 12.25 |
| 156 | | 48.00 | 28.50 | 18.75 | 11.50 |
| 260 | | 45.50 | 26.25 | 17.75 | 11.00 |

SPOT ANNOUNCEMENTS (6:00 p.m. to 11:00 p.m. week days and after 1:00 p.m. Sunday; 104 ti 156 ti 260 ti Each 12:50 11:50 11:25 01:050 10:00 9.50 9.00 (Alt other hours)
7.50 7.25 6.75 6.25 5.76 5.25 5.00

SPECIAL FEATURES FOR COMPLETE SPONSORSHIP Markets and domestic science periods on application.

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

TALENT tain 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 obstrating 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 centrol 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 33-1/3 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.

-Power---Time ave—Power—Time
Onerating powers—500 watts. (100% modulation.)
488.3 meters; 640 kilocycles.
Licensed to operate limited time on cleared national
channel. Operates on Eastern War Time.
Actual operatins schedule: Station begins broadcasting st 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.
Broadcasta 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.

| CLASS 'B' | Clas

CLASS 'C'
(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)
1 hour..... 65.00 61.75 65.60 55.25 62.00 48.75
1/2 hour.... 28.00 37.05 35.10 33.15 31.20 22.25
1/4 hour.... 28.00 24.70 23.40 22.10 20.80 19.50
10 minutes 19.50 18.55 17.55 16.60 15.60 14.65
5 minutes 13.00 12.35 11.70 11.05 10.40 9.75
1 minute 6.50 6.20 5.85 5.55 5.20 4.90

to 4:00

(9:00 a.m. to 12:00 noon, 2:00 p.m.

1 hour... 43.35 41.20 39.00 38.85
22 hour... 26.00 24.70 28.40 22.10
4 hour... 17.35 16.60 15.60 14.76
10 minutes 13.00 12.35 11.70 11.05
5 minutes 8.65 8.25 7.80 7.35
1 minute 4.35 4.10 8.90 3.70 84.70 20.80 13.90 10.40 6.95 3.50

CLASS "E" (Sign-on to 9:00 a.m. daily)

1 hour...... 32.50 8,090 29.25 27.85
1/2 hour..... 19.50 18.85 17.55 16.60
1/4 hour..... 13.00 12.95 11.70
10 minutes 9.75 9.25 8.80 8.30
5 minutes 6.50 6.95 5.85 5.55
1 minute 8.25 3.10 2.05 2.75
Participation announcements, 100 word
maximum 2.45 2.30 2.20 2.10 1.95 1.85

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 achedule (one each morning, afternoon and night), seven days weekly, per month, the standard of the seven seven as a thickness, parades, etc., covering a period of about two hours—rates on request.

POLITICAL TALKS
Rates on spplication.

ELECTRICAL TRANSCRIPTIONS
No extra charge.

OHIO—Continued

COLUMBUS—Continued

WHKC-Continued

TALENT

Rates on application

REMOTE CONTROL

REMOTE CONTROL

Add cost of linea and facilities.

SERVICE FACILITIES

Station maintains an Artists' Bureau. Program Department. Staff Announcers. Merchandising Department and rublicity Department, whose assistance in arranging, publicizing, merchandising and presenting the program are included in station time charges. Special merchandising offered at cost.

Special merchanolisms onered 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.

taient is extra. Subject to governmental restrictions. Closing Time
Taient programs close two weeks in advance of broadcast. Announcements close one day in advance of broadcast. Talka 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. Hoessiy.

Representatives
Radio Advertising Corporation.

WOSU



Owned and operated by Ohio State University.

Owned and operated by Ohio State University.

Wave—Power—Time
Operating power—5,000 watts to local sunset at
Dallas, Tex.
355.9 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 7:39 p.m., to
cember 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 8:30 p.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



Rates effective August 1, 1941. (Card No. 4.) Owned and operated by Miami Valler Broadcastics Corporation. Business Office and Studio—45 S. Ludiow Street, Dayton. Ohio. Transmitter—Hempstead Read, S. E. of Dayton, O.

"and when it's Dayton you're after, remember--"



WHIC

THE DAYTON MARKET

5000 WATTS-BASIC CBS • G. P. Hollinghery Co., Representatives

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 lat of the month.

General Advertising

For combination rates see listing of Columbia Broad:
casting System (Basic Network).

Rates noclude charges by owners of music copyrights.
The following rates are for national and regional adversariation.

vertising.

vertising.

All discounts are for consecutive broadcasts to be a used within one year from start of schedule. Contract: must be renewed or extended at or before expiration; to earn lower rate. Such renewals or extendens may be made for a period not to exceed one year from the date of the first broadcast.

Credit memorands covering earned discounts are issued at the expiration of each discount period. No: deductions are shown on current involces. Class "A" and "B" may be grouped for quantity discount. (Classes "C" and "D" are not to be grouped with any of the other classes.

| | | CLASS | | | 1 |
|-----|--------|---------|-----------------|---------|---------|
| | (6:00 | p.m. to | 11:00 p.m. | .) | 2 |
| | | 1 hr. | 1/2 hr. | 1/4 hr. | 5 min. |
| 1 | time | 180.00 | 108.00 | 70.00 | 35.00 |
| 13 | times | 171.00 | 102.60 | 66.50 | 83.25 |
| 26 | times | 162.00 | $\tilde{9}7.20$ | 63.00 | 31.50 |
| 52 | times | 153.00 | 91.80 | 59.50 | 29.75 |
| 100 | times | 144.00 | 86.40 | 56.00 | 28.00 1 |
| 150 | times | 135.00 | 81.00 | 52.50 | 26.25 |
| 300 | times | 126.00 | 75.60 | 49.00 | 24.50 |
| | | | | | 1 |
| | | CLASS | "B" | | |
| | (8:00 | a.m. to | 6:00 p.m.) | | |
| 1 | time | 90.00 | 54.00 | 35.00 | 17.50 |
| 13 | times | 85.50 | 51.30 | 33.25 | 16.60: |
| 26 | times | 81.00 | 48.60 | 81.50 | 15.75 |
| 52 | timee | 76.50 | 45.90 | 29.75 | 14.90 (|
| 100 | tlmes | 72.00 | 43.20 | 28.00 | 14.00 |
| 150 | times | 67.50 | 40.50 | 26.25 | 13.10 (|
| 800 | t1mes | 63.00 | 37.80 | 24.50 | 12.25 1 |
| | | | | | |
| | | CLASS | "C" | | |
| | (11:00 | p.m. to | | | |
| 1 | time | | 36.00 | 24.00 | 12.00 |
| 13 | times | 57.00 | 34.20 | 22.80 | 11.40 |
| 26 | times | 54.00 | 32.40 | 21.60 | 10.80 |
| 52 | times | . 51.00 | 30.60 | 20.40 | 10.20 |
| 100 | times | 48.00 | 21.80 | 19.20 | 9.60 |
| 150 | times | 45.00 | 20.00 | 18.00 | 9.00 |
| 300 | times | | 18.20 | 16.80 | 8.40 |
| | | | | | |
| | | CT. ASS | ייתיי | | , i |

| Ann | ouncements: | Max. | *Max. |
|------|-------------------|-----------|----------|
| | | 100 words | 30 words |
| 1 | time | 20.00 | 16.00 |
| 13 | times | | 15.20 |
| 26 | times | | 14,40 |
| 5ž | times | | 13.60 |
| 100 | times | | 12.80 |
| 150 | times | | 12.00 |
| 300 | times | | 11.20 |
| | (All other hours) | | |
| | | 10.00 | 8.00 |
| 1 | time | | |
| 13 | times | 9.50 | 7.60 |
| 26 | times | | 7.20 |
| 52 | times | | 6,80 |
| tőöt | tlmes | | 6.40 |
| 150 | times | | 6.00 |
| 300 | times | | 5.60 |
| |) Chain breaks. | | |
| ٠. | | | |
| | | | |

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 a

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 discontinuary advertising for reasons satisfactory to itself. Where advertiser propares 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. Verhal agroements of any kind made with or by its representatives are not binding on station. Written contract constitutes sale agreement between station and advertiser.

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

Personnel
Prosident—James M. Cox. Jr.
General Manager—James M. Le Gate.
Commorcial Manager—Robert H. Moody.

Representatives
George P. Hollingbery Company.

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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.

ave—Power—Time
Departing powers
Departing powers
Discovered to the state of the sta

plency Commission
Agency commission 15% allowed recognized advertising agencies on national accounts only, on station time charges, provided payment is made before the slight day of the month following broadcast. No cash discount, All invoices rendered weekly, payable at clace when rendered. Short rate billed where frequency rate is not earned.

ineral Advertising
for combination rates see listings of Blue Network,
Company (Rasic Blue Network) and National Broad-leasting Company (Basic Network).
Istation WIZE. Springfield, Ohlo, 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 contracte must be
uncompleted within 12 months.

CLASS 'A.'

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

1 tl. 13 tl. 26 tl. 52 tl. 156 tl. 260 tl.

1 hour... 150.00 142.50 135.00 127.50 120.00 112.50

1/2 hour... 90.00 85.50 81.00 76.50 72.00 67.50

1/4 hour... 54.00 51.30 48.60 45.90 43.20 40.50

t 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 "C"
(Before 8:00 a,m, and after 10:30 cour... 52,50 49,88 47.25 44,63 cour... 13.50 29,93 28.35 26,78 cour... 18.90 17.96 17.01 16.07 courts 13.23 12.57 11.91 11.25 courtes 7.94 7.54 7.15 6,75

ANNOUNCEMENTS

ANNOUNCEMENTS

Happroved, and charges will be made at next higher orate if number of words exceeds limit in any class.

CLASS "A". (6:00 p.m. to 10:30 p.m.) 1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 365 ti. 1 ti.
minute tranminute tran-

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

Seription 8.13 7.72 7.32 6.91 6.50 (100 words. 7.50 7.13 6.75 6.38 6.00 (60 words. 6.88 6.54 6.19 5.85 5.20 (30 words. 6.25 5.94 5.20

SPECIAL FEATURES

ATIME SIgnals—35 announcements per week (3 daystime, 2 evening daily), 30 words, to include time
signal and commercial:

18 wks. 26 wks. 39 wks. 52 wks.

187.50 178.13 168.75 159.38

Weather Reports—21 announcements per week (2 daystime), 1 evening daily), 30 words commercial copy;
Fer week. 112.50 106.88 101.25 95.63

Weather Reports—22 announcements per week (2 daystructure reports—28 per section of section of

POLITICAL RATES

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

SERVICE FACILITIES
31 Merchandising and publicity department available to

ontract 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 reser-ad 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 rp.m. double turn-tables for vertival and lateral cut recordings.

Personnel

Vice-Pres, and General Mgr.—Ronald B. Woodyard, Representatives

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—Hanock Savings & Loan Bldg., Findlay.

Transmitter-2-1/2 miles southeast of Findlay, Ohio.

Wave—Power—Time

Upcrating power—1,000 watts days.

225.6 meters; 1330 kilocycles.

Licensed to operate part time on regional channel.

Operates on Eastern War Time.

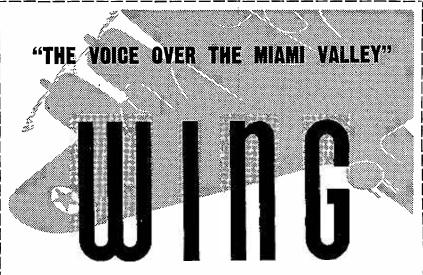
Actual operating schedule; Local sunrise to local sunset,

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.

WEEKLY DISCOUNTS Except Sundays: Discount of— 2 ti. 3 ti. 10% 4 ti. 15% ANNOUNCEMENTS
1 14 27 53
ti. ti 235 ti. 1 14 27 53 79 157 235 tl. tl. tl. tl. tl. tl. tl. 1 minute... 8.00 6.00 4.50 3.85 3.50 3.25 3.00 1 minute... 8.00 6.00 4.50 3.85 3.50 3.25 3.00 Discounts
On 52 week contracts, except Sundays:
1 tl. 2 tl. 3 tl. 4 tl. 5 tl. 6 tl.
Daily
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)



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

WFIN—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.

ontract 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 transcrip-tions using 33-1/3 and 78 r.p.m. double turn-tables for lateral cut recordings.

ersonnei Station Manager—Fred R. Hover. Production Manager—Grace E. Ingledue.

LIMA (Allen County) WLOK



Rates received March 26, 1940. Owned and operated by The Fort Industry Company, Business Office and Studio-National Bank Building, Lima, Ohlo. 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. (6:00 p.m. to 10:00 p.m.)

| | 1 ti. | 13 ti. | 26 ti. | 52 tl. | 104 t1 | | | |
|---------------|---------|----------|--------|---------|---------|--|--|--|
| 1 hour | 69.50 | 66.00 | 62.50 | 59.10 | 55.60 | | | |
| 1/2 hour | | 37.75 | 35.75 | 33.80 | 31.80 | | | |
| 1/4 hour | | 28.50 | 22.30 | >21.10 | 19.80 | | | |
| 5 minutes | | 12.25 | 11.60 | 10.90 | 10.30 | | | |
| (7:00 a.r | m. to 6 | :00 p.m | | 00 p.m. | to | | | |
| | | eign-off |) | | | | | |
| 1 hour | 47.50 | 45.10 | 42.75 | 40.40 | 38.00 | | | |
| 1/2 hour | | 27.75 | 26.30 | 24.90 | 23.40 | | | |
| 1/4 hour | | 17.50 | 16.65 | 15.75 | 14.80 | | | |
| 5 minutes | | 8.65 | 8,20 | 7.75 | 7.30 | | | |
| ANNOUNCEMENTS | | | | | | | | |
| A nnottneeme | nte ere | accented | IID to | 100 Wor | da. but | | | |

Announcements are accepted up to 100 words, but only chain breaks of 35 words maximum can be handled between network programs.

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

| 18 times |
|---|
| 28 times |
| 52 times |
| 00 tlmes |
| (7:00 a.m. to 6:00 p.m. and 10:00 p.m. to sign-off) |
| 1 tlme |
| 18 tlmes |
| Of times |

REMOTE CONTROL Rates on request.

MERIVICIS 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 given
from station studies in Linna. 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 sublect to government regulations and station owner's approval, and are subject to cancellation unless program starts within 80 days.

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 Englament
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 Elvin.
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.

/ave—Power—Time
Operating power—250 watts
214.3 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

| | | | | | 14.10 | | | | |
|-----|---|----------|--------|-------|-------|--|--|--|--|
| 13 | times | 45.00 | 25.50 | 19.25 | 12.00 | | | | |
| 26 | t1mes | 41.25 | 24.50 | 18.00 | 11.25 | | | | |
| 39 | times | 37.00 | 23.25 | 17.00 | 10.50 | | | | |
| 52 | times | 33.25 | 22.25 | 15.75 | 9.75 | | | | |
| 78 | times | 80.00 | 21.00 | 14.75 | 9.00 | | | | |
| 156 | times | 27.50 | 20.00 | 18.75 | 8.25 | | | | |
| 300 | times | 25.00 | 18.50 | 12.75 | 7.50 | | | | |
| | | 20.00 | 10.00 | 12.10 | 1.00 | | | | |
| | (7:00 a.m. to 11:30 a.m. and 1:00 p.m. to | | | | | | | | |
| | 5:0 | 0 p.m. d | laily) | | | | | | |
| 1 | time | 36.75 | 22.50 | 16.50 | 10.50 | | | | |
| 13 | times | 33.75 | 20.25 | 15.00 | 9.75 | | | | |
| 26 | times | 32.50 | 19.25 | 13.50 | 9.00 | | | | |
| 39 | times | 30.00 | 18.00 | 12.75 | 8.25 | | | | |
| 52 | times | 28.25 | 17.00 | 12.00 | 7.50 | | | | |
| | 41 | | | | | | | | |
| 78 | times | 26.25 | 15.75 | 11.25 | 7.00 | | | | |
| 156 | times::: | 25.50 | 14.75 | 10.50 | 6.50 | | | | |
| 300 | times | 24.75 | 13.75 | 9.75 | 6.00 | | | | |
| | | | 10 | 0.1., | 0.00 | | | | |
| | ANNOUNCEMENTS | | | | | | | | |
| | (44.00 4-14) | OCT OLIN | ***** | | | | | | |

(11:30 a.m. to 1:00 p.m., 5:00 p.m. to sign-off week days, and all day Sunday)

| 75 | words: | | | | | | | | |
|------------------|------------------|-------|------|--------------|------|--|--|--|--|
| 18 | times | 6.00 | 78 | times | 4 75 | | | | |
| 26 | times | 5.50 | 156 | times | 4.50 | | | | |
| 39 | times | | 300 | times | 4.00 | | | | |
| 52 | times | 5.00 | 500 | times | 8.50 | | | | |
| | (7:00 a.m. to 1: | 90 an | n ar | d 1:00 nm to | | | | | |
| 18 | times | 5.00 | 78 | times | 9.75 | | | | |
| 26 | times | 4.50 | 156 | times | 8 50 | | | | |
| 39 | times | 4.25 | | times | | | | | |
| 52 | times | 4.00 | 500 | times | | | | | |
| SPECIAL WEATHRES | | | | | | | | | |

Direct wire news service available. Rates and details on request.

ELECTRICAL TRANSCRIPTIONS
Transcription library service available. Rates on re-

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.

Mochanical Program Equipment
Equipmed to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables
for yertical and lateral cut recordings.

Personnel
Mgr. & Vice-Pres.—Ortille E. Fields.
Program Director—Harry Lytlo.
President—M. F. Rubin.
Treasurer—Marle W. Vandegrift.
Hecretary—Thomas X. Dunigan.

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,

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.
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
(11:30 a.m. to 1:00 p.m., 5:00 p.m. to 10:15

p.m. week days and all day Sundays)
1 ti. 13:ti. 26:ti. 52:ti. 104:ti. 260:ti.
1 hour..... 60:00 57:00 54:00 51:00 48:00 45:00
1/2 hour.... 36:00 34:20 32:40 30:60 28:80 27:00
1/4 hour... 24:00 22:80 21:60 20:40 19:20 18:00
5 minutes 12:00 11:40 10:80 10:20 9:60 9:00

5 minures 12.00 11.40 10.80 10.20 9.60 9.00 (7:00 a.m. to 11.30 a.m. and 1:00 p.m. to 5:00 p.m. week days) 1 hour..... 40.00 38.00 36.00 34.00 32.00 30.00 1/2 hour..... 40.00 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 ANNOUNCEMENTS
(11:30 a.m. to 1:00 p.m., 5:00 p.m. to 10:15 p.m. week days and all day Sundays)

1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 260 tl.

(7:00 a.m. to 11:30 a.m. and 1:00 p.m. to One minute or 5:00 p.m. week days)
100 words 3:00 2.85 2.70 2.55 2.40
50 words.... 2:00 1.90 1.80 1.70 1.60
25 words.... 1.00 .95 .90 .85 .80

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 i
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.

ersonnel
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 1985)



Rates effective February 1, 1942.

Rates effective February 1, 1942.

Owned and operated by The Soloto Broadcasting Co.

Business Office and Studio—1009 Gallia Street.

Portsmouth, Ohlo, telephone 1010.

Transmitter—1009 Gallia St., Portsmouth, Ohlo.

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.

Goneral Advertising
For combination rates see listing of Mutual Broad-casting System.
The following rates are for national advertising. For local agreements are some superstances of the second of the second seco

465

 $, \vec{\Delta}$

PORTSMOUTH—Continued W P A Y—Continued

| CLASS "A" | | | | | | | | |
|------------------|--------|---------|-------|---------|-------|--|--|--|
| (6:00 p.m. to | | | | | đ | | | |
| 12:00 noon | | 00 p.m. | Sund | ays) | | | | |
| 1 ti. | 13 ti. | | | 100 tt. | | | | |
| 1 hour 50.00 | 47.50 | 45.00 | 42.50 | 40.00 | 37.50 | | | |
| 1/2 hour 30.00 | 28.50 | 27.00 | 25.50 | 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 | | | |

32.00 30.00

CLASS "B"

(9:00 a.m. to 8:00 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 51/2 hour.... 24.00 23.80 21.60 20.40 19.20 17/4 hour.... 16:00 15:20 14.40 13:60 12:80 110 minutes 12:00 11.40 10.80 10.20 9:60 5 minutes 8:00 7:60 7:20 6:80 6:40 1 minute or ... 1ess..... 3.00 2.85 2.70 9 55

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 hour... 18:00 17.10 16.20 15.30 14.40 13.50

1/2 hour... 12:00 11.40 10.80 10.20 3.60 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

1 minute or

1 hour sate 500 times 30% of one time rate;

1.00 times 35% of one time rate: 45 minutes 180% of the one hour rate.

1 For periods of more than one hour, multiply the one thour rate as follows: by 1.8 for 2-1/2 hours; by 2 for three thours;

thours. SPECIAL FEATURES

Participating programs: 50 word announcements available in participating periods in all time classifications of the station. Regular rates less 50%.

"Musical Clock," "Listen Ladies," "R.F.D. 1400." is Local News, Sports, etc., available on special terms. Rates on request.

News: Leased wire service available. Rates on results.

di religious and educational programs

RECORDED PROGRAMS
Transcription library services available—rates on ap-

Rates on request.

REMOTE CONTROL
1 Remote line quotations on request. Time rates do
1 not include traveling expenses, toll charges or in-

SERVICE FACILITIES
Continuity department, staff announcers, publicity and exchandising department are maintained to service, all arrange, produce and present programs at no addition cost.

hintract and Other Requirements
19: Advertising of spirituous beverages not accepted.
10: Regulations governing contracts are those standard
11: conditions approved by National Association of Broad-

All programs must conform to standards of the sta-All programs must conform to standards of the sta-lin and are subject to approval of the management. All contracts and programs subject to governmental bij egulations and restrictions. Contracts accepted for a maximum period of one year.

incehanical Program Equipment
70 Equipped to handle programs by electrical transcription, using dual 33-1/8 and 78 r.p.m. turn-tables
tor vertical and lateral cut recordings.

en'rsonnel 101 Station Manager—Ralph H. Patt, Jr.

(3)presentatives
3° Dox and Tanz (East of Pennsylvania only).

SPRINGFIELD

(Clark County)
WIZE

(Established 1940)

Rates effective April 1, 1941. (Card No. 4.) bwned and operated by Radio Voice of Springfield, inc.

J. Inc.

Business Office and Studio—115 W. High Street,
Springfield, Ohlo.

Transmitter—115 W. High Street, Springfield, Ohlo.

-Time

-IVO-FOWER-TIME
Deperating 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 15% to recognized agencies on station time only provided payment is made before the 15th of the month following broadcast. Cash discount none. Bills rendered and payable weekly.

neral 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, Dayion, by adding 15% of WING rate.

The following rates are for national advertising. Rates include charges by owners of music copyrights.

es include charges by owners of music copyrights.

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

1. 13 tl. 26 tl. 52 tl. 104 tl. 365 tl.

hour..... 48.00 45.60 43.20 40.80 38.40 88.00

hour..... 48.00 45.60 43.20 40.80 38.40 88.00

hour..... 28.80 27.38 25.92 24.48 23.04 21.80

minutes 20.18 19.15 18.14 17.14 16.13 15.12

minutes 12.10 11.50 10.89 10.29 9.88 9.08

ANNOUNCEMENTS

ANNOUNCEMENTS CLASS "A"

(6:00 p.m. to 10:30 p.m.
100 words... 5.25 5.00 4.75 4.
60 words... 4.00 3.85 3.70 8.
80 words... 2.80 2.70 2:60 2.

(6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)
words... 4.00 8.85 3.70 8.55 8.40 words... 3.00 2.85 2.70 2.55 2.40 words... 222 2.15 2.05 1.95 1.85

POLITICAL
Copy must be submitted and payment made 24 hours in advance.

ELECTRICAL TRANSCRIPTIONS
General advertising rates apply. Bates 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 alcoholio 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.

All broadcasts subject to approval of station management. Quantity discounts retroactive on entire schedule as earned. Station reserves the last thirty seconds of all programs for its use and station identification. Contract renewals subject to rates in effect at time of renewal. Contracts subject to carnellation unless program starts within 30 days. Short rate billed where focusing rate is not carned. Station of station the subject to the management.

Stating announcements, talks or programs for reasons sufficient to the management.

Closing Time
Contracts, announcement copy, transcriptions, talks
close 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—Ronald B. Woodyard.
Station Manager—Reggle Martin.

Representatives
Weed & Company.

STEUBENVILLE WSTV

(Established 1940)

Rates effective October 1, 1940 (Card No. 1.)
Owned and operated by The Valley Broadcasting Co.
Business Offices and Studios—Exchange Realty Bidg.,
Steubenville, Ohio, telephone Steubenville 2-6265.
Other Studios—East Liverpool, Ohio, and Welrton,
West Virginia.
Transmitter—Altamont Heights, Steubenville. Ohio.

Ave.—Power.—Time
Operating power.—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating achedule: 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.

(8:00 p.m. to 10:30 p.m. week 12:00 noon Sunda days and after . week d: Sunday) 26 ti. 72.00 43.20 28.80 21.60 1 ti.
1 hour... 80.00
1/2 hour... 48.00
1/4 hour... 32.00
10 min... 24.00
5 min... 16.00
1 min... 8.00 noon 13 ti. 76.00 45.60 30.40 22.80 15.20 7.60 104 ti. 64.00 38.40 25.60 CLASS to 8:00 64.60 38.76 25.84 10.38 12.92 6.46 (6:00 p.m. 1 hour... 68.00 1/2 hour... 40.80 1/4 hour... 27.20 10 min... 20.40 5 min... 13.60 I min... 6.80 p.m. week 61.20 36.72 24.48 18.36 12.24 6.12 57.80 34.68 23.12 17.34 11,56 5.78 CLASS "C"
(9:00 a.m. to 6:00 p.m., 10:30 p.m., midnight week days and sign-on noon Sunday)
1 hour... 55.00 31.35 29.70
4 hour... 22.00 20.00 19.80
0 min... 16.60 15.68 14.85
5 min... 11.00 10.45 9.80
1 min... 5.50 5.23 4.95 to 12:00 1 hour... 55.00 1/2 hour... 33.00 1/4 hour... 22.00 10 min.... 16.50 5 min... 11.00 1 min... 5.50 CLASS "D' to 9:00 a.m. week 38.00 36.00 22.80 21.60 15.20 14.40 11.40 10.80 7.60 7.20 (7:00 a.m. 1 hour... 40.00 1/2 hour... 24.00 1/4 hour... 16.00 10 min... 12.00 5 min... 8.00 1 min... 4.00 34.00 20.40 13.60 10.20 6.80 3.40

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.

(8:00 p.m. to 10:30 p.m. week days and after 12:00 noon Sunday)

CLASS "B" to 8:00 p.m. week dars) times.... 150.00 90.00 60.00 45.00 30.00 times.... 233.35 140.00 93.35 70.00 46.85 times..... 270.00 182.00 188.00 81.00 54.00

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 Sundays)

times..... 120.00 72.00 48.00 36.00 24.00 12.00
times.... 180.65 112.00 74.65 56.00 37.85 18.70
times.... 216.00 129.60 86.40 64.80 43.20 21.60

CLASS 'D'.

(7:00 a.m. to 9:20 a.m. week dars)

1 times..... 90.00 54.00 36.00 27.00 18.00 9.00

1 times..... 140.00 84.00 56.00 42.00 28.00 14.00

1 times.... 162.00 97.20 64.80 48.60 32.40 16.20

ANNOUNCEMENTS

ANNOUNCEMENTS

Maximum announcement 75 words.

(6:00 p.m. to 11:00 p.m. week days and after 12:00 noon Sundays) 101 or 11:1 14 tl. 27 tl. 53 tl. more 75 words..... 6.65 6.35 6.00 5.85 5.85

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 Sundays)
75 words..... 4.65 4.45 4.25 4.05

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) Weckly:

18 announcements... 03.35 49.69 40.00 SPECIAL FEATURES
Time signals charged at regular announcem 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. Laux. Program Director—John Merdian.

OHIO—Continued

TOLEDO Lucas County

WSPD



Rate card issued October 1, 1942. (Card No. 22.)

Rate card issued October 1, 1942. (Card No. 22.)
Owned and operated by The Fort Industry Company.
Business Office and Studio—The Broadcast Bidg.,
Toledo. Ohio, telephone Adams 3175
Transmitter—Perryshurg. Ohio
Wave—Power—Time
Operating power—5.000 watts.
(100% modulation—crystal control.)
213.0 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 Broadcasting Company (Basic Network).

The following rates are for national and regions: advertising.

Rates include radio charges by owners of music copyrights.

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 ti. 13 ti. 26 ti. 52 ti. 104 ti. 260 ti. 1 hour ... 220.00 209.00 198.00 187.00 176.00 165.00 1/2 hour ... 132.00 125.40 118.80 112.20 105.80 99.00 144 hour ... 88.00 83.60 79.20 74.80 70.40 68 no 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 1/2 hour.... 66.00 62.70 59.40 56.10 52.80 1/4 hour... 44.00 41.80 39.80 37.40 35.20 5 minutes 25.00 23.75 22.55 21.25 20.00

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

1 hour.... 165.00 158.75 148.50 140.25 132.00 1/2 hour.... 99.00 94.05 89.10 84.15 79.20 17 hour 66.00 69.70 59.40 56.10 59.00 5 minutes 38.00 36.10 34.20 32.30 30.40

(6:00 a.m. to 8:00 a.m.

m. to 8:00 a.m. and 11:00 p.m. to sign-off)
71.50 67.93 64.35 60.78 57.20 42.90 40.75 38.61 36.47 34.32 28.60 27.17 25.74 24.31 22.88 20.00 19.00 18:00 17:00 16.00 5 minutes 20.00

WSPD_Toledo, Ohio ominates NORTHWESTERN OHIO SOUTHERN MICHIGAN LAKE ERIE

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 accord

Tandred Detween commercial shows owing to 20 second time ilmit.

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

1 ti. 13 ti. 20 ti. 52 ti. 100 ti. 300 ti. 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
One minute 10:00 9:50 9:00 a.m.)
One minute 10:00 9:50 9:00 8:50 8:00 7:50
Announcements at breaks adjacent to higher time classifications are charged at rate of higher classification.

Reation.

REMOTE CONTROI.

Itates on application for broadcasts from cafes, coestres, clubs, banquets, etc.

SERVICE FACILITIEN

Merchandising services are available to clients and skencles at no additional cost.

The services of station production department are offered to broadcasters and advertising agencies, with-cut additional cost, for the purpose of securing talent at the lowest Dossible prices. Program ideas, continuities, etc., prepared and submitted without charge by station production department.

contract and Other Requirements
Advertising of alcoholic beverages not accepted.
Program rates as outlined are for the facilities of the station only and no not include talent.
Tourstills to the given from one of station studies in Toledo.
Publicity talks accepted only where subject is of public interest and service in the opinion of station director. Talk may be delivered by advertiser's representative or announcer. No deviation from manuscrim permitted, Staff announcers serve all advertisers without additional charge. No contract accepted for ionger period than one year. All contracts 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 must conform to the standards of station; where advertiser presents 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 colletes of station. All proposals subject to prior ookings 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 Forument with lateral recordings equipment only in duplicate, capable of making continuous recordings elither 33-1/3 or 78 r.p.m. using Arthocostic or any other standard arrangement sultable 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—I. 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 Broadcastins Company.
Business Office and Studio—Bell Building, S. W corner Erle and Madison, Toledo, O., Adams 8291.
Transmitter—709 Madison Avenue, Toledo, Ohio.

Taye.—Power.—Time
Operating power.—250 watta.
(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 Commany (Basic Blue Supplementaries).

The following rates are for both national and local advectising.

Rates are for the facilities of the station only; then extra.

Quantity discounts retroactive on entire schedule as carned. All uncompleted contract schedules subject to allow the state of CLASS 'ALL'SS'.

earned. All uncompleted contract schedules subject to the first rate.

CLASS 'A. daily, 1.1, 13 tl. 26 tl. 52 tl. 104 tl. 260 tl. 1

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 61.00 1/4 hour... 48.00 45.60 43.20 40.80 88.40 8.60 51.00 10.

TOLEDO—Continued W T O L-Continued

| CLASS "B" | | | | | | | |
|----------------------------------|---|--------|--------|--------|---------|---------|--|
| (12:00 noon to 6:00 p.m. Sunday) | | | | | | | |
| | 1 ti. | 13 ti. | 26 ti. | 52 ti. | 104 ti. | 260 ti. | |
| 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 | | | | | | |

| 11:00 p.m. to 12:00 a.m. to 12:00 nonal midnight week days; 8:00 a.m. to 12:00 nodays) | 10:00 p.m. to 12:00 midnight Sundays) | 10:00 p.m. to 12:00 midnight Sundays) | 2 hour... 36:00 34:20 32:40 30:60 28:80 | 4 hour... 24:00 22:80 21:60 20:40 19:20 minutes 12:00 11:40 10:80 10:20 9:60 11:0 1 hour.... 1/2 hour.... 1/4 hour.... 5 min... 45.00 27.00 18.00 9.00 4 hour.... minutes...

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 21:50 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

.. 10.00

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 recelpt of 50% cash advance.
Full payment before broadcast.

ELECTRICAL TRANSCRIPTIONS
Will accept electrical transcriptions at at any hour.

TALENT

Rates on request.

REMOTE CONTROL

REMOTE CONTROL

REMOTE CONTROL

REMOTE CONTROL

REMOTE FACILITIES

Remote of program advertising and continuity department, as well as announcing and operating staff in the securing talent, arranging, presenting and advertising apprograms, are included without extra cost.

Estandard sound effects available free of charge.

colontract and Other Regularements
If All programs and talent are subject to approval of
the station management.
Be Rates are for facilities of station only; talent is
the extra.

said Station reserves the right to refuse or discontinue any aid advertising for reasons satisfactory to station manage-

mm ment.

o No contract accepted for a period longer than one new year. Contract renewals subject to rates in effect at sufference of the time on two weeks' written notice by Community and Broadcasting Company. All contracts subject to candideliation unless program starts within 30 days.

inliesing Time
120 Closing dates one week in advance of broadcast.
130 Talks, programs, continuities, etc., must be submitted
14 at least 48 hours in advance for review.

cflechanical Program Equipment
or Equipped to handle programs by electrical transcripaction, using 33-1/3 and 78 r.p.m. double turn-tables.

intersonnel
- 99 Vice-President and General Manager—Arch Shawd

33 epresentatives 39 Radio Advertising Corporation.

WARREN

(Trumbull County) WRRN (Established 1941)

2) Rates effective June 15, 1942.

13 Business Office and Studio—108 Main Ave., S.W., 5th. Warren, Ohio, telephone 4490.

14 Transmitter—710 Main Ave., S.W., Warren, Ohio.

ave—Power—Time
19 Operating power—250 watts.
(100% modulation—crystal control.)
214.3 meters; 1400 kilocycles.
V Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: 6:45 a.m. to 12:00 midin light.

gency Commission 15% to recognized advertising agencies, Cash discount 2%—10 days from involce date on monthly billing. Talent and other charges not commissionable.

eneral 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.

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 ti. 13 ti. 26 ti. 52 ti. 156 ti. 260

1 hour.... 50.00 47.50 45.00 42.50 40.00 37.

2 hour.... 30.00 28.50 27.00 25.55 24.00 25.

5 minutes 25.00 23.75 22.50 21.25 20.00 18.

4 hour.... 20.00 19.00 18.00 17.00 16.00 15.

6 minutes 10.00 9.50 9.00 8.50 8.00 7.

minutes 10.00 9.50 9.00 8.50 8.00 7.

minute or 4.25 4.50 3.45 "B" 3.30

and 9:00

Graph CLASS
(9:00 a.m. to 6:00 p.m.
a.m. to 1:00 p.m.
a.m. to 1:00 p.m.
1 hour..... 37.50 35.65
1/2 hour.... 22.50 21.40
25 minutes 18.75 17.85
1/4 hour.... 15.00 14.25
10 minutes 11.25 10.70
15 minutes 7.50
1 minute or week days a .m. Sundays) 33.80 31.95 20.30 19.20 16.05 16.05 13.50 12.75 10.15 9.60 6.80 6.45 5 minutes 7.50 7.15 1 minute or less..... 3.75 3.60 Participation (100 word maximum) 2.85 2.70 3.45 3.30 3.15 3.00 2.55 2.40 2.25 2.10

CLASS (Sign-on to 9:00 . and 10:00 p.m. to

00 a.m. sign-23.75 14.25 11.90 (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 11.35 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 4.55 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.

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 nightime announcements may be combined to earn a frequency discount.

Closing Time

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.

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.

Transmitter—101 W. Boardman St. Youngstown.

Wave—Fower—Time
Operating power—250 watts,
(100% modulation.)
200.9 meters; 1450 kilcoycles,
Licensed to operate full time
Licensed to operate on Eastern War Time,
Actual operating schedule: 6:30 s.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.

Class "A" and Class "B" program time can be combined to earn lower rates. Class "A" and Class "B" program time can be combined to earn lower rates. Exact times cannot be guaranteed for announcements. but 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 ti. | 13 ti. | 26 ti. | 39 ti. | 52 ti. |
|------------------|--------|--------|--------|--------|
| 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 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, | | | | |
| | | | | |

(*) 200 or more, each 5.70.

CLASS "B"

(8:00 a.m. to 6:00 p.m. and after 11:00 p.m.) (*) 200 or more, each 5.

CLASS
(8:00 a.m. to 6:00 p.m.
1 hour 50.00 47.50
2 hour 30.00 28.50
4 hour 20.00 19.00
minutes 15.00 14.25
minutes 10.00 9.50
1 minutes 17.50 7.30
0 words... 5.00 4.75
(1) 200 or more each (8:00 a.m. to 6:00 p.m. and after 11:00 p.m.)

1 hour 50.00 47:50 45.00 42:55 40.00

1/2 hour 30.00 225.50 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

11 minute 7:50 7:30 6:75 6:38 6:00

11 minute 7:50 7:30 6:75 6:38 6:00

10 words. 5:00 4:75 4:50 4:25 4:00

(1) 200 or more, each 5:63.
(1) 200 or more, each 3:80.

(1) 200 words) and specified preferred positions 35% more than regular basic rates.

SPECIAL WEEKLY RATES

| 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 | | | 43.50 | 40.50 | 37.50 |
| 6 times | | | 42.00 | 39.00 | 36.00 |
| 1/4 hour: | | 10.00 | 12.00 | 55.00 | 00.00 |
| | weekly | 33 00 | 31.00 | 29.00 | 27.00 |
| | weekly | | 29.00 | 27.00 | 25.00 |
| 6 times | | | 28.00 | 26.00 | 24.00 |
| 10 minutes | | 30.00 | 20.00 | 20.00 | 24.00 |
| | weekly | 94.75 | 23, 25 | 21.75 | 20.25 |
| 5 1111163 | weekly | 09 05 | 21.75 | 20.25 | 18.75 |
| | weekly | | 21.75 | | |
| 5 minutes: | | 22.00 | 21.00 | 19.50 | 18.00 |
| | | 10 50 | 15 50 | * | |
| | weekly | | 15.50 | 14.50 | 13.50 |
| | weekly | | 14.50 | | 12.50 |
| | weekly | | 14.00 | 13.00 | 12.00 |
| | daily, six c | | | | |
| 1 time | daily | | 5.80 | 5.60 | 5.50 |
| | daily | 5.70 | 5.40 | 5.30 | 5.20 |
| 3 times | daily | 5.50 | 5.20 | 5.10 | 5.00 |
| | | LASS | | | |
| (8:00 a | .m. to 6:0 | 0 p.m. | and after | 11:00 p.1 | m.) |
| | | | | | |

(8:00 a 1 hour: 3 times 5 times 6 times 1/2 hour: 3 times 5 times weekly.... 41.25 weekly.... 38.75 weekly.... 37.50 36.25 33.75 32.50 weekly.... 24.75 weekly.... 23.25 weekly.... 22.50 times weekly.... 16.50 weekly.... 15.50 weekly.... 15.00 times times times minutes times times times weekly.... 12.38 weekly.... 11.63 weekly.... 11.25 5 minutes: 3 times 5 times weekly.... 5 minutes:
3 times weekly.... 8.25 7.75 7
5 times weekly.... 7.75 7.25 6
6 times weekly... 7.75 7.00 6
100 words daily. six or seven days per week
1 time daily..... 3.90 8.80 5
2 times daily..... 3.70 3.40 5
3 times daily..... 3.50 3.20 5 7.25 6.75 6.50 6 00

3.50 3.20 3.00 SPECIAL FEATURES
Participating programs -- Rise 'n Shine. Consolc
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 accented for more than one year's dura-

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 emerkency, 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 Drograms by electrical transcrip-tion. using 33-1/3 or 78 r.p.m. turn-tables for ver-tical or lateral cut recordings.

Personnel General Manager—Wm. F. Maag. Jr. Sales Manager—L. E. Nasman.

Representatives Headley-Reed Company.

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.

Aramsmitter—3400 Sunset Brut. 100mgstown, Onto.

Age—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 commission on talent, program or production charges unless
specifically arranged. Terms: Net 10th of month following service. Bills rendered 1st of each month.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group).
Discounts on gross rates for programs are allowed for
periods used within one year from start of schedule.

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 tit. 13 tl. 26 tl. 52 tl. 104 tl. 260 tl. 1 hour... 160.00 152.00 114.00 136.00 128.00 120.00 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 72.00 68.00 64.00 60.00 1/2 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 23.50 1/4 hour... 30.00 28.50 27.00 25.50 24.00 22.50 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 5 minutes 15.00 14.25 13.50 12.75 12.00 11.25 1/2 hour... 35.00 33.25 31.50 25.75 28.00 26.25 1/4 hour... 35.00 33.25 31.50 28.75 28.00 26.25 1/4 hour... 35.00 33.25 31.50 14.55 18.60 12.75 5 minutes 17.00 16.15 15.30 14.45 13.60 12.75 5 minutes 17.00 16.15 15.30 14.45 13.50 12.75 5 minutes 10.00 9.50 9.00 8.50 8.00 7.50 (*) Service available only 17 regularly scheduled program precedes or follows. 3/4 hour at 80% of one hour rate. For periods in excess 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

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.

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 minute (125 words or less).......13.50 12.83 12.15 11.48 10.80 10.13 Chain 1-reaks (30 words) net. no frequency discount. 10.00. CLASS "C"

TALENT Rates and data on request.

Arrangements can be made for any reasonable remote control broadcasting for which line chargee, equipment rental and traveling expense are to be paid by client.

Contract and Other Regulrements
Contracts for time programs and announcements cannot be knowled to obtain maximum discounts. Renewals 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.

fees.
All contracts are made subject to strikes, weather conditions and other unavoidable casualties and no responsibility will be assumed beyond the cancellation 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 emersency, unusual event or for any other reason, the broadcaster at his discretion may command and occupy any of the time granted under contract, 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 advance of broadcast.

Water of 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.

President and General Mgr.—W. P. Williamson, Jr. Sales Director—J. L. Bowden.

Representatives
Paul H. Raymer Company.

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 op-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, excepting beer not over 6% in alcoholic content.
Rates are for the facilities of the station only; talent

rates are for the facilities of the station only; silent 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 advertising contract, through one stertising agency, and unless the programs are run adjacent to each other so that the combination forms one continuous broadcast.

cast.

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 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,

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.

Transmitter—Zanesville. Onto.

ave.—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 midnight 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.

| | | | CAL P | ROGR. | AMS | -Stat | lon- |
|-----|-----------|---------|---------|--------|-------|---------|------|
| | | (6:00 p | .m. to | 10:00 | p.m.) | bres | ıks |
| | | 1 | 1/2 | 1/4 | 5 | 1 | 50 |
| | | hr. | hr. | hr. | min. | min. | wds. |
| 1 | time | 69.50 | 39.75 | 24.75 | 12.90 | 8.00 | 6.00 |
| 13 | times | 66.00 | 37.75 | 23.50 | 12.25 | 7.60 | 5.70 |
| 26 | times | 62.50 | 35.75 | 22.30 | 11.60 | 7.20 | 5.40 |
| 39 | times | 61.00 | 34.60 | 21.75 | 11.30 | 7.00 | 5.25 |
| 52 | times | 59.10 | 33.80 | 21.10 | 10.90 | 6.80 | 5.10 |
| 104 | times | 55.60 | 31.80 | 19.80 | 10.30 | 6.40 | 4.80 |
| 195 | times | 53.90 | 30.75 | 19.25 | 10.00 | 6.25 | 4.75 |
| 260 | times | 52.10 | 29.80 | 18.55 | 9.80 | 6.10 | 4.50 |
| | (7:00 a.i | n. to f | :00 p.r | n. and | 10:00 | p.m. to | |
| | | | sign- | off) | | | |
| 1 | time | 47.50 | 29.25 | 18.50 | 9.10 | 5.00 | 4.00 |

| 190 | times | 33.90 | 30,70 | 19.20 | 10.00 | 0.25 | 4.10 |
|-----|-----------|---------|---------|--------|-------|---------|--------------|
| 260 | times | 52.10 | 29.80 | 18.55 | 9.80 | 6.10 | 4.50 |
| (| (7:00 a.n | n. to 6 | :00 p.r | n. 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 |
| | times | 41.60 | 25.70 | 16.20 | 8.00 | 4.40 | 3.50 |
| | 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 |
| | times | 37.25 | 22.75 | 14.40 | 7.10 | 3.90 | 3.10 |
| | times | 36.60 | 21.90 | 14.10 | 6.95 | 3.80 | 3.00 |
| | | | | | | | |
| | | ARTIC | IPATIO | ON PE | หนบมร | | |
| nnι | morde. | | | | | (*) | / † \ |

| 260 | times | 36.60 | 21.90 | 14.10 | 6.95 | 3.80 | 3.00 |
|-----|--------|-------------------|--------|----------|---------|--------|------|
| | P | ARTIC | IPATI | ON PE | BIODS | | |
| 100 | words: | | | | | (*) | (†) |
| 1 | time | ·· ·· ···· | | | | 5.50 | 4.00 |
| 13 | times | | | | | 5.25 | 3.80 |
| 26 | times | | | | | 5.00 | 3.60 |
| 39 | times | | | | · | 4.90 | 3.50 |
| 52 | times | | | | | 4.75 | 3.40 |
| 104 | times | | | | | 4.50 | 3.25 |
| | times | | | | | | 3.15 |
| | times | | | | | 4.25 | 3.10 |
| (|) Home | Econo | mles P | articipa | ting pe | riods. | |

| 39 to 52 weeks | 63.75 |
|--|---------|
| Partial Service-21 announcements per wee | k (two |
| daytime, one evening, daily); 50 words, to | include |
| foature and commercial for week; | |
| 1 to 13 weeks | 48.75 |
| 13 to 20 weeks | 40.00 |
| 26 to 89 weeks | 43.75 |
| 39 to 52 weeks | 41.50 |

OKLAHOMA

OKLAHOMA NETWORK, THE

Business Office—2004 Ramsey Tower, Oklahoma City, Okla. 1800 W. Main St., Oklahoma City, Okla., telephone 3-8352.

8-8852. Comprised of:
KTOK, Oklahoma City KBIX, Muskogee
KCRC, Enid KADA, Ada
KGFF, Shawnee
KVSO, Ardmore
Rates effective February 1, 1942.

Nave—Power—Time
See Individual listings.
Agency Commission 15% to recognized advertising
agencies on net time and talent. No cash discount.
Accounts due and payable when rendered.

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"

(10, 0 m.m. 0 10:30 p.m.)

1tl. 3 ti. 26 tl. 52 tl. 104 tl. 250 tl.

1 hour... 350.00 332.55 315.00 297.50 280.00 262.50

1/2 hour... 140.00 198.50 188.00 178.50 168.00 157.50

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"

5 minutes 70.00 66.50 63.00 59.50 50.00 52.50 CLASS "B" (6:30 a.m. to 6:00 p.m. and 10:30 p.m. to sign-off) 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

ANNOUNCEMENTS
Commercial announcements may be broadcast by each station individuelly, or supplied from KTOK to each station simultaneously on any Oklahoma Network participating program. Announcements may not be ordered for less than full network.

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.

are maintained.

Centract and Other Requirements

Rates apply to all acceptable accounts and advertising. All programs and announcements are subject to network approval.

Resale of time or facilities is not permitted.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription for either vertical or lateral cut recordings.

Personnel Pres. & Man'g Dir.—Robert D. Enoch (Oklahoma City). Vice-President—Tams Bixby, Jr. (Muskogee). Sec'y & Treas.—Milton B. Garber (Enid).

Representatives Hadio Advertising Corporation.

ADA

(Pontotoo County)

KADA (Established 1984)

LEGIOIBREO 1934)
Rates effective April 1, 1942.
Owned by C. C. Morris.
Business Office and Studio—North Broadway. Ada.
Oktahoma.
//ave—Power—Time
Operating power—250 watts.
(100% modulation.)

Vave—Power—Time
Operating power—250 watts.
(100% modulation.)
243.9 meters; 1230 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
gency Commission

Agency Co Agency net char No comm Bills due gency 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.
meral Advertising

eneral 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.

TALENT

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, stranging, publicity and presenting programs without extra charge. Lontract and Other Requirements

Advertising of all alcoholic beverages not accepted. Rates are for consecutively scheduled broadcasts within 152 weeks of first broadcast, and subject to change without notice. Contracts may be cancelled on two weeks' notice from 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

Lequipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral out transcriptions and recordings.

for lateral out transcription for connecting General Manager—Weldon Stamps. Radio Advertising Corporation.

ARDMORE

(Carter County) (Established 1985)



Rates effective September 1, 1942.
Owned and operated by Ardmorette Publishing Co.
Business Office and Studio—Hotel Ardmore, Ardmore, Oklahom.
Transmitter—Corner Chickasaw and Northwest Blvd..

more. Okla.
Transmitter—Corner Chickasaw and Northwest Blvd.
Ardmore. Oklahoma.
Admore. Oklahoma.
Admore. Oklahoma.

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.
Operates on Central War Time.
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
General Advertising
Count 2% on net-10 days from invoice date.

Retwork)
(Blue Southwestern Group) and Oklahoma
Network)
Rates include charges by owners of music copyrights.
Rates include charges by owners of music capyrights.
Rates include charges by owners of music copyrights.

3.25

Rates on request.

SPECIAL FEATURES

News flashes, police bulletins, time signals, homemaker periods, organ melodies, sportscast, market
reports, weather reports—rates on application.

ELECTRICAL TRANSCRIPTIONS
Regular time charges apply to recorded programs.
Not restricted to certain hours.
Transcription library service available, rates and de-

Rates on application. SERVICE FACILITIES

Staff announcers, continuity department and publicity department available for advertiser's use.

Contract and Other Requirements

Advertising of aicoholic beverages not accepted, excepting beer and light wines.
All rates are for station time facilities only, talent

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.

ersonner Manager—Albert Riesen. Commercial Manager—Hillis Bell.

Representatives
Radio Advertising Corporation.

BARTLESVILLE

(Washington County) KWON

(Established 1942)

Rate card issued March 1, 1942.

Owhed and operated by Bartlesville Broadcasting Co.
Business Office and Studio—100 Union National Bank
Bidg.. 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 loca
advertising.

1 ti. 45.00 24.00 15.00 9.00 ANNOUNCEMENTS 3.00 2.90 2.80 2 2.20 2.14 2.08 1 2.70

SPECIAL FEATURES News—: Special tes on request. 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 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.



OKLAHOMA--Continued

BARTLESVILLE—Continued K W O N-Continued

POLITICAL RATES
Rates on request. Copy of all political speecifes or interviews involving controversial subjects must be submitted to station 24 hours in advance of brondcast 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.

cy 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.

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
Equipmed 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)

KASA (Established 1932)

Rates effective November 1, 1937.

Hates effective November 1, 1937.

Owned and operated by E. M. Woody.

Business Office and Studio—Casa Grande Hotel. Els
City, Oklahoma, telephone 730.

Transmitter—Elk City, Oklahoma.

Wave—Power—Time
Operating power—100 watts.
(1100% 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 1st of month.

General Advertising
Rates include charges by owners of music copyrights.
The following rates are for national advertising. For

| 10081 | Rancerriains | races cous | | | |
|-------|--------------|------------|--------|--------|--------|
| | | I ti. | 13 ti. | 26 ti. | 52 tl. |
| 1 | hour | 45.00 | 40.00 | 35.00 | 80.00 |
| 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

SPECIAL FEATURES
Time eignals and news reports—rates

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.

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 broadcasters

Contract and Other Requirements
Adactising 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 etudios of station in Elk City. Oklahoma. Regular announcers serve all broadcasters without charge. Special or character announcers at regular talent rates.
Talks, political species, etc., accepted only when subject matter is, in opinion of station management. The subject 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. Nation 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 38-1/3 and 78 r.p.m. double turn-tables

Personnel Supervisor-F. E. Mayhew.

ENID

(Garfield County)

KCRC

(Established 1928)

Rate schedule dated January 1, 1942.

Owned and operated by the Enid Hadiophone Co. Business Office and Studio-318 East Willow, Enid. Okialoma, telephone 447. Transmitter, Enid. Okiahoma.

Wave—Power—Time
Operating power—1,000 watts.
215.8 meters; 1390 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Operates Sundays 7:00 a.m. to 10:30 p.m.;
week days 6:30 a.m. to 11:00 p.m.

Agency Commission

Nearcy commission 15% to recognized advertising agencies.

General Advertising
For combination rates see listings of Blue Network
Company (Blue Southwestern Group) and Oklahoma
Network).

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 25.50

5 minutes 15.00 14.25 13.50 12.75 12.00 11.25

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

1 hour..... 37.50 35.63 38.75 31.88
1/2 hour..... 15.00 14.25 13.50 12.75
5 minutes 7.50 7.13 6.75 6.38
Note: Sundays 12:00 noon to 6:00 p.m.
ters of nighttime rate. 30.00 18.00 12.00 6.00 16.88 11.25 5.63

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

1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 208 ti. 100 words maximum or one minute transcription.. 10.50 10.05 9.05 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 5.03 4.80 4.58 4.35 4.13 40 words maximum or one minute transcription.. 5.25 5.03 3.45 3.00 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 Raies 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 equip-

ment needeu.

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.

merchandising service.

Contract and Other Requirements
Heer advertising accepted; no liquor advertising.

All rates are for station time only. Talent or remote charges are additional. Bates are for consecutively scheduled broadcasts within 52 weeks of first broadcast. All contracts subject to change of time or cancellation on two weeks' written notice by either party. All contracts cancelled before date of expiration, subject to any short rate accruing to the date of cancellation.

All program content and advertising copy are subject to approval of station management before broadcast. Station reserves the right to refuse or discontinue any advertising at any time for reasons satisfactory to station management.

Closing Time

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)

KSWO (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.

Oranoma.

Wayo.—Power.—Time
Operating Power.—250 watts (days),
260.0 meters; 1150 kilocycles.
Licensed to Operate days on regional channel.
Operates on Central War Time.
Actual operating schedule: Surrise to sunset.

Agency Commission
Agency Commission
Agency Commission
Agency continission
Hills rendered and due first of month following
broadcast.

panied by certifica them.

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

Equipment Equipment

Equipment ton, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

MUSKOGEE

(Muskogee County)

KBIX

(Established 1986)

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.

aransmitter—Barnes Building, Muskoges, Oklahoms.

Wawe—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilosycles,
Licensed to operate rull time.
Operates on the state of the second of the

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.

Network.
hees charged by owners of music copyrights are not included in rates.
(5:30 p.m. to sign-off)

| hour...|
| 1/2 hour...|
| 1/4 hour...|
| 5 minutes...|
| (7:00 a.m. to 5:30 p.m.) 1 hour.... 55.00 83.00 20.00 9.00 45.00 27.00 16.00 7.00 DISCOUNTS Less 13 26 39 52 100

p.m. Farm News: 12:80 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 Melodles: Evening show. "The Eleventh Hour" and "Listen Ladies": Women's programs.

Proceedings of the above features on request ELECTRICAL TRANSCRIPTIONS

Transcription library service available. Regular rates

All types of talent available for all kinds of programs. Talent rates quoted on request, oniract and Other Resulrements Rates are based on the number of programs to be used in one year and are for station time only. techanical Program Equipment Equipped to handle programs by electrical transcription using 33-1/3 and 78 r.p.m. turn-tables.

tion using 33-1/3 and 78 r.v. Personnel President—Tams Bixby, Jr. Manager—Jimmle Barry. Representatives Radio Advertising Corporation.

, V.

NORMAN

(Cleveland County)

WNAD

(Established 1920)

.Owned and operated by University of Oklahoma Operating power—1,000 watts.
468.8 meters; 640 kilocycles.
Licensed to operate days.

Doss not sell time.

OKLAHOMA CITY

(Okishoms County)

KOCY

(Established 1928)



STORY | Property |

2 A complete merchandising service available to adlivertisers.

-intract and Other Requirements
All programs must conform to standards of station.

19Copy Prepared by advertiser must have station's ap"proval in advance. Station reserves the right to resigned or discontinue any program for reasons satisfactrory to itself. Contracts, unless otherwise agreed,

Isoblect to cancellation by a 80 day advance notice
diwith acknowledgment of any short rates to the date
of cancellation. Such short rate to be on the basic
of rates in effect on date of contract. All programs

Isoblect to change of time on 28 days notice. All
'proposals subject to prior booking of time.

Licentapidal Program Equipment

In Equipped to handle programs by electrical transcripaation, using 33-1/3 and 78 r.p.m. double turn-tables
for vertical or lateral cut recordings.

for verticas of the definition of the definition

** or resentatives (Burn-Smith Company, Incorporated.

KOMA (Established 1932)



wilkate card issued May 1, 1942. (Card No. 2.)

wilkate card issued May 1, 1942. (Card No. 2.)

wilkate card issued May 1, 1942. (Card No. 2.)

wilkate card issued May 1, 1942. (Card No. 2.)

Wilkate Card Studio—Billmore Hotel, P. 0.

By 1155. Oklahoma City. Okla.

Port 1155. Oklahoma City. Okla.

Wilkate — 1, 2016 N. E. of City on Tules

Wilkate — 1, 2016 N. E. of City on Tules

Wilkate — 1, 2016 N. E. of City on Tules

Wilkate — 1, 2016 N. E. of City on Tules

Wilkate — 1, 2016 N. E. of City on Tules

Wilkate — 1, 2016 N. E. of City on Tules

Wilkate — 1, 2016 N. E. of City on Tules

Wilkate — 1, 2016 N. E. of City on Tules

Wilkate — 1, 2016 N. E. of City on Tules

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Wilkate — 1, 2016 N. E. o

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.

| Other details on request. | ENTERTAINNIENT PROGRAMS | Announcements and programs of 5 minutes. or more, may not be combined to earn larger frequency discounts. | CLASS '4. | Int. 1/2 hr. 1/4 hr. 5 min. 1 hr. 1/2 hr. 1/4 hr. 5 min. 1 time. | 225.00 | 125.00 | 75.00 | 35.00 | 13 times. | 213.75 | 118.75 | 71.25 | 33.25 | 28 times. | 202.50 | 112.50 | 67.50 | 31.50 | 52 times. | 202.50 | 112.50 | 67.50 | 31.50 | 52 times. | 191.25 | 106.25 | 63.75 | 29.75 | 104 times. | 180.00 | 100.00 | 60.00 | 28.00 | 156 times. | 168.75 | 33.75 | 56.25 | 26.25 | 260 times. | 157.50 | 87.50 | 52.50 | 24.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50 | 12.50

| 146.25 | 81 | CLASS | The control of the control 35.00 33.25 31.50 29.75 28.00 26.25 24.50 60.00 57.00 54.00 51.00 48.00 45.00 42.00 14.00 13.00

CLASS "C"
(6:00 a.m. to 9:00 a.m. 1:30 p.m. to 6:00 p.m. 10:30 p.m. to 6:00 midnight wedges and 7:00 a.m. to 6:00 p.m. Sundays)

| | | l hr. | 1/2 br. | 1/4 hr. |
|-----|----------|-------|---------|---------|
| 1 | time | 75.00 | 50.00 | 25.00 |
| 13 | | 71.25 | 47.50 | 23,75 |
| 26 | times | 67.50 | 45.00 | 22.50 |
| 52 | times | 63.75 | 42.50 | 21.25 |
| 104 | times | 60.00 | 40.00 | 20,00 |
| 156 | times | 56.25 | 37.50 | 18.75 |
| 260 | times | 52.50 | 35.00 | 17.50 |
| 312 | times | 48.75 | 32.50 | 16.25 |
| ~ | ANNOUNCE | ENTS | | |

ANNOUNCEMENTS

Station break announcements at 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. 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. (6:00 p.m. to 10:30 p.m.)

One minute or 100 words:

1 time. 20.00 104 times. 16.00

13 times. 18.00 260 times. 15.00

26 times. 18.00 260 times. 13.00

50 words or iess: 17.00 312 times. 13.00

1 time. 15.00 104 times. 12.00

50 words or less:
15.00 104 times. 12.00
13 times. 14.25 156 times. 11.25
26 times. 13.50 260 times. 10.50
26 times. 12.76 312 times. 9.75
(6:00 a.m. to 5:00 p.m. and 10:30 p.m. to
12:00 midnight)
One minute or 100 words:
1 time. 12.00 104 times. 9.60
13 times. 11.40 156 times. 9.00
26 times. 10.80 260 times. 8.40
52 times. 10.80 260 times. 8.40
52 times. 10.20 312 times. 7.80
50 words or less:
1 time. 9.00 104 times. 7.20
13 times. 8.55 156 times. 7.20

FREQUENCY DISCOUNTS
Contiguous rates:
One advertiser may combine programs of 15 minutes or more in length, if such broadcasts occur in the same time bracket on the same day, whether the products are the same or different; to earn a rate based on the combined length of these broadcasts. Discounts in the above cases shall be figured as one program.
Frequency cannot be combined with other program units.

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. Contiguous broadcast frequency discounts are as follows:

ELECTRICAL TRANSCRIPTIONS
Accepted at regular rates.
POLITICAL RATES
On application.

TALENT

RALENT
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 studies,
to order to earn me rates quoted contract must be
contracted. The contract must be contracted to the superoval or revision of KOMA, inc.
Contract renewals subject to rates in effect at time
of rate val.
All countracts subject to cancellation unless programs. Closing Time
Universal programs, continuities, etc. must be submitted at least 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
Equipmed to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables,
vertical and lateral.

Personnel

Manager—Kennen Pressure

vertical and laterat.

Personnel Manager—Kenyon Brown.

Program Director—Paul Buenning.

Representatives

Free & Peters. Inc.

KTOK (Retablished 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.

ransmitter-Okianoma. Ower-Time

Operating power-250 watts, 214.3 meters; 1400 kilocycles.

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 6:00 a.m. to 12:00 midnight.
Agency Commission
Akency 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.

CLASS "A"

cor combination rates see listings of Blue Network Network.

CLASS "A"

(6:00 p.m. to 10:30 p.m. daily)
1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 250 ti.
1 hour... 120.00 114.00 108.00 102.00 96.00 90.00
1/2 hour... 120.00 114.00 108.00 102.00 96.00 90.00
1/2 hour... 12.00 68.40 64.80 61.20 57.60 54.00
1/4 hour... 42.00 28.40 64.80 61.20 57.60 54.00
1/4 hour... 48.00 45.60 43.20 40.80 83.40 36.00
5 minutes 24.00 22.80 21.60 20.40 19.20 18.00
CLASN "B"

(*6:00 a.m. to 6:00 p.m. week days and 10:30 p.m. to sign-ord daily)
1 hour... 80.00 57.00 54.00 51.00 48.00 45.00
1/2 hour... 13.00 45.60 43.20 40.80 38.40 36.00
1/2 hour... 38.00 34.20 32.40 30.60 28.80 27.00
1/4 hour... 48.00 45.60 43.20 40.80 38.40 36.00
1/2 hour... 38.00 34.20 32.40 30.60 28.80 27.00
1/4 hour... 24.00 22.80 21.60 20.40 19.20 18.00
5 minutes 12.00 11.40 10.80 10.20 9.60 9.00
(*) Rates for 12.200 noon to 5:00 p.m. Sundays are three-fourths of "Class A" rates.

ANNOUNCEMENTS
100 words or less: or one minute transcriptions; or chain breaks. 40 words 13 tt. 26 tt. 52 tt. 100 tt. 250 tt. 600 p.m. to 10:30 p.m. daily)
Per broadcast ... 10.00 9.50 9.00 8.50 8.00 7.50
(*000 a.m. to 6:00 p.m. week days and 10:30 p.m. to sign-off daily)
Per broadcast ... 10.00 9.50 9.00 8.50 8.00 7.50
(*000 a.m. to 6:00 p.m. week days and 10:30 p.m. to sign-off daily)
Per broadcast ... 10.00 9.50 9.00 8.50 8.00 8.50

er broad-cast 500 4.75 4.50 4.25 4.00 8.75 (*) Rates for 12.00 noon to 6.00 p.m. Sundays are three-fourths of Class "A" rates. TALENT

three-fourths of Class "A" rates.
TALENT
Rates on application.
REMOTE CONTROL
Station completely equipped for handling remote control programs. Arrangements and rates submitted upon request.

SERVICE FACILITIES
Station extends to its advertisers a thorough merchandising service.
Contract and Other Requirements
Reer 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 hefore broadcast of any such talk.
All contracts subject to station's approval and gov-

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 satisfacture 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 shorterm rates therefor according to station's rate schedule to self-cel at the time the agreement was made Closing Time
Programs close one week in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
General Manager—Robert D. Enoch.

General Manager—Robert D. Enoch, Commercial Managor—Frank J. Lynch,

presentatives Radio Advertising Corporation.

OKLAHOMA—Continued

OKLAHOMA CITY—Continued

WKY
(Established 1920)
Rate card issued March 1, 1941. (Card No. 18.)
Owned and operated by The Oklahoma Publishing Co.
Rusiness Office and Studio—Skirvin Tower Hotel.
Oklahoma City, Okla., tolephone S-4806.
Transmitter—West 39th St. Oklahoma City, Okla.

Transmitter—West 39th St., Orianoma City, Oria.

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
Agency commission
Agency commission
15% to advertising agencies
recognized by WKY. No commission on talent. No
cash discount. Bills due and payable 10th of foilowing month.

| Coordinated by Will. | Proceedings | Process | Process

Per announce-ment....... 20.00 19.00 18.00 17.00 16.00 15.00 12.50 (10:30 p.m. to 7:00 a.m.)

Surrise 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 chargee payable before broadcast begins. Copy of political speeches or interviews involving controversial subjects must be submitted to etation 24 hours in advance of broadcast and left as a permanent record of the broadcast.

1/2 hour.

PECOTOR

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.

chandising 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 etation. 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.

discontinue any program for reasons satisfactory to itself.

All proposals eublect to prior booking of time. All programs subject to change of time on 28 days notice.

Contracts are not subject to cancellation on less than two weeks written notice with acknowledgement of adjusted rate to the date of cancellation. Such adjusted rate to be on the basis of rates in effect on date of contract.

Program sponsors may purchase additional announcements during life of contract at frequency discounts sarned by programs. No contract accepted for more than one year. Where lower rates are earned during life of contract, such additional discounts shall be retroactive and paid as earned at the end of each 18, 26, 59 and 52 week period.

Closing Time
Talent programs close two weeks in advance of broad-

cast.

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

Mechanical Program Equipment 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. Grubb.
Commercial Manager—Ralph Miller.

Representatives
The Katz Agency, Inc.

OKMULGEE

(Okmulgee County)

KHBG

(Established 1987)

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 watta.
(100% modulation.)
241.9 meters; 1240 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 15% to recognized agencies.
Payments to be made not later than 10th of month following service. No cash discount. No commission on talent. General Advertising 1 tL

| 1/4 h | our | 14.00 | 12.00 | 11.00 | 10.00 |
|--------|----------------|----------|---------|---------|---------|
| 5 m | inutes | 5.00 | 4.50 | 4.25 | 4.00 |
| | WE | EKLY | RATES | | |
| | 7124 | | | | |
| | | 1 wk. | 13 wks. | 26 wks. | 52 wks. |
| Six 1, | /4 houra wkly. | 50.00 | 45.00 | 40.00 | 35.00 |
| Three | 1/4 hrs. wkly. | 30.00 | 25,00 | 22.50 | 20.00 |
| Six 5 | minutes wkly. | 25,00 | 22.50 | 20,00 | 17.50 |
| | ANN | OUNC | EMENTS | | |
| | | 1 ti. | 13 ti. | 26 tl. | 52 t1. |
| 100 W | ords | 3.00 | 2.75 | 2,50 | 2,25 |
| 50 w | ords | 2.00 | 1.80 | 1.70 | 1.50 |
| 30 w | ords | 1.75 | 1.60 | 1.40 | 1.25 |
| | 1101 | TOTAL SE | DATEC | | |

MONTHLY RATES

Special rates by the month, six days weekly (add one-sixth for seven days):

one-sixth for seven days:

1 mo. 3 mos. 6 mos. 12 mos.

100 words, 3 daily 150,00 140,00 130,00 120,00

100 words, 1 daily 60,00 55,00 50,00 45,00

50 words, 3 daily 105,00 100,00 95,00 90,00

50 words, 1 daily 40,00 37,50 35,00 32,50

30 words, 3 daily 65,00 60,00 55,00 50,00

30 words, 3 daily 65,00 60,00 55,00 50,00

30 words, 1 daily 30,00 25,00 22,50 20,00

SPECIAL FEATURES

Weather reports, time signals, football, baseball, and other special features—rates on request.

News Service: 5 or 15 minute news fashes at regular rates.

Rates on request.

REMOTE CONTROL

Facilities available without charge except for telephone lines.

phone 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

Any contract not 100% complete automatically sales short rate.

Mechanical Program Equipment Equipmed 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)
WBBZ

WBBZ
(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.

1 th. 13 tl. 28 tl. 52 tt. 100 tl. 300 tl.
1 hour..... 50.00 47.50 45.00 42.50 40.00 37.50 1/2 hour..... 50.00 47.50 45.00 42.50 40.00 37.50 1/2 hour..... 80.00 28.50 27.00 25.50 24.00 25.50 1/4 hour..... 20.00 18.00 18.00 17.00 18.00 15.00 5 minutes 10.00 9.50 0.00 8.50 8.00 7.50 10.00 8.50 0.0

SPECIAL FEATURES
Time Signals: Limited to 30 words; run of schedule, six times daily, per month 100.00; twelve times daily, per month 200.00; no discounts. Minimum contrag 13 weeks. Weather Reports: Limited to 40 words; per month, ,

Neether Reports: Limited to 40 words; per month, 100,00. ELECTRICAL TRANSCRIPTIONS & RECORDED 1 PROGRAMS

No time restrictions; no service charge; regular rates apply.

Additional charges made for taient, special announcers, and special continuity service—rates on request.

REMOTE CONTROL

Additional charges made for programs originating outside the studies of WHBZ.

SERVICE FACILITIES

Services of staff announcers, continuity department, 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 contracts accepted for lonker than one year. All contracts subject to station's approval and governmental regulations. Talks, political specches, 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 satiafactory to station.

Closing Time

Closing Time

Closing date for talent programs and transcribed programs and announcements is one week in advance, Mechanical Program Equipment

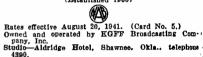
Equipped to handle programs by electrical transcribed programs and announcements is one week in advance, the programs and announcements of the programs of the programs

Personnel
Managing Director—A. L. Carrell. Representatives

SHAWNEE

(Pottawatomie County)
KCFF

(Established 1930)



Studio Aldridge Hotel, Shawnee, Okla., telephons
4390.
Transmitter—Shawnee Country Club. Highway 270.
East Shawnee, Okla.
Ave—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.

night.

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;

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.

CLASS AA to the company (Blue Southwestern Group) and Oklahom Network.

CLASS AA to the company (Blue Southwestern Group) and Oklahom Network.

CLASS AA to the company (Blue Southwestern Group) and Oklahom Network.

CLASS AA to the company (Blue Southwestern Group) and Oklahom Network.

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

1 13 26 52 104 288 312 th.

1 1 hour. 50.00 47.50 46.00 42.50 40.00 37.50 35.00 13.40 to 11.00 14.00 11.00

ment needed. SERVICE FACILITIES
The services of the program advertising as well announcing and operating staff are included withou extra charge in arranging, building and presenting programs.

Programs and artists of all types available.

Station offers its national sdvertisers a completenerchandlaing service.

SHAWNEE—Continued K G F F-Continued

RCFF—Continued

antract and Other Requirements

Beer advertising accepted; no liquor advertising.

All rates are for station time only. Talent or remote steharges are additional. Rates are for consecutively scheduled broadcasts within 52 weeks of first broadgeast. All contracts subject to change of time or canicalisation on two weeks' written notice by either piperty. All contracts cancelled before date of expiration subject to any short rate accruing to the date of captraction and program content and advertising copy are subject [50 approval or station management before broadcast. Station reserves the right to refuse or discontinue any advertising at any time for reasons satisfactory is station management.

1:0 station management, paing Times one week in advance. Political manu19:regrams close one week in advance. Political manu19:cripts must be submitted 24 hours in advance.
19:chanical Program Equipment
19:Squipped to handle programs by electrical transcrip10: fon using 33-1/3 and 78 r.p.m. double turn-tables.

octrsonnel
19 Jeneral Manager—Maxine Eddy.
19 Advertising Manager—Leroy W. Moses.

etpresentatives Badio Advertising Corporation.

TULSA (Tulsa County)

KOME

(Established 1938)

rificates effective September 29, 1940. (Card No. 2.) privates effective September 29, 1940. (Card No. 2.)

"Downed and operated by Oil Capital Sales Corporation.

"Business Office and Studio—Radio Building, 910 S.

"Boston, Tulesa, Oklahoma, telephone 3-4121.

"Iransmitter—39th St. and Newport, Tulsa, Okla.

"I-vice—Power—Time

"Doperates power—250 watts.

"Doperates power—50 watts.

"Licensed to operate full time.

"Doperates on Central War Time.

"Actual Coerating schedule: 6:00 a.m. to 12:00 mid
Jight.

Juight.

viency Commission

16 Agency commission 15% to recognized advertising

17 Distances on net charges for station time. No cash

18 liscount.

Inneral Advertising
For combination rates see listings of Blue Network
Company (Southwestern Group), the Oklahoma NetNork and Mutual Broadcasting System.

SPECIAL FEATURES

News: Leased wire service available for sponsorship. POLITICAL TALKS
Il tegular station rates. Cash in advance.

RECORDED PROGRAMS
Transcription library services available. Details on brequest.

request.

TALENT

Rates on request. All talent and special charges to paid by client through the station and are net.

To vo commission or discount.

REMOTE CONTROL

REMOTE control broadcasts. All installations, wire service and mechanical charges to be paid by client and are net.

o be paid by client and are net.

SERVICE FACILITIES

If ferchandise and promotion services are available.

In that and Other Requirements
Ser advertising accepted.

Lates are based on number of programs to be used
on one year and are for station time only. Rates inilude time on the air, facilities of the station for
arranging and producing program, preparing copy,
ecuring talent and services of staff announcers,
tates do not include cost of talent or other extra
harges. All material for broadcasting subject to
ha sacceptance of the management. No contracts ac
Septed for more than 52 weeks.

of chanical Program Equipment

Caulpped to handle programs by electrical transcripton, using 33-1/3 and 78 r.p.m. double turn-tables
or lateral cut recordings.

or interest of the control of the co

Presentatives
Radio Advertising Corporation.

KTUL (Established 1984)



Rates effective December 1, 1942, (Card No. 2.) Owned and operated by Tulsa Broadcasting Co. Business Office and Studlo-National Bank of Tulsa Building, Tulsa, Oklahoma, telephone 23191. Transmitter—7 miles north of Tulsa, Okla.

Transmitter—7 miles north of Tulsa, Okia.

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 15% to recognized advertising agencies on net charges for station time. No commission on talent. All bills rendered on the lat 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 advertising and include music copyright fees.

and include musts copyright fees.

MUSICAL PROGRAMS

CLASS "A"

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

1 hr. 1/2 hr.

160.00 100.00

152.00 95.00

153. 152.00 95.00

154.00 90.00

155. 128.00 80.00

158. 128.00 80.00

158. 128.00 80.00

158. 120.00 70.00

159. 120.00 70.00

112.00 70.00

159. 104.00 65.00 1/4 hr. 75.00 71.25 67.50 63.75 60.00 56.25 52.50 48.75

z times 65.00 48.75

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 6:00 p.m. Sundays) times 75.00 50.00 times 77.00 a.m. to 6:00 p.m. Sundays) times 71.25 47.50 times 67.50 45.00 times 68.75 45.00 times 56.25 37.50 times 552.50 35.00 times 52.50 35.00 times 48.75 32.50

times. 18.00 260 times. 17.00 12.00 times. 17.00 times. 17.00 times. 18.00 times. 18.00 260 times. 18.00 260 times. 18.00 260 times. 17.00 312 times.

times... times. times. times. times. times. times.

a.m. to 6:00 p.m. and 10:00 p.m. 12:00 midnight) 15.00 14.25 13.50 12.75 12.00 11.25 10.50 9.75 times. times. times.

SPECIAL FEATURES
News—Leased wire service:

POLITICAL

Regular rates apply; cash in advance. Manuscript
must be submitted 36 hours in advance and no
changes allowed after approval by management.

ELECTRICAL TRANSCRIPTIONS
No extra charge, regular station rates apply.

Rates on request. TALENT

REMOTE CONTROL

Special rates on request for broadcasting from cafes, clubs, theatres, banquets, etc.

SERVICE FACILITIES

The services of station production department are offered to advertisers and advertising agencies without additional cost for the purpose of securing talent at lowest possible prices. Program ideas, continuities, etc., prepared without charge. Merchandising department prepares letters to fobbers and dealers, arrawes window displays, tte-ups, etc. Full details of this service on request.

Ontract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer.

Rates shown include station time and station facilities program listing, and services of amountainties staff, continuity and program departments. Rates show do not include talent. Program to be continuity and program departments. Rates show do not include talent. Program to be continuity and program departments of the program of the pro

Cast from shoulds in Mark and the subject is of public interest in opinion of etation management.

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. Station reserves the right to reschedule, if necessary, any commercial period. Contracts subject to cancellation by advertisor by advertisor by period advertisor will have used the date of cancel and the program of the program and the advertiser agrees to pay regulariate as if program had been duly given. Direct selling and lottery programs not accepted.

All proposals subject to prior booking of time. All 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.

Records should be in studio at least ten days in advance. Final closing three days in advance.

For program of the program seedule turn-tables for vertical and lateral cut recordings.

for vertical and laws a week of the personnel Vice-President and Gen, Mgr.—William C. Gillespie. Sales & Prom. Mgr.—John Esau. Representatives
Free & Peters. Inc.

KVOO (Established 1925)



Rates effective January 15, 1938. (Card No. 4.)
Owned and operated by the Southwestern Sales Corp.
Studio—Philtower. 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.)
256.4 meters; 1170 kilocycles.
OPerates on a nationally cleared channel.
Operates on Central War Time.
Licensed to operate unlimited 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 Broadcasting 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.

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

(*) 35.00 33.25 32.38 31.50 30.63 29.75 28.88 28.00 27.13

Less than (All other time)

13 times. 130.00 80.00 50.00 55.00 17.50
13 times. 123.50 76.00 47.50 52.50 17.50
13 times. 123.50 76.00 47.50 32.78 16.80
26 times. 123.50 76.00 47.50 32.78 16.50
25 times. 117.00 72.00 45.00 31.50 15.75
100 times. 113.75 70.00 43.75 30.63 15.32
150 times. 107.25 66.00 41.25 28.88 14.44
450 times. 107.25 66.00 41.25 28.88 14.44
450 times. 100.75 62.00 83.75 27.13 13.66
600 times. 100.75 62.00 83.75 27.13 13.66
800 or more times. 97.50 60.00 37.50 26.25

800 or more times.... 97.50 60.00 37.50 26.25 13.13 9.38 (*) On more times.... 97.50 60.00 37.50 26.25 13.13 9.38 (*) One words. (†) Fifty words or lesse. SPECTAL PROGRAM RATES
15 minute programs, 6 times weekly except Sundays, between 6.00 a.m. and 6.30 a.m. (including talent).

OKLAHOMA—Continued

TULSA—Continued K V O O—Continued

KVOO—Continued

DISCOUNTS

Discounts allowed rettractively on the number of broadcasts given within one year. Announcements and pregram periods of the minutes or more cannot be combined to earn larger discounts.

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. This does not apply to any packaged rate. Announcements and program periods of five minutes or more cannot be combined to earn this bonus discount. The bonus discount year and the frequency discount year must be concurrent.

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.

The station reserves the right to add to its monthly billing this fee charked by its transcription library service. Complete information on request.

Talent will be engaged by station at minimum prices if desired. Rates on application.

FENOTE CONTION.

Facilities are available for remote control broadcasts.

Retended to a server of the server of the state.

Facilities are available for remote control broadcasts.
Rates do not include traveling expenses, tolls and mechanical expenses for remote control.

Merchandising facilities are available plus complete promotion service.

Gentract and Other Requirements
Beer advertising accepted.

Rates hounde time on the air, facilities of the station in arranging and producing programs, preparing copy, securing talent and services of staff announcers. Rates do not include cost of talent or other extras. All material for broadcasting subject to acceptance of station management. No contract made for more than one year.

All contracts and discounts are based on service within one year. All rates guaranteed for one year from date of first broadcast, with or without interruption. All contracts subject to the conditions of the standard N.A.B. and A.A.A.A. contract forms.

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 hereof.

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. maing double 33-1/3 r.p.m. turn-tables.

Personnel

General Manager—Wm. B. Way.

Commercial Manager—Will Dennis.

Representive—

Edward Petry & Company, Inc.

Edward Petry & Company, Inc.

OREGON

ALBANY

KWIL (Established 1941)

Rates effective January 15, 1941. (Card No. 1.) Owned and operated by Central Willamette Broad-casting Company, Business Office and Studio—KWIL Building, Albany. Oregon

Bushess Office and Studio—A.WID Building, A.Co., Oregon.

Transmitter—Albany, Oregon.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time.
Operates on Pacific War Time.
Actual operating schedule: Sundays 8:00 a.m. to 11:00 p.m. Week days 0:30 a.m. to 11:00 p.m.

Agency Commission
Agency commission 15% to recognized agencies on net attent time and talent. On approved credit, accounts payable 10th of month following service. No cash discount.

payable 10th of months discount. General Advertising For combination rates see listings of Mutual Broadcasting System. Don Lee Broadcasting System (Northwest Group) and Pacific Broadcasting Company. Itates include charges by owners of music copyrights.

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

35.00

| 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 |
| $1/\bar{2}$ | hour | 15.00 |
| 1/4 | hour | 10.00 |
| 10 | minutes | 8.00 |
| - 5 | minutes | 6.00 |
| - | WEEKLY DISCOUNTS | |
| Gre | as time rates are subject to the following s | veckly |
| dlac | ounts when advertigers broadcast for thirte | |

and payable in advance.

TALENT

Rates on request.

REMOTE CONTROL

Rates on request.

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 manager.

Contracts (unless otherwise agreed) are subject to cancellation by two weeks written notice accompanied by certified check at short rate to date of last program.

by certified check at short rate to date of last pargram.

Closing Time
Contracts close two weeks in advance of first broadcast. Announcement copy and transcriptions close 48 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 lateral cut recordings.

Personnel
President—W. L. Jackson.
Secretary-Treasurer—IR. R. Cronise.
Station Manager—C. B. Wheeler.
Commercial Manager—Hal Byer.

ASTORIA

(Clatsop County)

KAST (Established 1935)



Rate card undated; received October 28, 1936. Uwned and operated by Astoria Broadcasting Co. Business Office and Studio-1008 Taylor Avenue. Astoria, Oregon. telephone 95. Transmitter-1006 Taylor Avenue. Astoria, Oregon.

Transmitter—1006 Taylor Avenue, Astoria, Oregon.

vave—rower—Time
Operating power—250 watts.
(1000 modulation.)
243.9 moters: 1230 kilocycles.
Licensed to operate full time.
Operates on Pacific War Time.
Actual operating schedule: Monday through Saturday
7:00 a.m. to 12:00 midnight. Sundays 8:00 a.m. to
10:00 p.m.

Agency Commission
Agency Commission 15% on net charges for station
facilities to recognized advertising agencies where
bill is hald on or before 20th of following month.
Bills rendered monthly No cash discount. No commission on program costs or production charges

mission on program costs of Pacific BroadGeneral Advertising
For combination rates see listings of Pacific Broadcasting Company (Northwest [Oregon] Group) and
Mutual Broadcasting System.
The following rates are for national advertising. For
local advertising rates consult station management.

1 hour. 25.00
12.50
12.50

POLITICAL TALKS

BAKER (Baker County) KBKR (Established 1939)

Hates effective August 1. 1946. (Card No. 2.)
Owned and operated by Baker Broadcasting Company, studies—More and Studio—Haker Loan Trust Hida.
Raker, Oregon.
Raker, Oregon.
Raker, Oregon.
Raker, Oregon.
Raker, Oregon.

Transmitter—2 miles N. E. of Baker on "H" St. Wave—Power—11mo Operating power—250 watts. 201.3 metors; 1490 kilocycles. Licensed to oberate full time on local channel. Operates on Pacific War Time. Actual operating schedule: Sundays 8:00 a.m. te 8:00 a.m. Veek days 6:00 a.m. to 10:00 p.m. Agency Commission Agency Commission 15% to recognized advertising arcneles. No cash discount. Bills rendered lat of month, payable 10th of month. General Advertising The following rates apply to both local and national advertising. Itates include charges by owners of music cupyrights.

Maximum direct commercial allowable is 15% of the program time.

50 words.... 1.50 1.43 1.35 1.28 1.20 1.13 1.05

(*) 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. Bear 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 broad-cast. 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.

Representatives

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 15% to recognized advertisin agencies on bills paid by 10th of the month following service. No cash discount. Commission paid on size tion time only, not talent.

nth-3 ti. wkly

196.00 132.09 84.00 56.00

12 months.

ANNOUNCEMENTS

When used in a single month:

1 tl. 6 tl. 13 tl. 26 tl. 52 tl. 78 tl. 6 tl. 13 tl. 26 tl. 52 tl. 100 words.

3.00 16.00 29.00 44.00 76.00 95.

SPECIAL FEATURES

Time Signals—25 words, sold on monthly basis on 26 times.

52 times.

54 times.

55 times.

56 times.

57 times.

58 times.

59 times.

50 times.

70 times.

70 times.

70 times.

71 times.

72 times.

73 times.

74 times.

75 times.

76 times.

76 times.

77 times.

77 times.

78 times.

78 times.

79 times.

70 times.

70 times.

70 times.

70 times.

70 times.

71 times.

72 times.

73 times.

74 times.

75 times.

75 times.

76 times.

77 times.

77 times.

78 times.

78 times.

79 times.

79 times.

70 times.

在我们的一个时间的时间的时间,我们就是一个时间的时间,我们就是一个时间的时间,我们就是一个时间的时间,我们可以是一个时间的时间,我们们可以是一个时间,我们们们们的一个时间,我们们们们们们们们们们们们

BEND—Continued K B N D—Continued

KBND—Continued

ELECTRICAL TRANSCRIPTIONS
Regular broadcasting rates apply for electrical transcriptions. No extra charge when announcements are ade by station announcer. Transcription library-brvice available at no additional cost.

TALENT

maient available description and rates on request.
REMOTE CONTROL

semote control equipment available—rates on request.
SERVICE FACILITIES

atton maintains its own merchandising service description and copy Requirements
requior advertising not accepted, attending the contract accepted for longer than one year.

be use of all broadcasting privileges shall conform the the station's rules and governmental regulations der which the station operates.

By Italks, commercial and program copy must be the out offices not later than twenty-four hours before an of broadcast.

Manalcal Program Equipment pulped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables in lateral cut records.

Ponnei nation Manager—Frank H. Loggan. Resentatives

CORVALLIS

(Benton County)

KOAC

(Established 1922)

(Established 1922)

[Mined and operated by Oregon State System of Malligher Education.

Tice and Studio—Physics Bldg., Oregon State Coladege. Corvallis, Ore.

Mansmitter—Granger, Ore.

Minematic Description of Mallight Systems of Mallight Systems

Does not sell time

EUGENE

(Lane County)
KORE
(Established 1927)



ttes effective January 1, 1938. (Card No. 6.)

bried and operated by Eugene Broadcasting Station.

bisiness Office and Studio—Route 3, Eugene, Oregon.

diamsmitter—Eugene, Oregon.

whs—Power—Time

differating power—250 watts.

80100% modulation—general radio frequency moni

at tor.)

nb.9 meters; 1450 kilocycles.

bisinesed to operate on local channel.

blerates on Pacific War Time.

collerating schedule: Sundays 8:00 a.m. to 12:00 midnight.

Acty Commission

gency commission 15% to recognized advertising

connections. Commission also applies on talent. No

aich discount. On approved credit, accounts payable

lish of month following service.

Retal Advertising

serve complexion gates see lighting of Don Lee Broad
serve complexion gates see lighting of Don Lee Broad-

Riral Advertision

100 combination rates see listing of Don Lee Broad111 string System (Northwest [Oregon] Group), Mutual
112 hipadeasting System, and Pacific Broadcasting Com111 (Oregon Network),
11 tes include charges by owners of music copyrights.
12 tes include charges by owners of music copyrights.
13 tes include charges by owners of music copyrights.

| tuo: | hour | 87.50 |
|--------|--|--------|
| tud! | hour | 22.50 |
| iedi. | hour | 15.00 |
| (uzo) | minutes | 12.00 |
| ebi | minutes | 9.00 |
| | (All other times) | |
| me. | hour | 25.00 |
| 1001 | hour | 15.00 |
| 1.161 | hour | 10.00 |
| mid | minutes | 8.00 |
| ing | minutes | 6.00 |
| į | WEEKLY DISCOUNTS | |
| ILI D | ss time rates are subject to the following | veckly |
| atin c | ounts when advertisers broadcast for 13 or | more |

| throcounts when advertisers broadcast for 13 or more | 20 kg consecutively: | 2dist than 10.00 per week. | None | 2-1/2% | 2d 00 but less than 20.00 per week. | 5% | 2d 00 but less than 30.00 per week. | 5% | 2d 00 but less than 40.00 per week. | 7-1/2% | 2d 00 but less than 50.00 per week. | 10% | 2d 00 but less than 50.00 per week. | 12% | 2d 00 but less than 50.00 per week. | 12/2% | 2d 00 or more per week. | 15% | 2d 00 or more per week. | 15% | 2d 00 or more per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00 but less than 50.00 per week. | 2d 00

| y an | cements. Extra | voice or sound effects, 25% or m. to 10:30 p.m.) | ktra: |
|------|----------------|---|-------|
| 1 88 | rate | | 5.50 |
| 1() | announcements. | each. | 4.12 |
| 41 | amouncements. | each | 8.85 |
| | announcements, | each | 3.58 |
| | announcements, | each | 8.30 |

| (7:00 a.m. to 6:00 p.m.) | 8.67 |
|--|------|
| 30 announcements, each | 2.75 |
| 90 announcements, each | 2 39 |
| 270 announcements, each | 2.20 |
| POLITICAL TALKS | 2.02 |
| Payable in advance. Rates on request. TALENT | |

POLITICAL TALKS
Payable in advance. Rates on request.
TALENT
Rates on application.
REMOTE CONTROL
Station has complete facilities for remote control broadcasts.

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 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 Programs Equipment Sulupped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
Owner—Frank L. Hill.
General Manager—L. W. Trommlitz.
Representatives
John Blair & Company.

GRANTS PASS

(Josephine County)

KUIN (Established 1939)



Rates effective December 1, 1939.

Owned and operated by the Southern Oregon Broadcasting Company.

Affiliated with Redwood Broadcasting System and Grants Pass Courier.

Business Office and Studlos—Redwood Highway, P.O.

Box 43, Grant Pass, Oregon.

Transmitter—Redwood Highway, P.O. Box 43, Grants Pass, Oregon.

Wave—Power—Time
Operating Dower—250 watts.
223.9 meters; 1340 kilocycles.

Licensed to operate full time on local channel.
Operates on Pacific War Time.

Actual operating schedule: Sundays 9:00 a.m. to 7:00 p.m. Week days 7:00 a.m. to 10:00 p.m.

Agency Commission

Agency Countrission 15% on net station time and talent to accredited advertising agencies. On approved credit accounts payable 10th of month following service. No cash discount. Bilis rendered on the first of each month.

General Advertising

Rates include charges by owners of music copyrights.

| a include charges by which of music copyr |
|---|
| (6:00 p.m. to 10:00 p.m.) |
| hour |
| hour |
| hour. |
| minutes |
| |
| minutes |
| (7:00 a.m. to 6:00 p.m.) |
| hour |
| hour |
| hour |
| minutes |
| minutes |
| DISCOUNTS |
| Weekly Discounts |
| |

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

| weeks consecu | tively. | | | |
|----------------|------------|-----------|--------------|--------|
| Less than 6.40 | weekly | | | Net |
| 6.40 but less | than 12,80 | weekly | | 2-1/2% |
| 12.80 but less | than 19.20 | weekly | | 5% |
| 19.20 but less | than 25.60 | weekly | | 7-1/2% |
| 25.60 but less | than 32.00 | weekly | ************ | 10% |
| 32.00 but less | than 38.40 | weekly | 1 | 2-1/2% |
| 38.40 or more | per weck | | | 15% |
| | Additional | Discounts | | |
| | | | | |

Additional Discounts

Additional Discounts

At the conclusion of 26 consecutive weeks broadcasting, 5% additional discount is allowed; at tha conclusion of 52 consecutive weeks broadcasting a total of 10% additional discount is allowed. These discounts of 5% or 10% referred to above shall apply to the largest amount of weekly gross billing that has run consecutively for 26 or 52 weeks, respectively.

that has run consecutively for 26 or 52 weeks, respectively.

ANNOUNCEMENTS

Announcements adjacent to news bulletins take same rate as time signals with commercial copy being limited to 25 words. May be purchased in combination of day and night.

100 words: (6:00 p.m. to 10:00 p.m.)

30 announcements. each. 2.70

90 announcements. each. 2.52

180 announcements. each. 2.16

305 announcements. each. 2.16

305 announcements. each. 2.10

90 announcements. each. 1.08

30 announcements. each. 1.68

365 announcements. each. 1.68

370 announcements. each. 1.68

386 announcements. each. 1.68

390 announcements. each. 1.68

391 announcements. 291 announcement rescents. 291 announcements. 2

CLASS "A"
(6:00 p.m. to 10:00 p.m.)
1 mo.
50.00
90.00
125.00 1
CLASS "B"
(7:00 8 mos. 12 mos. 47.50 45.00 85.00 80.00 118.50 112.00 daily 2 daily 93.00 83.00 80.00
3 daily ULASS 33
(7:00 a.m. to 6:00 p.m.)
1 daily 40.00 38.00 36.00
2 daily 72.00 68.00 64.00
3 daily 72.00 95.00 95.00
5 ports Events: Play-by-play descriptions from field available in season, including football, basketball, basketball and track POLITICAL

Subject to regular station time rates and policies and payable in advance are concept of the policies and payable in advance available. Regular rates apply. Instantaneous recording equipment available.

REAGOTE CONTROL

Station regularly maintains remote control facilities to 17 fixed points providing instantaneous access to main public meeting places. Minimum service charge to any of these points, 5.00

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 twelve 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.

Contracts unless otherwise agreed, subject to can-118 50

Contracts and copy subject to approval by station manager.

Contracts. unless otherwise agreed, subject to cancellation by written notice two weeks in advance of last program.

Closing Time
Contracts close one week in advance of first broadcast; announcements, transcriptions and talks close 21 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
Manager—Ralph E. Smith.

Personnel
Manager—Ralph E. Smith.
Representatives
John Blair & Company.

KLAMATH FALLS

(Klamath County) KFJI (Established 1928)



Rates effective June 15, 1940. (Card No. 5.) Owned and operated by KFJI Broadcasters, Inc. Business Office and Studio-Willard Hotel Building, Klamath Falls, Oregon. Transmitter-Willard Hotel Building, Klamath Falls.

Oregon.

Wave—Power—Time
Operating power—100 watts.
(Crystal control.)
241.9 meters; 1240 kilocycles.
Licensed to operate full time on cleared local channel.
Operates on Pacific War Time.
Actual operating schedule: Week days and Sunday
7:00 a.m. to 10:00 p.m.
Agency Commission
Agency commission 15% on net station time and
taient to accredited advertising agencies. On approved credit, accounts payable 20th of month following service. No cash discount.

more times per week 10%.

SPECIAL FEATURES

Bulk Time Signal Service—35 words, all hours:

1 month. 60.00 110.00 150.00 6 months. 57.00 105.00 142.00 12 months. 57.00 105.00 142.00 ELECTRICAL TRANSCHIPTIONS

Electrical transcription programs are accented for any hour of the broadcasting period at regular rates. Whenever possible, time will be cleared to accommodate this class of program.

Contract and Other Requirements

Above rates are for station time only, including the use of phonograph secords.

Contracts and copy subject to approval by station manager

Contracts and commander commander closing Time
All programs close one day to advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 38-1/3 r.p.m. single turn-table and 78 r.p.m double turn-table.

Personnel

F.h m flouble turn-table.
Personnel
Station Manager—George Kincaid.
Renrecentatives
Pacific Coast—W. S. Grant Company.

OREGON—Continued

LA GRANDE

(Union County)

KLBM

(Established 1938)

Rates offective 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.

--Power---Time

ave—Power—1 ime
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 adver-

| ŁXU | a voice | or sound | orrect | s, extra | L | | 20% |
|-----|---------|----------|--------|----------|-------------|------|------|
| | | 1/2 | 1/4 | 10 | 5 | 100 | 50 |
| | | hr. | hr. | min. | min. | wds. | wds. |
| 1 | time | 15.00 | 7.50 | 5.63 | 8.75 | 2.03 | 1.58 |
| 13 | times | 14.06 | 7.03 | 5.86 | 8.57 | 1.95 | 1.50 |
| | times | 13.50 | 6.75 | 5.06 | 3.37 | 1.80 | 1.48 |
| 52 | times | | 6.30 | 4.80 | B.20 | 1.65 | 1.35 |
| 104 | times | | 5.63 | 4.23 | 2.82 | 1.50 | 1.20 |
| | | | 5.25 | 3.95 | 2.68 | 1.35 | 1.13 |
| 260 | times | 9.74 | 4.87 | 3.68 | 2.45 | 1.20 | 1.07 |
| 312 | times | 9.50 | 4.50 | 3.41 | 2.27 | 1.05 | 1.00 |
| | | | | | | | |

TALENT Local talent available at cost.

REMOTE CONTROL Remote facilities available at cost.

SERVICE FACILITIES
Merchandising service available at cos

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. Right is reserved to refuse all or any part of announcements which do not, in estimation of the management, maintain a level of quality or character creditable alike to station and the advertiser.

Mechanical Program Equipment Information on request.

Personnel General Manager-Ben E. Stone.

MARSHFIELD

(Coos County)

KOOS (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 watte.
(100% modulation.)
243.9 meters; 1230 kilocycles.
Licensed to operate full time.
Operates on Pacific War Time.
Actual operating schedule; Sundays 8:00 a.m.
10:30 p.m. Week days 8:45 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).
Rates includes charges by owners of music copy-

| rights. (6:00 p.m. to 10:30 p.m.) | |
|-----------------------------------|-------|
| 1 hour | 87.50 |
| | 22.50 |
| | 15.00 |
| | 12.00 |
| 5 minutes | 9.00 |
| | D. 00 |
| (Before 6:00 p.m.) | |
| 1 hour | 25.00 |
| 1/2 hour | 15.00 |
| | 10.00 |
| 10 minutes | 8.00 |
| 5 minutes | 6.00 |
| | 0.00 |
| WEEKLY DISCOUNTS | |

| WEEKLY DISCOUNTS | |
|--|------------------|
| Gross time rates are subject to the | following weekly |
| discounts when advertisers broadcast | for thirteen or |
| more weeks consecutively: | |
| Less than 10.00 weekly | None |
| 10.00 but less than 20.00 weekly | 2-1/2% |
| 20.00 but less than 80.00 weekly | 5% |
| 20.00 but less than 80.00 weekly | 7-1/2% |
| 40 00 but less then 50 00 weekly | 10% |
| KO OO but loss than 40 00 weekly | 12-1796 |
| 40.00 but less than 50.00 weekly 50.00 hut less than 60.00 weekly 60.00 or more weekly | 180 |
| | |

REMOTE CONTROL
Station has complete facilities for remote control
broadcasts.

proaccasts.

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

D.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 and close five days in advance of broadcast. Anouncements, talks and recorded programs close 12:00 noon, day preceding broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 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)

KMED



Rates effective October 1, 1939.

Owned and operated by Mrs. W. 1. Virgin, Business Office and Studio—Ross Lane, Medford, Orc., telephone 4000. Transmitter—Ross Lane, Medford, Ore.

Transmitter—Ross Lane, Medford, Or 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 15% to recognized advertising 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 Ceast Network).

(Nighttime)

1 18 28 39 52 156 312

1 1 18 28 39 52 156 312

1 1 11 11 11 11 11 11

1 hour... 70.00 68.50 83.00 59.50 54.00 52.50 49.00

1/2 hour... 40.00 39.00 38.00 37.00 36.00 34.00 32.00

1/4 hour... 25.00 25.50 22.00 20.50 19.00 17.50 16.00

5 minutes 12.00 11.40 10.80 10.20 9.60 9.00 8.40

5 minutes 12.00 11.40 10.80 10.20 9.80 9.00 8.40 (Daytime)
1 hour... 35.00 38.25 31.50 29.75 28.00 28.25 24.50 1/2 hour... 20.00 19.50 19.00 18.50 18.00 17.00 18.00 1/4 hour... 12.50 11.75 11.00 19.25 9.50 8.75 8.00 5 minutes 6.00 5.70 5.40 5.10 4.80 4.50 4.20 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. Page 13.00 18.00 19.00 1

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. Machinical Program Equipment
Equipped to handle programs by electrical transcription, using 88-1/8 and 78 r.p.m. double turn-tables.

Personnel
Commercial Manager—Lee Bishop.

PENDLETON (Umatilla County)

KWRC

Rate card dated August, 1942. (Card No. 2.) Owned and operated by Western Radio Corp. Business Office—P. O. Box 178, Pendietom, Ore. Studio—S. W. Sixth St., Pendieton, Ore. Transmitter—at end of S. W. Sixth St., Pendieto Ore.

Ore.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time on local channel.
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 rendens
first of each month, due on the 10th.

Ceneral Advertising

General Advertising
The following rates are for national and local advertising and include music copyright fees. GENERAL BROADCASTING

1 hour 1/2 hour 1/4 hour 10 minutes 5 minutes 1/4 hour 1/5 minutes 1/4 hour 1/5 minutes 1/4 hour 1/4 h MINUTES.

MONTHLY PROGRAM SERVICE
Daily—six days weekly:
1 hour.
1/2 hour.
1/4 hour.
10 minutes.
5 minutes.

ANNOUNCEMENTS General Broadcasting 2. 1.

| 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100

able at no extra charge.

Contract and Other Requirements
Advertising of alcoholic beverages accepted af 10:00 p.m. Broadcasting matter subject to F.C. F.T.C. and station rules,
Contracts, unless otherwise agreed, subject to a cellation on 30 days written notice accompanied certified check at short rate to date of last prograw Wholesale or blanket sales of time not acceptable.

Wholesate of School of the Contracts close one week in advance of first brocast. Copy must be in 24 hours prior to broader Announcements and transcriptions close 24 hours advance, talks 48 hours in advance of first broader

Mechanical Requirements
Equipped to handle programs by electrical transcr tion, using 33-1/3 and 78 r.p.m. turntables for v tical and lateral cut recordings. Instantaneous reco-ing equipment available.

Personnel
President—V. B. Kenworthy.
Station & Com'l Mgr.—Henry M. Hogue.

PORTLAND (Multnomah County)

KALE



Rates effective May 1, 1940. Owned and operated by RALE, Inc. Studio—P.O. Box 1031, Portland, Oregon, Atw. 3333.

Studio—P.O. Box 1031, Portland, Oregon, Atw.
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
Agency commission
15% on station time only recognized advertising agencies on accounts paid or before the 20th of the month following serv.
General Advertising
For combination rates see listing of Pon Lee Brucasting System (Northwest [Oregon] Group). Mar Broadcasting System and Pacific Broadcasting Cupany (Oregon Notwork).

(This listing continued on next Bages)

PORTLAND—Continued K A L E-Continued rites include charges by owners of music copyrights. (6:00 p.m. to 10:30 p.m.)

75.00 40.00 30.00 minutes (Before 6:00 p.m. and after 10:30 p.m.)

Histertising of alcoholic beverages of any kind not piecepted.

30 medical advertising accepted.

310 medical advertising accepted to approval of station because meter subject to approval of station because meters. No contracts accepted for longer than they ever. No blanket contracts accepted.

33 bihanical Program Equipment in using 33-1/3 and 78 r.p.m turn-tables with inking panel fader.

4 sometime panel fader.

4 sometime for the face of the

Found |
Sitesident—C, W. Myers,
Symmercial Manager—Theodore Kooreman,
Sitector of Commercial Relations—Harry Buckendahl,
Strogram Director—H, M. Swartwood, Jr.
Sinesentatives Free & Peters, Inc.

KBPS

vined and operated by Benson Polytechnic School.
isiness Office and Studios—East 12th and Hoyt.
i Portland, Oregon.
in ansmitter—East 12th and Hoyt. Portland. Oregon.
be —Power—Time Therating power—100 watts. n 6.9 meters; 1450 kilocycles.

Does not sell time

KEX

stes effective December 1, 1941. (Card No. 15.) whed and operated by the Oregonian Publishing Commany.
Islness Office and Studio—Oregonian Bidg., Portland. Oregon, Atwater 2121.
Insmitter—Faloma. Oregon.
Ite—Power—Time
Perating power—5,000 watts.
2.1 meters; 1100 kilocycles.
Verates on Pacific War Time.
censed to operate full time.
censed to operate full time.
100 midnight. Week days 8:00 a.m. to 12:00 midght.

ght.

toy Commission
tency commission 15% to recognized advertising
tencies on station time only. No commission on
lent, No cash discount. Bills due and payable when



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 in-

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 audi-ence, 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

5,000 Watts-1190 Kilocycles **BLUE NETWORK**

Represented Nationally by The PAUL H. RAYMER CO.

min, 86.00 85.00 84.00 83.00 hr. 45.00 43.75 42.50 41.25 40.00 38.75 times... 144.00 times... 140.00 times... 136.00 times... 132.00 times... 128.00 times... 124.00 37.50 30.00 22.50 18.75 "B" a. and 10:30 p.m. to 20.00 19.50 19.00 18.50 18.00 17.50 17.00 16.50 16.00 260 times... 312 times... 468 times... 624 or more times..... 60.00 37.50 18.75 (11:00 D.m. to 9:00 40.00 25.50 13.00 39.00 24.38 12.63 88.00 23.75 12.35 37.00 23.13 12.03 36.00 22.50 11.70 35.00 21.88 11.38 34.00 21.25 11.05 33.00 20.63 10.73 32.00 20.00 10.40 31.00 19.38 10.08 15.00 11.25 a.m.) 10.00 9.75 9.50 9.25 9.00 8.75 8.50 time.... times... times... times... 8.29 8.08 7.86 7.65 7.44 7.23 7.01 6.59 times...
times...
times...
times...
times...
times...
or more

(†) Fifty words or less DISCOUNTS
DISCOUNTS
Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration. Two or more program units of 15 minutes or more broadcast the same day for the same stonsor 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 lover rate may be scheduled contisuously at the stations 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 scritce and editing. News editing rate is commissionable but not subject to frequency discounts. Time Signals: Two 30 word announcements per evening, per month 759.00. 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 technicalians or announcers charged additional. Sontract 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 the commitments of the comm

cepting 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-tablee.

Personnel
Managing Director—Arden X. Pangborn.

Assistant Manager—Q. Cox.

Commercial Manager—Norman J. Sugg.

Program Director—Homer Welch.

Representatives

Paul H. Raymer Company.

KGW

(Established 1922)

(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.

Wave—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 an inelnt. 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 KHQ, Spokane, Washington, KOMO, Seattle. Washington, for Northwest Triangle Chain programs.

CLASS "A" 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 | 55.0Ó | 40.00 |
| 13 | | | 128.70 | 78.00 | 63.38 | 53.63 | 39.00 |
| 26 | | | 125.40 | 76.00 | 61.75 | 52.25 | 88.00 |
| 52 | times | | 122.10 | 74.00 | 60.13 | 50.88 | 37.00 |
| 65 | times | | 118.80 | 72.00 | 58.50 | 49.50 | 36.00 |
| 130 | times | | 115.50 | 70.00 | 56.88 | 48.13 | 35.00 |
| 156 | times | | 112.20 | 68.00 | 55.25 | 46.75 | 34.00 |
| 260 | times | | 108.90 | 68.00 | 53.63 | 45.38 | 33.00 |
| 312 | | | 105.60 | 64.00 | 52.00 | 44.00 | 32.00 |
| 012 | Clines | | 103.00 | 01.00 | 32.00 | 44.00 | 32.00 |
| | | | | | | | |

OREGON—Continued

PORTLAND—Continued K G W-Continued

| K G w—Continued | | | | | | |
|-----------------|---------|----------|---------|--------|---------|--------|
| | 1 | 1/2 | 1/4 | 5 | | |
| | hr. | hr. | hr. | min. | (*) | (†) |
| 468 times | 170.50 | 102.30 | 62.00 | 50.38 | 42.63 | 31.00 |
| 624 or inore | | | | | | |
| times | 165.00 | 09.00 | 60.00 | 48.75 | 41.25 | 30,00 |
| | | CLASS | | | | |
| (9:00 a.n | n. to (| 3:00 p.n | n. and | 10:30 | p.m. te | 0 |
| | | 11:00 | p.m.) | | | |
| | 110.00 | 66.00 | 40.00 | 32.50 | 27.50 | 20.00 |
| | 107.25 | 64.35 | 39.00 | 31.69 | 26.81 | 19.50 |
| 26 times | 104.50 | 62.70 | 38.00 | 30.88 | 26.13 | 19.00 |
| 52 times | 101.75 | 61.05 | 37.00 | 30.06 | 25.44 | 18.50 |
| 65 times | 99.00 | 59.40 | 36.00 | 29.25 | 24.75 | 18.00 |
| 130 times | 96.25 | 57.75 | 35.00 | 28.44 | 24.06 | 17.50 |
| 156 times | 93.50 | 56.10 | 34.00 | 27.63 | 23.38 | 17.00 |
| 260 times | 90.75 | 54.45 | 33.00 | 26.81 | 22.69 | 16.50 |
| 312 times | 88.00 | | 32.00 | 26.00 | 22.00 | 16.00 |
| 468 times | 85.25 | 51.15 | 31.00 | 25.19 | 21.31 | 15.50 |
| 624 or more | | | | | | |
| times | 82.50 | 49.50 | 30,00 | 24.38 | 20.63 | 15.00 |
| | | CLASS | | | | |
| (11:00 p. | m. to | 12:15 a | | d 6:00 | a.m. to | 0 |
| | | | 3.m.) | | | |
| 1 time | 55.00 | 33.00 | 20.00 | 16.25 | 13.75 | 10.00 |
| 13 times | 53.63 | 32.18 | 19.50 | 15.84 | 13.41 | 9.75 |
| 26 times | 52.25 | 31.35 | 19.00 | 15.44 | 13.06 | 9.50 |
| 52 times | 50.88 | 30.53 | 18.50 | 15.03 | 12.72 | 9.25 |
| 65 times | 49.50 | 29.70 | 18.00 | 14.63 | 12.38 | 9.00 |
| 130 times | 48.13 | 28.88 | 17.50 | 14.22 | 12.03 | 8.75 |
| 156 times | 46.75 | 28.05 | 17.00 | 13.81 | 11.69 | 8.50 |
| 260 times | 45.38 | 27.23 | 16.50 | 13.41 | 11.34 | 8.25 |
| 312 times | 44.00 | 26.40 | 16.00 | 13.00 | 11.00 | 8.00 |
| 468 times | 42.63 | 25.58 | 15.50 | 12.59 | 10.66 | 7.75 |
| 624 or more | | | | | | |
| times | | 24.75 | | 12.19 | | 7.50 |
| | ninuțe | | ption o | r 100 | words. | |
| (†) Fifty | | | | | | |
| | (12:15 | | 6:00 | | | |
| 1/4 hour | | | | | * | 7.50 |
| 100 words | | | | | | . 2.50 |

cepting 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 three weeks in advance of service if program is to be included in publicity releases. Final closing one week. Manuscripts of all talks must be submitted 24 hours in advance.

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

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

Rates effective December 1. 1941. (Card No. 8.) Owned and operated by KOIN. Inc., Portland. Ore. Studlo—P. O. Box 1931. Portland. Oregon. Atwater 3333.

Studio—P. O. Box 1031. Portland. Oregon. Atwater 3333.
Transmitter—Barnes Road Hill. outside city limits. Wave—Power—Time Operating power—5.000 watts. 369.3 meters: 170 Kilocycles.
Licensed to operate full time. Operates on Pacific Var Time.
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 hald. No cash discount silower to manager, provided payment is made by the 20th of month following service, otherwise no commissions hald. No cash discount silower is made by the 20th of month following service, otherwise no commissions hald. No cash discount silower (Pacific Coast Group). Rates include charges by owners of music convrights. The following rates are for general advertising. PROGRAMS
CLASS "A" (6:00 p.m. to 10:30 p.m.)

| 1/2 | (6:00 p.m. to 10:30 p.m.) | 110.00 |
|-----|--|----------------|
| 1/4 | hourminutes (flexible), when available | 70.00 55.00 |

| | | ss "B" | | |
|---------|------|--------------------|------|-------|
| 00:3) | a.m. | p.m. and midnight) | p.m. | to |
| /2 hour | | | | . 70. |

No phonograph records or amateur talent used. Three days a week, every other day—three-fifths of weekly rate.

The Newspaper of the Air—2:00 p.m. to 2:30 p.m., daily except Sunday. Fifty word participation, including time and talent (talent 22.50; time 52.50), per week 75.00, 100 word participation, including time and talent (talent 22.50; time 70.00, per week 100.00. No political accepted.

The KOIN Kick—6:45 a.m. to 7:15 a.m. daily except Sunday. Fifty word participation, including time and talent (talent 15.00; time 35.00), per week 50.00, 100 word participation, including time and talent (talent 25.25); time 35.00), per week 50.00. 101 word participation, including time and talent (talent 25.50), per week 75.00.

Time Signais: Not less than six months, non-cancellable contract accepted. Time signais with 30 word commercial announcements, six days a week, on a strictly flexible time basis between 6:00 p.m. and 10:30 p.m., flexibility at station's unrestricted option, per month 400.00.

No transcription announcements accepted for time signal announcements.

TALENT

Talent quotations on request. Any attraction from pipe organ to symphonic orchestra available. Rates on request.

REMOTE CONTROL

request.

REMOTE CONTROL

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

on ract and other Requirements

Advertising of alcoholic beverages of any kind not
accented.

Convact and Other Requirements
Advertising of alcoholic beverages of any kind not accepted.

No incore advertising accepted.

No incore advertising accepted.

All rates are flat and no time discounts are allowed.
Best available periods may be reserved only by noncancellable contract. No contracts accepted for longer
than one year.

All contracts subject to approval of station management and governmental regulations.

No blanket contracts accepted.

No extra charge will be made when announcements
are given by station announcer on duty.

Closing Time

If program is to be included in publicity releases,
closing time

If program is to weeks in advance of service.
Final closing date is two weeks in advance of service.
Final closing date one week in advance
Mechanical Program Equipment
Equipment
Equipment
Equipment
Equipment
Equipment
Equipment
Equipment
Tending and 33-1/3 r.p.m. equipment. (Lateral
or vertical cut recordings on 33-1/3 r.p.m. turnisbles.) No phonograph records broadcast.

Personnel
President—C. W. Myers.

Promotion Manager—Charies 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. J1.)

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 the 15th of the month following service.
General Advertising
Rates include charges by owners of music copyrights.
Discounts based on service within one year.

| | (6:00 | p.m. | to 1 | 0:30 | p.m.) | |
|---------|-------|------|------|-------|-----------|------------|
| hour | | | | | | |
| hour | | | | | | |
| minutes | · | | | | | |
| words | | | | | | ********* |
| (Before | 6:00 | p.m. | and | after | 10:30 | p.m.) |
| hour | * | | | | ********* | ********** |
| hour | | | | | | ****** |
| minutes | | | | | | |
| words | | | | | | |
| | M | ONTI | ILY | RAT | ES | |

(6:00 p.m. to 10:30 p.m.) Per month --

| | hourminutes | | | 70.00 | 250.00 100.00 |
|-----|---------------------------|--------|----------|-------------|------------------|
| 1/4 | (Before 6:00 liourminutos | p.m. p | nd after | 10:30 p.m.) | 200.00 80.00 |

Personnel
President—Wilbur J. Jerman.
Sec'y-Treas. & Promotion Mgr.—John C. Egan.
Representatives
Burn-Smith Company, Incorporated.

KXL

(Established 1928)
Rates effective January 1, 1943. (Card No. 5.)
Owned and operated by KXL Broadcasters.
Business Office and Studio—Orpheum Bidg., Porland. Orc., BR 6451.
Transmittet—Earmony, Oregon.

land. Ore., BR 6491.

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 sunst.
Local sunsets: January 5:45 p.m.; February 6:7
p.m.; June 9:00 p.m.; July 9:00 p.m.; August 8:7
p.m.; June 9:00 p.m.; July 9:00 p.m.; August 8:7
p.m.; Spetember 7:30 p.m.; October 6:30 p.m.; Nevember 5:45 p.m.; December 5:30 p.m.
Agency commission
Agency commission 15% to recognized agencies onet station time. No cash discount. Charges facilities are payable after each broadcast.
General Advertising
Advertisers using the Z Net or KFPY. Spokary
Wash. in conjunction with this station are allow discount from the following rates; when both 2 Net and KFPY are used a 10% discount application of the station are allow changes.

(9:00 a.m. to sign-off week days; all day Sunday)
1 hr. 1/2 hr. 1/4 hr. 5 ml

| (0.00 4.111 00 5 | 15ii 01i | iiccu and | | |
|------------------------|----------|------------|------------|--|
| | Sunda | | | |
| | 1 br. | 1/2 hr. | 1/4 hr. | 5 ml |
| 1 time | 60.00 | 36.00 | 24.00 | 12: |
| 13 times | | 34.20 | 22,80 | 11: |
| 26 times | | 32.40 | 21.60 | 10. |
| 52 times | 51 00 | 30.60 | 20.40 | 10. |
| 100 times | | 28.80 | 19.20 | 9, |
| 250 times | | 27.00 | 18.00 | 9, |
| 300 times | | 25.20 | 16.80 | 8. |
| ovo times | LASS | "B" | 10.00 | |
| | 9:00 | a.m. wecl | k days) | and the same of th |
| | | 24.00 | 16.00 | 12 |
| 1 time | | | 15.20 | îī. |
| | | 22.80 | | 10 |
| 26 times | | 21.60 | 14.40 | 10 |
| 52 times | 34.00 | 20.40 | 13.60 | 10 |
| 100 times | | 19.20 | 12.80 | 9 |
| 250 times | 30.00 | 18.00 | 12.00 | 9 9. 8 |
| 300 times | 28.00 | 16.30 | 11.20 | |
| Five minute all-ta | ılk ad | vertising | programs | . Б |
| Class "A" and Clas | s "B" | . each 12. | 00. No f | requi- |
| ey discount. | | | | |
| ANN | OUNC | EMENTS | | |
| One hundred words, | or one | minute o | or less el | ectri i |
| transcriptions: | J. 0110 | | | |
| CE CELEBET APPETORIS E | | | | |

KXI—Continued

KXI—Continued

SERVICE FACILITIES

Service of continuity and production departments at no additional cost. Talent programs—rates on request. Outract and Other Requirements

Advertising of alcoholic beverages not accepted. Contracts subject to cancellation on two weeks written notice accombanied by certified check at short rate to date of last program. Contracts are not assignable, nor are any periods sold in bulk for resale. Programs and aunoncements subject to approval and all government regulations.

all government regulations, leasing Time
One week in advance. Copy for talks must be submitted 48 hours in advance,
echanical 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.

General Manager—H. W. Wilson. presentatives
Joseph Hershey McGillyra. Inc.

ROSEBURG

(Douglas County)

KRNR (Established 1935)

sates effective December 1, 1937.

Whed and operated by Roseburg News-Review.

Business Office and Studio—Hotel Umpqua, Roseburg.

Oregon, telephone 4.

Transmitter—Hotel Umpqua, Roseburg, Oregon.

twe—Power—Time

perating power—250 watts days; 100 watts nighta.

1 (100% modulation.)

101.3 meters; 1490 kilocycles.

Losered to operate unlimited time.

iol.3 meters; 1490 kilocycles.
deensed to operate unlimited time.
)perates on Pacific War Time.
/ency Commission 15% on net station time and signification of the station time and signification of the station time and signification of the station of combination rates see listing of Don Lee Broad-asting System (Northwest Group). Mutual Broad-asting System and Pacific Broadcasting Company Oregon Ketwork).
lates include radio charges by owners of musical opyrigitis.

tates include radio that opprights.

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

5 minutes 4.80

WEEKLY DISCOUNTS 4.80

kross time rates are subject to the following weekly iscounts when advertisers broadcast for 13 or more | Incompage | Inco

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 rannager.

Contracts and copy summanager of the programs must be arranged one week in advance. Talks must be submitted in manuscript form at least three hours prior to time of broadcast. echanical Programs Equipment Foutpped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables.

ersonnel
General Manager—Marshall H. Pengra.
Promotion Director—Gilbert Walters,
ational Representatives None.

SALEM

(Marion County)

KSLM

(Established 1934)

Rates effective January 1, 1938. (Card No. 4.)

Ulesind Time
All programs close one day in advance of broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, iviting 33-1/3 and 78 r.p.m. double turn-tables
Personnel
General Manager—H. B. Read.
Representatives
None.

THE DALLES

(Wasco County)

KODL (Established 1940)



Rates effective November 1, 1940. (Card No. 1.)
Ownod 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—270 watts days; 100 watts nights.
248.9 meters; 1230 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 16% to recognized advertising

agencies on station time only. Cash discount none. Bills rendered last day of month; due tenth of month

Iddies Include Charkes by whites of masse 1 hour 1/2 hour 1/2 hour 1/2 hour 5 minutes. 5 minutes. 5 minutes. 5 months 50 words. DISCOUNTS 13 times 100 words 50 words 35.25
50 words 55.25
Applicable to Monthly Program Service:
2 unonths. 10% 6 months. 20%
3 months. 10% 15 months. 25%
SPECIAL FEATURES
News. sports and other features—rates on request.
POLITICAL PROGRAMS
Rates on request. Cash in advance.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service
REMOTE CONTROL
Facilities subject to extra charges for line and mecannical costs. Charges are not subject to agency commission.
Contract and Other Requirements
Advertising of alcoholic beverages not accepted, except heer and light wine before 10.200 p.m. Contracts subject to canculation by two week written notice accompanied by certified check at short rate to date of last program. All broadcasts subject to regulations of Federal Commission. Wholesale or blanket sales of time not accepted.
Commission. Wholesale or blanket sales of time not accepted.
Closing Time
Contracts close one week in advance of first broadcast. Amounteement copy, transcriptions and talks close 48 hours in advance.
Mechanical Program Equipment
Equipmed to handle programs by electrical transcription. using 33-1/3 and 78 r.p.m. turn-tables for luteral cut recordinas.
Personnel
Station Manager—V. Barney Kenworthy.
Commercial Manager—Glenn Howell.

Personnel
Station Manager—V. Barney Kenworthy.
Commercial Manager—Glenn Howell.
Representatives None.

PENNSYLVANIA

QUAKER NETWORK

Widener Bidg. Philadelphia, Pa., Rittenhouse 6900.
Rates received June 10, 1938.
ave—Power—Time See individual listings.

Rates recover—Time
Agency Commission
Agency commission
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
charkes for lines, WEEK DAYN
(After 6:00 p.m.)
1,930.00
1,220.00

1,930.00 1,220.00 830.00 1,930.00 1,220.00 830.00

(Before 12:00 noon) l heur... 1/2 hour... 1/4 hour... DISCOUNTS 18 times.

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

Owned and operated by Letter value Discussions Co.

Business Office and Studio—30-41 N. Tenth Street,
Allentown. Pennsylvania.
Transmitter—Allentown, Pennsylvania.
Wave—Power—Time
Operating power—500 watts.
(1907, medulation)
204.1 meters; 1470 kilocycles.
Affiliated with Station WSAN. For rates and other
data see that listing.

PENNSYLVANIA—Cont'd

ALLENTOWN—Continued

WSAN (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.
(1100% modulation.)
204.1 meters; 1470 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.

Agency Commission 15%; no cash discount.

Agency commission 1976, 100

Genoral Advertising
For combination rates see listings of National Broadcasting Company (Basic Supplementaries) and Blue
Network Company (Basic Supplementaries).
Rates include clarges by owners of music copyrights.

WEEK DAYS

(6:00 p.m. to 11:00 p.m. week days and
Sundays)

120.00

42.00

| 8/4 hour | 96.00 |
|---|-------|
| 1/2 hour | 72.00 |
| 1/4 hour | 48.00 |
| (12:00 noon to 6:00 p.m. Sundaya) | 10.00 |
| | |
| 1 hour | 90.00 |
| 3/4 hour | 72.00 |
| 1/2 hour | 54.00 |
| 1/4 hour | 36.00 |
| 27 * 10-41 | |
| (8:00 a.m. to 6:00 p.m. week days, 8:00 a.r | |
| to 12:00 noon Sundays and 11:00 p.m. | to |
| 12:00 midnight week days and Sundays) | |
| 1 hour | 80.00 |
| 3/4 hour | 48.00 |
| | |
| 1/2 hour | 36.00 |
| 1/4 hour | 24.00 |
| (12:00 midnight to 8:00 a.m. week days ar Sundays) | ıd |
| 1 hour | 40.00 |
| 8/4 hour | 32.00 |
| 1/2 hour | 24.00 |
| | |
| 1/4 hour | 16.00 |
| DISCOUNTS | |

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) | |
|---|-----|---|-------|
| | 5 | | 80.00 |
| | 1 | minute | 15.00 |
| | 50 | words | |
| : | 25 | words | 7.00 |
| | | (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 week days and Sundays) | |
| | 5 | minutes | 15.00 |
| | 1 | minute | 7.50 |
| | 50 | words | 5.00 |
| | Or. | morda | 22 KA |

| ZÜ | words | ь. |
|---------|--|-----|
| | (12:00 poon to 6:00 p.m. Sundays) | |
| 5 | minutes | 22. |
| ĭ | minute | īī |
| ô | words | ^Ŷ. |
| 5 | | 5 |
| Ü | words | |
| | (12:00 midnight to 8:00 a.m. week days and | |
| | . Sundays) | |
| 5 | minutes | 10. |
| 1 | minute | õ. |
| ô | words | Ř. |
| <u></u> | war 45 | Ă. |

| | ords | | |
|--------|---------------|-------|-----|
| 20 110 | DISCOUNTS | 4 | ••• |
| | DIRCOUNTR | | |
| 89 | times | 5% | |
| 78 | timestimes | 10% | |
| 156 | times | 15% | |
| 312 | timestimes | 20% | |
| 624 | times | 25% | |
| 036 | times | 88-1/ | 8 |
| 1.248 | or more times | 50% | |

SPECIAL FEATURES
News programs, weather reports, temperature reports, time signals, sports broadcasts—rates on request.

POLITICAL BROADCASTS lintes on request.

TALENT
Talent can be furnished when desired by client. When furnished by station a fee of 10% of the telent cost is charged, which includes engaging talent, arranging program, use of studies for rehearsals and broadcasting, services of announcer, operators and production man.

REMOTE CONTROL feasilities are available for picking up broadcasts from anywhere.

from anywhere.

Morehandising and advertising services available. Hupporting advertising will be arranged—raiss and details on request.

Mechanical Program Enulpment Equipped to hundle programs by electrical transcription, using 33-1/8 and 78 r.b.m. double turn-tables for vertical or lateral cut records.

Personnel General & Promotion Mgr.—B. Bryan Musselman. Representatives Nome.

ALTOONA

(Blair County) WFBG

(Established 1924)

NBC and BLUE NETWORKS



Rates effective September 15, 1940.

Rates effective September 15, 1940.

Owned and operated by Gable Broadcasting Company.

Business Office—1320 Eleventh Avenue, Altoona, Pa,
Studio—Gable Arcade Bidg., Twelfth Avenue and
14th Street, Altoona, Pa, telephone 6467.

Transmitter—Gable Arcade Building, Twelfth Avenue and 14th Street. Altoona. Pennsylvania.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycies.
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 lat of month following broadcast.

General Advertising
For combination rates see listings of National Broadcasting: Company (Basic Supplementaries) and Blue
Network Company (Basic Supplementaries).

(After 6:00 p.m.)

1ti. 13 ti. 26 til 39 til 52 til.
1 hour 100.00 35.00 80.00 85.00 80.00

| | 1 11. | TO LT. | 24 11. | 35 tl. | 02 LI. |
|------------|---------|----------|---------------|---------------|--------|
| 1 hour | 100.00 | 95.00 | 90.00 | 85.00 | 80.00 |
| 1/2 hour | 65.00 | 61.75 | 58.50 | 55.25 | 52.00 |
| 1/4 hour | 40.00 | 38.00 | 36.00 | 34.00 | 32.00 |
| 5 minutes | | 23.75 | 22.50 | | |
| | | | | 21.25 | 20.00 |
| 1 minute | 9,00 | 8,55 | 8.10 | 7.65 | 7.20 |
| | (Bet | ore 6:00 | | | |
| 1 hour | 75.00 | 71.25 | 67.50 | 64.25 | 60.00 |
| 1/2 hour | 45.00 | 42.75 | 40.50 | 38.25 | 36.00 |
| 1/4 hour | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 |
| 5 minutes | | 19.00 | 18.00 | | 16.00 |
| | | | | 17.00 | 10.00 |
| 1 minute | 6.00 | 5.70 | 5.40 | 5.10 | 4.80 |
| | SPECIAL | • WEEK | LY RAT | TES | |
| | (Aft | ter 6:00 | p.m.) | | |
| 1 hour: | | 13 wks. | 26 wks. | 39 wks. | 52 wks |
| 3 times | weekly | | 75.00 | 70.00 | 65.00 |
| 5 times | weekly | | 70.00 | 65.00 | |
| | | | 70.00 | | 60.00 |
| 6 times | weekly | 73.00 | 68.00 | 63.00 | 58.00 |
| 1/2 hour: | | | | | |
| 3 times | weekly | 50.00 | 47.00 | 44.00 | 41.00 |
| 5 times | weekly | 45.00 | 42.00 | 89.00 | 36.00 |
| 6 times | weekly | | 40.00 | 37.00 | 84.00 |
| 1/4 hour: | посыј | 40.00 | 40.00 | 31.00 | 54.00 |
| | | | | | |
| 3 times | weekly | 33.00 | 30.00 | 28.00 | 26.00 |
| 5 times | | | 28.00 | 26.00 | 24.00 |
| 6 times | weekly | 28.00 | 26.00 | 24.00 | 22.00 |
| 5 minutes: | • | | | | |
| | weekly | 90 50 | 19.00 | 17.50 | 16.00 |
| 5 times | | | | | |
| | weekly | | 17.50 | 16.00 | 14.50 |
| 6 times | weekly | 18.50 | 17.00 | 15.50 | 14.00 |
| 1 minute: | | | | | |
| 3 times | weekly | 7.50 | 7.00 | 6.50 | 6.01 |
| 5 times | weekly | 7.00 | 6.50 | 6.00 | 5.50 |
| | weekly | | 6.25 | 5.75 | 5.2 |
| o times | /Del | ore 6:00 | 0.20 | 0.10 | 0.20 |
| | (Dei | 010 0:00 | p.m., | | |
| 1 hour: | | | | | |
| 3 times | weekly | | 56.00 | 51.00 | 46.0 |
| 5 times | weekly | 56.00 | 51.00 | 46.00 | 41.0 |
| 6 times | weekly | 54.00 | 49.00 | 44.00 | 80,0 |
| 1/2 hour: | | | | | |
| | weekly | 00.00 | 00.00 | 00.00 | 27.0 |
| | | | 83.00 | 80.00 | |
| 5 times | weekly | | 30.00 | 27.00 | 24.00 |
| 6 times | weekly | 31.00 | 28.00 | 2 5.00 | 22,0 |
| 1/4 hour: | | | | | |
| | weekly | 24.00 | 22.00 | 20.00 | 18.00 |
| | weekly | 22.00 | 20.00 | 18.00 | 16.00 |
| | weekly | | 19.00 | 17.00 | 15,00 |
| | | 21.00 | 10.00 | 41.00 | 20,00 |
| 5 minutes | | | | | |
| 3 times | weekiy | 16.00 | 14.0 0 | 13.00 | 12.00 |

times weekly..... 16.00 times weekly..... 15.00 times weekly..... 14.00 Altoona.

14.00 13.00 12.00

13.00 12.00 11.00

18.00 16.00 15,00

12.00 11.00 10.00

Rates on request.

POLITICAL

Rates on request.

Transcription ilbrary 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.

Mochanical Program Equipment
Equipped to handle programs by electrical transcription, using double turn-tables 38-1/8 and 78 r.p.m.

Personnel

Managing Director—Rey Thompson.

Personnel
Managing Director—Roy Thompson,
Representatives
If endley-Rood Company.

BUTLER (Butler County) WISR (Established 1041)

Rates effective Soptember 9, 1941.
Owned and operated by The Butler Broadcasting Co, Business Office and Studio-257 N. Main St., Butler, Pennsylvania, Transmitter—North Hill, Butler, Pennsylvania, Ayev—Power—Time Operating power—250 wats days, 441,2 meters; 680 kilocycles.
Licensed to operate part time on clear channel, Operates on Eastern War Time.
Actual operating solucidile: Sunrise to sunset.

market summarles based on frequency of times used Schedules subject to time available.

Rates on request.

Remote control programs available any time within operating hours of station. Additional charges made for lines and all special equipment necessarily introduced in such broaccasts. These additional charges will be billed at actual cost. Mobile unit available such program and publicity services, program and provided there is no extra cost for special equipment, facilities or material. Station's program and provided there is no extra cost for special equipment, for the presentation of any program whenever's desired by sponsor. Merchandising and market surveys will be billed to sponsor is actual cost.

Contract and Other Requirements

Advertising of alcoholity beverages not accepted, excepting beer and light wines. No contract accepted for a period in excess of one year. All time reserves the contract and other Requirements. Station reserves his right to make such changes and talks as may appearancessary to avoid violation of liable and slanded laws. All contracts are subject to station manager approval and government regulations. Station reserves the right to refuse or discontinue any adversary approval and government regulations. Station reserves the right to refuse or discontinue any adversary approval and government regulations. Station reserves the right to refuse or discontinue any adversary approval and government regulations. Station reserves the right to refuse or discontinue any adversary approval and government regulations. Station reserves the right to refuse or discontinue any adversary approval and government regulations and announcement copy close 24 hours in advance.

Mechanical Program Equipment

transcriptions and announcement copy cross as a manufin 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.

ersonnei President—David Rosenblum. Business Manager—Leon Bernard.

DU BOIS (Clearfield County)

WCED (Established 1939)



Rate card dated June 15, 1941. (Card No. 2-A.)
Owned and operated by Tri-County Broadcasting CaBusiness Office and Studio—80 North Park Place
DuBols, Pennsylvania.
Transmitter—80 North Park Place, DuBols, 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. 19:00 p.m. Veck days 7:30 a.m. to 10:00 p.m.
Agency Commission 15% to recognized agencies (station time only. No cash discount. Bills rendered the last of month and are due the 19th of month.
General Advertising

General Advertising
The following rates are for national advertising, Rate
include charges by owners of music copyrights.
(7:30 a.m. to 10:00 p.m. week days and
2:00 a.m. to 9:00 p.m. Sundays) 3010

| | 9:00 | a.m | .to 9:00 | p.m. | Sunday | 'B) | 201 | |
|-------------|---------|-------|----------|--------|--------|---------|------|--|
| | | | | | | | ma. | |
| | | 1 ti. | 13 ti. | 26 tl. | 51 ti. | 101 ti. | ti. | |
| 1 | hour | 56.00 | 53.20 | 50.40 | 47.60 | 44.80 | 42.0 | |
| $1/\bar{2}$ | | 38.40 | 84.60 | 32.75 | 30.95 | 29.10 | 27.1 | |
| 1/4 | | 22.40 | 21.30 | 20.15 | 19.05 | 17.90 | 16. | |
| 10 | | 16.00 | 15.20 | 14.40 | 13.60 | 12.00 | 11.: | |
| - 5 | minutes | 12.90 | 12.25 | 11.60 | 10.95 | 10.30 | 9.1 | |
| _ | | | NOUNG | | TS | | | |
| 100 | words | 5.00 | 4.75 | 4.50 | 4.25 | 4.00 | 3.1 | |
| 75 | words | 3.75 | 3.55 | 8.85 | 3,20 | 3.00 | 2.1 | |
| ķň | morda | 9 00 | 9.95 | 0.70 | 0.55 | 0 40 | 9.4 | |

75 words. 3.75 3.55 8.35 3.20 3.00 2.1.

75 words. 3.75 3.55 8.35 3.20 3.00 2.1.

50 words. 3.00 2.85 2.70 2.55 2.40 2.3

One minute transcription or loss... 0.25 5.05 5.00 5.30 5.00 4.2

One advertisor may combine programs of 15 minute or more in length. If such broadcasts occur in disame time bracket on the same day, whether ill products are the same or different, to earn a ransame time the combined input of these broadcast Discounts shall be figured as one program. Prequentially of the combined with other program units. At vertisors availing themselves of a combination ranson to entitled to combine prior broadcasts to except the combined with other program units. At vertisors availing themselves of a combination ranson to entitled to combine prior broadcasts to except the combined of the combined with the standard of the combined with the same program and combined the combined of the combined with the standard of the combined with the same program of the combined with other program and combined the combined with the combined with the same program. The combination rate his frequency discounts are combination or the combined with the same program.

DU BOIS—Continued W C E D-Continued

Yawn Petrol—7:80 am. to 9:00 a.m. week days.

Lightly and Politely—9:00 p.m. to 10:00 p.m.

14 or more times at 2.75 per broadcast, net, not subject to any discount or earned rate.

17 int sponsorship—Each time unit available to one radvertiser exclusively, six days weekly; program cost includes announcer and transcriptions: 1/2 hour weekly, per week 80.00; 1/4 hour weekly, per week 55.00.

News—Leased wire service available. Rates on recourse.

rougst.
Temperature and time strains. Rates on request.
Temperature and time strains. Rates on request.
TOLITICAL TALKS

Cash in advance; not subject to discounts.
TEMPORE BRADCASTS

Consult station request.
TELECTRICAL TALNES.
Regular rates apply. Rates include use of transcription library service.
TRAINTERING THE CONTROL

If Facilities subject to extra charges for line and imechanical costs. Charges not subject to agency combiningsion.

SERVICE FACILITIES

mission.
SERVICE FACILITIES
Complete merchandising estimates submitted on re-

di compete mercandising estimates submitted on laiduest.

Diffract and Other Requirements

Advertising of alcoholic beverages not accepted.

Exempliar light wines and eer.

Exempliar light wines and eer.

Contracts on the state of the st

of conform to government regulations.

It contracts close one week in advance of first broadcast. Announcement copy and transcriptions close 48
is hours in advance. Talks close one week in advance.

Antechanical Program Equipment
it Equipped to handle programs by electrical transcripition, using both 33-1/3 and 78 r.p.m. double turnsyntables for vertical or lateral cut recordings.

softanies for vectors.

on arsonnel
on Manager—Jason S. Gray.
er apresentatives
1 Spot Salea, Inc.

EASTON

(Northampton County)

WEST (Established 1936)

NETWORK MUTUAL (

Rates effective May 1, 1942. (Card No. 7.)
Card received May 7, 1942.
Owned and oberated by Associated Broadcasters. Inc.,
Easton. Pa.
Business Office-516 Northampton St., Easton. Pa.,
Itelephone 8001.
Transmitter—Williams Township, Easton, Pa.
Associated Control.
Transmitter—Williams Township, Easton, Pa.
Actual operating Schedule: 7:00 a.m. to 1:00 a.m.
Operates on Eastern War Time.
Actual operating Schedule: 7:00 a.m. to 1:00 a.m.
Agency commission
Transmitter
Agency commission
Agency commission
Associated Agency commission
Associated Agency commission
Associated Agency commission
Associated Agency commission
Announcements
Cater Good p.m.

Announcements
Cater Good p.m.
Cat

POLITICAL ADVERTISING

One time rate applies; cash in advance.

TALENT

Routine talent available. List of talent and rates on request.

on request. REMOTE CONTROL
Remote work can be handled at any time. The cost depending on line cost and installation fee.
SERVICE FACILITIES
Calls on trade, newspaper publicity, letters to trade. Contract and Other Requirements
Alcoholic beverages not accepted excepting beer and wine.

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—Elwood Anderson.
Sales Director—J. Robert Gulick.

Representatives Paul H. Raymer Company.

ERIE

(Erie County)

WERC (Established 1941)

Rates received April 12, 1942. Owned and operated by Pressue Isle Broadcasting Co. Business Office and Studio—121 West Tenth Street, Erle, Pennsylvania, telephone 47-490. Transmitter—121 West Tenth Street, Erle. Pa.

Erie, Pennsylvania, telephone 47-490.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Operating schedule: 7:00 a.m. to 12:05 a.m.
Agency Commission
Agency Comm

| | (6:00 p.m | . to 11: | 00 p.m. | daily) | |
|-------------|------------------|----------|----------|------------|--------|
| | , | 1 ti. | 13 ti. | 26 ti. | 52 ti. |
| 1 | hour | 125.00 | 118.75 | 112.50 | 106.25 |
| $1/\bar{2}$ | hour | 75.00 | 71.25 | 67.50 | 63.75 |
| 1/4 | | 50.00 | 47.50 | 45.00 | 42.50 |
| - 5 | minutes | 22.00 | 20.90 | 19.80 | 18.70 |
| 1 | minute | 12.00 | 11.40 | 10.80 | 10.20 |
| 35 | words | 7.50 | 7.13 | 6.75 | 6.38 |
| | (5:00 p.m. to 6: | 00 p.m. | week day | rs and 12: | 00 |
| | | | m. Sund | | |
| | | | | | |

| | noon to | 6:00 p.m | . Sunda | ays) | |
|-----|----------------|----------|---------|------------|-------|
| 1 | hour | 80.00 | 76.00 | 72.00 | 68.00 |
| 1/2 | hour | 48.00 | 45.60 | 43.20 | 40.80 |
| 1/4 | hour | 28.00 | 26.60 | 25.20 | 23.80 |
| 5 | minutes | 15.00 | 14.25 | 13.50 | 12.75 |
| 1 | minute | 9.00 | 8.55 | 8.10 | 7.65 |
| 35 | | | 5.70 | 5.40 | 5.10 |
| | (Before 5:00 p | .m. week | | efore 12:0 | |
| | noon Sundays. | | | p.m. daily | |
| 1 | | | 59.85 | 56.70 | 53.55 |
| 1/2 | | 38.00 | 36.10 | 34.20 | 32.30 |
| 1/4 | house | 95 00 | 92 7K | 99 KA | 91 95 |

| Description |

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

commission.

TALENT

Rates on request.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted excepting beer and lists wines. Contracts subject to contract and the contracts of the contracts and programs and bulk for resale. All proposals subject to prior sale. No periods sold in bulk for resale. All contracts and programs subject to estation's approval and government regulations. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to the station. Maximum contract term is one year. Price quotations permitted on air. Rates for time include usual station service furnished with time on the air. Staff announcers at talent rates. If extra notice.

Closing Time

notice.
Closing Time
Contracts close two weeks in advance of first broadcast. Announcement copy, transcriptions and talks
close 36 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
General Manager—Charles E. Denny.
Representatives
Spot Sales, Inc.

WLEU (Established 1935) Rates effective December 1, 1942.

Owned and operated by WLEU Broadcasting Corp.
Studio—Commerce Bidg. 12th and State Streets
Erle. Pa., telephone 23-327 or 22-129.
Transmitter—Erle. Pennsylvania.
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.
gency Commission
15% to recognized agencies on Agency commission only. No cash discount allowed. No commission of talent. Invoices rendered first of each month

commission on talent. Involces rendered first of each month.

General Advertising

For combination rates see listing of Blue Network
Company (Basic Blue Supplementaries).

Charges by owners of music copyrights not included
in rates, except on network programs.

The following discounts are for national advertising.

Frequency discounts on programs and announcements
will be given only when earned from consecutive
broadcasting. Frequency discounts will not be allowed
on a retroactive basis.

Station reserves right to either reduce the number
of words in an announcement or to move it to another spot when it conflicts, due to length of announcement, with network programs.

Chain breaks—Rates and details on request.

(7:00) pm for 11:00 pm.

| Chain breaks-Rate | es and c | letails on | request. | |
|-------------------|----------|------------|----------|--------|
| (7:00) | o.m. to | 11:00 p.n | n.) | |
| | 1 ti. | 13 ti. | 26 tl. | 52 ti. |
| 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 | 39.90 | 37.80 | 35.70 |
| 5 minutes | 20.00 | 19.00 | 18.00 | 17.00 |
| 1 minute | 13.00 | 12.35 | 11.70 | |
| 50 words | 8.50 | 8.08 | | 11.05 |
| (1:00 | | | 7.65 | 7.23 |
| | | | | |
| | 82.00 | 77.90 | 73.80 | 69.70 |
| 1/2 hour | 52.00 | 49.40 | 46.80 | 44.20 |
| 1/4 hour | 30.00 | 28.50 | 27.00 | 25.50 |
| 5 minutes | 15,00 | 14.25 | 13.50 | 12.75 |
| 1 minute | 10.00 | 9.50 | 9.00 | 8.50 |
| 50 words | 7.00 | 6.75 | 6.30 | 5.95 |
| (8:00 | a.m. to | 1:00 p.m. | | 0.00 |
| 1 hour | 75.00 | 71.25 | 67.50 | 63.75 |
| 1/2 hour | 40.00 | 38.00 | 36.00 | 34.00 |
| 1/4 hour | 27.00 | 25.65 | 24.30 | 22.95 |
| 5 minutes | 13.00 | 12.35 | 11.70 | |
| 1 mlnute | | 7.60 | 7.20 | 11.05 |
| 50 words | 5.00 | | | 6.80 |
| | 2,00 | 4.75 | 4,50 | 4.25 |
| (7:00 a.m. to 8 | :00 a.m. | and after | 11:00 p. | m.) |
| | | | | |

POLITICAL TRANSCRIPTIONS
ELECTRICAL TRANSCRIPTIONS
Regular rates apply No extra charge for use of transcription library service.

Retas on request. TALENT

Regular rates apply. No extra charke for use of transcription library service.

Hates on request. TALENT

REMOTE CONTROL

Advertiser pays all expenses involved on programs originating outside of regular studios.

SERPUCE FACILITIES

Station announcers serve all advertisers at studio without extra charke. Services of the station's staff are at the disposal of the advertiser without extra charke, except in cases where special production of service is desired. Service of woman announcer extra. Outside and Other Requirements

Adappagrams, continuities and announcements are at the announcement of the advertiser without extra charke, except in cases where special production of service is desired. Service of woman announcements and programs, continuities and announcements. All programs continuities and announcement. Management of the program of announcement will be considered that a program of announcement will be considered that a program of announcement will be considered that a program of announcement will be proceed to standard station contract. Closing Time

All programs, talks, announcements and recorded programs should be in at least 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—Leo J. Omelian.

Vice-President and Ger'l Mgr.—V. Hamilton-Weir.

Personnel
President—Leo J. Omelian.
Vice-President and Gen'i Mgr.—V. Hamilton-Weir.
Representatives None.

GLENSIDE (Montgomery County)

WIBG

(Established 1925)

(Established 1925)

Rates effective July 1, 1941.

Owned and operated by Seaboard Radio Broadcasting Corporation.

Business Office—Perry Bidg., Philadelphia, Pa., Rittenhouse 9182.

Studlo—1425 Wainut St., Philadelphia, Pa., Transmitter—Cheltenham Township, Pennsylvania.

Wave—Power—Time

Operating power—1,000 watts.

(C. P. 10,000 watts.)

(100% modulation—crystal control.)

(This listing continued on next page)

PENNSYLVANIA-Cont'd

GLENSIDE—Continued

WIBG—Continued
303.0 meters; 900 kilocycles.
Licensed to oberate on cleared channel.
Operates on Eastern War Time.
Actual operating schedule: Sundays 8:00 a.m. to
Knoxyllie sunset. Weck days 6:00 a.m. to Knoxyllie

aunset.
Agency Commission

Agency commission 15% to recognized advertising agencies. No cash discount. Invoices mailed let of each month if contract is not paid in advance. General Advertising 1 ti. 13 ti. 26 ti. 39 tl. 52 tl.

| l hour | 128.25 | 121.81 | 111.79 | 105.38 | 98.97 |
|-------------|---------|-------------|--------|-----------|---------|
| 1/2 hour | 80.41 | 76.08 | 70.05 | 66.03 | 62.01 |
| 1/4 hour | 47.13 | 45.45 | 41.12 | 38.75 | 36.38 |
| 5 minutes | 33.48 | 29.06 | 24.61 | 21.52 | 18,72 |
| | Al | INOUNCE | MENTS | | |
| One minut | e trans | cription or | 100 wo | ds or les | 6: |
| Guaranteed | 1 ti. | 26 ti. | 52 tl. | 100 ti. | 300 tf. |
| position | 10.00 | 9.50 | 8.50 | 7.75 | 6.75 |
| Run of | | | | | |
| nels adults | 0.04 | - 75 | E 00 | 4 05 | 9 05 |

| Num of | Color | School | Color | Co

| | 3 tr. | O LA. |
|---------------------------------------|----------|--------|
| 15 minutes | 85.00 | 127 50 |
| | 00.00 | 101.00 |
| Discounts | | |
| 13 weeks 5% 39 weeks | | 15% |
| 26 weeks 10% 52 weeks | | |
| Housewives' Jackpot, 9:00 a.m. to | | |
| Shoppers' Jackpot, 3:00 p.m. to 3:3 | | |
| days, participating money give-away | | |
| food and similar products. Limited to | | |
| Minimum contract 13 weeks, per weel | k 65.00, | |

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 requeet.

Rates on request.
REMOTE CONTROL

Rates on request.

REMOTE CONTROL.

Rates on request.
Contract and Other Requirements
Advertising of alcoholic heverages accounted.
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 he 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.

President—Paul F. Harron. General Manager—Edward D. Clery.

GREENSBURG

CESTABLING

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; 520 kilocycles.
Licensed to oberate 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 advantision
agencies on time about

Agency Commission
Agency Commi

| | | | Sunda | ו ססו | | | |
|-----|---------|-------|---------|--------|--------|---------|---------|
| | | 1 ti. | 13 ti. | 26 ti. | 52 ti. | 104 ti. | 800 ti. |
| 1 | hour | 76.00 | 72.20 | 68,40 | 64.60 | 60.80 | 57.00 |
| 1/2 | hour | 48.00 | 45.60 | 43.20 | 40.80 | 38.40 | 36.00 |
| 1/4 | hour | 80.00 | 28.50 | 27.00 | 25.50 | 24.00 | 22,50 |
| б | minutes | | 14.25 | 13.50 | 12.75 | 12.00 | 11.25 |
| | | (7:00 | a.m. to | | a.m.) | | _ |
| 1 | hour | 50.50 | 48.00 | 45.60 | 43.00 | 40.50 | 88.00 |
| 1/2 | hour | 32.00 | 30.40 | 28.80 | 27.20 | 25.60 | 24,00 |
| 1/4 | hour | 20.00 | 19.00 | 18.00 | 17.00 | 16.00 | 15,00 |
| 5 | minutes | 10.00 | 9.50 | 9.00 | 8.50 | 8 00 | 7.50 |
| | | AN | NOUNC | EME | ITS . | | |
| | | | | | | | |

Contracts must be completed within 12 months to

| 68Lti dinguttità | | | | | | |
|------------------|-----------|-----------|---------|-----------|--------|--|
| (7:00 a.m. | to loc | al sunse | t week | days and | ; | |
| | | Bundaya) | | | | |
| 1 | ti. | 13 ti. | 52 ti. | 100 ti. 1 | B00 t1 | |
| 1 minute tran | scrip- | | | | | |
| tion 5. | | 4.75 | 4.50 | 4.25 | 4.00 | |
| 100 words 5. | | | 4.50 | 4 25 | 4 00 | |
| 50 words 4. | .00 | 8.80 | 3.60 | 8.40 | 8.20 | |
| SPECIAL FEATURES | | | | | | |
| Weather foreca | asts. ter | nperature | reports | and time | e eig- | |

weather forecasts, temperature reports and time six-nals take the results announcement false. POLITICAL BATES

One time rates apply, no quantity discounts. Pay-able in advance.

Rates on application.

REMOTE CONTROL.

Advertiser pays all expenses involved on programs originating outside of regular studios.

SERVICE FACILITIES

Nervice 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 every strict to refuse or discontinue any advertising for reasons satisfactory to itself lates are for facilities of the station only; talent is extra.

Mechanical Program Equipment

Equipped to handle program by electrical transcription, using 33-173 and 78 r.p.m. double turn-tanies for vertical or laterol cut recordinas.

rov vertical or interol cut recurrings
Personnol
Station Manager—George J. Podeyn.
Omnoredal Manager—Hobert M. Thompson
Representatives
Spot Sales, Inc.

GROVE CITY

(Mercer County)

WSAJ

Owned and operated by Grove City College, Grove City, Pennsylvania.

(ave—Power—Time

Operating power—100 watts, 223.9 meters; 1340 kilocycles.

Dors oot sell time

HARRISBURG

(Dauphin County)

WHP



Hates effective October 1, 1939. (Card No. 7.)
Owned and operated by WHP. Incorporated.
Business Office and Studio—Telegraph Bidg., Harriaburg. Pa., telephone 4-8211
Transmitter—Paxtang. Pennsylvania.
Wave—Pawer—Time
Operating power—5000 watts days; 1000 watts nights.
205.5 meters, 1400 kilocycles.
Operates on Eastern War Time.
Licensed to operate tuil 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. No
discounts on talent or remote line service. All bills
payable 30 days net. No cash discount.
General Advertising
For combination rates see listing of Columbia Broad-

eneral Advertising
For exmbination rates see listing of Columbia Broadcasting System (Optional Basic Group).
The following rates are for national advertising:

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

| 1 hour | 150.00 |
|--|--------|
| 1/2 hour | 90.00 |
| | |
| 1/4 hour | 60,00 |
| (6:00 a.m. to 6:00 p.m. and after 11:00 p.m. | n.) |
| 1 hour. | 100.00 |
| | 60.00 |
| 1/2 hour | |
| 1/4 hour | 40.00 |
| DISCOUNTS | |
| | |
| 13 periods, minimum one per week | |
| 26 periods, minimum one per week | 10% |
| 52 periods, minimum one per week. | |
| | |
| 100 periods to be used within one year | |
| 260 periods to be used within one year | 95% |
| ANNOUNCEMENTS | 20 / |
| | |
| (6:00 p.m. to sign off) | |
| 5 minutes | 30.00 |
| | |
| 1 minute | 15.00 |
| 50 words | 12 00 |
| | |

| 50 words | 12.00 |
|---------------------------|-------|
| Station breaks (25 words) | 18.00 |
| (6:00 a.m. to 6:00 p.m.) | |
| 5 minutes | 20.00 |
| | |
| 1 minute | 10.00 |
| | |
| 50 words | 8.00 |
| Station breaks (25 words) | 19 00 |
| | 12.00 |
| DISCOUNTS | |
| To be used in one year: | |
| | |
| 0.0 1 | 5 ct. |

Personnel
Station Manager—A. K. Redmond.
Local Sales—R. A. Maxwell.
Promotion Director—Dick Redmond.
Chiaf Enginer—R S Duncen
Representatives John Blair & Company.

WKBO



NBC and BLUE NETWORKS

Ilates effective May 1, 1942. (Card No. 7.)

United and operated 0) the Keystone Broadcastling Corporation.

Business Office and Studio—31 N. Second Street.—
Harrisburg, Pennsylvania, telephone 40191.
Transmitter—Penn Harris Hotel. Third and Waingt Streets. Harrisburg, Pennsylvania.

Wave—Power—Time
Operating power—250 watts.
(100% modulation, automatic crystal control.)
243.9 meters; 1230 kilocycles.
Licensed to operate unilmited 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 advertistic 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). Mutual Broadcasting Company (Basic Supplementary), Mutual Broadcasting Company (Basic Supplementary), Mutual Broadcasting System and Mason-Dison Itadio Group.

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

1 13 26 52 104 156 250
1/2 hr. 75.00 72.50 70.00 67.50 65.00 62.50 57.50
1/4 hr. 47.50 120.00 115.00 110.00 105.00 100.00 00.00
1/2 hr. 75.00 72.50 70.00 67.50 65.00 62.50 57.50
1/4 hr. 47.50 40.00 44.50 43.00 44.50 40.00 35.00
5 min. 27.50 25.00 25.00 24.50 23.50 22.50 20.00
CLASS 'R'

(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to
7:00 a.m. to 6:00 p.m. and 11:00 p.m. to
1 hr. 85.00 81.00 77.00 73.00 69.00 65.00 57.95
1/2 hr. 35.00 53.00 51.00 49.00 47.00 45.00 40.00
1/2 hr. 35.00 37.35 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
10 car discounts, programs must be used within twelve month period.

ANNOUNCEMENTS

(After 6:00 p.m.)
1 125 words or one minute transcrip10 m. 10 m. tion.... 1.... 30 word chain break. 8.00 7.75 7.50 7.25 (Before 6:00 p.m.) 7 00

break. 8.00 7.75 7.50 7.25 7.00 6.50 6.00

(Before 6:00 p.m.)

125 words or one minute transcription... 7.50 7.25 7.00 6.75 6.50 8.00 5.50

50 words or 1/2 minute transcription... 6.00 5.75 5.50 5.25 5.00 4.50 4.50

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

ROUTING tallent available. Special lists available to: advertisers upon request.

REMOTE CONTROL

REMOTE C

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, gorernment regulations and network priority. Program contracts and announcement contracts may not be combined to earn higher discounts. losing Time Five days in advance, technical Program Equipment Equipment to handle programs by electrical transcription, using double turn-tables, both 33-1/3 and 75 in m.

Equipment in using double turn-tables, note of 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 1982)



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, Shenandosh, Pa.
Transmitter—Brand and Laurel Streets, Hazleton. Pa.
Vave—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 15% to recognized advertising gagencies; no cash discount. No discounts on talent, remote facilities, etc. Invoices due 20th of month discounts discounts on talent, for combination rates see listings of Mutual Broaderst Cassing System and Mason-Dixon Radio Group.

CLASS A.

| | | CDA | | | | , | |
|------------------------|-------|-------|--------|--------|-------|-------|-------|
| | (6:00 | p.m. | to 11: | a.q 00 | a.) | | |
| | `1 | 13 | 26 | 52 | 104 | 156 | 260 |
| | ti. | ti. | ti. | ti. | ti. | t1. | ti. |
| 1 hour | 85.00 | 81.50 | 78.00 | 74.50 | 71.00 | 67.50 | 60.00 |
| 1/2 hour | 55.00 | 52,50 | 50.00 | 47.50 | 45.00 | 42.50 | 37.00 |
| 1/4 hour | 35.00 | 33.50 | 32.00 | 30.50 | 29.00 | 27,50 | 22,50 |
| 1/4 hour 5 minutes_ | 18.00 | 17.50 | 17.00 | 16.50 | 16.00 | 15.25 | 14.25 |
| CLASS "B" | | | | | | | |

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

| | | | | U Maille | | | | |
|------|----------|---------|-------|----------|-------|-------|--------|--------|
| 1 | hour | 60.00 | 57.50 | 55.00 | 52.50 | 50,00 | 47.50 | 40,00 |
| 1/2 | hour | 40.00 | 38.00 | 36.00 | 34.00 | 32.00 | 30.00 | 25.00 |
| | hour | | | | | | | |
| | inutes | | | | | | | |
| | earn di | | | grams | must | be i | used v | vithin |
| twel | re montl | h perio | od. | | | | | |
| | | | | | ENTS | | | |
| | | | | | | | | |

| ANNOUNCEMENTS | ANNOUNCEMENTS | ANNOUNCEMENTS | ANNOUNCEMENTS | ANNOUNCEMENTS | ANNOUNCEMENTS | ANDOUNCEMENTS | ANDOUNCEMENT

POLITICAL ADVERTISING
One time rate applies; cash in advance.

I ALENI
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 Redufements
Alcoholic beverages not accepted excepting beer and wine.

Alcoholic beverages not accepted excepting beer and wine.

Frice quoting slowed Station reserves the right to censor copy. Maximum contract term, one year. Contracts subject to station management's approval, government regulations and network priority.

Frogram contracts and announcement contracts may not be combined to earn higher discounts.

Closing Time Five ways in advance.

Edulphed to handle programs by electrical transcription, using double turn-tables, both 53-1/3 and 78 t.p.m.

Personnel

Station Executive—Clair R. McCollough.

Station Manager—Victor C. Diehm.

Sales Director—J. Robert Guillek.

Representatives Paul H. Haymer Company

JOHNSTOWN

(Cambria County)
WJAC
(Established 1925)



NBC and BLUE METHORKS



Rates effective October 1. 1940.

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.

(1100% 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 acencies. No commission on program costs or production charges. No
cash discount.

General Advertising

For combination rates see listings of National Brand-

For combination rates see listings of National Brand-casting Company (Basic Supplementaries) and Blue Network Company (Basic Blue Supplementaries). The following rates are for national advertising.

| | • | After 6:00 | p.m.l | | |
|-----------|--------|-------------|--------|--------|--------|
| | | | | | |
| | 1 ti. | 13 ti. | 26 tl. | 39 tl. | 52 tl. |
| 1 hour | 100.00 | 95.00 | 90.00 | 85.00 | 80,00 |
| 1/2 hour | 65.00 | 61.75 | 58.50 | 55.25 | 52.00 |
| 1/4 hour | 40.00 | 38.00 | 36.00 | 34,00 | 32.00 |
| 5 minutes | 25.00 | 23.75 | 22.50 | 21.25 | 20,00 |
| 1 minute | 9.00 | 8,55 | 8.10 | 7.65 | 7.20 |
| | | Before 6:00 | p.m.) | | |
| 1 hour | 75.00 | 71.25 | 87.50 | 64.25 | 60.00 |
| 1/2 hour | 45.00 | 42.75 | 40.50 | 38.25 | 36,00 |
| 1/4 hour | 30,00 | 28.50 | 27.00 | 25.50 | 24.00 |
| 5 minutes | | 19.00 | 18.00 | 17.00 | 16.00 |
| 1 minute | 6.00 | . 5.70 | 5.40 | 5.10 | 4.80 |

| SPECIAL WEEKLY RATES | | | | | | | |
|---------------------------------------|---------|-----------------|-----------|----------|--|--|--|
| (After 6:00 p.m.) | | | | | | | |
| | 3 wks. | | 39 wks. | 52 wks. | | | |
| 3 weekly | | 75.00 | 70.00 | 65.00 | | | |
| 5 weekiy | 75.00 | 70.00 | 65.00 | 60.00 | | | |
| 6 weekly | | 68.00 | 63.110 | 58.00 | | | |
| h weekly | 13.00 | 00.00 | 03.110 | 00.00 | | | |
| 1/2 hour: | | 47.00 | 11.00 | 11.00 | | | |
| 3 weekiy | | 47.00 | 44.00 | 41.00 | | | |
| 5 weekly | 45.00 | 42.00 | 39.00 | 36.00 | | | |
| 6 weekly | 43.00 | 40.00 | 37.00 | 34.00 | | | |
| 1/4 hour: | | | | | | | |
| 3 weekly | 33.00 | 30.00 | 28.00 | 26.00 | | | |
| 5 weekly | 30.00 | 28.00 | 26.00 | 24,00 | | | |
| 6 weekly | 28.00 | 26.00 | 24.00 | 22,00 | | | |
| 5 minutes: | | | | | | | |
| 3 weekly | 20.50 | 19.00 | 17.50 | 16.00 | | | |
| 5 weekly | | 17.50 | 16.00 | 14.50 | | | |
| 6 weekly | 10.00 | 17.00 | 15.50 | 14.00 | | | |
| 1 minute: | 10.50 | 11.00 | 1.3.30 | 14.00 | | | |
| | 7.30 | 7.00 | 6.50 | 6.00 | | | |
| 3 nerkiy | | | | 5.50 | | | |
| 5 weekly | 7.00 | 6.50 | 6.00 | | | | |
| 6 weekly | 6.75 | 6.25 | 5.75 | 5.25 | | | |
| | ore 6: | | | | | | |
| 3 weekly | 61.00 | ′ 56.00 | 51.00 | 46.00 | | | |
| 5 weekly | 56.00 | 51.00 | 46.00 | 41.00 | | | |
| 6 weekly | 54.00 | 49.00 | 44.60 | 36.00 | | | |
| 1/2 hour: | | | | | | | |
| 3 weekly | 36.00 | 33,00 | 30.00 | 27.00 | | | |
| 5 weekly | | 30.00 | 27.00 | 24.00 | | | |
| 6 weekly | | 28.00 | 25.00 | 22,00 | | | |
| 1/4 hour: | 01.00 | | | ~~ | | | |
| 3 weekly | 94.00 | 22.00 | 20.00 | 18.00 | | | |
| 5 WEEKIY | 24.00 | 20.00 | 18.00 | 16.00 | | | |
| 5 weckly | 22.00 | | | | | | |
| 6 weekly | 21.00 | 19.00 | 17.00 | 15.00 | | | |
| 5 minutes: | | | | | | | |
| 3 weekly | 16.00 | 14.00 | 13.00 | 12.00 | | | |
| 5 weekly | 15.00 | 13.00 | 12.00 | 11.00 | | | |
| 6 weekly | 14.00 | 12.00 | 11.00 | 10.00 | | | |
| 1 mlnute: | | | | | | | |
| 3 weekly | 5.00 | 4.75 | 4.50 | 4.25 | | | |
| 5 weekly | 4.50 | 4.25 | 4.00 | 3.75 | | | |
| 6 weekly | | 4.00 | 3.75 | 3.50 | | | |
| When WERG Alter | na la | nurchased | In com | bination | | | |
| When WFBG. Altow with WJAC. Johnst | mun 13 | olethbe ce | noi dies | ount of | | | |
| 5% is allowed. | OW 11. | an addition | 1141 4150 | Julii Di | | | |
| 5% is allowed. | 4 7 4 1 | D 9773 D 00741V | | | | | |

5% is allowed.

POLITICAL ADVERTISING
One time station rate applies.

ELECTRICAL TRANSCRIPTIONS
Regular time charkes apply to transcription programe.
Not restricted to certain hours.

TALENT
TALENT

Rates on request.

ILEMOTE CONTROL

Facilities available for handling remote control from any point. Cost depending on line cost and installation fee.

sny 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 charked 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 appreval by the station management.

Closing Tell.

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-Reed Condany.

LANCASTER

(Lancaster County)

WGAL (Established 1922)





Rates effective May 1, 1942. (Card No. 7.)

twined and obstated by WGAL. Inc.
Business Office and Studin-Fisht West King St..

Lancaster, Pa., telephone 5259.

Transmitter—8 West King St.. Lancaster. Ps.

Wave—Power—Time
Operating power—250 watts.
(100% modulation—automatic crystal control.)
201.3 meters: 1490 kilocycles.

Licensed to operate unlimited time.
Operates on Eastern War Time.
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. Involces due 20th of month following broadcast.

General Advertising
For combination rates see listings of National Broadcasting Company (Basic Supplementary). Blue Notwork Company (Basic Supplementary). Mutual Broadcasting System and Mason-Dixon Radio Group.

CLASS "A.

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

1 13 26 52 104 156 260
1/2 hour. 05.00 05.00 80.00 75.00 07.50
1/2 hour. 05.00 05.00 80.00 85.00 80.00 75.00 07.50
1/4 hour. 100.00 05.00 80.00 85.00 80.00 75.00 07.50
1/4 hour. 40.00 38.00 85.00 80.00 75.00 07.50
5 minutes 20.00 10.00 85.00 80.00 75.00 07.50
1/4 hour. 40.00 38.00 85.00 80.00 75.00 07.50
1/4 hour. 40.00 38.00 85.00 80.00 75.00 07.50
1/4 hour. 40.00 38.00 85.00 80.00 75.00 82.00
1/4 hour. 40.00 38.00 85.00 80.00 75.00 80.00
1/2 hour. 45.00 42.00 41.00 38.00 37.00 35.00 80.00
1/4 hour. 30.00 28.75 27.50 96.25 20.00 22.50 20.00
1/2 hour. 45.00 42.00 41.00 39.00 37.00 35.00 30.00
1/4 hour. 30.00 28.75 27.50 96.25 20.00 22.50 20.00
1/2 hour. 40.00 38.00 18.00 12.50 12.00 11.50 10.50
To earn discounts, programs must be used within twelvo month period.

REMOTE CONTROL

Remote work can be handled at any time. The cost depending on Ime cost and installation fee.

REMOTE CONTROL

Remote work can be handled at any time. The cost depending on Ime cost and installation fee.

Personal calls on trade, newspaper publicity, letters to trade.

Contract and Other Requirements
Alcoholic beverages not accepted excepting beer and wine.

Irrice quoting allowed Station resurves the right to censor copy. Maximum contract form, 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.

Clusing 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. McCotlough.

Station Manager—Walter O Miller.

Sales Director—J. Robert Guilck.

Representatives Paul H. Raymer Company.

LEWISTOWN

(Mifflin County) WMRF

Facilities sublect to extra charges for line and mechanical costs. Charges not subject to agoncy 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 iast programs.

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.

Mochanical Program Eduipment
Equipped to landle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for interal cut recordings.

Personnel
Station & Com'l Mgr.—Joseph M. Nassau.

Representatives Burn-Smith Company, incorporated.

NEW CASTLE
(Lawrence County)

WKST
(Established 1938)

Rates effectivo January 1, 1042. (Card No. 3.)

Owned and operated by WKST. Inc.
Business Office and Studio—Scottles Rite Cathedral
Ridg., New Castlo. Par. telephone 5050.

Transmitter—3-1/2 miles southeast of New Castle.
Tennsvivanis

Wave—Power—Time
Operating power—1.000 waits.
234.4 meters; 1280 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.
Operating continued on next sage)

PENNSYLVANIA—Cont'd

NEW CASTLE—Continued WKST-Continued

WKS T—Continued

Agency Commission
Agency commission
15% to recognized advertising agencies. Cash discount 2% of net—10 days from invoice date. Invoices mailed let of month.

General Advertising CLASS "A"

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

1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.

1 time. 127.50 76.50 50.00 40.00 30.00
13 times 121.10 72.50 47.50 38.00 28.50
26 times 114.00 68.85 45.00 36.00 27.00
39 times 108.35 65.00 42.50 34.00 25.50
52 times 102.00 61.25 45.00 34.00 25.50
52 times 95.00 57.50 87.50 30.00 22.50
130 times 95.00 57.50 87.50 30.00 22.50
130 times 82.80 49.75 32.50 26.00 19.50
301 or more
times. 76.50 45.50 30.00 24.00 18.00 or more times.... 76,50 18.00 1 time. 85.00 13 times 80.75 26 times 76.50 39 times 72.25 52 times 68.00 65 times 63.75 130 times 55.25 301 or more times.... 51.00 30.60 (19.50 CLASS) ("C" 17.50 27.00 17.50 25.65 16.70 24.25 15.75 23.00 14.25 21.50 14.00 20.25 13.15 19.00 12.25 11.35 ..19.80 15.90 12.00 (7:00 (7:0 45.00 42.75 40.50 38.25 36.00 33.75 31.50 29.25 times times times times times times 13.25 12.50 11.90 11.20 10.50 9.80 9.10 times 29.25 or more 27.00 6 80

00 16.00 10.50 ANNOUNCEMENTS 8.40 times.... 6.30 ANNOUNCEMENTS

CLASS 'A'

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

1 13 26 52 10:10 15 10:00 p.m.)

1 18 26 52 10:10 15 10:00 p.m.)

100 words 12.00 11.40 10.80 10.29 9.00 9.00 8.40 50 words 7.00 6.65 6.30 5.95 5.60 5.25 4.90 CLASS 'B'

(9:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.)

100 words 7.00 6.65 6.30 5.95 5.60 5.25 4.90 5.00 words 7.00 6.65 6.30 5.95 5.00 5.25 4.90 5.00 words 7.00 6.65 6.30 5.95 5.00 5.25 4.90 5.00 words 8.00 3.80 3.60 3.40 3.20 3.00 2.80 CLASS 'C'

(7:00 a.m. to 9:00 a.m.)

100 words 5.00 4.75 4.50 4.25 4.00 3.75 3.50 5.00 words 3.50 3.30 3.15 3.00 2.80 2.60 2.45 7ackage rates for more than 300 announcements in one year on recinest.

100 words 4.00 3.80 3.60 3.40 3.20 3.00 2.80

CLASS "C"

(T:00 am. to 9:00 am.)

100 words 5.00 4.75 4.50 4.25 4.00 3.75 3.50

50 words 3.50 3.30 3.15 3.00 2.80 2.80 2.50 2.50

50 words 3.50 3.30 3.15 3.00 2.80 2.50 2.50

50 words 3.50 3.30 3.15 3.00 2.80 2.50 2.50

50 words 3.50 3.30 3.15 3.00 2.80 2.50 2.50

Package rates for more than 300 announcements in one year on request.

SPECIAL FEATURES

News: Leased wire service varilable every hour on the hour. Package rates on request.

Time signals. 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 or request.

TALENT

All talent is contracted and paid for by the advertises. WIKST 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.

SEIVIE FACILITES

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. No contract accepted for longer period than one year. No blanket contracts accepted. All contracts willin 60 days. Station reserves the right to eliminate all parts of programs or announcements which ho not comply with the NAB code of ethics and standards of the station. It is understood in event of cancellation advertiser will be short rated according to notice between the station of exercised in programs by electrical transcription. Union 82.310 and 78 r.p.m. double turn-tables for large parts and vertical cut

NEW KENSINGTON

(West Morland County) WKPA

(Batablished 1940)

Itates effective ifebruary 1, 1942. Owned and operated by the Allegheny-Kiski Broad-casting Company.

1 minute. ANNOCATE 100 words. DISCOUNTS

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:

follows: 5% 104 times. 20% 26 times. 10% 300 or more times. 25% 52 times. 15% 15 Times. 25% 52 times. 15% 25% EPECIAL FEATURES

News, baseball and football scores sold at 5 minute rate plus cost of obtaining scores or news. POLITICAL RATES

RESular rates apply. ELECTRICAL TRANSCRIPTIONS

Transcription library service available. TALENT

Rates on request.

Transcription library service available.

Tralent

Rates on request.

REMOTE CONTROL

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. Interruption in continuous service necessitated by broadcasting events of public importance will not affect advertisers' rights to rebates.

Closing Time

Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks close 24 hours in advance.

Personnel

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.

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; 1000 kilocycles.
Liconsed to operate rull time.
Operates on Eastern War Time.
Agency Commission 15% to recognized advertising sgeneles on net charkes for station time. No commission on program charges. No cash discounts.

General Adversaria and Prior to the effective date of card will be completed at the rates called for by such commitments and 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 offective date of such new contracts. In the absence of such election, rates in offect 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 now broadcast series ordered on and after the effective date of the rate card.

The rate of discount or the robate to which an advertiser would otherwise be entitled will not be prejudiced if he is required to relinquish the time or times abscelled in his contract and the contract is cancelled for this reason.

For combination rates she listing of National Broadcasting Company (Basic Network).

The following rates include charges by owners of runsle copyrights.

Rates for befolds Immer than one hour are in exact broportion to the corresponding one hour rate.

CLASS "A.

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

| | _ |
|---|------|
| 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 | 1.00 |
| 1/2 hour | .00 |
| | 1.00 |
| | .00 |
| | na |
| CLASS "D" | |
| (12:00 mldnight to 9:00 a.m.) | |
| 1 hour | 00 |
| | .00 |
| | 100 |
| | .00 |
| | 1.00 |
| · | .00 |
| CLASS <u>"E"</u> | |
| SERVICES | |
| Time Signals-schedules and rates on request. | |
| Musical Charles Decades at mice to 0:00 a.m. Mon- | dan |

Time Signals—schedules and rates on reduest.

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:

Time Cost Program Cost
gross
net
page tweek page trees

Talent is extra
The following rates apply to either Musical Clock for Radio Night Club:
Time Cost Program Cost Frogram Cos

Rates on application.

TALENT

Rates on application.

Additional charkes are made for programs regulating outside of the station's studies, and for programs requiring special production.

Confract 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 centracts, subject to card rates and regulations. All programs are subject to approval of the "station.

行いているとうでは、一般のでは、100mmでは、100m

PHILADELPHIA—Continued K Y W-Continued

KY 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 except where a fee is required by any governing labor organization. Time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, only in the event that said broadcast periods are scheduled in time set aside for network use. Independent announcements may be moved to other periods if satiable and as arranged by station manager on 24 hours' notice.

i arranged by station manager on 24 hours' notice.

liosing 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.
Hechanical Program Equipment
Equipped to handle programs by electrical transcription, using lateral and vertical 78 and 33-1/3 r.p.m.
turn-tables.

Program Equipment

Livro-tables.

Program Service Se

Manager—Leslie Joy. Sales Manager—B. A. McDonald.

Representatives
National Broadcasting Company, Inc.

WCAU
(Established 1922)



Rates effective May 1, 1942. (Card No. 22.)
Uwned and operated by WCAU Broadcasting Co.
Business Office and Studio-WCAU Building. 1622
Chestnut St., Philadelphia, Pa., Locust 7700.
New York Office—Suite 1501, 485 Madison Ave.,
Wickersham 2-2000.
Transmitter—Moorestown Township, N. J.

135.00 100.00 70.00 minutes... (9:00 a.m. to 6:00 p.m., 11:00 p.m. to 11:30 p.m. week days and 9:00 a.m. to 1:00 p.m. Sundays)

| 1 | hour | 250.00 |
|----|---|--------|
| /2 | hour. | 150.00 |
| /4 | hour | 100.00 |
| īñ | minutes | 75.00 |
| *5 | minutes | 50.00 |
| | | |
| | (11:30 p.m. to 1:00 a.m. and 6:00 a.m. | το |
| | 9:00 a.m. week days and Sundays) | |
| 1 | hour | 165.00 |
| /2 | hour | |
| /4 | hour | 65.00 |
| íô | | |
| 55 | minutes | 50.00 |
| -5 | minutes | 35.00 |
| | (1:00 a.m. to 6:00 a.m. week days and Sundays)- | |
| 1 | hour | 75.00 |
| /2 | hour | 45.00 |
| | | |

WEEKLY STRIP UNITS
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.)

| 1 hour | 700.00 |
|--|----------|
| 1/2 hour | 400.00 |
| 1/4 hour | 250.00 |
| 10 minutes | 200.00 |
| | 150.00 |
| 5 minutes | 100.00 |
| | 000 00 |
| 1 hour | 280.00 |
| 1/2 hour | 160.00 |
| 1/4 hour | 100.00 |
| Five times per week (Sunday excepted): | |
| (6:30 p.m. to 10:30 p.m.) | |
| | 2.000.00 |
| 1 hour | 1.200.00 |
| 1/4 hour | 800.00 |
| (6:00 p.m. to 6:30 p.m. and 10:30 p.m. | |
| (6:00 p.m. to 6:30 p.m. and 10:30 p.m. | LU |
| 11:00 P.m.) | 1 400 00 |
| 1 hour | 1,400.00 |
| 1/2 hour | 800.00 |
| 1/4 hour | 540.00 |
| (9:00 a.m. to 6:00 p.m. and 11:00 p.m. | to |
| ` 11:30 p.m.) | |
| 1 hour | 1,000.00 |
| 1/2 hour | 600.00 |
| 1/4 hour | 400.00 |
| Station break announcements limited to 3 | |
| Afondor through Saturdary! | 0 110.00 |
| | |

(Monday through Saturday): Six times per week: (6:30 p.m. to 10:30 p.m.) words 300.00 (6:00 p.m. to 6:30 p.m. and 10:30 p.m. to 11:00 p.m.)

225.00 words 150.00 (11:30 p.m. to 1:00 a.m. and 8:00 a.m. to 9:00 a.m.)

1 ti. 26 ti. 52 ti. 104 ti. 208 ti.

Per participation. 1 ti. 26 ti. 52 ti. 104 ti. 208 ti. Per participation. 75.00 71.25 67.50 63.75 60.00 Nevs Service: Complete service especially prepared for broadcastin is available from station sign-onto sign-off General time rates apply. Service charge is 10% of gress time rate, net, and not subject to agency commission.

REBATES

A rebate will be allowed the advertiser for total number of units of broadcasting within 52 weeks. This rebate will be given when earned, as shown on the following rebate schedules. If a contract is continued without interruption, at the end of 52 weeks the advertiser will earn a rebate not less than the one aiready established during the preceding year. Announcements, participations in the Laura May Stuart program and programs of the minutes or more cannot be combined to earn larger rebates. Weekly strip units in different classifications cannot be combined for rebate purposes.

26 it. *52 ti. *104 ti. *208 ti. *312 ti. Per time basis 5% 10% 15% 20% 25% Per week basis 5% 10% 15% 20% 25% (*) More than one unit a week may accumulate to earn rebates.

TALENT

Rates on request. A fee of 10% of the gross time

earn rebates.

TALENT
Rates on request. A fee of 10% of the gross time cost is charged on recordings and transcriptions. Talent, recording and transcription quotations are

Taient, recording and transcriptions are net.

SERVICE FACILITIES

Program department plans and produces complete radio features and program ideas, serves in an advisory capacity when desired.

Publicity department maintains a news service. General and spectal publicity and printed program announcements are supplied to the press regularly. An auditorium studio seating 250 is available for visual broadcasts at an additional charge of 15.00. Contract and Other Requirements

Program rates are for the facilities of the station only; talent is extra.

Mechanical Program Equipment

Equipment are for the facilities of the station only; talent is extra.

Mechanical Program Equipment

Equipment or vertical cut recordings can be used.

Personnel

Commercial Manager—Alex Rosenman.

Ass't Commercial Manager—Alex Rosenman.

Personnel
Commercial Manager—Alex Rosenman.
Ass't Commercial Manager—James F. Coyle.
Branch Office
New York—485 Madison Avenue.

New YOR—180 Madison Avenue.

Representatives
Chicago—Virgil Reiter & Company.

Boston—Bertha Bannan.

Pacific Coast—Paul H. Raymer Company.

WDAS (Established 1922)



Rates effective September 1, 1940. (Card No. 8.) Rates effective September 1, 1940. (Card No. 8.)
Owned and opporated by WDAS Broadcasting Co., Inc.
Business Office and Studio-1211 Chestnut Street.
Philadelphia, Pa., Locust 7400.
Transmitter-Woodside Park, Philadelphia, Pa.
Wave—Pawer—Time
Operating power—250 watts.
(100% modulation, automatic frequency control.)
214.3 meters; 1400 kilocycles.
Licensed to operate full time,
Operates on Eastern War Time.
Agency Commission
Agency commission
Agency commission
The Commission 15% on station time charges to
recognized agencies. Cash discount none. Billis payable weekly,
General Advertising
The following rates are for national advertising and
do not include talent charges.

Announcements cannot be grouped with period programs for frequency discount on group rates or special features.

(After 6:00 p.m. week days and all day Sunday)

1 ti. 13 ti. 26 ti. 52 ti. 100 ts. 200 ti.

| | | 1 ti. | 13 ti. | 26 ti. | 52 ti. | 100 ti. | 300 ti. | |
|-----|---------|--------|---------|--------|--------|---------|---------|--|
| 1 | hour | 90.00 | 85.50 | 81.00 | 76,50 | 72,00 | 67.50 | |
| 1/2 | hour | 54.00 | 51.30 | 48,60 | 45.90 | 43,20 | 40.50 | |
| 1/4 | hour | 36.00 | 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 | |
| ī | minute | 9.00 | 8.55 | 8.10 | 7.65 | 7.20 | 6.75 | |
| 100 | words | 7.50 | 7.13 | 6.75 | 6.38 | 6.00 | 5.63 | |
| | | | CLASS | "B" | | | | |
| | (1 | Before | 6:00 p. | m. wee | k days |) | | |
| 1 | hour | 60.00 | 57.00 | 54.00 | 51.00 | 48.00 | 45.00 | |
| 1/2 | hour | 36.00 | 34.20 | 32.40 | 30.60 | 28.80 | 27,00 | |
| 1/4 | hour | 24,00 | 22,80 | 21.60 | 20.40 | 19.20 | 18.00 | |
| 10 | minutes | 18.00 | 17.10 | 16.20 | 15.30 | 14.40 | 13.50 | |
| - 5 | minutes | 12 00 | 11 40 | 10.80 | 10.20 | 0.60 | 0.00 | |

| 10 minutes | 18.00 | 17.10 | 16.20 | 15.30 | 14.40 | 18.50 | 5 minutes | 12.00 | 11.40 | 10.80 | 10.20 | 9.60 | 9.00 | 1 minute. 6.00 | 5.70 | 5.40 | 5.10 | 4.80 | 4.50 | 100 | words... | 5.00 | 4.76 | 4.50 | 4.25 | 4.00 | 8.75 | GROUP RATES (Week days only) | Six | 15 minute periods across the board: | 150.00 | Before 6:00 | p.m. | 150.00 | Before 6:00 | p.m. | 100.00 | SPECIAL FEATURES |

12.00.
Hits of the Day: 100 words 7.50: 1 minute 9.00.
POLITICAL PROGRAMS
Rates on request.
RELIGIOUS PROGRAMS

Rates on request.
FOREIGN LANGUAGE PROGRAMS
Limited to Jewish, Italian, Slovak and Polish, Rates
on request.
ELECTRICAL TRANSCRIPTIONS
Will accept electrical transcriptions or records at any
hour at regular rates.
TALENT

lour at regular rates.

TALENT

Rates on request.

REMOTE CONTROL

Facilities for handling programs originating outside studios. Rates for outside pick-ups on request.

SERVICE FACILITIES

Station maintains an Artists' Bureau and Program Department which is available to advertisers.

Contract and Other Requirement States do not include cost of talent.

The advertiser will be charged with the cost of programs arranged by the station subject to the advertiser's requirements and approval. The advertiser's contract shall indicate the maximum amount to be expended. Station reserves the right to eliminate without notice or consent all parts of the programs which it may consider contrary to its policy or interests. All program material is subject to federal, state or municipal decisions, haws and regulations, now and hereafter made and in force.

Glosing Time Three days in advance of broadcast. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical or lateral cut records.

Personnel

President—Alexander W. Dannenbaum.

ersonnel
President—Alexander W. Dannenbaum.
Treasurer—A. W. Dannenbaum, Jr
Vice-Pres. & Gen'l Mgr.—P. J. Stanton.

WFIL (Established 1922)



Rates effective September 1, 1942. (Card No. 15.)
Operated by WFIL Broadcasting Company.
Studio—18th floor Widener Bidg., Philadelphia, Pa..
Rittenhouse 8900.
Transmitter—63rd Street and Schuylkill Biver, Philadelphia, Pennsylvania.
Wave—Power—Time
Operating power—1,000 watts.
(100% modulation.)
353.4 meters; 550 kilocycles.
Operates on Eastern War Time.
Asency Commission
Agency commission 15% to recognized agencies on net charges for station time only. No cash discount.
Bills due and payable when rendered.
General Advertising
For combination rates see listings of Blue Network
Company (Basic Blue Network) and Quaker Network.
Rates include charges by owners of music copyrights.
CLASS "A"
(6:00 p.m. to 10:30 p.m.)
1 th. 13 tl. 25 tl. 52 tl. 100 tl. 300 tl.
1 hour... 330.00 313.50 297.00 280.50 284.00 247.50
1/2 hour... 200.00 100.00 180.00 170.00 180.00 150.00
1/4 hour... 200.00 57.00 54.00 51.00 180.00 150.00
1/4 hour... 12.00 0 114.00 108.00 102.00 95.00 90.00
CLASS "B"
(9:00 a.m. to 6:00 p.m. and 10:30 p.m. to
1 hour... 200.00 100.00 180.00 170.00 160.00 150.00
1/4 hour... 200.00 100.00 180.00 170.00 160.00 150.00
1/4 hour... 200.00 180.00 180.00 170.00 160.00 150.00
1/4 hour... 200.00 180.00 180.00 170.00 160.00 150.00
1/4 hour... 22.00 0 113.00 188.00 170.00 160.00 150.00
1/4 hour... 122.00 113.00 188.00 102.00 96.00 90.00
1/2 hour... 24.00 28.00 34.20 32.40 30.60 28.80 27.00
1 minute or
1 lour... 122.00 122.00 188.80 162.20 18.00
1 lour... 182.00 122.30 188.80 112.20 105.60 90.00
1/2 hour... 30.00 76.00 72.00 68.00 64.00 60.00
1/4 hour... 48.00 45.60 43.20 40.80 38.40 69.00
1/4 hour... 32.00 122.40 188.80 112.20 105.60 90.00
1/4 hour... 32.00 122.30 188.80 112.20 105.60 90.00
1/4 hour... 32.00 122.00 188.80 64.00 60.00
1/2 hour... 32.00 122.30 188.80 112.20 105.60 90.00
1/2 hour... 32.00 45.60 43.20 43.80 38.40 36.00
5 minutes 34.00 22.80 21.60 20.40 10.20 18.00
1/4 hour... 48.00 45.60 43.20 40.80 38.40 38.40 36.00
5 minutes 34.00 22.80 21.60 20.40 10.20 18.00
1/4 hour... 48.00 45.60 43.20 40.80 38.40 36.00

PENNSYLVANIA—Cont'd

PHILADELPHIA—Continued

| Weekly strlp 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.

scription.

Announcements at station breaks adjacent to higher time classifications are charged at rate of higher classification.

DISCOUNTS

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

ruption.

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 charse 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.

PULITICAL TALKS

Rates on request.

oy the code of the National Association of Broad-casters.

Netther program periods nor announcement periods may be combined with corresponding services used by the same advertiser on the station's FM trans-mitter to earn larger discounts or for any other

by the same auveruse. In the same auveruse in the same auveruse in the same auveruse in the same and the same auteruse and the same accepted subject to station's approval of program, talent and product to be advertised. Amounteement contracts are accepted subject to echeduling 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 (losing date is one week in advance of broadcast. No changes in broadcast material or facilities will be accepted later than 48 hours preceding program time. Mechanical Program Equipment Equipment Equipment Schulped 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, Filliadelphia, Pa., Lombard 2300
Transmitter—Hotel Philadelphian, Philadelphia, Pa.
Wave—Power—10n
Operating power—100 watts
'100' modulation \
223.0 incters; 1340 kilocycles.
Divides time with stution WIEL.
Operates on Eastern War Time.
Agency Commission 15% to recognized agencies on itme rates only. Cash discount 2% if paid within 16 days of involce.

General Advertising
Itates on request.
Foreign language programs: Lithuanian, Polish, German, Italian—rates on request.
ANNOUNCEMENTS
Rates on request.
CHURCHES, CIVIC EVENTS, ATHLETIC
CONTESTS, ETC.
Broadcast of a nature other than definite commercial are charked at special net rates, available upon application to station management.
PULITICAL TALKS

PULITICAL FALKS
Rates on request.

Rates on request.

TALENT
Rates on request.

TALENT
Rates on request. No discounts.

KEMUTE CONTITUL
Equipped to handle remote broadcasts. Subject to extra charges for line and mechanical costs.

Contract and Other Hequirements
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.

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 trunscription, using 33-1/8 and 78 r.p.m. turn-tables.

Personnel
General Manager—Milton Laughlin

Personnel
General Manager—Milton Laughlin.

WIP



Rates effective August 1, 1941. (Card No. 14.)
Owned and operated by Pennsylvania Broaucasting
Company, Inc.
Business Office and Studio — 35 S. Ninth Street,
Philadelphia, Pennsylvania, Wainut 6800.
Transmitter—Bollmawr, New Jersey.
Wave—Power—Time
Operating power—5,000 watts.
(100% modulation.)
491.5 meters; 610 kilocycles.
Licensed to operate rull time
Operates on Eastern War Time.
Oberates 24 hours daily.
Agency Commission
Agency commission 15% on statton 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

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 rightitime announcements to strictly bona fide retailers entirely located within 50 miles of Philadelphia.

CLASS "A"

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 ti. 26 ti. 52 ti. 100 ti. 3

1 hour. 355.00 337.25 301.75 284.00 2

1/2 hour. 225.00 213.75 191.25 180.00 1

1/4 hour. 142.00 134.90 120.70 113.60 1

5 minutes 75.00 71.25 63.75 60.00 300 t1 266.2

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 1
1/2 hour... 176.00 72.20 64.60 60.80
174 hour... 76.00 72.20 64.60 60.80
5 minutes 38.00 36.10 32.30 30.40 36.10 32.30 30.40 CLASS "C" p.m. to 8:00 a.m.) 128.25 114.75 108.00 80.75 72.25 68.00 50.35 45.05 42.40 28.50 25.50 24.00 (11:00 1 hour.. 135.00 1/2 hour.. 85.00 1/4 hour.. 53.00 5 minutes 30.00

ANNOUNCEMENTS (6:00 p.m. to 11:00 p.m.) 18.75 18.75 8.00 10.00 10.00 9.37

Participation programs week days only—Eight Bells; Mid-day Molodles; One O'Clock Express; Quaker City Browties; Four P. M. Local: One 100 word announcement daily on three of the above programs, 18 announcement weekly, per week 123.75. Participation programs Sunday only—Sunday Melodies; Song-Cycle; Mid-Morning Jamboree; Sunday MatInce; Sunday Side-lights; Serenade; Rhythms-In-Hevlew; Musical Comedy Gens: One 100 word announcement on each of the above programs, three announcements each Sunday, 34.377.

18 LIGHOUGH BROADCASTS

30 weeke or less, 15% discount.

13 weeke dirthe summer 25% discount.

13 weeke dirthe summer 25% discount.

15 weeke dirthe summer 25% discount.

16 Weeke or less, 15% discount.

17 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.

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 Hequirements

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 tectisions, 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 33-1/3 and 78 r.pm. turn-tables for both lateral and vertical cut recordings.

Personnel

President—Benedict Gimbel, Jr.

Director of Sales—Edward A. Davles.

WPEN (Established 1929)

Rates effective April 15, 1941.

Owned and operated by William Penn Broadcasting (Vompany.

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 mld-

Operates on Eastern War Time.
Actual operating schedule: 6:45 a.m. to 12:00 mldnight.

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
hroadcasts. payable weekly in advance.

General Advertising
For combination rates see listing of Atlantic Coast
Network (Basic Stations)
Rate includes copyright (ess.)

(6:00 p.m. to 10:00 p.m. week days and
11:00 a.m. to 10:00 p.m. week days and
11:00 a.m. to 10:00 p.m. Sundays)
1 ti. 13 ti. 26 ti. 39 ti. 52 ti.
1 hour. 290.00 190.00 180.00 170.00 160.00
1/2 hour. 130.00 123.50 117.00 110.50 104.00
1/4 hour. 75.00 71.25 67.50 63.75 60.00
1/4 hour. 75.00 47.50 45.00 42.50 40.00
10 minutes 30.00 28.50 27.00 25.50 24.00
11:00 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
1/4 hour. 50.00 47.50 45.00 42.50 40.00
1/2 hour. 85.00 80.75 76.50 72.25 68.00
1/4 hour. 50.00 47.50 45.00 42.50 40.00
1/2 hour. 50.00 17.50 16.65 15.75 14.80

ANNOUNCEMENTS

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

. ANNOUNCEMENTS (6:00 p.m. to 12:00 midnight) : 1 ti. 12 ti. 24 ti. Per week: 1 minute or 100 36 ti.

... 18.00 16.00 14.00 ... 12.50 11.00 (Daytime) 1 minute or 100 15.00 13.00 9.00 |

250.00 | 150.00 | 100.00 | 65.00 | 45.00 | 20.00 |

PHILADELPHIA—Continued

WTEL (Established 1925)

W T E L
(Established 1925)

(Rates received January 26, 1942.

(Dompany, Inc.

Business Office and Main Studio—WTEL Building, 4312-14 N. Broad St., Philadelphia County. Pa. 4312-14 N. Broad St., Philadelphia County. Philadelphia

The Sine Time

323 Arrangements for broadcast must be made at least

324 wo days in advance.

125 Sehanical Program Equipment

326 Sentinged to handle programs by electrical trans
327 Exclaim to the sent of t

PITTSBURGH

(Allegheny County)

KDKA (Established 1920)



Rates effective July 1, 1942. (Card No. 2-A.) Owned and operated by Westinghouse Radio Stations. Inc.

Owned and operated by Westinghouse Radio Stations. Inc.
Studio and Offices—Grant Building, Pittsburgh, Pa., Grant 4200.
Iransmitter—Allison Park, Hampton Township, Ps. ave—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 4:00 a.m. Numbay 8:00 a.m. to 1:00 a.m.
gency Commission
Agency commission 15% to recognized advertising species, on net charges for station time. No commission or program charges. No cash discount. Bills due and payable when rendered.
eneral Advertising

| 1 | hour | 500,00 |
|-----|---------|--------|
| 1/2 | hour | 300.00 |
| 1/4 | hour | 200.00 |
| 10 | minutes | 167.00 |
| - 5 | minutes | 100.00 |
| ۰ | | 100.00 |

CLASS "B"
(12:00 noon to 6:00 p.m. Sundays only)

rue tollowing rates apply to either Musical Clock or Radio Night Club:

Time Cost Program Cost gross Net Der week Program Cost gross Net Der week Program Cost (Night Program Cost (Night

Per par- I ti. 10 ti. 25 ti. 50 ti. 100 ti. ti. t'elpation 40.00 57.00 54.00 51.00 48.00 45.00 Shopping Circle—Monday through Friday; available to non-competitive manufacturers of tollet goods, wearing apparel. etc. Commercial continuity prepared by broggram director from material furnished by client. Transcriptions not acceptable:

Per per- 1 ti. 10 ti. 25 ti. 50 ti. 100 ti. ti. ticlpation 42.00 39.90 37.80 35.78 33.60 31.50

KQV (Established 1919) (1/1)

Rates effective January 1, 1942. (Card No. 6.)
Owned and operated by KQV Broadcastink Company.
Rusiness Office and Studio-Chamber of Commerce
Rullding, Pittsburgh, Pa., Grant 4880
Transmitter—1459 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 s.m. to
12:30 s.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).

Company (Basic Blue Network).

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days and after

12:00 noon Sundays)

1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 306 tl.

1 hour.... 300.00 285.00 270.00 255.00 240.00 225.00

1/2 haur.... 180.00 171.00 162.00 153.00 144.00 133.00

1/4 haur.... 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

5 minutes 60.00 57.00 51.00 51.00 50.00 50.00 50.00 50.00 57.00 51.00 51.00 50.00 50.00 50.00 50.00 50.00 50.00 50.00 50.00 51.00 50

Raiss on reducat

REMOTE CONTROL

Advertises pass installation and the charges.

SERVICE FACHLITIES

Service of program department available for arranging and recepting not recording the program of the requirements.

All contracts are subject to station's approval and to receptioned a regulations. All material must conform to the standards of the station, Ration requirements or reasons satisfactory to itself Cleating Time

All programs close one week in adeance of proadcast.

All programs close one week in advance of broadcast (This listing continued on next page)

PENNSYLVANIA—Cont'd

PITTSBURGH—Continued

K Q V—Continued

K Q V—Continued

Machanical Program Equipment

Boulpined to bindide programs by electrical transcription, using 33-1/1 and 78 r.n.m. double turn-tubles for vertical and lateral out recordings.

Bersonnel

Station Management

Personnel Station Managor—G. S. (Poto) Wasser, Commercial & Production Mgr.—Robert M. Thompson. Ropresentatives Shot Sules, Inc.

W CA E

(Rathlished 1922)

Rates effective October 1, 1041. (Card No. 11.)

Owned and operated by WOAB. Inc.
Affiliated with the Pittsburgh Sun-Telegraph.

Business Office and Studio—Flotel William Penn.

Pittsburgh, Pa., Atlantic 6500.

Promoglyantia.

Wave—Power—Time
Operating power—5,000 watts.
240.0 molors; 1256 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Operates on Eastern War Time.
Operates on Eastern War Time.
Operating schedule: Sundays 9:30 n.m. to 2:30 a.m.;
Pitday and Saturday, 24 hours.

Ageincy commission
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 heads of the content of the conten

surred.

General Advertising
For combination rates see listing of Mutual Breadcusting System.

In order to earn rates quoted, contracts must be
combleted within 12 months.

3/4 hour rate is 82% of the hourly rate in each
classification.

| Continued | Cont

or less... 48.00 46.00 43.20 40.80 H8.40 80.00 30.60 fol words or less... 30.00 28.50 27.00 25.50 24.00 22.50 21.00 (11:00 p.m. to 0:00 b.m. week days and after 11:00 p.m. Hundays) followers or transcriptions done minute or less... 24.00 22.80 21.60 20.40 10.20 18.00 10.80 50 words or transcriptions done minute or less... 24.00 22.80 21.60 20.40 10.20 18.00 10.80 50 words or less ... 15.00 14.25 13.50 12.75 12.00 11.25 10.50 Where only chain breaks are available a limit of only 40 words can be accommoduted.

Morning Express: Broadeast prior to 10:00 s.m. daily except Hunday. Anionicement participation 75 words available for 1 for more times, per broadeast, each 750; not subject to any discount or earned rate. 126 words or one minute participation. 14 or more times, each 15.00; not subject to frequency discount. Transcriptions may be used in place of one minute announcement fif there is an announcement participation available.

POLITICAL BROADCASTS
Cash in advance.

TALENT Rutes on application.

Rutes en application.

SERVICE FACILITIES

full time merchandising staff.
Program charges (artists, orchestra, continuity, etc.)
are in addition to station charges.

Centract and Other Requirements
Program charges (artists, orchestra, continuity, etc.)
are in addition to station charges. Rates cover only
station thme and facilities for program originating in
station studies. The oditorial content of all breadcasts is subject to the approval or revision of station.
All contracts subject to cancellation unless programs
start within 30 days.

athre within the continuities, etc., must be sub-mitted at least one week in advance for review by program director.

Programs close one week in advance of broadcast.

Programs close one work in accession.

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

Personnel
General Manager—Leonard Kapner.
Sales Manager—Willard Schroeder.
Promotion Manager—Pergy Conlin.

The Katz Agency, Inc.

WJAS (Established 1921)

tratabilahed 1921)
Intes offective September 1, 1986, (Card No. 4.)
Owned and operated by Pittsburkh Radio Supply
House.
Studio and Offices—Chamber of Commerce Building,
Pittsburgh, Pennsylvania,
Transmitter—1459 Crane Road, 20th Ward, Pittsburgh, Pennsylvania.

Wave—Power—Time
Operating pawer—5,000 watts.
(100% modulation.)
227.3 motors; 1320 kilocycles.
Licensed to operate full time on cleared regional
clanuel. Oberates on Eastern War Time.
Actual operating schedule: Week days and Sundays
7:30 a.m. to 12:00 midnight.

Agoncy Commission 15% to recognized advertising agencies on time charges only. Bills payable weekly following broadcast. No cash discount.

agenoles on time charges only. Bills Payable weeks following broadcast. No cash discount.

General Advertising
For combination rates see listing of Columbia Broadcasting Nyslem (Tusic Network).

(8:30 h.m. to 11:30 p.m. wook days and after 12:00 noon Bills (1:30 t.).

1 hour... 24:00 noon Bills (1:30 t.).

1 hour... 24:00 noon Bills (1:30 t.).

1 hour... 24:00 days and after 11:10 t. 1. 13 t. 1. 20 t. 20

ANNOUNCEMENTS
(0:00 p.m. to 11:00 p.m. week days and all day Bunday)
1 ti. 26 ti. 100 ti. 200 ti. 200 ti.

(0:00 p.m. day huma-1 ti. 26 ti. 100 ti. 200 s.. Station breakt imaximum 40 words) 28.00 26.60 25.20 28.80 (12:01 a.m. to 5:50 p.m. and 11:00 p.m. to 12:00 midnight)

Hates are for the facilities of the station only; talest is attra.

Mechanical Propram Equipment
Equipped to handle programs by electrical transcription, using 33-170 and 78 r.p.m. double turn-tables for vertical or lateral recordings.

Personnol General Manager—H. J. Brennen.
Commercial Manager—Hobert M. Thempson.

Representatives William G. Rambeau Company.

wwsw

75 words 7.50 7.18 6.75 6.28 6.0 50 words 7.00 6.05 6.30 5.95 6.6 1.10 a.m. to 6:00 p.m.)

150 words 7.00 6.05 6.30 6.30 5.95 6.6 1.10 4.8 1.10 words 7.00 7.60 7.20 6.80 6.4 1.10 words 7.00 6.76 7.50 6.80 5.55 5.6 75 words 6.50 5.70 5.40 5.10 4.8 1.10 1.10 words 7.00 6.70 5.40 5.10 4.8 1.10 words 6.50 6.28 6.28 6.85 5.53 5.2 1.10 words 6.50 6.18 5.85 5.53 5.2 1.10 words 6.50 6.18 5.85 5.10 4.8 1.10 words 6.50 6.18 5.85 5.10 4.8 1.10 words 6.50 5.70 5.40 5.10 4.8 1.10 words 6.50 5.70 5.40 5.10 4.8 1.10 words 6.50 5.23 4.00 4.68 4.4 1.10 words 6.50 6.23 4.00 4.25 4.0 (*) Nervice available only if a regularly schedule words manufacture daily per word.

1 time daily, per word.

2 times daily, per word.

3 times daily, per words.

4 linnu Clook: Daily accept Sunday, 7:30 a.m. 1.10 linual minumnement acryle. In the composition of th

PITTSBURGH—Continued

W W S W-Continued Ime Signals: Exclusive to one advertiser, four times aily, one Sunday, 60 word commercial, per week

Ime Signals: Exclusive to one advertiser, four times ally, one Sunday, 60 word commercial, per week 1,00.

500 Club—12:00 midnight to 6:00 a.m., non-committive participating, per week 63:00.

Sittive participating, per week 63:00.

Transcription library services available—rates and sitalls on request. TALENT

lates on application.

EMMOTE TALENT

SERVICE FACILITIES

The services of the production department are available to advertisers for the development of programs of the control of the services of the production department are available—details and estimates furnished on quest.

The services of the production department are available—details and estimates furnished on quest.

The services of the production department of programs are contained in the services are available—details and estimates furnished on quest.

The services are the development of programs are contained in the services of the production department of programs and copy subject to the station owner's proval and government regulations. Station referes the right to refuse or discontinue any advertices the right to refuse or discontinue any advertices the right to refuse or discontinue any advertices and the services of the station falls. In programs must conform to the standards of station. No contract will be entered into for a period of the services of the programs and the services of the programs by electrical transcription, using 33-1/3 and 73 r.p.m. double turn-tables and terminal program and programs by electrical transcription.

Vernet Manager—Frank R. Smith. Jr. (* ibgram Director—Walter E. Sickles. n.) Dmotton Manager—John Wilkoff. ... Mrg seenfaltes Forlog & Company.

READING

(Berks County)

WEEU (Established 1981)

Liles effective January 1, 1941.

Lines office of the property of the property

| 1 | | | p.m. to | 6:00 E | ı.m.) | | |
|--------|--------|--------|---------|--------|--------|-------|-------|
| í | 1 | 13 | 26 | 52 | 78 | 150 | 300 |
| i | ti. | ti. | ti. | ti. | ti. | t1. | ti. |
| lir. | 150.00 | 135.00 | | | 115.75 | | |
| '2ır. | 90.00 | 81.00 | 76.95 | 78.10 | 69.45 | 66.00 | 59.40 |
| ar. | 60.00 | 54.00 | 51.30 | 48.75 | 46.30 | 44.00 | 39.60 |
| l iln. | 45.00 | 40.50 | 88.50 | 36.60 | 34.75 | 33.00 | 29.70 |
| i in. | 30,00 | 27.00 | 25.65 | 24.35 | 23.15 | 22,00 | 19.80 |
| ; | | (6:00 | a.m. to | 6:00 I |).m.) | | |
| hr. | 100.00 | 90.00 | 85.50 | 81.25 | 77.20 | 73.35 | 66.00 |
| '2ir. | 60.00 | 54.00 | 51.30 | 48.75 | 46.30 | 44.00 | 39.60 |
| 41r. | 40.00 | 36.00 | 34.20 | 32.50 | 30.90 | 29,35 | 26.40 |
| i in. | 80.00 | 27.00 | 25.65 | 24.35 | 23.15 | 22.00 | 19.80 |
| liin. | 20.00 | 18.00 | 17.10 | 16.25 | 15.45 | | 13.25 |
| | | ANTA | TOTALO | PACENI | TIC! | | |

ANNOUNCEMENTS

ANNOUNCEMENTS

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

1.1.1.1.2.00 16.00 16.05 15.25 15.45 14.70 13.25

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

1.1.1.2.00 10.80 16.05 15.25 14.50 18.80 12.40

1.1.1.2.00 10.80 10.25 9.75 9.25 8.80 7.90

1.1.1.2.00 10.80 10.25 9.75 9.25 8.80 7.90

1.1.1.2.00 10.80 10.25 9.65 9.15 8.25

1.1.1.2.00 10.80 10.25 9.65 9.15 8.25

1.1.1.2.00 10.80 10.25 9.65 9.15 8.25

1.1.1.2.00 10.80 10.25 9.65 9.15 8.25

1.1.1.2.00 10.80 10.25 9.65 9.15 8.25

1.1.1.2.00 10.80 10.25 9.65 9.15 8.25

1.1.1.2.00 10.80

titime restriction.

TALENT

Ites on request.

REMOTE CONTROL

ck-ups can be arranged at any point from which re facilities are available.

SERVICE FACILITIES

ation maintains program, merchandising and pubility departments. Services of these departments the merchandising alds available to clients at no tra cost.

tract and Other. Requirements dertising of alcoholic beverages not accepted, expling beer and wine.

Inly one price quotation permitted. Station reserves the right to decline to broadcast any price mention litch it deems to be contrary to the best interests. The public and the advertiser.

to the approval of the station management without objection and must conform to station policy and governmental regulations. Rates do not include the cost or 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. Hollingbery Company.

WRAW (Established 1921)

(Established 1921)
Rates effective January 1, 1941.
Owned and operated by Reading Broadcasting Company, Inc.
Studio-S33 Penn Street, Reading, Pa., telephone 7338.
Other Studios—State Theatre, Reading, Pa.
Transmitter—Sixth and Penn Streets, Reading, Pa.
Vave—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.

night.

night.
Agency Commission
Agency Commission 15% to recognized agencies. Commission does not apply on taient. No cash discount. Invoices made weekly.
General Advertising
For combination rates see listing of National Broadcasting Company (Basic Supplementaries).
The following rates apply to national advertising.
(6:00 p.m. to 6:00 a.m.)

| | | (6:00 | p.m. | to 6: | 00 a.m | 1.) | | |
|-----|------|-------|-------|-------|--------|-------|-------|------|
| | | `1 | 13 | 26 | 52 | 78 | 150 | 300 |
| | | ti. | ti. | ti. | ti. | ti. | ti. | ti. |
| 1 | hour | | | | | | | |
| 1/2 | hour | 63.00 | 56.70 | 53.85 | 51.15 | 48.60 | 46.15 | 41.5 |
| 1/4 | hour | 42.00 | 37.80 | 35.90 | 34.10 | 32.40 | 30.85 | 27.7 |
| 10 | min | 31.50 | 28.35 | 26.95 | 25.60 | 24.30 | 23.10 | 20.8 |
| 5 | min | 21.00 | 18.90 | 17.95 | 17.05 | 16.20 | 15.40 | 13.8 |
| | | (6:00 | a.m. | to 6: | 00 р.п | 1.) | | |
| 1 | hour | 70.00 | 63.00 | 59.85 | 56.85 | 54.00 | 51.30 | 46.1 |
| 1/2 | hour | 42.00 | 37.80 | 35.90 | 34.10 | 32.40 | 30.85 | 27.7 |
| 1/4 | hour | 28.00 | 25,20 | 23.95 | 22.75 | 21.60 | 20.50 | 18.4 |
| 10 | min | 21.00 | 18.90 | 17.95 | 17.05 | 16.20 | 15.40 | 13.8 |
| 5 | min | 14.00 | 12.60 | 11.95 | 11.35 | 10.80 | 10.25 | 9,2 |
| | | AN | INOU! | NCEM | ENTS | | | |
| | | (6:00 | p.m. | to 6: | 00 a.ı | n.) | | |
| • | • | 40 40 | 11 00 | 44 AF | 10 80 | 40 41 | | 0 # |

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

3 minutes 13.15 11.85 11.25 10.70 10.15 9.65 8.70 1 minutes 8.40 7.55 7.15 6.80 6.45 6.15 5.55 (6:00 a.m. to 6:00 p.m.)

3 minutes 8.75 7.90 7.50 7.15 6.80 6.45 5.80 1 minute 8.05 8.70 7.90 7.50 7.15 6.80 6.45 5.80 1 minute 9.00 5.00 6.05 4.80 4.55 4.30 4.10 3.70 POLITICAL SPEECHES

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 must. Participation for 1, 3, 5 or 15 minutes at resular station rates. Through the Arcade: 12:00 noon to 1:00 p.m. daily. Popular dance must. Participation for 1, 3, 5 or 15 minutes at resular station rates. Through dance 6:00 p.m. to 8:00 p.m. daily. Popular dance music. Participation for 1, 3, 5 or 15 minutes at resular 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
government 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
Personnel
President—Clifford M. Chafey.
Station Manager—Raymond A. Gaul.
Sales Manager—Raymond A. Gaul.
Sales Manager—Athur W. Chafey.
Program Director—John C. Jackson.

Representatives William G. Rambeau Company.

SCRANTON (Lackawanna County)

WARM (Established 1940)

(Established 1940)

Rates effective January 1, 1941.

Owned and operated by Union Broadcasting Co.
Business Office and Studios—Select Building. Washington Avenue, Scranton. Pa.
Transmitter—O'Neill Highway, Dunmore, Pa., 2-1/2
miles from Scranton. Pa.
vave—Power—Time
Operating power—250 watts.
(100% modulatiom.)
214.3 meters; 1400 kHocycles.
Licensed to operate unlimited time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight.
Denerating schedule: Sundays 8:00 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 taient.

commissions. No cash discount. No commission on taiont.

General Advertising
For combination rates see listings of Mutual Broadcasting System and Blue Network Company (Basic Blue Supplementaries).
In order to carn net rates quoted, contracts must be completed within 12 months. Discounts carned on announcements cannot be applied to program contracts or vice vers To earn program discounts a minimum of one program program with the 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.

| | | | | "A" 10:30 | p.m.) | | |
|------|----------|---------|--------|--------------|---------|--------|--------|
| | | . 1 ti. | 26 t1. | 52 ti. | 104 ti. | 208 ti | 312 ti |
| 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 | 29.45 | 27.90 | 26.35 | 24.80 | 28.25 |
| 5 | minutes | | 17.10 | 16.20 | 15.30 | 14.40 | 13.50 |
| | | | CLASS | "B" | | | |
| | (7:00 a. | m. to 1 | | | 10:30 p | m. to | |
| | | | sign- | off) | | , | |
| 1 | hour | 45.00 | 42.75 | 40.50 | 88.25 | 36.00 | 33.75 |
| 1/2 | hour | 27.00 | 25.65 | 24.30 | 22.95 | 21.60 | 20.25 |
| 7'/7 | L | 7.0.00 | 15.00 | 14 50 | 10 77 | 10.00 | 10.15 |

program time.

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.

SERVICE FACILITIES

Merchandising facilities of the station are available to advertisers.

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.

For inclusion of programs in product of the 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.

Person-2i
President—Martin F. Memolo.
General Manager—Dale Robertson.
Program Director—Ken Beghold.
Chief Engineer—Adolph Oschmann.
Representatives
George P. Hollingbery Company.

WGBI (Established 1925)



Rates effective January 1, 1941. (Card No. 7.)

Owned and operated by Scranton Broadcasters. Inc.
Business Office and Studios—1000 Wyoming Avenue,
Scranton. Pa., telephone 6296.
Transmitter—Drinker Turnpike. Scranton. Pa.

Wave—Power—Time
Operating power—1,000 watts days; 500 watts nights.
(100% modulation—crystal control.)
329.7 meters; 910 kilocycles.
Licensed to operate on cleared regional channel.
Divides time with station WQAN. Operates on
Eastern War Time.
Actual operating schedule: Sundays 7:45 a.m. to 1:05
a.m.; week days 6:45 a.m. to 12:30 p.m., 1:30 p.m.
Agency Commission
Agency Commission
Agency Commission
Eastern War Time.
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.
General Advertising
For combination rates see listing of Columbia Broadcasting Bystem (Basic Supplementary Group).
Rates include charges by owners of music copyrights.
Indeed include charges in the adventing owners of music copyrights.
In example of the combined of the computing current discounts in a higher rate class.

(6:00 p.m. to 10:30 p.m.)
111. 26 tl. 52 tl. 104 tl. 156 tl. 260 tl.
1 hour.... 150.00 142.50 185.00 127.50 120.00 112.50

| | (0:00) | p.m. to | | | | |
|------------|---------|----------|--------|---------|---------|---------|
| | 1 ti. | 26 ti. | 52 ti. | 104 ti. | 156 ti. | 260 t1. |
| 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 | 86.00 | 33.75 |
| 5 minutes | 36,00 | 34,20 | 32.40 | 30.60 | 28.80 | 27.00 |
| | | CLASS | "B" | | | |
| (9:00 a. | m. to | 8:00 p.: | m. and | 10:30 | D.m. 1 | 'n |

(9:00 a.m. to 6:00 p.m. and 10:30 p.m. 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 | 21.87 | 20.24 | 19.11 | 17.98 | 16,85 |
| 5 minutes | 18.00 | 17.10 | 16.20 | 15.30 | 14.40 | 13.50 |
| | | CLASS | "C" | | | |
| | 0.00 | | | | | |

| (12:00 midnight to 9:00 a.m | 1 hour...| 50.00 47.50 45.00 42.50 | 1/2 hour...| 30.00 28.50 27.00 25.50 | 1/4 hour...| 20:00 19.00 18.00 17.00 | 10 minutes 15.00 14.25 13.50 12.75 | 5 minutes 12.00 11.40 10.80 10.20

PENNSYLVANIA—Cont'd

SCRANTON—Continued

WGBI—Continued

ANNOUNCEMENTS

CLASS 'A'

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

1 tl. 26 tl. 52 tl. 104 tl. 156 tl. 260 tl.

125 words or chain
break..... 15:00 14:25 13:50 12:75 12:00 11:25

CLASS 'B'

(9:00 a.m. to 6:00 p.m. and 10:30 p.m. to

12:00 midnight)

12:00 midnight)

125 words or chain
break...... 10:00 9.50 9.00 8.50 8.00 7.50

CLASS "C"

(12:00 midnight to 9:00 s.m.)

break..... 10.00 9.50 9.00 8.50 8.00 7.50

(12:00 midnight to 9:00 a.m..)

125 words or thein
break..... 7.00 6.65 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.

Rates on Lequest. Payable in advance.

ELECTRICAL TRANSCRIPTIONS

Accepted at regular rates.

REMOTE CONTROL

Program ideas, lists of talent and prices on request.

REMOTE CONTROL

Programs originating outside the studios are emblect to special charges.

SERVICE FACILITIES

The station will endeavor to prepare any type of program desired by the advertiser and will furnish program leas, 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 accepted. All programs and advertising copy subject to approval of station. Contracts not accepted more than 60 days in advance of initial programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for both vertical and lateral cut recordings.

Personnel Program Megarges.

General Manager—George D. Coleman.
Station & Promotion Megarges.

General Manager—George D. Coleman.
Station & Company.

WOAN

Owned and operated by the Scranton Times.

Owned and operated by the Scranton Times.

Wave—Power—Time
Operating power—1,000 watts days; 500 watts nights.
329.7 meters; 910 kilocycles.
Divides time with station WGB1.

Personnel

Director—A. J. O'Malley. Does not sell time.

SHARON

(Mercer County)

WPIC (Established 1938)

(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 lucal sunset.
Agency Commission
Agency commission
Agency commission 15% on station time and talent to recognized agencies. No commission on political broadcasts. Cash discount 2%—20 days. Bille for gross charges rendered monthly and payable within 20 days, duestling

gross charges rendered monthly and payable within 20 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 |
| 1/4 NOUI | 24.00 |
| 10 minutes | |
| 5 minutes | 12.00 |
| 1 minute or less | |
| DISCOUNTS | |
| DIROCOLITA | |
| 1 time Net 52 times | 19% |
| 13 times | 20% |
| 26 times 10% 800 times | 25% |
| 20 111110000000000000000000000000000000 | 2070 |

ELECTRICAL TRANSCRIPTIONS
Regular time charges apply to recorded programs.
Sound effect records take transcription rates; other sound effects extra. Not restricted to certain hours.
Transcription library service available. Rates or request.

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 service extra, and net. All wire and mechanical charges for romote control, all traveling expenses, salarics, etc., of artists to be paid for by advertiser, when reduced. In silvance.

Service of program, advertising and continuity departments, as sall as announcing and operating staff of the parameters, as an advertising programs, advertising programs, advertising incontinuity departments, as an expensive programs, advertising and advertising an expensive programs. Contract and advertising and advertising and advertising without extra charge.
Contract and Other Raquirements
Musical program rates are for the facilities of the staffon only: talent is extra. Preferred position governed by priority and availability on contract basis. No contract sacepted for longer period then one year.

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 usansacement. Contracts, unless otherwise agreed, subject to cancellation by a 80 day advance notice accompanied by a certified check for short rates to date of cancellation.

Closing time

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 Heiges.

Commercial Manager—John Fahntine, Jr. Secretary-Treasurer—George Heiges.

Commercial Manager—John Fahntine, Jr. Secretary-Treasurer—George Heiges.

SUNBURY

(Northumberland County) WKOK

| | I ti. | 13 ti. | 26 tl. | 52 ti |
|-------------------|---------|-----------|--------|-------|
| 1 hour | 60.00 | 57.00 | 54.00 | 51.0 |
| 1/2 hour | 35.00 | 33.25 | 31.50 | 29.7 |
| 1/4 hour | | 19.00 | 18.00 | 17.0 |
| | ore 5:0 | | 10.00 | 1 |
| 1 hour | | 38.00 | 86.00 | 84.0 |
| 1/2 hour | 22.50 | 21.38 | 20.25 | 19.1 |
| 1/4 hour | 13.00 | 12.35 | 11.70 | 11.0 |
| FEA | TURE | SPOTS | | |
| (5:00 p.m. | to 12 | :00 midni | ght) | |
| 1 minute | | 5.70 | 5.40 | 5.1 |
| 5 minutes | 12.00 | 11.40 | 10.80 | 10.2 |
| (Bei | ore 5:0 | 0 p.m.) | | |
| 1 minute | 4.50 | 4.28 | 4.05 | 8.8 |
| 5 minutes | 10.00 | 9.50 | 9,00 | 8.5 |
|] | POLITI | CAL | | |
| Rates on request. | | | | |

TALENT
Practically all desired types of entertainers and artists available through station Artists' Service Bureau.

Personnel
President—H. H. Haddon
General Manager—B. A. Beck.
Station Manager—Melvin Lahr.
Representatives
Cox & Tanz.

UNIONTOWN

(Fayette County)

WMBS (Established 1987)

Rates effective December 1, 1941. (Card No. 2B.)
Owned and operated by Favette Broadcasting Lord
Business Office and Studio—Favette Title and Trust
Building, Uniontown. Pennsylvania.
Transmitter—Burgess Field. Uniontown. Pennsylvania
Operating power—1,000 watts.
598.5 meters; 590 Kilneycles.
Licensed to operate full time.
Operates on Eartern War Time.
Actual operating schedule: 7:00 s.m. to 1:00 s.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).
Into sinclude charges by owners of music copyrights.
CLASS: "A"
(6:30 p.m. to 10:38 p.m. week days and 1:00
p.m. to 10:38 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 |
| | | 118.75 | 71.25 | 47.50 | 23.75 | 11.87 | 7.13 |
| | | 112.50 | 67.50 | 45.00 | 22.50 | 11.25 | 6.75 |
| 52 | tlmes | 106.25 | n3.75 | 42.50 | 21.25 | 10.62 | 6.37 |
| 104 | tlmes | 100.00 | 60,00 | 40.00 | 20.00 | 10.00 | 6,00 |
| 208 | times | 93.75 | 50.25 | 87.50 | 18.75 | 0.37 | 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) |
| 1 | time | 75.00 | 45.00 | 30.00 | 15.00 | 7.50 | 4.5 |
| 13 | times | 71.25 | 42.75 | 28.50 | 14.25 | 7.13 | 4.2 |
| 26 | times | 67.50 | 40.50 | 27.00 | 13.50 | 6.75 | 4.01 |
| 52 | times | 63.75 | 38.25 | 25.50 | 12.75 | 6.37 | 3.8 |
| 104 | times | 60.00 | 36.00 | 24.00 | 12.00 | 6.00 | 3.6 |
| 208 | times | 56.25 | 33.75 | 22.50 | 11.25 | 5.63 | 3.21 |
| 300 | times | 52.50 | 31.50 | 21.00 | 10.50 | 5.25 | 3.11 |
| | | | CLASS | "C" | | | |
| | (11 | :00 p.i | n. to 9 | :00 a.r | n. dally | 1) | - 1 |
| 1 | time | 50.00 | 30.00 | 20,00 | 10.00 | 5.00 | 3.0(1 |
| 13 | times | 47 50 | 28 50 | 19.00 | 9.50 | 4.75 | 3.0(1 |

45.00 27.00 18.00 42.50 25.50 17.00 40.00 24.00 16.00 37.50 22.50 15.00 35.00 21.00 14.00 9.00 8.50 8.00 7.50 7.00 52 times. 42.50 25.50 17.00 8.50 4.25
104 times. 40.00 24.00 16.00 8.00 4.00
208 times. 37.50 22.50 15.00 7.50 3.75
300 times. 35.00 21.00 14.00 7.00 3.50
(*) 60 words to 1 minute, live or transcription
(†) Station breaks, maximum copy 50 words, or transcription to the state of the state of

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.

PEPCIAL 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.

News—Leased wire service available—Rates on revenes.

Quest.

ELECTRICAL TRANSCRIPTIONS

Transcription library services available—rates on request.

TALENT

TALENT
Rates on request.
REMOTE CONTROL
Rates on request. All wire and mechanical charge
will be billed to the client.
Contract and Other Requirements
Rates are for station time only.
All programs and copy subject to approval of stationmanagement.

management.

Closing Time
Scrips, musical numbers with suthors and composers, publishers and copyright owners names must be is 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,

Equipped to handle programs by electrical trained then 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 Sages Radio Advertising Corporation.

WASHINGTON

(Washington County)

WJPA

Rates effective December 1, 1941.

Rates effective December 1, 1941.

Owned and operated by Washington Broadcasting Carabusiness Offices and Studios — George Washington Fa.

Transmitter—Boyd Hill. 1/2 mile from city limits a Washington Fa.

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 s.m. to 1:00 s.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 WSTY. Steubenville, Ohio; combination rates on request.

| | (| Week | | | |
|-----|-----------------|--------|----------|--------|-------|
| | | 1 t1. | 13 t1. | 26 ti. | 52 11 |
| 1 | heur | 45.00 | 42.75 | 40,50 | 36.0 |
| 1/2 | hour | 27.00 | 25.65 | 24.30 | 21.6 |
| 1/4 | hour | 18.00 | 17.10 | 16.20 | 14.4 |
| 10 | minutes | 13.50 | 12.75 | 12.15 | 10.8 |
| 5 | minutes | 9.00 | 8.55 | 8.10 | 7.24 |
| 1 | minute | 5.00 | 4.75 | 4.50 | 4.0 |
| For | Sunday rates ad | id 10% | • | | - 17 |
| | SPECIAL. | WEEL | T.V RATI | rs. | 10 |

(Week Days)

| | | | | Per week- | | |
|---|-----------|-----------|---------|-----------|---------|-------|
| | | l hr. | 1/2 hr. | 1/4 hr. | 10 min. | 5 mir |
| 1 | weekly | 45.00 | 27.00 | 18.00 | 13.50 | 9.0 |
| 2 | weekly | 75.00 | 45.00 | 30.00 | 22.50 | 15.C |
| 3 | weekly | 93.75 | 56.25 | 37.50 | 28.13 | 18.7 |
| 4 | weekly | 112.50 | 67.50 | 45.00 | 33.75 | 22.5 |
| 5 | weekiy | 131.25 | 78.75 | 52.50 | 39.38 | 26.5 |
| 6 | weekly | 150.00 | 90.00 | 60.00 | 45.00 | 30.0 |
| F | or Sunda | y rates a | dd 10%. | | | |
| | | AN | NOUNCE | MENTS | | |
| L | imited to | 75 wor | ds. | - | | |
| | | | (Week D | ays) | | |

Por 1 daily 2 daily ... 4.00 7.50 ... 7.50 13.50 ... 10.50 18.00 ... 13.50 24.00 ... 15.75 30.00 ... 18.00 33.00 4 dsi 13.2 24.6 33.6 45.6 51.6 54.1

DISCOUNTS

13 weeks, 5%; 28 weeks, 10%; 52 weeks, 20%, SPECIAL FEATURES

News broadcasts: Five, ten, or fifteen minute periodRates on request.

1.1

1

94

WASHINGTON—Continued W J P A-Continued

lousehold features: Fifteen minute periods. Rates on equest. sports programs: Five. ten, or fifteen minute periods.

iports programs. Art.
tates on request.
line signals take regular announcement rates. Maxinum commercial tie-in 50 words.
POLITICAL TALKS
'ayable in advance. No quantity discount.
REMOTE CONTROL

cates on request.

Exacts on request.

Itract and Other Requirements
Ill contracts are subject to station approval and to
overnmental regulations. Station reserves right to reise or discontinue any advertising for reasons satisintered to track.

ise or discontinue any advertising for reasons satisjectory to itself.

| thanical Program Equipment |
| quipped to handle programs by electrical transcrip| on, using 33-1/3 and 78 r.p.m. turn-tables for |
| teral cut recordings. |
| tonnel |
| content Manager—John J. Laux. |
| tompercial Manager—John M. Crott. |
| togram Director—Stanley Schultz. |
| transcriptives |
| pot Sales. Inc.

WILKES-BARRE

(Luzerne County)

WBAX

(Established 1922)

stes effective October 15, 1937.

stes enective October 15, 1897.
vned and operated by John H. Stenker. Jr.
udio—Orpheum Building, Wilkes-Barre. Pa., telephone 30198.
'ansmitter—East End Roulevard, Plains Pennaylvania, one mile from Wilkes-Barre. Pa.

vania. one mile from winee-botte. 1.2.

Ve-Power-Time
acetating power-100 watts.
1.9 meters; 1240 kilocycles.
censed to operate full time.
perates on Eastern War Time.
titual operating schedule: 6:30 a.m. to 2:00 a.m.

#Aney Commission ncy Commission 15% to recognized advertising rencies. No commission on talent. Cash discount —.

| Second | S

DISCOUNTS

DISCOUNTS

Discounts on request.
POLITICAL RATES

Do and one-half the one time night rate.
RECORDED PHUGHAMS

anscription library services available—rates and
tails on request.

TALENT

stee on request.
REMOTE CONTROL

I fre and mechanical charges are extra.

SERVICE FACILITIES

rogram planning, continuity writing, price quoting

did production included without additional cost.

to production included without additional cost.

Ctract and Other Requirements

o contract for more than 52 weeks accepted. Right

l served to reject any matter not conforming to staon standards, and subject to governmental regulaons and station approval. Priority governs position
broadcast period.

Inhanical Program Equipment
| quipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-tables

Pronnel [anager—August W. Grebe.

WBRE (Established 1925)



lates received August 28, 1937. iwned and operated by Louis G. Baltimore. tusiness Office and Studio-82 S. Franklin Street. Wilkes Barre. Pennsylvania, telephone 8-3101. ransmitter—Kingston, Pennsylvania.

.Tansmitter—Kingston, Pennayivania.

\text{vbe—Power—Time}
\text{lperating power—250 watts.}
100% modulation—crystal control.}
23.9 meters; 1340 kilocycles.
deensed to operate full time on nleared local channel.
)perates on Eastern War Time.
\text{Actual operating schedule: 7:00 s.m. to 1:00 s.m. isily.

lency Commission sency commission Agency commission 15% on broadcasting rates only convertising agencies recognized by station owner providing payment is made by 10th of month following service. Cash discount 2% of not if paid before 10th of month following service. All talent paid direct by advertiser or sponsor and no commissions allowed.

Personnel

General Manager—Louis G. Baittmore.

WILLIAMSPORT

(Lycoming County) WRAK (Established 1929)



Rates effective January 1, 1939.

Owned and operated by WRAK. Inc.
Business Office and Studio—244 West Fourth Street.
Williamsport, Pennsylvania.
Trenemitter—1561 West Fourth Street. Williamsport.
Pennsylvania.

Pennsylvania.

Wave—Power—Time
Operating power—250 watta.

(100% modulation—crystal control.)
214.3 meters; 1400 kilocyclos.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: 7:30 a.m. to 12:00 midnight.

12.76 Throat 18.50 Te.76 Te.76

5.25 8.00

ricantadiohistory.com

POLITICAL TALKS
Rates on application.
TALENT

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 for obtaining newspaper radio program listing is one week 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.

ersonnel General Manager—George E. Joy. Commercial Manager—T. W. Metzger. Representatives
J. P. McKinney & Son.

YORK

(York County)

WORK (Established 1982)



Rates effective May 1, 1912. (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 Wat Time.
Actual operating schedule: 7:00 a.m. to 1:00 a.m.

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). Ritual Broadcasting System and Mason-Dison Hadde Group.

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

1 132 5 14 156 260

1 11. 12. 10 10.00 105.00 100.00 100.00 90.00

1/2 lir. 75.00 72.50 70.00 67.50 65.00 62.50 57.50

1/4 lir. 47.50 40.00 41.50 43.00 41.50 40.00 35.00

5 min. 27.50 26.00 41.50 43.00 41.50 40.00 35.00

5 min. 27.50 26.00 41.50 43.00 41.50 40.00 35.00

1/2 lir. 75.00 72.50 70.00 67.50 65.00 62.50 57.50

1/4 lir. 47.50 40.00 41.50 40.00 41.50 40.00 35.00

1/4 lir. 35.00 81.00 77.00 73.00 69.00 60.50 57.00

1/4 lir. 35.00 33.75 32.50 31.25 30.00 27.50 25.00

1/4 lir. 35.00 33.75 32.50 31.25 30.00 27.50 25.00

1/4 lir. 35.00 33.75 32.50 31.25 30.00 27.50 25.00

1/4 lir. 35.00 32.00 51.00 15.00 15.50 15.00 14.00

1 1 32 26 52 104 156 260

1 1 32 27 52 104 156 260

1 1 32 28 52 104 156 260

1 1 32 28 52 104 156 260

1 1 32 28 52 104 156 260

30 word sor 1/2 minute transcription. 7.25 7.00 6.50 6.00

125 words or 1/2 minute transcription. 7.50 7.50 7.50 7.50

1 10. 7.50 7.25 7.00 6.75 6.50 6.00 5.50 125 words or one transcription. 7.50 7.25 7.00 6.75 50 words or 1/2 minute transcription.. 6.00 5.75 5.50 5.25 6.50 6.00 5.50 50 words or 1/2 minute transcription. Co. 30 word chain break 0.50 6.75 5.50 5.25 5.00 4.50 4.00 30 word chain break 0.50 6.25 6.00 5.75 5.50 5.00 4.50 To carn 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.

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 silowed. Station reserves the right to consor copy. Maximum contract term, see year. All contracts subject to station management approval, government regulations and network Facilty. Program contracts and announcement contracts may not be combined to earn higher discounts.
Classing lime
Prive days in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcringing 33-1/8 and 78 r.p.m. double turn-tables.
Personal Executive—Clair R. McCollough.
Station Director—J. Robert Guilek.
Station Director—J. Robert Guilek.
Station Manager—Harold E. Miller.
Regressibilities
Paul H. Raymer Company.

PENNSYLVANIA-·Cont'd

YORK—Continued

WSBA (Established 1942)



liates 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 kiloxycles.
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 CLASS "A" (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)

| | | 1 ti. | 13 ti. | 26 ti. | 52 ti. | | | |
|-----|---------|--------|--------|---------------|--------|--|--|--|
| 1 | hour | 125.00 | 118.75 | 112.50 | 106.25 | | | |
| 1/2 | hour | 75.00 | 71.25 | 67.50 | 63.75 | | | |
| 1/4 | hour | 50.00 | 47.50 | 45.0 0 | 42.50 | | | |
| · 5 | minutes | | 23.75 | 22.50 | 21.25 | | | |
| 100 | words | 12.50 | 11.87 | 11.25 | 10.62 | | | |
| 25 | words | 9.38 | 8.91 | 8.44 | 7.97 | | | |
| | | CLASS | "B" | 1 | | | | |

(11:30 a.m. to 12:00 noon, 1:00 p.m. to 1:30 p.m. and 5:30 p.m. to 6:00 p.m. week days,

| | anu zivo pii | 4. (0 6:0 | υ р.ш. ъ | undays) | |
|-----|--------------|-----------|----------|--------------|--------|
| | 4 | 1 ti. | 13 ti. | 26 ti. | 52 ti. |
| 1 | hour | | 99.75 | 94.50 | 89.25 |
| 1/2 | hour | | 59.85 | 56.70 | 53.55 |
| 1/4 | hour | 42.00 | 39.90 | 37.80 | 35.70 |
| 5 | minutes | 21.00 | 19.95 | 18.90 | 17.85 |
| 100 | words | 10.50 | 9.97 | 9.45 | 8.92 |
| 25 | words | 7.88 | 7.48 | 7.19 | 6.69 |
| | | CLASS | "C" | | |

(7:00 a.m. to 11:30 a.m. and 1:30 p.m. to 5:30 p.m. week days, and sign-on to 2:00 p.m. Sundays)

| т. | nour | 89.00 | 80.75 | 10.00 | 72.20 |
|-----|-------------|--------|-----------|-------|-------|
| 1/2 | hour | 51.00 | 48.45 | 45.90 | 43.35 |
| 1/4 | hour | 34.00 | 32.30 | 30.60 | 28.90 |
| 5 | minutes | 17.00 | 16.15 | 15.30 | 14.45 |
| 100 | words | 8.50 | 8.07 | 7.65 | 7.22 |
| 25 | words | 6.38 | 6.06 | 5.77 | 5.42 |
| | (| CLASS | 'D'' | | |
| | (Sign-on to | 0 7:00 | a.m. week | days) | |
| 1 | hour | 70.00 | 66.50 | 63.00 | 59.50 |
| 1/9 | hour | 40 00 | 20 00 | 27 20 | 95 70 |

1/2 hour. 1/4 hour. 5 minu 100 word: 25 word

| -One per day | One per day |
|---------------------------------|----------------------|
| Three times weekly | Five times weekly |
| 13 26 52 | 13 26 52 |
| wks. wks. wks. | wks. wks. wks. |
| 1/2 hour 182.34 164.11 147.70 | 286.88 258.20 232.38 |
| 1/4 hour 121.50 109.35 98.42 | 191.25 172.13 154.92 |
| 5 minutes 60.75 54.68 49.22 | 95.63 86.07 77.47 |
| 100 words 30.38 27.36 24.62 | 47.79 43.02 38.72 |
| 25 words 22.79 20.52 18.47 | 35.87 32.29 29.00 |
| Add 1/3 to above rates for four | weekly; 1/5 to above |
| rates for six weekly; 2/5 to a | bove rates for seven |
| weekly. | |

weekly.

CLASS "B"

(11:30 a.m. to 12:00 noon, 1:00 p.m. to 1:30 p.m. and 5:30 p.m. to 6:00 p.m. week days, and 2:00 p.m. to 6:00 p.m. Sundays)

1/2 hour 153.09 137.79 124.02 240.88 216.89 105.21 1/4 hour 102.06 01.88 82.68 100.05 144.50 130.14 5 minutes 51.03 45.33 41.34 80.33 72.30 65.07 100 words 25.52 22.97 20.68 40.14 30.13 32.52 25 words 19.42 17.48 15.74 30.11 27.10 24.49 Add 1/3 to above rates for four weekly; 1/5 to above rates for six weekly; 2/5 to above rates for seven weekly.

Add 1/3 to above rates for four weekly; 1/5 to above rates for six weekly; 2/5 to above rates for seven weekly.

(7:00 a.m. to 11:30 a.m. and 1:30 p.m. to 5:30 p.m. week days, and sign-on to 2:00 p.m. Sundays)

1/2 hour 123.03 111.64 100.30 105.08 176.58 158.93 1./4 hour 82.02 74.36 60.93 135.05 117.05 105.35 5 minutes 41.31 37.18 33.47 65.03 58.53 52.70 100 words 20.68 18.60 16.74 32.49 20.25 26.33 25 words 15.58 14.03 12.63 24.39 21.26 10.77 CLASS "D"

(Sign-on to 7:00 a.m. week days)

1/2 hour 102.08 91.86 82.68 160.65 14.59 130.14 /4 hour 88.04 61.24 55.12 107.10 04.08 87.85 5 minutes 34.02 30.62 27.56 53.55 48.20 43.38 100 words 17.01 15.31 13.78 26.78 24.11 21.70 25 words 17.01 15.31 13.78 26.78 24.11 21.70 25 words 17.01 15.31 13.78 26.78 24.11 21.70 25 words 12.78 11.51 10.36 20.12 18.11 16.30 100 words annot be mixed in computing this discount when earned. Announcoments and programs cannot be mixed in computing this discount. Special S

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
ROGULAR rates apply. Service charges given on request. Instantaneous recording equipment 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
Contract closs 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.

Personnel
Station Manager—Robert L. Kaufman.
Commercial Manager—Sydney Robbins.
Representatives
The Walker Company.

RHODE ISLAND

PAWTUCKET

(Providence County)

WFCI (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, Rinde Island.
Transmitter—Lonsdale, Rhode Island, 2-3/4 miles Northwest of Pawtucket and 6 miles North of Providence.
[Ave—Power—Time

Transmitter—Lonsdale, Rhode Island, 2-3/4 miles Northwest of Pawtucket and 6 miles North of Providence.

Mave—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.
Actuel operating schedule: Sundays 7:30 a.m. to 1:00 a.m. Mondays through Bridays 5:55 a.m. to 1:00 a.m. Saturdays 5:55 a.m. to 2:00 a.m.
Saturdays 5:55 a.m. to 2:00 a.m.
Agency commission
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 (Basic Stations).
The following rates are for national and local advertising. Rates include charges by owners of music copyrighta.
(7:00 p.m. to 10:00 p.m. week days and 6:00 p.m. to 10:00 p.m. week days and 6:00 p.m. to 10:00 p.m. week days and 6:00 g.m. 12/2 1/4 10 5
Less than hour hour hour hour nin. min. 26 times. 160.00 128.00 16.00 6.00 48.00 32.00 26 to 52 til 152.00 121.60 pl.20 60.00 48.00 32.00 26 to 10 52 til 152.00 121.60 pl.20 60.00 48.00 32.00 26 to 10 52 til 152.00 121.60 pl.20 60.00 48.00 32.00 27.00 p.m. week days and 1:00 p.m. to 1:00 p.m. daily, 5:30 p.m. to 7:00 p.m. week days and 1:00 p.m. to 6:00 p.m. veek days and 1:00 p.m. to 6:00 p.m. to 6:00 p.m. week days and 1:00 p.m. to 6:00 p.m. to 6:00 p.m. week days and 1:00 p.m. to 6:00 p.m. to 6:00 p.m. week days and 1:00 p.m. to 6:00 p.m. veek days and

(11:00 p.m. to 8:00 a.m. dail;)

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

Less than

13 ti. 13 ti. 28 ti. 52 ti. 104 ti. 156 ti. tim
Each 8:00 5.70 5.40 5.10 4.80 4.60 4.12

Before or after news and commentators:
Each 6:50 6:18 5.85 5.53 5.20 4.88 4.12

Station will not schedule more than two announcements before or after any one news period.

SPECIAL FEATURES

Sports Summaries — Football and baseball score of racing results. summaries of all important sport acing results. Summaries of results and time at a contract acide acide

Facilities subject to extra charges for line and michanical costs. Charges not subject to agreen on mission.

SERVICE FACILITIES

Complete program and production department stall able to plan, prepare and present programs. Metable to plan prepare and present programs. Metable to plan prepare and present programs. Metable to station owners approval, to government regulation and network priority. All material must conform the standards of the station. Station reserves right to refuse or discontinue any advertising for resorbation only with services of one announcer is studio. Talent is extra. All proposals subject to the station only with services of one announcer is studio. Talent is extra. All proposals subject to ancellation if programs do not start within 30 days. Renewals of contracts are subject to rates then in effect and carn established time discounts up to a total contract period of one year on continuous broadcasting schedules. Word cour of announcements based on actual words apoken. While station does not guarantee announcement positions it will cooperate to maintain preferred schedules when possible. All talks, speeches, etc., are the submitted to station management for approval minimum of 48 hours before broadcast. All politic speakers must sign waiver form. Special dramatis script or program continuity and cost of rehearial payable to station in event broadcast is cancelled Prior agreement governs cost and payment of script talent and rehearsals. Closing Time

Contracts close two weeks in advance of first broadcast. Announcement copy and talks close 48 hour in advance. Transcriptions close 72 hours in advance Mechanical Program Equipment 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)

WEAN

(Established 1922)

Rates effective March 1, 1938. (Card No. 11.)
Owned and operated by The Yankee Network, Inn. 18 Business Office Address—21 Brookline Are., Boston: Mars., or Crown Hotel, Providence, R. I., tele., Phone Dexter 1500.
Studios—Crown Hotel, Providence, R. I.
Transmitter—East 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 regions.
Actual operating schedule: Sundays 8:00 a.m. to 2:0:
Ann. Week days 5:00 a.m. to 2:00 a.m.
Agency Commission
Agency Commission 15% on net station time to recognized advertising agencies. No cash discounce 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 copyright—Actual time. 21 January 20, 20 minutes; 3/4 hour.
44:20 minutes; 1/2 hour, 29:30 minutes; 3/4 hour.
14:30 minutes; 5 minutes, 4:50 minutes; 1/4 hour.
MUSICAL OR DRAMATIC PROGRAMS

| 0/1 1.000 | 60.1 |
|--|-------|
| 1/2 hour | |
| 1/4 hour | 40.1 |
| | 20. |
| 5 minutes | 20. |
| (1:00 p.m. to 6:00 p.m. Sundays) | |
| (1:00 p.m. to 0:00 p.m. Sundays) | 150. |
| 1 hour | |
| 3/4 hour | 120. |
| | 90. |
| 1/2 hour | |
| 1/4 hour | 60.1 |
| | 30. |
| 5 minutes | |
| When one client is using afternoon time seve | n dai |
| Atten one crient is damp arcentoni time sore | |
| weekly, regular afternoon time charge appl | 102 |
| Sundays also. | |
| | , |
| (12:00 midnight to 8:00 a.m. daily) | |
| | |

| | (12:00 mldnight to 8:00 a.m. daily) |
|------------|-------------------------------------|
| 1 | hour |
| 3/4 1/2 | hour |
| 1/2 | hour |
| 1/4 | hour |
| - 5 | minutes |

PROVIDENCE—Continued W E A N—Continued

DISCOUNTS
Time discounts apply to total broadcasts in each classification for the same sponsor within the current

0 words.....(Before 6:00 p.m.) 0 words.....

After 11:00 p.m., 18y rate: 87.00 Per week (7 days) 87.00 ELECTRICAL TRANSCRIPTIONS EQuilar time charges apply to transcription prorams. Not restricted to certain hours. TALENT PROBLEM 1. TALENT PROBLEM 1. TABLENT PROBLEM 1. TABLENT PROBLEM 1. TABLEST PROBLEM

tams. Not restricted to certain hours.

TALENT

Peonner (1987) Peonne

WFCI

(! Isted by the Federal Communications Commission
(!6' is Pawtucket, Rhode Island, station, Considered
(!7 the Blue Network Company as their Providence-

of se listing under Pawtucket.

WJAR (Established 1922)



ates effective October 15. 1936.

stes effective October 15. 1938.

wned and operated by The Outlet Company Department Store,
usiness Office and Studio—The Outlet Company
Store, Weybossett Street, Providence, Rhode Island.
ransmitter—Rumford, Rhode Island.
ransmitter—Rumford, Rhode Island.
ransmitter—Rumford, Rhode Island.
26.1 meters; 920 kilocytes.
lecased to operate full time,
metates on Eastern War Time,
ictual operating schedule: Stundays 9:00 a.m. to 1:00
.m. Week days 6:30 a.m. to 1:00 a.m.
sency commission 15% on ust charges for station
ime. No cash discount.
Senal Advertising
or combination rates see listings of National Broadasting Company (Basic Network) and New England
tegional Network (Basic Stations),
liscounts apply to total number of consecutive peiods used by the same sponsor in one year.
CLASS "A"
(7:00 p.m. to 10:00 p.m. week days and 6:00
p.m. to 10:00 p.m. sundays)

1 t. 26 ti. 52 ti. 100 ti. 300 ti.
1 hour 200.00 190.00 170.00 160.00 150.00
1/2 hour 120.00 114.00 102.00 98.00 90.00
1/4 bour 120.00 114.00 102.00 98.00 90.00
1/4 bour 120.00 114.00 102.00 98.00 90.00
1/4 bour 120.00 114.00 102.00 98.00 90.00
1/2 hour 120.00 114.00 102.00 98.00 90.00
1/3 bour 150.00 114.250 127.150 120.00 112.50
11.00 p.m. week days 1:300 p.m. to 11.00 p.m.
and 10:30 p.m. to 11:00 p.m. Sundays)
1 hour 150.00 142.50 127.50 120.00 112.50
1/4 bour 90.00 \$5.50 76.50 72.00 112.50
1/4 bour 90.00 \$5.50 76.50 72.00 112.50
1/4 hour 90.00 \$5.50 51.00 48.00 45.00
5 minutes 39.00 28.50 25.50 24.00 22.50

CLASS "C"

(8:00 a.m. to 6:00 p.m. week days and prior to 1:00 p.m. Week days and prior to 1:00 p.m. Sundays and 1:00 p.m. to 1:

tion approval.

TALENT

Rates on application.

REMOTE CONTROL

Client must pay all line and service charges.

Contract and other Reculrements

Advertising of slocholic beverages not accepted, excepting beer and wine.

All charges quoted are for station time only. Program cost is extra, and is not commissionable. Extra charges are made for programs originating outside of the station studio.

All contracts subject to caucellation 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 programe, announcements and recorded programs close 14 days in advance.

Talks must be submitted 48 hours prior to broad
cast least program Englanment.

cast.

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.

Rates effective January 1, 1938. (Card No. 11.)
Owned and oberated by Cherry & Webb Broadcasting
Company,
Business Office and Studio—Metropolitan Theatre
Building, Providence, Rhode Island.
Transmitter—Wampaneag 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 oberating schedule: Sunday 8:00 a.m. to 12:00
midnight, Week days 6:00 a.m. to 1:05 a.m.
Agency Commission
Agency Commission 15% to recognized agencies on
net station time. No cash discount. Bills payable son

gency Commission
Agency commission 15% to recognized agencies on
net station time. No cash discount. Bills payable
weekly following broadcast. No agency commission
allowed on involces not paid by the 15th of the
month following broadcast. Accounts which have not
established credit with the station, payable in ad-

vance.

oneral 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)

1 hr. 1/2 br. 1/4 hr. 5 mir.

| 1 | time | 200.00 | 120.00 | 80.00 | 40.00 |
|-----|------------------|----------|-----------|----------------|-------|
| 26 | times | 190.00 | 114.00 | 76.00 | 38.00 |
| 52 | times | 170.00 | 102.00 | 68.00 | 34.00 |
| 100 | times | 160.00 | 96.00 | 64.00 | 82.00 |
| 300 | times | 150.00 | 90.00 | 60.00 | 30.00 |
| | :00 p.m. to | 7:00 D.I | | days: 10 | |
| | m. to 11:00 p. | | | d Sunda | |
| ν. | 1:00 p.m. | to 8:00 | | days) | J~, |
| 1 | time | 150.00 | 90.00 | 60.00 | 30.00 |
| 28 | times | | 85.50 | 57.00 | 28.50 |
| 52 | times | | 76.50 | 51.00 | 25.50 |
| 100 | times | | 72.00 | 48.00 | 24.00 |
| 300 | times | 112.50 | 67.50 | 45.00 | 22,50 |
| | | | | | |
| 10 | 3:00 a.m. to 6:0 | | week days | ; 8:00 a | m. |
| | to 1: | | | 40.00 | ~~ ~~ |
| 1 | time | 100.00 | 60.00 | 40.00 | 20,00 |
| 26 | times | 95.00 | 87.00 | 38.00 | 19.00 |
| 52 | times | 85.00 | 51.00 | 34.00 | 17.00 |
| 100 | times | 80.00 | 48.00 | 82.00 | 16.00 |
| 300 | times | 75.00 | 45.00 | 30.00 | 15.00 |
| | (11:00 p.m. to | | s.m. week | days and | d |
| | | Sunda | | | |
| 1 | time | 67.00 | 40.00 | 29.00 | 14.00 |
| 26 | tlmes | 68.50 | 38.00 | '27. 55 | 13.30 |
| 52 | t1mes | 56.95 | B4.00 | 24.65 | 11.90 |
| 100 | times | 53,60 | 82.00 | 23.20 | 11.20 |
| 800 | times | 50,25 | 80.00 | 21.75 | 10.50 |
| | | | | | |

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:
6:00 p.m. to 11:00 p.m. week days and Sundays 15.00
8:00 a.m. to 6:00 v.m. and after 11:00 p.m. week days and Sundays 15.00
8:00 a.m. to 8:00 a.m. week days only 5.00
Thirty word announcement:
6:00 p.m. to 11:00 p.m. week days and Sundays 15.00
8:00 a.m. to 6:00 p.m. and after 11:00 p.m. week days and Sundays 15.00 s.00 a.m. to 6:00 p.m. and after 11:00 p.m. week days and Sundays 30.00
8:00 a.m. to 6:00 p.m. and after 11:00 p.m. week days and Sundays 30.00
8:00 a.m. to 6:00 p.m. and after 11:00 p.m. week days and Sundays 30.00
8:00 a.m. to 6:00 p.m. and after 11:00 p.m. week days and Sundays 30.00
8:00 a.m. to 6:00 p.m. and after 11:00 p.m. week days and Sundays 30.00
8:00 a.m. to 6:00 p.m. week days and Sundays 30.00
8:00 a.m. to 6:00 p.m. and after 11:00 p.m. week days and Sundays 30.00
8:00 a.m. to 6:00 p.m. to 11:00 p.m. week days and Sundays 30.00
1:1. 26 til. 52 til. 100 til. 300 til. Per announcement... 20.00 19.00 17.00 16.00 16.00 16.00

Transcription library service available—rates and details on request.

Rates on application.

Complete facilities, service available at cost.

SERVICE FACILITIES

Program and production department available to plan, prepare and present programs. Merchandsing Service—rates and details on request. Contract and Other Requirements

Advertisit go fliquor not accepted.

All contracts subject to station owner's approval and government regulations.

Charges quoted are for station time only with services of one andouncer in studio. Contracts subject to cancellation if programs do not start within 30 days.

loes of the cancellation if Programs do not start within su days.

All material mus, conform to the standards of the station. Station reserves right to refuse or discontinue any advertising for reasons satisfactory to itself. All proposals subject to prior sale. Maximum contract term, one year.

All political speakers must sign waiver form.

All political speakers must sign waiver form.

Closing Time for general publicity two weeks in advance. Talks must be submitted at least 48 hours prior to broadcast. Mechanical Program Equipment Equipment Equipment Equipment Equipment to submitted at least 48 hours prior to broadcast. Mechanical Program Equipment Equipment to make the submitted at least 48 hours prior to broadcast. Mechanical Program Equipment Equipment to make the submitted at least 48 hours prior to broadcast. Mechanical Program by electrical transcription, using \$3-1/3\$ and 78 r.p.m. double turn-tables for either lateral or vertical cut recordings.

Personnel Manager—William T. Bush.

Commercial Manager—Herrey Carter.

Rapresentatives

Paul H. Raymer Company.

SOUTH CAROLINA

ANDERSON

(Anderson County)

WAIM (Established 1935)



Rates effective September 1, 1940. (Card No. 5.)
Owned and operated by Wilton E. Hall.
Business Office and Studio—Anderson College, AnderSouth Carolina. telephone 800.
Trainmitter—Anderson College, Anderson, S. O.
Wave—Power—Ilme Orlege, Anderson, S. O.
Wave—Power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.
Actual operating schedule: Sundays 7:30 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
station time. No commission on talent, or other
charges additional to station time. No cash discount.
Payment due on 10th of month following broadcast.
General Advertising
For combination rates see listing of Columbia Broadcasting System (Southeastern Group).

1 13 26 39 52 101 201
1 11 13 26 39 52 101 201
1 11 11 1010.
1 12 hour... 50.00 47.50 45.00 42.75 40.50 38.50 36.50
1/4 hour... 50.00 47.50 45.00 42.75 40.50 38.50 36.50
1/4 hour... 55.00 23.25 31.50 29.50 28.00 26.55 25.00
1 minutes 18.50 17.50 16.25 15.40 14.65 18.00 18.25
1 minutes 18.50 17.50 16.25 15.40 14.65 18.00 18.25
1 hour... 50.00 47.50 45.00 42.75 40.60 38.50 36.50
1 hour... 35.00 38.25 31.50 29.50 29.00 19.00 18.00
1 minutes 18.50 17.50 16.25 15.40 14.65 18.00 18.25
1 hour... 35.00 38.25 31.50 29.50 29.00 20.50 25.00
1 hour... 35.00 38.25 31.50 29.50 29.00 19.00 18.00
1 minutes 12.50 11.85 11.25 10.50 9.85 9.45 8.50
1 hour... 35.00 38.25 31.50 18.95 19.50 19.00 18.00
1 minutes 17.50 16.50 15.50 14.75 14.00 18.25 12.50
1 hour... 35.00 38.25 31.50 18.95 19.50 19.00 18.00
1 minutes 12.50 11.85 11.25 10.50 9.85 9.45 8.50
1 hour... 35.00 47.50 45.00 42.75 40.60 38.50 36.50
1 hour... 35.00 48.50 16.50 16.50 16.70 10.70 18.25 10.50
1 hour... 35.00 48.50 16.70

SOUTH CAROLINA—Cont'd

ANDERSON—Continued W A I M-Continued

(After 6:00 p.m.) 13 26 39 (After 6:00 p.m.)

1 18 26 39 52 101 201

100 words. 9.00 8.50 8.00 7.50 7.00 6.50 8.00

75 words. 8.00 7.60 7.00 6.80 6.40 6.00 5.60

*Station break (35 words
or less). 7.00 6.65 6.30 8.55 8.00 7.50 7.00

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 8.40 3.20 3.00 2.80

Electrical transcription (1 minute
or less). 7.00 6.65 6.30 5.95 5.00 5.25 4.90

(*) 50 words when placed in sustaining program.

POLITICAL TALKS

POLITICAL TALKS
Flat rate, per hour 120.00. Cash in advance. No discount.

discount.

RECORDED PROGRAMS

Regular rates apply. Not restricted to certain hours
but aublect to station approval.

Transcription library service available—details on

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.

The services FACILITIES

The services of the etation 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.

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 transcrip-tion, using 33-1/3 and 78 r.p.m. turn-tables for for vertical and lateral cut recordings.

Personnel
Station Manager-Wilton Martin.
Assistant Manager-Edith Hall.
Publicity Director-G. Paul Browne.

CHARLESTON

(Charleston County)

WCSC (Established 1930)



Rates effective November 1, 1942. (Card No. 8.)

Owned and operated by South Carolina Broadcasting Company, Inc.
Business Office and Studies — 12th floor, Francis Marlon Hotel. Charlesfon, South Carolina, telephone 7611.

Transmitter-One mile west of Windermere, S. C.

Charleston, Charleston, South Carolina

Affiliated With NATIONAL Broadcasting Co.

1000 WATTS DAY and NIGHT



\$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. Department 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.

Affiliated with The News and Courier and Charleston Evening Post



NATIONAL REPRESENTATIVES

GEORGE P. HOLLINGBERY COMPANY

New York - Chicago - Detroit - Atlanta - Kansas City San Francisco

Wave—Power—Time

Uperating power—1,000 waits to local subset;
watts thereafter.
215.8 meters; 1300 kilocycles.
Licensed to operate full time.
Operating schedule: Sundays 8:00 a.m. to 12:00
night; week days 6:00 a.m. to 12:00 a.m. to might; week days 6:00 a.m. to 12:00 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 Br
casting System (Southeastern Group).
The following rates are for national advertising
in computing discounts on current broadcasting, advertiser may combine broadcasting in the 11 calendar year under prior or concurrent contricated average and provided that announcements cannot be considered 1 computing discounts on programs of five minute
longer.

CLASS "A"

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

p.m.)
52 t1, 100 t1, 26
85.00 80.00 7
42.50 40.00 2
28.90 27.20 1
20.40 19.20 1 $\frac{20.00}{13.60}$

| S minutes 9.00 8.55 8.10 | CLASS "C" | CLASS "C" | CLASS "C" | CLASS "1 | CLASS 11:00 25.50 15.30 10.20 8.50 5.95

5 minutes 7.00 c.05 c.30 8.50 8.00

ANNOUNCEMENTS
CLASS "A"

1 minute live or electrical transcription or 100 words 5.00 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 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, acce at regular rates.

TRANSCRIPTIONS
Portable equipment available—details on request.

Rates on application.

REMOTE CONTROL
Portable short wave equipment available. Rates , details on reducest.

SERVICE FACILITIES
The services of the station staff and announcen; rehearsing and presenting programs are avail, without extra charge.

without extra charge.
Contract and Other Requirements
Maximum length of contract, one year.
Ratets are for station time only; talent charges et all programs and advertising copy subject to appread to the closing Time
Closing Time
Closing Adae is seven days in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transction, using 33-1/3 and 78 r.p.m. double turn-tation visited and lateral cut recordings.

Personnel
President—John M. Rivers.

Personnel
President—John M. Rivera.
Commercial Manager—Roland Weeks.
Representatives
Free & Peters, Inc.

WTMA (Established 1939)



Rates effective September 1, 1942. (Card No. 4.1.)
Owned and operated by The Atlantic Coast Brimcasting Company; affiliated with the Newer-Courier and Evening Post.
Business Office and Studio—135 Church St., Charton, S. C.
Transmitter—St. Andrew's Parish, Charleston, S. Vave—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.
12:00 midnight. Week days 6:00 a.m. to 12:00 r.
hight.
Usency Commission
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 lowing broadcast. Bills are mailed at end of imonth.
eneral Advertising

month, bladcast. Brits are market at eith demonth, General Advertising For combination rates see listing of National Bt casting Company (Southeastern Group).

The following rates are for national advertising CLASS "A"

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

1 hour... 110.00 104.50 99.00 93.50 88.00 1/2 hour... 60.00 57.00 51.00 13.00 48.00 1/4 hour... 40.00 38.00 80.00 31.00 32.00 5 minutes 20.00 19.00 18.00 17.00 16.00 (This listing continued mark page)

人的特別

CHARLESTON—Continued

W T M A-Continued

| 1/2 1/4 1/4 5 | hour hour hour mlnutes | (8:00 1 ti. 50.00 30.00 20.00 | CLASS a.m. to 13 ti. 47.50 28.50 19.00 9.50 | 6:30 26 ti, 45.00 27.00 18.00 | $\frac{42.50}{25.50}$ | 100 tl. 40.00 24.00 16.00 8.00 | 37.50 22.50 15.00 |
|--|---------------------------------|---|---|---|-----------------------|--|---------------------------------|
| 1/2 | hour hour hour minutes | 11:00 40.00 24.00 | CLASS p.m. to 38.00 22.80 15.20 7.60 | 36.00 21.60 | 13,60 | 32.00 19.20 12.80 6.40 | 30.00 18.00 12.00 6.00 |
| STRIP RATES Five or six days weekly, on contract for 52 weeks in Class "C" time: 1/2 hour, per program | | | | | | | |
| CLASS "A" (6:30 p.m. to 11:00 p.m.) 1 ti, 13 ti, 26 ti, 52 ti, 100 ti, 260 ti. | | | | | | | |

100 words or 10.00 9.50 9.00 8.50 | 10.00 | 9.50 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 8.00 7.50

4.00

3.20 3.00 Class "C" 2.70 2.40

SPECIAL FEATURES

pecial features, newscasts, time signals, etc. Rates in request.

POLITICAL PROGRAMS
28h in advance. Copy must be submitted 24 hours n advance; no political time injecting new issues recepted within 24 hours of election.

ELECTRICAL TRANSCRIPTIONS
he minute electrical transcriptions accepted at the
UU word announcement rate.

TALENT tates on request.

REMOTE CONTROL temote control rates and details on request.

SERVICE FACILITIES
Services of station staff in furnishing program ideas.
chearsing and presenting programs are available
vithout extra charge.

thract and Other Redulrements
faximum length of contract one year.
tates are for station only; talent charges are extra.
Ill programs and copy subject to station approval.
Ill contracts cancellable unless programs starts withn 30 days. All contracts are for exclusive use of
ontracting parties. Errors in commercial continuity
viil be corrected as quickly as possible.

tehanical Program Equipment
Squipped to handle programs by electrical transcrip-ions, using 33-1/3 and 78 r.p.m. double turn-tables or vertical and lateral cut recordings.

tsonnel Jeneral Manager—Robert E. Bradham. Commercial Manager—Walter P. Speight, Jr.

bresentatives Beorge P. Hollingbery Company.

COLUMBIA (Richland County) WCOS

(Established 1939)



Hate 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 748. Columbia. S. C., telephone 25601.

Transmitter—200 Senate Street, Columbia. S. C. ave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Operates on Eastern War Time.

Actual operating schedule: 6:30 a.m. to 12:00 midnish. Rate card dated December 1, 1940, (Card No. 3.)

night.

Bency Commission
Agency commission 15% to recognized advertising agencies on net station charges. Cash diacount beneal Advertising. For combination rates see listings of Blue Network (Company (Blue Southeastern Group) and Mutual Broadcasting System.

CLASS "A"

| | CLASS "A" | |
|-----------|---------------------------------|-------|
| | (6:30 p.m. to 11:00 p.m.) | |
| | hour (0.00 Pills to II.00 p.m.) | |
| 1/2 | hour | 70.00 |
| 1/2 | hour | 42.00 |
| 1/4 | hour | 28.00 |
| 10 | minutes | |
| - 5 | minutes | 25.00 |
| | minutes | 17.50 |
| 100 | words | 7.00 |
| | CLASS 'B" | 1100 |
| | | |
| | (9:00 a.m. to 6:30 p.m.) | |
| | hour | 50.00 |
| 1/2 | hour | 30.00 |
| 1 /4 | h | |
| 1/4 10 | hour | 20,00 |
| 10 | | 15.00 |
| 5 | minutes | 12.50 |
| 100 | tronds | |
| 100 | words | 5.00 |

| (6:30 a.m. to 9:00 à.m. and 11:00 p.m. to 12:00 midnight) |
|---|
| 1 hour 35.00 |
| |
| 1/2 hour |
| |
| |
| 10 minutes |
| |
| 5 minutes |
| 100 words |
| |
| DISCOUNTS |
| On station time only, on minimum of 13 times. |
| |

News: Leased on request. TALENT

Rates on request

Rates on request.

REMOTE CONTROL

Rates and details on request.

SERVICE FACILITIES

The services of the station's staff and announcera in relearsing and presenting programs are available without extra charge.

Contract and Other Requirements
Rates are for station time only. Taient is extra. No contract accepted for longer than one year. All contracts subject to station approval and F.C.C. 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 or lateral cut recordings.

Personnel
Manager—W. C. Bochman.
Sales Manager—Davis B. Spiers. Jr.
Representatives
Spot Sales, Inc.

WIS (Established 1980)



 $(\!\Lambda\!)$

Rates effective October 1, 1939. (Card No. 6.)
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
2-2185.

Business Office and Studio—1811 Main Street, Jefferson Hotel, Columbia. South Carolina, telephone 2-2135.

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 15% to recognized agencies. Cash discount 27%, providing payment is made by 15th of month following service. Bills rendered monthly. Weekly or duplicate billing should be especially requested when desired. 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. The applicable rate for broadcasts unsequent to the one year from the date of his initial broadcast. The applicable rate for broadcasts unsequent to the same manner. Failure to use the required number of broadcasts so earn the rate paid by the advertiser will incur a charge for the differential between the rate actually earned and the rate paid.

Announcements cannot be considered when determining the rate applicable to programs (5 minutes or longer) or vice versa.

(6:30 p.m. 12.00 p.m.)

1t, 1 aug. 12.50 17.70 110.50 104.00 97.50 1/2 hour... 78.00 74.10 70.20 66.30 62.40 58.50 1/4 hour... 52.00 48.40 44.60 43.20 1.40 5.50 17.04 5.50 17.04 10.50 11.75 2.00 11.40 10.75 10.00 11.75 2.00 11.40 10.75 10.00 11.75 2.00 11.40 10.75 10.00 11.75 2.00 11

12.00 11.40 10.80 10.20 CLASS "B" (9:00 a.m. to 6:30 p.m.) 70.00 66.50 63.00 59.50 42.00 39.90 37.80 35.70 28.00 26.60 25.20 23.80 1 hour.... 70.00 66.50 63.00 1/2 hour.... 42.00 39.90 37.80 1/4 hour... 28.00 26.60 25.20 5 minutes 17.59 16.63 15.75 ments..... 5.60 5.25

5 minures 12.50 11.88 11.25 10.63 10.00 9.38

Announces 5.00 4.75 4.50 4.25 4.00 3.75

ANNOUNCEMENTS AND ELECTRICAL

The one announcement rate applies to all announcements, but for duration as follows:

1. 35 words 11 the maximum length for chain break position.

2. 100 words 11ve. or 30 second transcribed, announcements may be scheduled addining a network program providing the other adjacency is of local origin.

3. One minute announcements are accented only for

of local origin.

3. One minute announcements are accepted only for placement in announcement periods or participation troorams.

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.

Ing equipment available for unincentials probleme.

ALENT

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 charke.

Comeract and other frequirements

Charges are for station time only, talent extra.

Maximum length of contract accepted, one year. All programs and advertising copy subject to station approval.

approval.
Clusting 1 ime
Talent programs and recorded programs close seven
aways in advance of broadcast. Announcements and
talks close two days in advance of broadcast.
Mechanical Pragram Edulpment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables
for vertical and lateral cut recordings.

Persennel Management Richard Shetto.

Personnel
General Manager—G. Richard Shafto.
Sales Manager—J. Dudley Saumenig.
Representatives
Free & Peters. Inc.

FLORENCE

(Florence County)

WOLS (Established 1937)



itates effective November 1, 1939. (Card No. 4.) Owned and operated by Florence Broadcasting Co.,

James and operated by Florence Broadcasting Co., Inc.

Inc.

Business Office and Studios—Sanborn Hotel. Florence, South Carolina, telephone 48.

Transmitter—1/4 mile south of Florence.

Vave—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.

gency Commission 15% to recognized advertising agencies. Cash discount 100 processing advertising agencies.

actual operating schedule: 7:00 a.m. to 12:00 mld-night.

Igency Commission

Agency commission 15% to recognized advertising agencies. Cash discount 2% if payment is received by 15th of month following broadcast. Bills rendered monthly. Weekly or duplicate billing should be specially requested where desired.

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. The applicable rate for broadcasts subsequent to the one year period will be determined anew in the same manner. Failure to use the required number of broadcasts to earn the rate paid by the advertiser will incur a charge for the differential between the rate actually earned and tho rate paid.

Announcements cannot be considered when determing 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 barticipation.

One minute announcements are accepted only for placement in announcement periods or participation

placement in announcement periods or participation programs.

Any announcement in excess of one minute in charged for at the five minute rate.

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

1ti. 13 ti. 26 ti. 52 ti. 100 ti. 300 ti. 1 hour... 60.00 37.00 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 9.00 9.00 190 words... 4.50 4.30 4.10 3.00 37.0 3.50 (7.00 54.00 38

Broadcast of transcriptions not limited to certain

Nours.

TALENT
Station will furnish any type of local talent available—rates on request.

REMOTE CONTROL
Facilities available for remote control—rates on request.

racilities 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 charter for exclusive use of contracting parties. Time cannot be guaranteed. Maximum length of contract, one year. All contracts cancellable unless program starts within 30 days. All programs and adertising cony subject to station approval.

Mechanical Requirements

Equipped to handle programs by electrical transcription, using 38-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
Manager—R. O. Dorsey.
Commercial Manager—H. Russ Holt.
Program Director—Bill Simmons.
Representatives
Cox & Tanz.

SOUTH CAROLINA—Cont'd

GREENVILLE

(Greenville County)

WFBC (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—Gant. South Carolina, three miles south of Greenville.

south of Greenville.

Wave—Power—Time
Operating power—5.000 wats.

(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.

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 stariom management. Announcements and programs cannor be combined to obtain a lower rate.

CLASS "A"

(6:30 p.m. to 11:00 p.m.)
1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 200 ti. 1 hour... 120.00 114.00 108.00 102.00 96.00 90.00
1/2 hour... 70.00 66.50 63.00 59.50 56.00 52.50
1/4 hour... 15.00 142.05 108.00 17.00 18.00 15.00
100 words. 10.00 9.50 9.00 8.50 8.00 7.50
Special events are Class "A"

(7:30 a.m. to 2:00 p.m. and 5:00 p.m. to 6:30 p.m.)
1 hour... 40.00 88.00 86.00 83.00 59.50 56.00 52.50
1/2 hour... 40.00 86.50 63.00 59.50 56.00 52.50
1/2 hour... 40.00 88.00 86.00 83.00 32.00 30.00
1/2 hour... 17.50 16.62 15.75 14.87 14.00 13.12
100 words. 7.50 r.12 6.75 6.37 6.00 5.62

CLASS "C"

(11:00 p.m. to 7:30 a.m. and 2.00 p.m. to 6.75 6.75 6.75 6.00 7.750

100 words... 7.59 7.12 8.75 6.37 6.00 5.62

CIASIS "C"
(11:00 p.m. to 7:30 a.m. and 2:00 p.m. to 5:00 p.m.)

I hour... 50.00 47.50 45.00 42.50 40.00 87.50 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 12.50 11.87 11.25 10.62 10.00 9.38 100 words... 6.50 6.17 5.85 6.52 5.20 4.87

Additional Discounts

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

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

TALENT Rates on application.

REMOTE CONTROL

Portable equipment is available for remote broadcasts st special charges.

SERVICE FACILITIES
The services of the station staff and announcers in rehearsing and presenting programs are available without extra charge.

without extra charge.

Contract and Other Requirements

Rates are for facilities of station only. Talent is extra. All contracts are for exclusive use of contracting parties. Time cannot be guaranteed. Errors in commercial continuity will be corrected as quickly as possible. Commercial continuity limited to 10% of program.

Maximum length of contract, one year. All contracts cancellable unless brogram starts within 30 days. All programs and advertising cony subject to station approval.

Mechanical Program Equipment

approvat.

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

either vertical or lateral cut re-personnal President.—B. H. Peace, Jr. Manager—Beverly T, Whitmire. Representatives Weed & Company, Atlanta—B. Frank Cook.

WMRC (Established 1940)

Itates effective December 1, 1040. Owned and operated by the Textile Broadcasting Company, Inc.
Business Office and Studio—Prevest Bidg., Greenville, S. C.
Transmitter—400 Mayherry St., one mile from business district. Greenville, South Carolina.

Wave—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: 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 only. Bills rendered last of month, due 15th of following month.

agencies on time only. Billis 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.

1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 300 ti. 1 hour..... 80.00 57.00 54.00 51.00 48.00 45.00 1/2 hour..... 80.00 34.20 32.40 30.60 28.80 27.00 1/4 hour..... 24.00 22.80 21.60 20.40 19.20 18.00 5 minutes 10.00 9.50 9.00 8.50 8.00 7.50 100 words or less..... 5.00 4.75 4.50 4.25 4.00 3.75 Chain break announcements are limited to 25 words. One minute transcriptions are accepted at the 100 word announcements and one minute transcriptions are accepted of scheduling in announcements periods only. No spot announcements over 100 words accepted.

SPECIAL FEATURES
News, sports, time, weather, temperature and stock
quotations. Rates on request.

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.

Gontract 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.

Contracts close one week in advance of first broad-cast. Announcement copy, transcriptions and talks 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tions, 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)

WCRS

Rates effective September 1, 1941.

Rates effective September 1, 1941.

Owned and operated by Grenco, Inc.
Business Office—P. O. Box 868, Greenwood, S. C.
Studio—Wilson St., 1/4 mile from business district.
Greenwood, S. C.

Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Actual operating schedule: Sundays 8:00 a.m. to
11:15 p.m. Week days 6:25 a.m. to 11:15 p.m.

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.

CIASS "A"
(6:00 p.m. to 11:00 p.m. week days and Sundays)
1 tl. 13:11. 20 tl. 52:tl. 104 tl. 2
hour..... 50:00 47:50 45:00 42:50 40:00
hour..... 30:00 28:50 27:00 25:50 24:00
iminutes 10:00 9:50 9:00 8:50 8:50 8:00 1 hour..... 50.00 1/2 hour..... 30.00 1/4 hour..... 20.00 5 minutes 10.00 100 words or less 52 tl. 104 tl. 208 tl. 42.50 40.00 37.50 25.50 24.00 22.50 17.00 16.00 15.00 8.50 8.00 7.50 4.75 4.50 4.25 4.00 "B" 0:00

23.75 CLASS n.m. to 38.00 23.75 14.25 6.50 (6:25 40.00 25.00 15.00 7.00 36.00 22.50 13.50 6.00 4.00 3.80 3.60 3.40 3.20

or loss..... 4.00 3.80 3.60 3.40 3.20 3.00 Chain break announcements are limited to 25 words. One minute transcriptions are accepted at the 100 word announcement rate; all 100 word announcements and one minute transcriptions are accepted for scheduling in announcement periods only. No spot announcements over 100 words accepted.

ELECTRICAL TRANSCRIPTIONS
General advertising rates apply. Transcription library service available. Instantaneous recording equipment available.

Rates on request.

REMOTE CONTROL Facilities subject to extra charges for line and me chanical cost.

Contract and Other Requirements
Contracts subject to cancellation by 30 days' writte
notice accompanied by check at short rate to date;
last program.

last program.

Closing Time
Contracts close one week in advance of first broad
cast. Announcement copy, transcriptions and talks 1;
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 Featherstone,
Station Manager—Dan Crosland.

SPARTANBURG

(Spartanburg County) WORD (Established 1940)



BLUE NETWORK STATION



Rates effective March 1, 1941. (Card No. 2.)

Owned and operated by the Spartanburg Advertisin Company, Inc. Business Office and Studios—Radio Center, 224 K Main St., Spartanburg, S. C., telephone 2901. Transmitter—2-1/2 miles Northeast of Spartanburg South Carolina.

3.0

| 100 words or | 100

minutes 7.50 8.80 6.00 5.50 4.80 4.0 100 words or 3.00 2.90 2.80 2.70 2.60 2.5 Additional discount of 5% when three announcement of 10% when six announcements or programs are used per week; additional discount of 10% when six announcements or programs are used ANNOUNCEMENTS
All 100 word announcements are accepted for scheduling in announcement periods only. Chain break announcements, when available, and limited to thirty-five words.

POLITICAL RATES
Class "A" rates apply regardless of time; cash is advance; copy must be submitted 12 hours in advance; no political time accepted within 24 hours collection.

SPECIAL EXAMINES

election. SPECIAL FEATURES
Time signals, weather reports and other special feature. Rates on request. One minute transcribe announcement accepted on basis of 100 words.

TALENT

Rates on request.

REMOTE CONTROL

Equipment available for remote broadcasts. Rates 6: request.

Equipment available for remote broadcasts. Rates we reduest.

SERVICE FACILITIES

No charge for use of station music library. This services of station staff and announcers in rehearsing and presenting programs are available without charge outract and Other Requirements
All contracts for exclusive use of contracting partiest. Time cannot be guaranteed. Commercial continuity is limited to ten per cent of program length. Marie num longth of contract one year. All contracts can collable unless started within thirty days of date of contract. All copy subject to approval of station and programs must conform to station; to station standard? Regularly scheduled accounts earning maximum discount must conform to schedule, or be re-billed or actual discount carnot by number of units used of This listing continued on next page)

SPARTANBURG—Continued W O R D—Continued

schedule. In computing discounts on current broad-casting, advertisers may combine announcements or may combine programs (but not both) in same twelve months to earn maximum discount, schanical 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.

for lateral cut reconsults.

avice-President and Gen'l Mgr.—Walter J. Brown-distation Manager—G. O. Shepherd.

Program Director—James Reppert.

Chief Engineer—Murray Coleman.



2) Rates effective March 29, 1941. (Card No. B.)

E Rates effective March 29, 1941. (Card No. B.)

Owned and operated by Spartanburg Advertising Co.,

of Incorporated.

Business Office and Studio—155 S. Liberty Street.

Transmitter—2-1/2 miles northeast of city.

New Power—Time.

10 Departing power—5000 watts days; 1000 watts nights.

of (100% modulation.)

8 15.8 meters; 950 kHlocycles.

11 Operates on Eastern War Time.

12 Actual operating schedule: 5:30 a.m. to 12:00 mid
13 Inless on Castern War Time.

13 Agency commission

15 Agency commission

15 Agency commission

15 on net charges for station

15 inless on Lastern System (Southeastern Group).

15 For combination rates see listing of Columbia Broad
15 transmitter and the state of the following rates are for national advertising.

15 For local rates, consult station management.

16 For local rates, consult station break announcements to earn maximum discount.

16 For local rates, consult station break announcements to earn maximum discount.

to earn maximum discount.

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

1 tt. 3 5tt. 52 tt. 100 tt. 300 tt. 1 to 12:00 p.m.)

1 hour... 100:00 34.00 90.00 85.00 80.00 70.00 1/4 hour... 60.00 87.00 54.00 51.00 48.00 48.00 45.00 1/4 hour... 32.00 80.40 28.80 27.20 25.60 24.00 5 minutes 20.00 19.00 18.00 17.00 18.00 15.00 10.00 words... 10.00 \$.50 9.00 8.50 8.00 7.50

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.

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 succepted 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.

Portable equipment available for remote broadcasts. Rates on request.

Services of station staff and announcers in rehearsing and producing programs are available without extra charge. No charge for use of station music library.

Intract and Other Requirements here and wine advertising accepted, subject to station approval. Rates are for facilities of station only, talent is extrá. All contracts are for exclusive use of contracting parties. Time cannot be guaranteed. Errors in commercial continuity will be corrected as quickly as possible, Maximum length of contract, one year. All contracts cancellable unless started within 30 days from date of acceptance by station. All advertising copy and programs subject to station approval. Rate on which billing is made is determined by the number of broadcasts made, or definitely ordered, within calendar year, or within one year from the date of initial oroadcast.

number of broadcasts to earn the rate paid by the advertiser will incur a charge for the differential between the rate actually carned and the rate paid. Mechanical Program Eculpment Eculpped 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 General Manager—Walter J. Brown. Station & Com'l Mgr.—J. W. Kirkpatrick. Program Director—Sterling W, Wright. Chief Engineer—Ralph Bennett. Representatives George P. Hollingbery.

SUMTER

(Sumter County)

WFIG (Established 1940)



Rates effective February 1. 1940.

Owned and operated by WFIG, Inc.
Business Office and Studio—39 N. Main St., Sumter.
South Carolina.

Transmitter—East of business district on Highway 76.

Transmitter—East of business district on Lisand, to, law—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 midnight.

nignt.
gency Commission
gency 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"

(6:00 p.m. to 10:00 p.m. week days and Sundays)
11. 18:11. 20:11. 52:11. 104:11. 156:11.

1 hour..... 50.00 47.50 45.00 42.50 40.00 37.50
1/2 hour.... 30.00 28.50 27.00 25.50 24.00 22.50
1/4 hour.... 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. 10:00 p.m. and 10:00 p.m. to
12:00 minutes 10.00
13:00 16:00 p.m. and 10:00 p.m. to
12:00 minutes 10.00
14:00 p.m. 15:00 18:25
14:00 minutes 10.00
15:00 p.m. 15:00 16:00 p.m. 10:00 p.m. to
15:00 p.m. 10:00 p.m. 10:00 p.m. to
16:00 p.m. 10:00 p.

ANNOUNCEMENTS (Day or Night) 4.00 3.80 3.60 3 3.00 2.85 2.70 2 2.00 1.90 1.80 1 3.40 2.55 1.70 3.20 2.40 1.60 SPECIAL FEATURES

Per week 26 wks. 52 wks. 22.00 20.00 13 wks. ... 24.00

advertising copy subject to state of the condition of the contracts close two weeks in advance of first broadcast; amouncements, transcriptions and talks close 24 hours in advance.

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

Personnel Desatdent—Julius 8. Brody.

ranies for vertical and lateral out recordings.

Personnel President—Julius S. Brody.

Vice-Pres. & Gen'i Mgr.—T. Douglas Youngblood.

Representatives
Cox & Tanz.

SOUTH DAKOTA

ABERDEEN

(Brown County)

KABR



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 Wylle, 3 miles northeast of Aber-

deen.—Time Wylie, 3 miles northeast of Aberdeen-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 midnight.

Agency Commission
Agency commission 15% to advertising agencies recognized by station management, providing payment is made by the 10th of the month following service, otherwise no commission paid. No commission paid on talent. No cash discount. All statements for service due when presented.

General Advertising
For combination rates see listings of Mutual Broadcasting System and North Central Broadcasting System (Dakota Group).
The following rates are for national advertising; 100 words of spoken copy constitute one minute's time.

CLASS "A"

CLASS "A"

| | | CLASS | A | | | |
|------------|--------|---------|--------|--------|---------|---------|
| | | p.m. to | 10:00 | p.m.) | | |
| | 1 ti. | 13 ti. | 26 ti. | 52 ti. | 100 ti. | 260 t1. |
| 1 hour | 100.00 | 90.00 | 80.00 | 70.00 | 80.00 | 50.00 |
| 1/2 hour | 60.00 | 54.00 | 48.00 | 42.00 | 36.00 | 30.00 |
| 1/1 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 | 10.60 |
| | | OT A SS | *** | | | |

(11:00 a.m. to 1:00 p.m., 6:00 p.m. to 6:30 p.m. week days, and 1:00 p.m. to 6:30 p.m.

p.m. week days, and 1:00 p.m. to 0:30 p.m.

Sundays)

1/2 hour... \$5.00 76.50 68.00 59.50 51.00

1/2 hour... \$1.00 45.90 40.80 35.70 30.60

1/4 hour... \$1.00 30.60 27.20 23.80 20.40

1/6 minutes 25.50 22.95 20.40 17.85 15.30

5 minutes 17.00 15.30 13.60 11.90 10.20

CLASS "C"

(9:00 a.m. to 11:00 a.m. 5:00 p.m. to 6:00 p.m. 10:00 p.m. to 10:30 p.m. to 6:00 p.m. 10:00 p.m. 500 p.m. to 8:00 p.m. 10:00 p.m. 500 p.m. veek days, and 9:00 a.m. to 1:00 p.m. Sundays)

1/2 hour... 70 00 63.00 56.00 49.00 42.00

1/2 hour... 42.00 37.80 33.60 29.40 25.20

1/4 hour... 28.00 25.20 22.40 19:60 16.80

10 minutes 21:00 18.90 16.80 14.70 12.60

5 minutes 14:00 12.60 11.20 9.29 8.40

5 minutes 14.00 12.60 11.20 9.29 8.40 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) 1.72 hour... 55.00 49.50 44.00 38.50 38.00 1/2 hour... 33.00 29.70 26.40 23.10 19.80 1/4 hour... 22.00 19.80 17.60 15.40 13.20 10 minutes 16.50 14.85 13.20 11.55 9.80 5 minutes 11.00 9.90 8.80 7.70 6.60

5 minutes 11.00 9.90 8.80 7.70 6.60 5.50

ANNOUNCEMENTS

1 13 26 52 156 260 312
tt. tt. tt. tt. tt. tt. tt.
100 words. 10.00 9.75 9.50 9.00 8.50 8.00 7.50
50 words. 8.00 7.80 7.60 7.20 6.80 6.40 6.00
25 words. 6.00 5.85 5.70 5.40 5.10 4.80 4.50
POLITICAL TALKS
Rates and information on request.

ADDRESSES AND COMMERCIAL TALKS
Accepted at program rates. Time subject to arrangement. Payment due at time of contract. Copy must be filed in advance.

ELECTRICAL TRANSCRIPTIONS
Transcription library services available—rates on re-TALENT

TALENT
Rates on request.

REMOTE CONTROL

Additional charges are made for programs originating outside station's studies and for programs requiring special production.

SERVICE FACILITIES
Services of station's program department, staff announcers and engineers in arranging and presenting programs are included without extra charge.

ing programs are included without extra charge.

Contract and Other Requirements
All acceptable accounts are subject to the same ratea.

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. Bates do
not include cost of talent.

All programs are subject to approval of station.

Closing Time

No contract acceptor is a Colored 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.

in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription. using 33-1/3 and 73 r.p.m. double turn-tables
for lateral or vertical cut recordings.
Personnel
Manager—A. A. Fahy.
Representatives
The Walker Company.

The state of the s

PIERRE

(Hughes County)

KGFX

Owned and operated by Mrs. Ida A. McNetl. Business Offices and Studio-Plerre, South Dakota. Transmitter-Pierre, South Dakota.

Transmitter—Pierre, South I Wave—Power—Time Operating power—209 watts. 476.2 meters; 630 kilocycles. Licensed to operate days. General Advertising Rates on request.

SOUTH DAKOTA—Cont'd

RAPID CITY

(Pennington County)

ковн

(Established 1986) Rates effective November 1, 1941.
Owned and operated by the Black Hills Broadcast Company of Itapid City.

Owned and operated by the Black Hills Broadcast Company of Itapid 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.

| The following rates are for national advertising. |
|---|
| CLASS "A" |
| (6:00 a.m. to 6:30 p.m.) |
| 1 hour 60.00 |
| 1/2 hour 40.00 |
| 1/4 hour 20.00 |
| 10 minutes |
| 5 minutes 7.00 |
| 5 minutes |
| (6:30 p.m. to 10:00 p.m.) |
| 1 hour |
| 1/2 hour 24.00 |
| 1/4 hour. 14.00 |
| 10 minutes 8.00 |
| |
| 5 minutes 5.00 |
| |
| CLASS "A" |
| (6:00 a.m. to 6:30 p.m.) |
| 100 words |
| 50 words |
| CLASS "B" |
| (6:30 p.m. to 10:00 p.m.) |
| 100 words |
| 50 words 1.60 |
| DISCOUNTS |
| 1 time Net 150 times 15% |
| 13 times 2-1/2% 300 times 17-1/2% |
| 26 times |
| 52 times 10% 800 or more times 25% |
| 100 times 12-1/2% |
| Discounts are retroactive as earned each 13 week |
| period |

POLITICAL SPEECHES

Regular rates apply.

SPECIAL FEATURES
News: Leased wire service available. Rates on re-Quest.
Time signals and special events—rates on request.
TALENT

Quest.

Time signals and special events—rates on request.

TALENT

Rates on application.

REMOTE CONTRUL

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. Additional charges made for programs requiring special production.

Contract and Other Requirements

No periods are sold in bulk for re-sale. Advertisers cooperating in group broadcasts are required to make separate contracts, subject to capproval of the station management. No contract accented 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 \$3:1/3 and 78 r.p.m turn-tables

Henness-Robert J. Dean
Rusiness Manager—George Bruntlett

Renresentatives

The Walker Company.

WCAT

Owned and operated by South Dakota State School of Mines. Banid City. South Dakota (ave—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 for the property of the property of

Agency Commission
Agency commission
Agency commission 15% to recognized advertising
agencies. No cash discount. Accounts billed on 1st
of month; payshie on 20th of month.

General Advertising
For combination rates see listings of National Broadcasting Company (Basic Supplementary) and Blue
Network Company (Basic Supplementary).

Fees charked by owners of most copyrights are not
included in rates.

Quantity discounts retroactive on entire schedule as
eatined. A quantity discount earned on either K800.

Nioux Falls, or KELO, Sloux Falls, entities the
advertiser to the same quantity discount on the other
station. All advertising scheduled to run during
periods which may become reserved for network programs must be re-scheduled on nutice by the station.

151. 1311. 261. 521. 100 ti.

| | (0:00 | p.m. to | 10:15 p.m. | | | | | |
|-----------------|---------|----------|------------|---------|---------|--|--|--|
| | 1 t1. | 13 tl. | 26 ti. | 52 11. | 100 ti. | | | |
| I hour | . 50.00 | 47.50 | 45.00 | 42.50 | 40.00 | | | |
| 3/4 hour | 40.00 | 38.00 | 36.00 | 34.00 | 32.00 | | | |
| 1/2 hour | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 | | | |
| 1/4 hour | . 20.00 | 19.00 | 18.00 | 17.00 | 16.00 | | | |
| 10 minute | s 15.00 | 14.25 | 13.50 | 12.75 | 12.00 | | | |
| 5 minute | g 10.00 | 9.50 | 9.00 | 8.50 | 8.00 | | | |
| (12:00 | Luon to | 6:00 p.r | n. and 10: | 15 p.m. | to | | | |
| 12:00 midnight) | | | | | | | | |
| | | | | | | | | |

| (12:00) | | | . and 10: | 15 Þ.ա. | to |
|---|-------|------------|------------|---------|-------|
| | 1: | 2:00 mid: | night) | | |
| l hour | 35.00 | 33.25 | 31.50 | 29.75 | 28.00 |
| 3/4 hour | 28.00 | 26.60 | 25.20 | 23.80 | 22.40 |
| 1/2 hour | | 19.95 | 18.90 | 17.85 | 16.80 |
| 1/4 hour | | 13.30 | 12.60 | 11.90 | 11.20 |
| 10 minutes | | 9.97 | 9.45 | 8.92 | 8.40 |
| 5 minutes | | 6.65 | 6.30 | 5.95 | 5.60 |
| THREE AN | | | | | |
| 1 11 11 11 11 11 11 11 11 11 11 11 11 1 | | | 0:15 p.pm | | |
| | | и. щ. то т | O.IO P.PIN | • • - | |

| | и и р.ш. цо толго р.ри | 1. 7 | |
|----|---------------------------------|---------|---------|
| | | -Per we | ek for— |
| | | | 6 ti. |
| | hour | | 210.00 |
| | hour | | 168.00 |
| 12 | hour | 72.00 | 126.00 |
| 14 | hour | 48.00 | 84.00 |
| 10 | minutes | 36.00 | 63.00 |
| F | minutes | 24.00 | 42.00 |
| | (12:00 noon to 6:00 p.m. and 10 | | to |

84.00 67.20 50.40 33.60 25.20 147.00 117.60 88.20 58.80 44.10

ANNOUNCEMENTS
(6:00 p.m. to 10:15 p.m.)
1 ti 13 ti 26ti 52 ti
1 minute 6.00 5.70 5.40 5.10
0 words 4.65 4.42 4.18 3.95
0 words 3.50 3.32 3.15 2.97

Rates on request.

RECORDED PROGRAMS
Transcription library services available, ratee and details on request.
TALENT

Rates on request.

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

ontract and other negative ments 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 Stoux 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.

poration.

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.
Rapresentatives
Howard H. Wilson Company.

KSOO



Rates effective January 15, 1939.

Owned and operated by Sloux Falls Broadcast Association, Inc.
Studio-317 S. Phillips Ave., Sloux Falls, S. D.,
telephone 737
Transmitter—West of city limits.

Wave—Power—Time
Operating power—5.000 watts.
(100% modulation—crystal control.)
263.2 mcters; 1140 kilocycles.

Licensed to operate on nationally cleared channel limited time. Operates on Central War Time. Actual operating senedure: Sundays 8:00 a.m. to less sunset; week days 6:00 a.m. to local sunset.

Agency Commission
Agency commission 15% to recognized advertising agencies on net charges for station time. No conditionation in the condition of the condition

Agencies on net characa for station time. No cash agencies on net characa for station time. No cash agencies on net characa for station time. No cash agencies on net characa for station time. No cash agencies of the station of the station casting Company (Basic Supplementary) and Biasa Supplementary). Fees characa by Supplementary of the station of the station. All advertising scheduled to run during periods which may become reserved for network programs must be re-scheduled on notice by the station.

(11:30 a.m. to 1:30 p.m. and 5:00 p.m. (1:30 a.m. to 1:30 p.m. and 5:00 p.m. (1:30 a.m. to 1:30 p.m. and 5:00 p.m. (1:30 t.m. 5:00 p.m. and 5:00 p.m. (1:30 a.m. 5:00 p.m. 3:4 hour... 7:00 f.3:4 hour... 7:00 f.3:4 hour... 7:00 f.3:4 hour... 7:00 f.3:4 hour... 7:00 f.3:5 f.3:4 hour... 5:00 p.m.)

I hour... 7:00 f.1:30 a.m. and 1:30 p.m. to 1:30 a.m. to 1:30 a.m. and 1:30 p.m. to 1:30 a.m. and 3:30 a.m. to 8:30 a.m 1 hour.... 75.00 3/4 hour.... 60.00 1/2 hour.... 45.00 1/4 hour.... 30.00 10 minutes 22.50 5 minutes 15.00 1 hour... 62.50 3/4 hour.... 37.50 1/2 hour... 37.50 1/4 hour... 25.00 10 minutes 18.75 5 minutes 18.75 5 minutes 18.75

14.25 13.50 a.m. to 830 a.m.) 59.38 56.25 47.50 45.00 35.63 33.75 23.75 22.50 17.81 16.88 11.87 11.25 42.50 31.85 21.25 15.94 10.62 (11:30 a.m. to 1:30 p.m. and 5:00 p.m. to sign-off) —Per week (or-THREE

86.40 64.80 43.20 (8:30 a.m. to 11:30 a.m. and 1:30 p.m. to 5:00 p.m.)

(5:30 a.m. to 8:30 a.m.) hour.....hour.... 90.00 60.00

52 ti 100 ti 300 10.20 9.60 9.6 6.80 6.40 6.5 5.10 4.80 4.3 3.40 3.20 3.

26 weeks.

27 weeks.

28 weeks.

411:30 a.m. te 1:30 p.m. and 5:00 p.m.

16 sign off)

2 minutes. 12:00 11:40 10:80 10:20 9:80

2 minutes. 12:00 11:40 10:80 10:20 9:80

30 words... 6:00 5:70 5:40 5:10 4:80

30 words... 4:00 3.80 3.60 3:40 3:20

(8:30 a.m. to 11:30 a.m. and 1:30 p.m.

2 minutes. 9.75 9:26 8:77 8:29 7:80

1 minute. 6:50 6:17 5:85 5:52 5:20

30 words... 4:00 3.80 3.60 3:40 3:20

60 words... 4:00 3.80 3.60 3:40 3:20

1 minute. 6:50 6:17 5:85 5:52 5:20

30 words... 4:00 3.80 3.60 3:40 3:20

1 minute. 6:00 5:70 5:40 5:10 4:80

2 minutes. 9.00 8:55 8:10 7:65 7:20

1 minute. 6:00 5:70 5:40 5:10 4:80

60 words... 4:65 4:42 4:18 3:95 3:72

30 words... 3:50 3:32 3:15 2:97 2:80 POLITICAL ADVERTISING
Rates on request.

Transcription library services available—rates available—rates

SERVICE FACILITIES
Station maintains a merchandising staff for deal
cails and surveys; reports confidential. Bulletins,
grocers and druggists will be sent at advertiser's to

pense. Centract and Other Requirements Advertising of alcoholic beverages except beer s

Advertising of aicoholic beverages except beer a accepted.

No contract accepted for longer period than one yes. All programs, announcements, advertising talks, established to acceptance by sanagement. Station a serves the right to discontinue any advertising a neutrogenetic station of programs for reasons sufficient to the reasons and the reasons are conditions, and the reasons are not assignable; are subject to make a subject to interference by strike, fire, weather the reasons of the reasons are conditions, or other unavoidable conditions bey the control of stations. The user will save the fit of the reasons aftered by the corporation resulting from broads as suffered by the corporation resulting from broads as the subject to the user over the stations of the corporation.

SIOUX FALLS—Continued K S O O-Continued

d echanical Program Equipment by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut discs.

for vertical and lateral cut clists.
irisonnel
President and Manager—Joseph Henkin,
Vice-Pres, and Prom. Mgr.—S. Fantle, Jr.
Commercial Manager—George R. Hahn.
ipresentatives
Howard H. Wilson Company.

VERMILLION

(Clay County) KUSD

t Owned and operated by University of South Dakota.

in Operating power—500 watts, in \$26.1 meters; 920 kilocycles.

Does not sell time

WATERTOWN

(Codington County) KWAT (Established 1940)

(Established 1940)
Rates effective February 1, 1940.
Swned and operated by The Midland National Lite
Insurance Company of Watertown, South Dakota.
Business Office and Studio-Midland National Life
Insurance Company Building, Watertown. South Insurance Dakota. Fransmitter-

Fransmitter— tve—Power—Time
)perating power—250 watts.
½1.9 meters; 1240 kilocycles.
)perates on Central War Time.
Actual operating schedule: Sundays 9:00 a.m. to 5:00
).m. Week days 7:00 a.m. to 10:00 p.m.

nm. Week tays 1700 a.m. to 10300 p.m. tency Commission
Agency commission 15% to recognized advertising sencies on net charges for station time. No commission on program charges. No cash discount. Billing weekly; 2% cash discount if cash accompanies burchase order.

theral Advertising (12:00 noon to 2:00 p.m.)

hour. hour. hour. 35.00 22.50 11.00 (6:00 p.m. to 10:00 p.m.) hour___ hour___ hour___ minutes 20.00 10.00 (All other periods) 40.00 30.00 15.00 8.00 hour____ hour___ hour___ minutes. ANNOUNCEMENTS (Evening and noon) (Daytime)

year: 13 weeks...... 26 weeks...... 52 weeks.....

REMOTE CONTROL

Additional charges are made for programs originating outside station's studies and for programs requiring special production.

SERVICE FACILITIES
Services of station's program department staff, announcers and 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 cooberating in group broadcasts are required to make separate contracts, subject to card rates and regulations. All programs are subject to the approval of line station.

Mechanical Program Equipment Equipment Equipped to landle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables

Personnel

Manager—F. L. Bramble.

YANKTON

W N A X

(Established 1926)



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. Sloux City, Iowa.

Merchandising "Operatment—Orpheum Theatre Bids...
Sloux City, Iowa and, WNAX Building, Yankton.
South Dakota.

Transmitter—tur miles east of Yankton.

Vave—Power—Time of miles cast of tanabal.

Vave—Power—Time of miles cast of tanabal.

Operating power—5,000 watts to local sunset; 1,000 watts thereafter.

(C.P. 5,000 watts nights.)
526.3 meters: 570 kilocycles.

DEOLO METERS; 510 KINGSPEES. Licensed to operate full time on regional channel. Operates on Central Wor Time. Actual operating schedule: Week days 5:00 a.m. to midnight; Sundays 7:30 a.m. to midnight.

1/2 min. 1 trans. w 18.00 m 1 15.20 m 1 13.40 m 1 12.80 m 1 12.80 m 1 12.00 m 1 12.00 m 1 10.40

Strip rates—Six 15 minute periods per week, daily except Sunday. Before 7:00 a.m. and after 10:30 p.m. liates include recordings and announcer on duty.

1 wk. 13 wks. 26 wks. 39 wks. 52 wks.

*Per week 10:0.00 95.00 90.00 85.00 90.00 70.00 80.00

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

Nervices of the production department, announcing staff and technical staff are included without charve, onlined and Other Requirements.

Charges are shown for station time and do not include start.

Charges are shown for station time and do not include taines subject to federal, etair and local regulations. Maximum lenkth 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. 25, 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.

Ject to prior booking or time.

Clesing Time
All copy, continuity for programs or talks must be aubmitted 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.

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 Coun-ty, Virginia.

wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
201.3 meters; 1400 kilocycles.
I leensed to onerate [nill time
Operates on Eastern War Time.
Actual operating schedule: 6:30 a.m. to 11:30 p.m.

Agency Commission 15% on net charges for station facilities to recognized agencies. Invoices are mailed on the last of each month. Nn commission on talent Cash discount none.

Cash discount now.

General Advertising
For combination rates see listings of National Broadcasting Combanny (Southeastern Group) and Danlel Bloone 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.)

(7) (7)

CLASS "A"

(6:00 p.m. to 11:30
1 hr 1/2 hr 1/4 hr
time.... 60:00 30:00 15:00
tlmes... 58:80 20:40 14:70
tlmes... 57:00 28:80 14:40
tlmes... 55:20 27:00 18:80
tlmes... 55:20 27:00 18:80
tlmes... 55:20 27:00 18:80
tlmes... 51:00 27:00 18:80
tlmes... 51:00 27:00 18:80
tlmes... 51:00 27:00 18:00 p.m.) 6 min. 10.00 9.80 9.60 9.40 9.20 9.90 8.80 8.60 5.00 4.00 4.80 4.70 4.60 4.50 4.40 4.30 51.60 25.80 12.00 8.
CLASS "11.
(6.30 a.m. 10 6.500 p.m.
48.00 24.00 12.00 g.m.
48.00 23.40 11.70 7.
44.40 22.20 11.10 7.
44.40 22.20 11.10 7.
42.00 21.00 10.50 7.
40.80 20.40 10.20 7.
80.60 19.80 0.90 8. times.... times.... times.... times.... times....

(*) 100 words or one minute announce (†) 30 seconds or 40 word announcem

TENNESSEE--Continued

BRISTOL—Continued

W O P I—Continued

WOPI—Continued

SPECIAL FEATURES

Newscasta: 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 announcement are accepted at the 40 word rate. No charge for use of transcriptions except music royalties. Transcription library services available.

TRALEMEN

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 reoursed in advance-line charges; 2.50 within city limitis; 5.00 up to 25 miles; 7.50 for 26 to 60 miles from Bristol, plus .05 per mile. Double these rates if an announcer is required. Mobile unit available.

The services of station staff and announcers in relieursing and presenting programs are available without charge.

incurring 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 83-1/3 and 78 r.p.m. double turn-tables
for vertical and lateral cut recordings.
Personnel
President and General Manager—W. A. Wilson.

Personnel
President and General Manager—W. A. Wilson.
Program Director—Fey Rogers.
Commercial Manager—Roy L. Russell.
Continuity Director—Many Abell.
Representatives
Burn-Smith Company, Inc.
Southeast—Harry E. Cummings.

CHATTANOOGA

(Hamilton County) WAPO
(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,
Tennesee, 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

Operates on Central War Time.
Actual operating schedule: 6:00 p.m. to 12:00 midnicht.

Agency Commission
Acency commission 15% on station time only. No
cash discount. Bills rendered let of each month.
payable within ten days.
General Advertising
For combination rates see listing of National Broadcasting Company (Southcentral Group).
The following rates are for national advertising. For
local advertising rates consult station management.

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

1 26 52 104 156 260
ti. ti. ti. ti. ti. ti. ti. ti.
th. ti. ti. ti. ti. ti. ti.
th. ti. ti. ti. ti. ti.
th. ti. ti. ti. ti. ti.
th. ti. ti. ti. ti.
th. ti. 50.00 53.20 50.40 47:60 44.80 42.00 39.00
1/2 hr. 84.00 79.80 75.60 71.40 67.20 63.00 58.80
1/4 hr. 50.00 53.20 50.40 47.60 44.80 42.00 39.00
1/2 hr. 84.00 26.60 25.20 23.80 22.40 21.00 19.60
66:00 a.m. to 6:00 p.m. and after 10:30 p.m.)
1 hr. 70.00 66.50 63.00 59.50 56.00 25.50 49.00
1/2 hr. 42.00 39.90 37.80 35.70 33.60 31.50 29.40
1/4 hr. 28.00 26.60 25.20 23.80 22.40 21.00 19.60
5 min. 14.00 13.30 12.60 11.90 11.20 10.50 9.80
ANNOUNCEMENTS

66:00 p.m. to 10:30 p.m.)
1 13 26 39 52 100 30
1 min. 10.00 9.50 9.00 8.50 8.00 7.50 7.00
40 words 15.00 14.25 13.50 12.75 12.00 11.25 10.50
(6:00 a.m. to 6:00 p.m. and after 10:30 p.m.)
1 min. 10.00 9.50 9.00 8.50 8.00 7.50 7.00
40 wds. 7.50 7.13 6.75 6.38 6.00 5.63 5.25

SPECIAL FEATURES
News, weather and temperature reports, time signals, and the control of the c

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

TALENT

Rates on request.

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 extra 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 transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for lateral cut recordings.

Parsannel

arzannei Advertising Director—II. G. Patterson. Director Frogram Publicity—Helen Patterson. apresentatives Headley-Reed Company

WDEF
(Established 1940)
Rates effective January 1, 1941.
Owned and operated by Joe W. Engel.
Rusiness Office and Studio-Volunteer Life Building,
Chattanoora, Tennessee, telephone 8-5664.
Transmitter—Volunteer Life Building, Chattanooga,
Tennessee

Tennessee.

Wave—Power—Time
Operating power—250 watts.
(140% 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
Agency commission 15% to recognized advertising agencies on station time only. No cash discount.
Statements rendered 1st of each month, payable within 10 days.
General Advertising

General Advertising eneral Advertising
For combination rates see listing of Mutual Broad-casting System.
The following rates are for national advertising.
For local advertising consult station management.

(6:00 p.m. to 0:00 p.m. week days and 1:00

| | | | 10:00 p. | | | ot (100 |
|-------|--------|---------|----------|----------|----------|---------|
| | | 1 hr. | 1/2 hr. | 1/4 hr. | 5 min. | words) |
| 1 (| lme | 100.00 | 60.00 | 40.00 | 18.00 | 10.00 |
| 13 t | imes | 05.00 | 57.00 | 38.00 | 17.10 | 9.50 |
| 26 t | imes | 90.00 | 54.00 | 38.00 | 16.20 | 9.00 |
| 52 t | imes | 85.00 | 51.00 | 34.00 | 14.40 | 8.00 |
| 78 t | imes | 80.00 | 48.00 | 32.00 | 13.50 | 7.50 |
| 104 t | imes | 75.00 | 45.00 | 30.00 | 12.60 | 7.00 |
| 300 t | imes | 70.00 | 42.00 | 28.00 | 11.70 | 6.50 |
| | | | CLASS ' | B | | |
| (7:1 | 00 a.ı | m. to 6 | .m.q 00: | 10:00 p. | m. to 11 | :00 |
| 6 m | 100 | ok deve | and R.nn | em to | 1 · 00 n | m |

p.m. week days and 8:00 a.m. to 1:00 1 10:00 pm. to 11:00 pm. Sunday) 1 time 50.00 30.00 20.00 10.00 18 times 47.50 27.00 16.50 9.00 26 times 45.00 27.00 16.50 9.00 52 times 42.50 25.50 16.00 9.00 78 times 40.00 24.00 15.50 7.50 104 times 37.50 22.50 15.00 7.00 300 times 35.00 21.00 14.00 6.50 4.50 4.25

SPECIAL FEATURES weather reports and time signals. Rates on

request.

ELECTRICAL TRANSCRIPTIONS

One minute transcription accepted at 100 word spot rate. Transcription library ecervice available at no extra charge.

extra charge.

TALENT

Local talent svallable. Artist bureau maintained.
Rates on request.

REMOTE CONTROL

Portable equipment available.

SERVICE FACTILITIES

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 turntables for vertical and lateral cut recordings.

Personnel

General Manager—Frank C.

ersonnel General Manager—Frank S. Lane. epresentatives Burn-Smith Company, Incorporated.

WDOD (Established 1925)



Rates effective June 1, 1941. (Card No. 5N.)

Owned and operated by WDOD Broadcasting Corp Business Office and Studio-Hamilton National Bank Building, Chattanoga, Tennessee. Transmitter—Hamilton County, 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.

night.

Agency Commission 15% on broadcasting rates only to advertising agencies recognized by station owner. No commission on talent. No cash discount. Invoices mailed lat of each month.

General Advertising agencies see listing of Columbia Broadcasting System (Southeantral Group).

Rates include fees charged by owners of copyrighted music. (6:00 p.m. to 10:30 p.m.)

| music. | (| b:UU P. | m. 10 | 10:30 | p.m.) | | |
|--------|--------|---------|-------|--------|---------|---------|-------|
| | 1 | 13 | 26 | 52 | 104 | 156 | 260 |
| | ti. | ti. | ti. | ti. | ti. | ti. | ti. |
| 1 hr | 140.00 | 133.00 | | 119.00 | 112.00 | 105.00 | 98.00 |
| 1/2 hr | 84.00 | 79.80 | 75.60 | 71.40 | 67.20 | 63.00 | 58.80 |
| 1/4 hr | 56.00 | 53.20 | 50.40 | 47.60 | 44.80 | 42.00 | 39.20 |
| 5 min | 28.00 | 26.60 | 25.20 | 23.80 | 22.40 | 21.00 | 19.60 |
| (6:00 | a.m. | to 6:00 | p.m. | and af | ter 10: | 30 p.m. | .) |
| 1 hr | 70.00 | 66.50 | 63.00 | 59.50 | 56.00 | 52,50 | 49.00 |
| 1/2 hr | 42.00 | 39.90 | 37.80 | 35.70 | 33.60 | 31.50 | 29.40 |
| 1/4 hr | 28.00 | 26.60 | 25.20 | 23.80 | 22.40 | 21.00 | 19.60 |
| 5 min | 14.00 | 13.30 | 12.60 | 11.90 | 11.20 | 10.50 | 9.80 |
| | | | | | | | |

ANNOUNCEMENTS
(6:00 p m. to 10:23 p.m.)

1 13 26 39 62 100 200

11. tl. tl. tl. tl. tl. tl. tl. tl. tl.
words 18:00 17:10 16:20 15:30 14:40 18:50 11:60
15 wis 15:00 14:25 12:50 12:75 12:00 11:25 18:00
(6:00 am. to 6:00 p.m. and after 10:30 p.m.)
1 minute or 125
words 10:00 9:50 9:00 8:50 9:00 7:20 1:60
25 wis 7:50 7:13 6:75 6:38 6:00 5:63 5:60
Regular time charges apply to recorded programs
Not restricted to certain bours.

TALENT Rates on application.

HEMOTE CONTROL.

Arrangements can be made for remote control breach.

Arrangements can be made for remote control breach.

AFRYICE FACILITIES
fervice of program advertising and continuity to partments as well as announcing and operating sade.

In accuring talent, arranging and presenting advecting programs are included without extra charge.

Merchandling department available to advertising programs.

Merchandising department available to advertisem of Contract and Other Requirements
All contracts subject to the station owner's apprential and governmental regulations. Pitation owner reserved the right to refuse or discontinus any advertising a for reasons satisfactory to himself. Contracts, usates otherwise agreed, subject to cancellation by a thing it day advance written notice accompanied by a certified check for short rates to the date of cancellation. All a contracts subject to cancellation unless program steep 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.

ability on contract Dasis.

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 33-1/8 and 78 r.p.m. double turn-tables
Personnel

tion. using solve the development of the versional President—Norman A. Thomas. Vice-President—Earl W. Winger. Commercial Manager—Carter M. Parham. Program Director—Eugene B. Wilkey. Program Director—Eugene Representatives Paul H. Raymer Company.

CLARKSVILLE

(Montgomery County)

WJZM (Established 1941)

Rates effective October 23, 1941. (Card No. 1.) Owned and operated by William S. Kleeman.
Business Office and Studio—Masonic Temple Bide.
Third and Commerce Sts., Clarksville, Tenn.
Transmitter—Martin St., 1-1/4 miles south of city. s.
Clarksville, Tenn.

Wave—Power—Time
Operating power—250 waits.
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 station time only. No cash discount. Bills rendered first of month and are due 10th of month.

4.00 3.80 3.60 3.40 3.20 3.00 1.

3.00 2.85 2.70 2.55 2.40 2.25 2.10

News—Leased wire service available.

Market and news broadcasts and other special features are based on actual number of words used is copy and are subject to announcement rates.

Participation in group sponsored features 75% of regular rates.

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. Cast

In advance. REMOTE CONTROL

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

CLARKSVILLE—Continued W. I.Z. M-Continued

wyzm-Continued
intract and Other Requirements
idvertising of alcoholic beverages not accepted exdepthing beer. Advertiser will be charged with the
ost of programs which will be arranged by the stalon, subject to the advertiser's requirements and apinvoal. All talent for such programs will be ensaged
and paid by the station unless otherwise agreed in
driting. The advertiser's contract shall indicate the
asximum amount to be expended on programs. The
ganangement reserves the right to refuse any program
dritich, in its opinion, does not maintain the station
staff if so desired, and will, upon the adteriser's request, be submitted in advance for apfroval. Announcements will be Prepared by the
station staff if so desired, and will, upon the adertiser's request, be submitted in advance for apfroval. Announcements are accepted with the underdending that programs take precedence and that anaccouncements scheduled for periods later soid for
a rograms may be re-scheduled by the station at
fqually advantaseous times.

sing Time Contracts close one week in advance of first broad-ast. Announcement copy closes three days in ad-ance. Transcriptions and talks close 24 hours in

slehanical Program Equipment
Requipmed to handle programs by electrical transcripJon, using 33-1/3 and 78 r.p.m. double turn-tables
or vertical and lateral cut recordings.

isonnel
leneral Manager—W. E. (Bill) Williams.
leneral Minager—W. T. (Bill) Williams.
leneral Minager—W. T. P. White.

COOKEVILLE

(Putnam County)

WHUB

(Established 1940)
lates effective December 1, 1942. (Card No. 3.)
Rate card dated November 15, 1942.
Card received November 13, 1942.

wined and operated by WHUB Incorporated.
uisiness Office and Studio — Cookeville, Tennessee,
telephone 200,
ransmitter—807 Hickory St., Cookeville, Tenn.

or ne—Power—Time
diperating power—250 watts.
g 14.3 meters; 1400 kilocycles.
or densed to operate full time on a local channel.
perates on Central War Time.
ctual operating schedule: Sundays 8:00 a.m. to
():00 p.m. Week days 6:00 a.m. to 10:00 p.m.

of uncy Commission
gency commission 15% to recognized advertising
guarantees on station time only. No cash discount.
It ills rendered 1st of month: due 10th of month.

Advertising copyright fees include music copyright fees 1 3/4 1/2 hr. right fees.

1/2 1/4
hr.
18.00 12.00
17.10 11.40
16.20 10.80
15.30 10.20
14.40 9.60
13.50 9.00
12.60 8.40
11.70 7.80
10.80 7.20
19.90 6.60 1 3/4 1/2
1 1 time... 30.00 24.00 18.00
1 1 times... 28.50 22.80 17.10
1 1 times... 27.00 21.60 16.20
1 1 times... 25.50 20.40 15.30
1 12 times... 25.50 20.40 15.30
1 12 times... 25.50 20.40 15.30
1 12 times... 21.00 16.80 12.60
1 14 times... 21.00 16.80 12.60
1 14 times... 21.00 16.80 12.60
1 15 times... 18.00 14.00 10.80
1 26 times... 18.00 14.00 10.80
1 26 times... 18.00 14.00 10.80
1 26 times... 18.00 14.00 10.80
1 25 times... 18.00 15.00 11.70
1 25 times... 18.00 14.00 10.80
1 25 times... 18.00 15.00 11.70
1 25 times... 18.00 15.00 13.20 9.90

SPECIAL FEATURES
Time signals, weather forecasts. Rates on request.
Sews: Leased wire service available—rates on request.

POLITICAL BROADCASTS

" ates on request.

SERVICE FACILITIES
ervices of announcers, program and mepartments available at no extra charge.

ELECTRICAL TRANSCRIPTIONS
eneral advertising rates apply. Transcription lirary service available at no extra charge.

REMOTE CONTROL
aclilities subject to extra charges for line and
aechanical costs.

itract and Other Requirements
Idvertising of alcoholic beverage: accepted. Contracts
to accepted for periods longer than one year. Conracts subject to cancellation by two weeks' written
otice accompanied by certified check at short rate
by date of last program. All contracts subject to stadon manager's approval and government regulations.
fanagement reserves the right to refuse or disconlune any advertising for reasons satisfactory to itslf. No time will be sold for resale. Contracts are
ot transferable. Specified time is governed by availbility and priority. Programs shall hold priority
ver announcements. Management reserves the right
oc change time of any broadcast or any announcement to handle special events or to meet emergentes. Rates quoted are for the facilities of the stalon only, but include services of announcers, proram and merchandising departments.

chanical Program Equipment Equipped to handle programs by electrical transcrip-ion, using 33-1/3 and 78 r.p.m. double turn-tables or vertical and lateral cut recordings.

sonnel Station Manager-M. L. Medley. Station Director-Bill Reeves.

presentatives Philadelphia-Cox & Tanz.

JACKSON

(Madison County) WTJS (Established 1931)



Rates effective March 1, 1942. (Card No. 7.)

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
Agency commission 15% on net charges for station tacilities to recognized advertising agencies. Cash discount none. Commission does not apply m talent or production charges. Bills due and payable 10th of month following service unless otherwise epecified. General Advertising.
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 are accepted with the understanding that programs take precedence and that announcements are accepted with the understanding that programs take precedence and that announcements are accepted with the understanding that programs take precedence and that announcements are accepted with the understanding that programs take precedence and that announcements are accepted with the understanding that programs that the programs of the program of the program of the program of the pro

Charge.

TALENT

Rates on application.

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 morphandising service to all advertisers—details on request.

chandising 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'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 it 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

Personnel

Vice-President—A. A. Stone

Personnel
Vice-President—A. A. Stone.
Bus. & Com'l Mgr.—Aaron B. Bobinson.
Representatives

The Branham Company.

JOHNSON CITY

(Washington County)

WJHL (Established 1939)



Rates effective Januar J. 1941.

Owned and operated by WJHL, Inc.

Business Office and Studios—412 S. Roan Street,
Johnson City, Tennessee.

Other Studios—Bonnie Kate Theater Building, Elizabethion, Tenn.

Transmitter—Kinssport-Bristol Highway, 3 miles
out of Johnson City.

Wave—Power—Time
Operating power—1,000 watts.

\$29.7 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
Agency commission 15% to recognized advertising agencies. Production and talent net to the etation. 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 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.)

1 hr. 1/2 hr. 1/4 hr. 5 min.

| | 1 hr. | 1/2 hr. | 1/4 hr. | 5 min. |
|--------------------|-----------|-----------|----------|----------|
| 1 time | 90.00 | 54.00 | 36.00 | 18.00 |
| 13 times | | 51.30 | 34.20 | 17.10 |
| 26 times | | 48.60 | 32.40 | 16.20 |
| 52 times | | 45.90 | 30.60 | 15.30 |
| 104 times | | 43.20 | 28.80 | 14.40 |
| 208 times | | 40.50 | 27.00 | 18.50 |
| 312 times | | 37.80 | 25.20 | 12.60 |
| (10:00 p.m. to | | | | to 12.00 |
| (10.00 р.ш. го | 5:00 p.r | | оо р.щ. | |
| 1 time | | 40.50 | 27.00 | 13.50 |
| | | 38.47 | 25.65 | |
| | | | | 12.82 |
| 26 times | | 30.45 | 24.30 | 12,15 |
| 52 times | | 34.43 | 22.95 | 11.48 |
| 104 times | | 32.40 | 21.60 | 10.84 |
| 208 times | 50.63 | 30.38 | 20.25 | 10.12 |
| 312 times | | 28.35 | 18.90 | 9.45 |
| | NOUNCE | | | |
| (7:00 a.m. to | 2:00 p.m | . and 5:0 | 00 p.m. | to |
| | 10:00 p. | m.) | 100 wds. | 50 wds. |
| 1 time | | | 7.50 | 5.00 |
| 13 times | | | | 4.75 |
| 26 times | | | | 4.50 |
| 52 times | | | | 4.25 |
| 100 times | | | | 4.00 |
| 300 times | | | | 3.75 |
| 600 times | | | | 3.10 |
| | | | | 3.25 |
| | | | 4.00 | 3.23 |
| Station break anno | | | | |
| (10:00 p.m. to | | | 00 p.m. | to |
| | 5:00 p.r | | | |
| 1 time | | | | 3.75 |
| 13 times | | | | 3.56 |
| 26 times | | | | 3.37 |
| 52 times | | | 4.67 | 3.19 |
| 100 times | | | | 3.00 |
| 300 times | | | | 2.81 |
| 600 times | | | 3.85 | 2.62 |
| 1000 times | | | 3.58 | 2.44 |
| Station break anno | uncements | , each 3. | 75. | |
| RELIGIOUS | | | | 3 |
| | | | | |

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.
Rates on request.

cost. 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 announcer extra. These broadcasts must originate where telephone lines are available.

Local Manager—Ken Marsh.

SERVICE FACILITIES

Auditions and rehearsals free of charge to advertiser.

Mechanical Program Equipment
Equipment 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 Lingsport Broadcasting Company, Inc.
Studio-Radio Center, Kingsport, Tennessee.
Transmitter—Kingsport, Tennessee.
Vave—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.
Igency Commission

night.
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.

work.

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

1 hr. 1/2 hr. 1/4 hr.

40:00 26:00 16:00

38:00 24:75 15:00

38:00 23:50 14:00

38:00 22:25 13:00

32:00 21:00 12:00

28:00 19:00 11:50

28:00 17:50 10:00

CHASS (22.) 5 min, 10.00 9.50 9.00 8.50 8.00 7.50 7.25 7.00 17.50 'B'' 6:00 p.m.) 18.25 17.35 16.45 15.55 14.65 14.00 13.50 12.50 26.00
CLASS
(6:00 8.m. to
28.00
26.50
25.00
23.50
22.50
21.25 time..... times.... times.... times....

..... 20.00 (This listing continued on next page)

TENNESSEE—Continued

KINGSPORT—Continued W K P T—Continued

| ANNO | | MENTS | | ···· | | | | |
|--------------------|-------|---------------|--------------|------|--|--|--|--|
| | | SS"A" | CLASS (*) | (t) | | | | |
| | (*) | \mathcal{O} | | | | | | |
| 1 time | 5.50 | 4.15 | 4.25 | 3.25 | | | | |
| 13 times | 5,25 | 4.05 | 4.05 | 3.05 | | | | |
| 26 times | 5.00 | 3.85 | 3.85 | 2.85 | | | | |
| 39 times | 4.75 | 3.65 | 3.65 | 2.65 | | | | |
| 52 times | 4.50 | 3.45 | 3.45 | 2.45 | | | | |
| 104 times | 4.40 | 3.35 | 3.30 | 2.35 | | | | |
| 156 times | 4.30 | 3.25 | 3.25 | 2.25 | | | | |
| | 4.20 | 3.15 | 3.05 | 2.05 | | | | |
| 260 times | | | 3.00 | 2.00 | | | | |
| 624 times | 4.10 | 3.00 | \$.00 | 2.00 | | | | |
| (*) One minute or | | ords. | | | | | | |
| (†) Thirty seconds | or 40 | words. | | | | | | |
| INCLUMENTAL DAMES | | | | | | | | |

tegular rates apply; eash required in advance.

ELECTRICAL TRANSCRIPTIONS

Transcription library available at no extra cost.

EMOTE CONTROL

Complete facilities for originating broadcasts outside station's studies. Expense for service charge at cost.

TALENT
Talent charges will be furnished on request.

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

ers.

The station reserves the right to re-schedule any commercial program conflicting with broadcasts of greater interest to the listeners.

Maximum time limit of contracts is one year.

All contracts cancelled prior to expiration date are subject to charges in accordance with rates shown for the time used to date of cancellation. Announcements and programs may not he combined to earn a greater frequency discount. Programs originating outside station's studios are subject to special charges that vary in each individual case.

Personnel
General Manager—Jess Swicegood,
Program Director—Paul L. Overbay.

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

KNOXVILLE (Knox County)

WBIR (Established 1941)



Itatea 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-Wilder Place and Brooks Avenue, one
mile cast of business district, Knoxville, Tenn.

Wave—Power—Time
Operating power—250 watta.
211.9 meters; 1240 kilocycles.
Licensed to operate ttill time on local channel.
Operates on Central War Time.
Actual operating schedule: Sundays 7:00 a.m. to
12:00 midnight. Wock days 5:30 a.m. to 12:00 midnight.

night.

Agency Commission
Akency commission
Akency commission
Akency commission
Akency commission
Akency commission
Akency commission
No cash discount, Bills rendered
first of month and are due 10th of month.
General Advertising
For combination rates see listing of Mutual Broadcasting Nystem.
The following rates are for national advertising.
Itates include charges by owners of music copyrights.
Announcements and programs inay not be combined
to carn a greater frequency discount. Discounts are
allowed retroactively on broadcasts within a contract
year.

(TAASS "A"

The following discounts are available to advertisers who breast truncelled programs, subject to station approval. These discounts apply to Class "B" time only on the or more perfuds per week.

| | | Bitte | 1 |) Incompt f | () F.~ |
|-----|------|------------------------|------------------------------|------------------------------|------------------------------|
| 1/2 | lmur | rate 60.00 30.00 | 18 wks. 40% 40% 40% | 20 wks. 45% 45% 45% | 52 wks. 50% 60% 50% |
| | ANN | OUNG | MENTH | | |

If more than 600 announcements are used, a discount of 6% applies.
If more than 1,000 announcements are used, a discount of 10% applies.

```
CLASS "A"

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

1 13 26 52 78 104

ti. ti. ti. ti. ti, ti, ti.
```

00 words or less...... 7.00 6.50 6.00 5.50 5.00 4.50 4.00 CLASS "B" (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)

"1240 Club" from 11.30 a.m. to 1:00 p.m.; "Victory Club" from 11.50 p.m. to 5:00 p.m.—participating features:

1 wk. 1 mo. 13 wks. 26 wks. 52 wks. 100 words or less. six times weekly.

2.75 pc. 10. 2.25 2.00 1.75

Speeches, talks, sermins, etc., are acceptable provided the time is paid for in advance. However, station will not accept by or for qualified candidates for public oxcept or remote broadcasts—rates on request.

Contract and Other Requirements

Participation in special features does not entitle advertiser to discounts on regular programs or anouncements. Programs and announcements may not be combined to earn a frequency discount. The use of more than 12 announcements within a broadcast day is not permitted. No contract is accepted for a period longer than one year. All post same, announcements, talks, etc., are subject to the station management. Station reserves the right of discontinue any programs, announcements, talks, etc., for reasons sufficient to station. Station for station of the station and contract and the programs in the public interest. Programs shall have priority over announcements. Programs and other programs in the public interest. Programs and other

WNOX

(Established 1921)
Rates effective September 1, 1941. (Card No 6.) Owned and operated by Scripps-Howard Radio, Inc.
Amiliated 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.

Anderson Road.

Wave—Power—Time
Operating power—10,000 watts.
(100% modulation.)
303.0 meters; 999 kilocycles.
Licensed to operate full time on a clear channel.
Operates on Central War Time.
Actual operating schedule: Sundays 5:80 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 gency Commission
AKency commission 15% to recognized agencies on
station time only provided remittance envelope bears
post-mark on or hefore 10th of month, otherwise no
commission will be allowed. No cash discounts.
Bills rendered on the lat of month.

Application approval. Discounts based on five or more periods per work.

1/4 hour... 35.00 22-1/2% 28% 30% 45% (10:30 p.trl. to 8:00 a.m. datly)
Least thin 13 ti. 26 ti. 52 ti. 104 ti. 250 ti. 1 keur... 70.00 46.50 48.00 59.50 68.00 50.00 11.00 1/2 hour... 42.00 30.00 37.80 35.70 83.00 31.00 1/4 hour... 42.00 25.00 25.20 25.80 25.00 25.00 5 mirrutes 14.00 13.30 12.00 11.00 11.20 11.50

ANNOUNCEMENTS

To be used within 52 weeks:

CLASS "A"
(6:00 p.m. to 10:00 p.m. week days and
1:00 p.m. to 10:00 p.m. Sundays)
Less than
13 tl. 13 tl. 26 tl. 52 tl. 104 tl. 250 tl.

120 words or less..... 20.00 19.00 18.00 17.00 16.00 15.00

CLASS "B".

(8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 1:00 p.m. Sundays and 10:00 p.m. to 10:30 p.m. daily)

120 words or less.... 10.00 9.50 9.00 8.50 8.00 7.50 CLASS "C"
(10:30 p.m. 'to 8:00 a.m. daily)

TRANSCRIBED PROGRAMS
Hegular time charges apply.
TALENT
Rates on application.

Kates 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.

station.

Mechanical Program Equipment
Equipped to handle programe by electrical transcrip-tion, using SS-1/8 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. I
Business Office and Studio—2-7111.
Transmittor—Holston Hills. Knowille, 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.
Operatos on Contral War Time.
Actual operating schedule: 5:00 a.m. to 12:00 mid-11
night.

Agency Commission
Agency commission 15% to recognized agencies; no
cash discount. Statement and involces rendered lift of
month following service. Accounts payable by,
10th of month following service. Production costs are:

General Advertising
For combination rates see listing of National Breadcasting Company (Southcontral Group).
The following rates are for national advertising. Forlocal advertising rates consult station management.

KNOXVILLE—Continued WROL-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
ti. ti. ti. ti. ti. ti. 20 words or less.. 10.00 9.50 9.00 8.50 8.00 7.50 7.00 (All other time)

1, 10 words or the state of the classing particular are considered to be in higher rate classing at long are considered to be in higher rate classing the state of the state o action. SPECIAL FEATURES

ws., sports and other special features—rates on relest.

OLITICAL AND RELIGIOUS BROADCASTS

ttes on request.

ELECTRICAL TRANSCRIPTIONS
anacription library eervices available—rates and
tails on request.

TALENT
attes on application. Production costs are billed at
to station
scenary equipment for remote control broadcasts
applied by station for temporary installations, but
the see broadcasts must be made from noints where
tephone line service is available—rates and details
request.

SERVICE FACILITIES
addition programs and rehearsals available at no ex-

I cost.

(Inanical Program Equipment

(Phulpped to handle programs by electrical transcrip
n sin, using 33-1/3 and 78 r.p.m. double turn-tables

-13 lesident—S. E. Adcock | plsiness Manager—C. H. Frazier.

ilibesentatives

MEMPHIS

(Shelby County) WHBO

(Established 1925)

hiltes effective May 1, 1042. (Card No. 7.)
haved and operated by Broadcasting Station WHBQ.
12 Incorborated.
2 Islanes Office and Studio—Hotel Gayoso, Memphis,
24 Fennessee, telephone 8-4868.
hilfansmitter—Corner Court and Neely Street, Mem-

250 watts.
(100% modulation—temperature controlled crystal.)
(1.3 meters; 1400 kilocycles.
bensed to operate full time on cleared local channel.
derates on Central War Time.

falgey Commission
(a) tency commission 15% to recognized agencies. No

feral Advertising **Jeral Advertising fibriles include charges by owners of music copyrights.

**Je following rates are for national advertising. For any lail advertising rates consult station management.

**Inticipation of group programs, 10% discount.

Interpretation of Kroup programs. 10% discount.

CLASS "B"

1 13 26 52 100 150 300

1 13 26 52 100 150 300

1 1, tl. tl. tl. tl. tl. tl.

2 hour... 91.00 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

CLASS "B"

(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

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

5 minutes 10.00 0.55 0.00 8.50 8.00 7.50 7.00 ANNOUNCEMENTS (6:00 p.m. to 10:00 p.m.) 9.00 8.55 8.10 7.55 7.20 6.75 6.30 7.50 7.13 6.75 6.38 6.00 5.63 5.25 1 0 words

| 10 words | 7.50 | 7.13 | 3.07 | 5.38 | 5.00 | 5.63 | 5.25 |
| 10 words | 7.50 | 7.13 | 5.07 | 6.38 | 6.00 | 5.63 | 5.25 |
| 10 words | 7.50 | 7.13 | 6.75 | 6.38 | 6.00 | 5.63 | 5.25 |
| 10 words | 7.50 | 7.13 | 6.75 | 6.38 | 6.00 | 5.63 | 5.25 |
| 10 words | 7.50 | 7.13 | 6.75 | 6.38 | 6.00 | 5.63 | 5.25 |
| 10 words | 7.50 | 7.13 | 6.75 | 6.38 | 6.00 | 5.63 | 5.25 |
| 10 words | 7.50 | 7.13 | 6.75 | 6.38 | 6.00 | 5.63 | 5.25 |
| 10 words | 5.50 | 6.18 | 5.53 | 5.53 | 5.20 | 4.88 | 4.55 |
| 10 words | 5.50 | 6.18 | 5.53 | 5.53 | 5.20 | 4.88 | 4.55 |
| 10 words | 5.50 | 6.18 | 5.53 | 5.53 | 5.20 | 4.88 | 4.55 |
| 10 words | 5.50 | 6.18 | 5.53 | 5.53 | 5.20 | 4.88 | 4.55 |
| 10 words | 5.50 | 6.18 | 5.53 | 5.53 | 5.20 | 4.88 | 4.55 |
| 10 words | 5.50 | 6.18 | 5.53 | 5.53 | 5.20 | 4.88 | 4.55 |
| 10 words | 5.50 | 6.18 | 5.25 | 5.35 | 5.20 | 4.88 | 4.55 |
| 10 words | 5.50 | 6.18 | 5.25 | 5.35 | 5.20 | 4.88 | 4.55 |
| 10 words | 5.50 | 6.18 | 5.25 | 5.35 | 5.25 | 5.20 | 4.88 | 4.55 |
| 10 words | 5.50 | 6.18 | 5.25 | 5.35 | 5.25 | 5.25 | 5.25 | 5.20 |
| 10 words | 5.50 | 6.18 | 5.25 | 5.35 | 5.25 | 5.25 | 5.25 | 5.25 |
| 10 words | 5.50 | 6.18 | 5.25 | 5.35 | 5.25 | 5.25 | 5.25 |
| 10 words | 5.50 | 6.38 | 6.00 | 5.25 | 5.25 | 5.25 |
| 10 words | 6.25 | 6.25 | 6.35 | 6.00 | 5.25 |
| 10 words | 6.25 | 6.25 | 6.25 | 6.25 | 6.25 | 6.25 |
| 10 words | 6.25 | 6.25 | 6.25 | 6.25 | 6.25 | 6.25 |
| 10 words | 6.25 | 6.25 | 6.25 | 6.25 | 6.25 |
| 10 words | 6.25 | 6.25 | 6.25 | 6.25 | 6.25 |
| 10 words | 6.25 | 6.25 | 6.25 | 6.25 | 6.25 |
| 10 words | 6.25 | 6.25 | 6.25 | 6.25 |
| 10 words | 6.25 | 6.25 | 6.25 | 6.25 |
| 10 words | 6.25 | 6.25 | 6.25 | 6.25 |
| 10 words | 6.25 | 6.25 | 6.25 | 6.25 |
| 10 words | 6.25 | 6.25 | 6.25 | 6.25 |
| 10 words | 6.25 | 6.25 | 6.25 | 6.25 |
| 10 words | 6.25 | 6.25 | 6.25 | 6.25 |
| 10 words | 6.25 | 6.25 | 6.25 | 6.25 |
| 10 words | 6.25 | 6.25 | 6.25 |
| 10 words | 6.25 | 6.25 | 6.25 | 6.25 |
| 10 words | 6.25 | 6.25 | 6.25 |
| 10 words | 6.25 | 6.25 | 6.25 |
| 10 words | 6.25 |

RECORDED PROGRAMS
legular time charges apply to recorded or transcribed
rograms. Not restricted to certain hours.

rograms. Not restricted to certain dours, bitract and Other Requirements invertising of alcoholic beverages not accepted, exenting heer and wine. All broadcasting facilities are furnished in accordance with the terms of station's standard form of contract. ising Time

Arrangements for broadcast must be completed one veck in advance of initial presentation date. Announcements, talks and recorded programs require 18 hours' notice.

Mechanical Program Equipment Euulpped to handle proframs by electrical transcrip-tion, 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) Alburty

Representatives
William G. Rambeau Company.

WMC (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.

'ave—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 mid-

Agency Commission
Agency cummission 15% on net charkes for stat
time to recognized advertising agencies. Cash d
count none. Commission does not apply on tal
or production charges. All program, tatent and a
nouncement charges are billed in accordance w
credit arrangements approved by credit manaker
the station.

credit arrangements approved by Great manager of the station.

General Advertising For combination rates see listing of National Broadcasting Company (Southcentral Group). The following rates are tor 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 accented 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 programs, or transcribed or recorded announcements, produced for a pecific trade-named product or broaducts, 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 min.

| 1/4 nr | 5.0 nr | 5

CLASS "C" 10.00 a.m. to 9.00 a.m. and 10.30 p.m. to 1.00 a.m. and 10.30 p.m. and 10.30 p

i min. 24,50 23.27 22.05 20.82 19.80 18.37 17.10 morals (1 min.) 17.50 18.62 15.75 14.87 14.00 13.12 12.25 (*) Chain breaks and one minute announcementa cannot be combined with any other programs to earn frequency discounts.

SPECIAL FEATURES

News: Quarter hour news sponsorship available at 8:90 a.m., 12:30 p.m., 5:45 p.m. and 10:30 p.m. Monday through Saturday. Rates and details on

Time Signal Service: Includes two 30 word announcements, run of station schedule, each morning, afternoon and night, daily except Sunday.

ments, run of station scientific, each morning. attention and night, daily except Sunday.

(Complete Service)

1 mio. 3 mos. 6 mos. 9 mos. 12 mos.

Per mo. 900 00 755.00 700 00 855 00 800.00

(Morning and afternoon service combined)

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-ofstation basis and may not be combined with other
announcements or programs to earn a lower rate.

Rate for sponsorship of special reports such as cottion, weather, crops, news, basedul and football scores

is based on actual number of words used in advertiseing 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

Transcription programs may be broadcast at hour, with the testriction, however, that contents such programs are subject to the approval of station management.

TALENT
Station maintains a booking department for the securing and rehearsing of all talent requirements

REMOTE CONTROL

Service and facilities for handling programs by remote control are available and prices for such service will be quoted upon request.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Rates are for station facilities. Talent is extra.

Rate duotations include services of station 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

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. doubt turn-tables
for both vertical and lateral ceproductions.

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.

WMPS (Established 1925)



Rates effective Febraury 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—erstal control.)
205.5 meters; 1400 kilosycles.
Licensed to obstate unlimited time on regional denumerates on Central Wat 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.

within ten days.

General Advertising
For combination rates see listings of Mutual Broadcasting System and Blue Network Company (South-central Group).

Itates 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 anouncements, 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 Droduct 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 carn 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.)

11. 13:11. 26:11. 52:11. 100:112:50:11

1 hour.... 140.00 138.00 126:00 119.00 112:00 112:00 105:00

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 12:00 13.00 CLASS "B"

(8:00 a.m. to 6:00 p.m. and 10:00 p.m. to 10:30 p.m.)
hour... 87.50 83.13 78.75 74.38 70.00 65.63 hour... 52.50 49.88 47.25 44.63 42.50 39.37 hour... 35.00 83.25 31.50 29.75 28.00 26.25 hour... 17.50 16.63 15.75 14.88 14.00 13.13 *1/2 hour.... *1/2 hour.... *1/4 hour.... 5 minutes... 1 minute or 8.75 8.32 7.88 7.39 7.00 6.57 legg

(*) 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—deductable from the one time rate:

13 26 39 52

| | | | 13 | 26 | | 39 | 52 | |
|-----------|------|----------|---------|------|---|------|------|--|
| | | | wks. | wks. | | wks. | wks. | |
| 1 | hour | programs | 40% | 42% | | 45% | 50% | |
| 1/2 | hour | programs | 25% | 31% | | 35% | 50% | |
| | hour | | 22-1/2% | 28% | • | 30% | 45% | |
| CLASS "C" | | | | | | | | |

(10.30 p.m. to 8:00 a.m.)

| I hour 1/2 hour 1/4 hour 5 minutes. | 1 t1, | 13 t1. | 26 t1. | 52 t1. | 100 t1, | 250 ff. |
|-------------------------------------|-------|--------|--------|--------|---------|---------|
| | 70,00 | 66.50 | 63.00 | 59.50 | 58.00 | 52.50 |
| | 42.00 | 39.90 | 37.80 | 35.70 | 33.60 | 81.50 |
| | 28.00 | 26.60 | 25.20 | 23.80 | 22.40 | 21.00 |
| | 14.00 | 13.80 | 12.60 | 11.90 | 11 20 | 10.50 |
| less | 7.00 | 6.65 | 6.30 | 5.95 | 5.60 | 5.25 |

SFECIAL FEATURES
Time Signals, Weather Reports, etc.—Two 30 word announcements each morning, afternoon and evening, daily except Sunday:
Less than 3 months, per month. 330.00
3 months continuous, per month. 330.00
60 months continuous, per month. 270.00
12 months continuous, per month. 270.00

Rates for morthing 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.

TENNESSEE—Continued

MEMPHIS—Continued W M P S—Continued

POLITICAL BROADCASTS

Political speeches, talks, sermons, addresses, etc., acceptable for eponsorship only provided station time is paid for in advance of each presentation. TALENT Rates on application.

Contract and Other Requirements

contract and Other Hequirements
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. Hanrahan. Commercial Manager—Harold R. Krelstein.

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. Buginess Office and Studio—Hotel Peabody, Memphis.

Tennessee.
Transmitter—Radio Center, 4 miles from Memphis.

Wave—Power—Stone October, 4 inflore from Memphis.

Wave—Power—Stone 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 mid-

Agency Commission

gency 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.

the credit manager of the station.

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

The following rates are for national advertising. For iocal rates consult station management.

Rates include ASCAP fees.

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 advertisor or agency outside of a 25 mile radius of Memphis, shall be classed as general advertising and must carry the general rate.

Discounts allowed retrnactively on the number of broadcasts given within a year, under contract, not to exceed one year's duration.

CLASS "A"

CLASS "A"

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

1 tl. 18 tl. 28 tl. 52 tl. 100 tl. 150 tl. 800 tl. 200,000 100,000 150,00 140,00 130,00 122,50 117,00 110,00 160,00 150,00 140,00 180,00 122,50 117,00 110,00 104,00 97,50 91,00 85,00 80,75 76,50 72,25 88,00 88,75 50,50 45,00 42,75 40,50 98,25 88,00 88,75 81,50 28,75 22,50 21,25 20,00 18,75 17,60 reaks—80 Chain break words 25 25.00 28.75 22.50 21.25 20.00 18.75 17.50

| CIRCLE | Control | Contr

HERCIAI, FEATURES

Time Highal Service: Includes two 30 word run-of-schedule announcements each marning, afternoon and complete Hervice;
Less than 3 receive and a receive a receive and a receive and

| Less than 3 months, per month | 800.00 |
|--------------------------------|--------|
| 3 months, per month | 750.00 |
| 8 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 |
| 8 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 8 months, per month | 550.00 |
| 8 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% the regular rates. 'Breakfest 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 CONTRIOL

Services and facilities for handling programe originating outside of the studio are available—rates quoted on request.

SERVICE PACILITIES

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

Personnel

Rates and Annager—Hoyt B. Wooten.

Personnel
President and General Manager—Hoyt B. Wooten.
National Representatives
The Katz Agency, Inc.

NASHVILLE

(Davidson County)

WLAC (Established 1926)



Rates effective September 1, 1942. (Card No. 3.)

National Service.

Owned by J. T. Ward.
Operated by WLAC Broadcasting Service.
Business Office and Studio-Third National Bank
Building, Nashville, Temnessee.
Transmitter—Highway 31 W., Nashville, Tenn.

Transmitter—Highway 31 W., Nashville, Tenn.

Wave—Power—Time
Opertaing power—50,000 watts.
(100% modulation—crystal control.)
198.7 meters; 1510 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Central War Time.

channel. Operates on Contra vin Lam.

Agency commission 15% allowed to recognized advertising agencies. Cash discount 2%—10 days from date of invoice. All bills rendered on 1st of every month; payable 30 days net. Commission and cash discounts apply on 8ross amount billed. not including talent and service charge.

| Giscounts apply on gross amount billed. not including talent and service charge.
| General Advertising For combination rates see listing of Columbia Broadcasting System (Southcentral Group).
| The following rates are for national advertising. For local advertising rates consult station management. | CLASS "A" (6:00 p.m. to 10:30 p.m.) | 1:1, 18:1, 20:1, 52:1, 101:1, 200:1, 1:1 hour... 300.00 285.00 270.00 255.00 240.00 225.00 1/2 hour... 180.00 171.00 102.00 153.00 144.00 135.00 1/4 hour... 180.00 171.00 102.00 153.00 144.00 355.00 1/4 hour... 180.00 114.00 108.00 102.00 96.00 90.00 50.00 50.00 50.00 100 65.00 51.00 48.00 45.00 5 minutes 60.00 57.00 54.00 51.00 48.00 45.00 CLASS "B" (9:00 a.m. to 1:30 p.m., 4:00 p.m. to 6:00 p.m. and after 10:30 p.m., 1 hour... 160.00 142.50 135.00 127.50 120.00 112.50 1/2 hour... 90.00 85.50 81.00 70.50 72.00 07.50 1/4 hour... 60.00 55.50 81.00 76.50 72.00 07.50 1/4 hour... 50.00 55.50 81.00 76.50 72.00 07.50 1/4 hour... 50.00 55.50 81.00 76.50 72.00 07.50 1/4 hour... 50.00 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"

CLASS 'CC'
(6:00 a.m. to 9:00 a.m. and 1:30 p.m. to
4:00 p.m. h

1 hour.... 115.00 100.25 103.00 p7.75 92.00
2 hour... 60.00 65.55 62.10 58.65 55.20 4
4 hour... 40.00 48,70 41.40 30.10 30.80 1
5 minutes 25.00 23.75 22.50 21.25 20.00

ANNOUNCEMENTS
CLASS 'A'
(6:00 p.m. to 10:30 p.m.)
1 ti. 13 ti. 26 ti. 52 ti. 101 ti. 260 ti.
100 words... 30:00 28:50 27:00 25:50 24:00 28:50
50 words... 25:00 23:75 22:50 21:25 20:00 18:75

| 21.00 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.50 | 22.5

rms 1.50. SPECIAL PEATURES
"Barly Morning Varieties"—6:00 a.m. to 8:00 a.m., daily except Sunday, 15 or 80 minute units—20% of Glass "A" rate.

RECORDED PROGRAMS No extra charge.

TALENT
Extra, and charges are added to the billing for cost of time.

of thm.

RIMOTH CONTROL

Complete remote control equipment for handling programs originating autside 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 bullatin which deals with all phases of this subject. Contract and Other Requirements
Adertising 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 approval and governmental regulations. Station manager reserves the right to revise or discontinue any advertising for reasons deemed logical.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables. Personnel.
Owner—J. T. Ward.
General Manager—F. C. Sowell.

Representatives

WSIX (Established 1927)



Rates effective December 1, 1939, (Card No. 3.)

Rates effective December 1, 1939. (Card No. 3.) I Owned and operated by WSIX, Inc. Business Office and Studio—Nashville Trust Bidg., 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

gency Commission Agency commission 15% to recognized agencies on station time only. Bills rendered 1st 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 Netwerk
Company (Blue Southcentral Group).

(6:00 p.m. to 10:00 p.m. week days and after
1:00 p.m. Sundays)

1:00 p.m. Sundays)

1 tt. 13 tt. 26 tt. 52 tt. 100 tt. 300 tt.

1 hour.... 125.00 118.75 112.50 106.25 100.00 93.75

1/2 hour.... 75.00 71.25 67.50 68.75 60.00 56.25

1/4 hour.... 50.00 47.50 45.00 42.50 40.00 37.05

5 minutes 25.00 23.75 22.50 21.25 20.00 18.75

1 minute 10.00 9.50 9.00 8.50 8.00 7.05

1/2 minute 7.50 7.00 6.75 8.50 6.00 5.50

1/2 minute 7.50 7.00 6.75 8.50 6.00 5.50

1/2 hour... 75.00 71.25 67.50 68.75 80.00 35.75

1/4 hour... 45.00 42.75 40.50 38.25 80.00 35.75

1/4 hour... 45.00 42.75 40.50 38.25 80.00 35.75

1/4 hour... 25.00 23.75 22.50 21.25 20.00 18.75

5 minutes 12.50 11.00 11.25 10.65 10.00 84.05

1 minute 7.50 7.00 6.75 6.50 6.00 5.50

1/2 minute 7.50 7.00 6.75 6.50 6.00 5.50

1/2 minute 7.50 7.00 6.75 6.50 6.00 5.50

1/2 minute 7.50 7.00 6.75 6.50 6.00 3.75

SPECIAL WEEKLY RATES (6:00 p.m.)

| Column | C 1/2 hour: 3 times 5 times 6 times 1/4 hour: times vitimes vitimes vitimes vitimes witimes weekly 146.25 132.45 124.95 117.46 weekly 237.50 204.00 191.50 183.25 weekly 277.50 240.00 220.20 215.40

weekly 73.05 66.15 62.55 58.65 weekly 118.75 102.00 95.75 91.50 weekly 138.90 120.00 110.10 107.70 e 6:00 p.m. and after 10:00 p.m.) 1/2 hour: 8 times weekly 181.65 119.25 112.50 105.75 weekly 218.75 183.75 172.50 165.00 weekly 249.90 216.00 198.00 196.50 times

1/4 hour:
3 times
5 times
6 times
6 times
5 minutes
8 times
5 times
6 times

weekly weekly weekly 86.50 33.05 31.30 29.85 59.85 51.00 47.87 45.75 69.45 60.00 55.05 58.85 POLITICAL BROADCASTS
One time rates apply.

SPECIAL FEATURES
Time signals, weather reports, market reports, athletic events, religious broadcasts, rates on re-

quest.
News Service—Itates and details on request.
TALENT

Complete facilities for handling broadcasts originated in autality of station studies, Mobile unit available at 25.00 per hour or fraction thereof.

thereof. SERVICE PACILITIES

Sorvice of program, advertising and continuity departments as well as announcing 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 may advertisement for reason (This listing continued on next page)

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M. NASHVILLE—Continued

stilefactory to himself. All programs and announceonts must conform to all governmental regulations.
onl proposals subject to prior bookins of time.
of contract accepted for a period longer than one
of ir. No time sold for resale. Specified time govined by priority and availability. Programs shall
give priority over announcements.
mattion reserves the right to change time of broadstats to handle special events, and to meet emerincles.

cnoices.
Hibanical Program Equipment
equilipped to handle programs by electrical transnorption, using 83-1/8 and 78 r.p.m. double turnlibes for vertical and lateral cut recordings.

1 Mes for vertical and lateral cut r Heannel 19fesident—Jack M. Draughon. 173 mmercial Director—E. S. Tanner. Hrassenfatives 12 ot Sales, Inc.

WSM (Established 1925)

to tes effective January 1, 1938. (Card No. 6.)

these effective January 1, 1938. (Card No. 6.)

Imed and operated by the National Life and Accident Insurance Company, Inc.

Isainess Office and Studio—National Bidg., Seventh undavenue and Union Street. Nashville. Tennessee, divisiones office and Studio—National Bidg., Seventh undavenue and Union Street. Nashville. Tennessee, divisiones of the studio of the studi

min. 50 or Words 100 or Words 45.00 35.00 42.75 33.25 41.63 32.38 40.50 31.50 38.25 29.75 37.13 28.88 36.00 28.00 34.88 27.13 83.75 26.25 | 1 hr. 1/2 hr. 1/4 hr. 5 mln. Words | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0

8 (6:30 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 1 indians "A" tale apriles from 12:30 p.m. until 1 indians "A" tale apriles from 12:30 p.m. until 1 indians "A" tale apriles from 12:30 p.m. until 1 indians "A" tale apriles from 12:30 p.m. until 1 indians "A" tale apriles from 12:30 p.m. until 1 indians "A" tale apriles from 12:30 p.m. until 1 indians "A" tale apriles from 12:30 p.m. until 1 indians "A" tale apriles from 12:30 p.m. until 1 indo p.m. indians "A" tale apriles from 12:30 p.m. until 1 indo p.m. indians "A" tale apriles from 12:30 p.m. until 1 indo p.m. indians "A" tale apriles from 12:30 p.m. until 1 indo p.m. indians "A" tale apriles from 12:30 p.m. until 1 indo p.m. indians "A" tale apriles for from 12:30 p.m. until 1 indo p.m. indians "A" tale apriles for from 12:30 p.m. until 1 indo p.m. indians "A" tale apriles for from 12:30 p.m. until 1 indo p.m. indians "A" tale apriles for from 12:30 p.m. until 1 indo p.m. indians "A" tale apriles for from 12:30 p.m. until 1 indo p.m. indians "A" tale apriles for from 12:30 p.m. until 1 indo p.m. indians "A" tale apriles for from 12:30 p.m. until 1 indo p.m. indians "A" tale apriles for from 12:30 p.m. until 1 indo p.m. indians "A" tale apriles for from 12:30 p.m. until 1 indo p.m. indians "A" tale apriles for from 12:30 p.m. until 1 indo p.m. indians "A" tale apriles for indians "A" tale ap

Program broadcast under contract only. All contracts sublect 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 standards.

No contract to exceed one year's duration.

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 extensing time.

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

General Manager—Harry Stone.

Sales and Merchandising—Winston S. Dustin.

Promotion Manager—Albert E. Gibson.

Program Director—Jack S. Stapp.

Continuity Department—Gertrude McClanahan.

Representatives

Edward Petry & Company. Inc.

TEXAS

ELLIOT ROOSEVELT OPERATED STATIONS

Business Office—2010 Fort Worth National Bank Bldg., Fort Worth, Tex.

Comprised of:
KGKL—San Angelo
KCMC—Texarkana KRBC—Abilene KBST—Big Spring KPLT—Paris

Rates effective Octobor 1, 1942.

Wave—Power—Time
See Individual listings.

Agency Commission
15% to recognized agencies.

General Advertising
Rates include all five stations.

13 to 20 24 to 50 1

| 13 tl. or | 18 t 300 tl. 70.00 11.50 8.00 for 52

LONE STAR CHAIN
Star-Telegram Building. Fort Worth. Texas.

Comprised of:

KGKO—Dallas-Ft Worth
KGNC—Amarillo
KRGV—Weslaco

KRIS—Corpus Christi
KTSA—San Antonio
KXXZ—Houston

RCNC—Amarillo
KRRGV—Weslaco
Rates recoived April 20, 1942.

Wave—Power—Time
Agency Commission
Agency c Charges 55.00 55.00 55.00 55.00 55.00 55.00 55.00 55.00 Fotal 1.015.00 867.00 818.00 871.00 823.00 775.00 727.00 charges 1/4 hou KGKO KTSA KXYZ KRIS... KRGY . 06.00 91.20 86.40 81.60 76.80 72.00 67.20 72.00 08.40 64.80 61.20 57.00 54.00 56.00 88.00 76.00 72.00 88.00 64.00 60.00 56.00 48.00 45.60 48.20 40.80 88.00 38.00 38.00 38.00 48.00 46.80 88.00 38.0 Line charges 25.00

| | (6 | | | m. 12:0 | | 6:0 mid: | | | | | | | p.n | ۵. | |
|---|------|------|-----|------------|-----|-------------|-----|------|------|-----|---------|-------|------------|------|------|
| | | i | | · i | 2 | 26 | | | 2 | | 04 | | 56 | • | 300 |
| 1 hour | | ť | | ti | | ťi | | | ĩ. | | ĭ. | | i. | | ti. |
| KGK | 'n | | | | | 108 | | | | | | | | | i.00 |
| KTSA | | | .00 | | .50 | | | | .50 | | .00 | | .50 | | .00 |
| KXY | | | .00 | | .00 | | | | .00 | | .00 | | .00 | | .00 |
| KRIS | | | .00 | | .00 | | | | .00 | | .00 | | .00 | | 2.00 |
| KRG | | | .00 | | .50 | | | 49 | .50 | 40 | .00 | | .50 | | .00 |
| KGNO | | | .00 | | .00 | | | | .00 | | .00 | | .00 | | .00 |
| Line | • | 00 | .00 | 31 | •00 | 04. | UU | 31 | .00 | 40 | | 40 | . 00 | 42 | |
| chare | 7.00 | 55 | nn | | .00 | 55. | 00 | r r | .00 | | . 00 | 22 | .00 | 22 | .00 |
| | | | _ | | | | | | | | | | | | |
| Total | | | 00 | 511. | 00 | 487. | 00 | 465. | .00 | 439 | .00 | 415 | .00 | 391 | .00 |
| 1/2 ho | ur: | | | | | | | | | | | | | | |
| KGK | | | .00 | | .40 | | | | .20 | | .60 | | .00 | | .40 |
| KTSA | | | .00 | | .30 | | | | .90 | 43 | .20 | | .50 | | .80 |
| KXYZ | | | .00 | | .00 | 54. | | | .00 | 48 | .00 | 45 | .00 | | .00 |
| KRIS. | | | .00 | | .20 | 32. | | | .60 | | .80 | | .00 | 25 | .20 |
| KRGT | | | .00 | | .40 | 28. | 80 | 27 | .20 | | .60 | | .00 | 22 | .40 |
| KGN(| 7 | 36 | .00 | 34 | .20 | 32. | 40 | 30 | .60 | 28 | .80 | 27 | .00 | 25 | .20 |
| Line | | | | | | | | | | | | | | | |
| charg | | | | | .50 | 37. | | | .50 | | .50 | | <u>.50</u> | | .50 |
| Total | . : | 327. | .50 | 811 | .00 | 298. | 50 | 284 | .00 | 269 | .50 | 255 | .00 | 240 | .50 |
| 1/4 ho | | | | | | | | | | | | | | | |
| KGKC | | | .00 | | .60 | | | | .80 | | .40 | | .00 | | .60 |
| KTSA | | | .00 | | .20 | | | | .60 | | .80 | | .00 | | .20 |
| KXYZ | | | .00 | | .00 | | | | .00 | | .00 | | .00 | | .00 |
| KRIS. | | | .00 | | .80 | | | | .40 | | .20 | | .00 | | .80 |
| KRGY | 7 | 20 | .00 | 19 | .00 | 18. | 00 | 17 | .00 | 16 | .00 | | .00 | | .00 |
| KGNO | • | 24 | .00 | 22 | .80 | 21. | 60 | 20 | .40 | 19 | .20 | 18 | .00 | 16 | .80 |
| Line | | | | | | | | | | | | | | | |
| charg | çes | 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 |
| | | | Ρí | יודונ | ГIС | AL | BI | ROA | DC | AB | TS | | ••• | | |
| One | tin | 1e | | | | | | | | | | mis | sio | n D | sid |
| | | tics | | broa | | | | | | - | | | | | |
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| Prog | TAN | ng | ma | ະ ກໍ | rig | Inete | . 7 | rom | 81 | nv. | a m | liste | ы | otat | ion |
| with | nut | 67 | tra | cho | rea | for | re | vers | als | | | | - | | .0 |
| .,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | -46 | - | | SE | ίV | CE | F | CI | דינו | TES | 3 | | | | |
| Merc | hai | ndi. | ini | ישיי | ngi | lata | ñŕ | COL | nhi | nad | , et | forts | | f a | a ch |
| Micit | | | | | | | | | | | | | | | |

and every individual station. Service available at Line Charges

Ine Charges
Line charges are listed with rates. See "General Advertising."
ontraot and Copy Requirements
Advertising of alcoholic boverages 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.

Personnel
Operating Committee:
Harold V. Hough, Chairman.
Tillord Jones.
O. L. Taylor.
Mannging 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:

WFAA—Dallas KPRC—Houston
WBAP—Fort Worth WOAI—San Antonio
Rate schedule dated December 1, 1941.
Agency Commission
Agency Commission 15% to recognized agencies on not charges for time. talent, and lines. No cash discount. Bills rendered monthly and payable within 20 days.

net charges for time, talent, and lines, to 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.

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

| for. | (6:00 p.m. to | 10:30 D.t | n.) | |
|----------|----------------|-----------|---------|---------|
| | • | 1 hr. | 1/2 br. | 1/4 hr. |
| 1 | time | 1,035.00 | 624.00 | 416.00 |
| 13 | times | 1,000.50 | 603.30 | 402.20 |
| 26 | times | 957.25 | 577.35 | 384.90 |
| 52 | times | 914.00 | 551.40 | 367.60 |
| 100 | times | 885.75 | 534.45 | 356.30 |
| 104 | times | 870.75 | 525.45 | 850.80 |
| 150 | times | 842.50 | 508.50 | 339.00 |
| 156 | times | 827.50 | 499.50 | 333.00 |
| 250 | times | 821,25 | 495.75 | 330.50 |
| 260 | times | 806,25 | 486.75 | 324.50 |
| 300 | times | 784.25 | 473.55 | 315.70 |
| 312 | times | 769.25 | 464,55 | 309.70 |
| 450 | times | 763.00 | 460.80 | 307.20 |
| | (10:30 p.m. to | 11:00 p.r | n.) | |
| 1 | time | 855.00 | 516.00 | 344.00 |
| 13 | times | 820.50 | 495.30 | 330.20 |
| 26 | times | 786.25 | 474.75 | 816.50 |
| 52 | times | 752.00 | 554.20 | 802.80 |
| 100 | times | 723.25 | 437.25 | 201.50 |
| 104 | times | 717.75 | 433.65 | 289.10 |
| 150 | times | 689.50 | 416.70 | 277.80 |
| 158 | times | 683.50 | 413.10 | 275.40 |
| 250 | times | 677.25 | 409.35 | 272.90 |
| 260 | times | 671.25 | 405.75 | 270.50 |
| 300 | times | 649.25 | 392,55 | 261.70 |
| 313 | times | 643.25 | 888.95 | 250,80 |
| 450 | timos | 837.00 | 385.20 | 256.80 |
| | (11:00 p.m. to | | m.) | |
| 1 | time | 480.00 | 291.00 | 194.00 |
| 13 | times | 482.75 | 280.65 | 187.10 |
| 26 | tlmes | 444.18 | 269.48 | 179.65 |
| 52 | times | 425.50 | 258.30 | 173.20 |
| 100 | times | 411.38 | 249.83 | 166.55 |
| 104 | tlmes | 406.88 | 247.13 | 164.75 |
| 150 | timos | 392.75 | 238.65 | 159.10 |
| 156 | times | 388.25 | 235.05 | 157.30 |
| 250 | tlmes | 885.18 | 234.08 | 158.05 |
| 280 | times | 380.63 | 231.38 | 154.25 |
| 300 | times | 860.63 | 224.78 | 140.85 |
| 312 | times | 865.18 | 222.08 | 148.05 |
| 450 | times | 362.00 | 220 20 | 148.80 |
| | | | | |

TEXAS QUALITY NETWORK, THE

| Continued | | | | | | | | |
|-----------|-------------------------|---------|----------|---------|--|--|--|--|
| | (6:30 a.m. to 12:00 noo | n daily | and 12:0 | 10 | | | | |
| | noon to 6:00 p.m. | week da | iys) | | | | | |
| | • | I hr. | 1/2 hr. | 1/4 hr. | | | | |
| 1 | time | 510.00 | 309.00 | 206.00 | | | | |
| 13 | times | 492.75 | 298.65 | 199.10 | | | | |
| 26 | times | 472.63 | 286,58 | 191.05 | | | | |
| 52 | times | 452.50 | 274,50 | 183.00 | | | | |
| 100 | times | 438.38 | 266.03 | 177.35 | | | | |
| 104 | times | 432.38 | 262.43 | 174.95 | | | | |
| 150 | times | 418.25 | 253.95 | 169.30 | | | | |
| 156 | times | 412.25 | 250.35 | 166.90 | | | | |
| 250 | times | 409.13 | 248,48 | 165.65 | | | | |
| 260 | times | 403.13 | 244.88 | 163.25 | | | | |
| 300 | times | 392.13 | 238.28 | 158.85 | | | | |
| 312 | tlmes | 386.13 | 234.68 | 156.45 | | | | |
| 450 | times | 383.00 | 232.80 | 155.20 | | | | |
| | (12:00 noon to 6:00 | | ndays) | • | | | | |
| 1 | tlme | 682.50 | 412.50 | 275.00 | | | | |
| 13 | times | 656.63 | 396,98 | 264.65 | | | | |
| 26 | times | 629.44 | 380,66 | 253,78 | | | | |
| 52 | times | 602.25 | 364.35 | 242.90 | | | | |
| 100 | times | 581.06 | 351.64 | 234.43 | | | | |
| 104 | times | 575.06 | 348.04 | 232.03 | | | | |
| 150 | times | 553.88 | 335.33 | 223.55 | | | | |
| 156 | times | 547.88 | 331.73 | 221.15 | | | | |
| 250 | times | 543.19 | 328.91 | 219.28 | | | | |
| 260 | times | 537.19 | 325,31 | 216.88 | | | | |
| 300 | times | 520.69 | 315,41 | 210.28 | | | | |
| 312 | times | 514.69 | 311.81 | 207.88 | | | | |

TEXAS STATE NETWORK
1201 Lancaster St.. Fort Worth, Texas.
Comprised of:

| KRBC—Abilene | KRLH-Midland |
|---------------------|------------------|
| KFDA—Amarillo | KPLT—Paris |
| KNOWAustin | KGKL-San Angelo |
| KBST-Big Spring | KABC-San Antonio |
| WRR—Dallas | KTEM-Temple |
| KRRV-Sherman, | KCMC-Texarkana |
| Denison | WACOWaco |
| KFJZ-Fort Worth | KVWCVernon |
| KFYO-Lubbock | |
| | ary Stations: |
| KRIS-Corpus Christi | KPAC-Port Arthur |
| KXYZ—Houston | KRGV-Weslaco |
| | |

KRGV-Weslaco Rates effective November 15, 1941. (Card No. 6.) ave—Power—Time
See individual listings.

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

5 or

| | | | | | | 5 or |
|------|--------|---------|------------|-----------|-----------|----------|
| | | 1 ti. | 2 ti. | 3 ti. | 4 ti. | more ti. |
| 1 | hour | 691.00 | 618.00 | 566.25 | 526.00 | 469.00 |
| 3/4 | hour | 527.50 | 473.00 | 434.00 | 417.50 | 360.50 |
| 1/2 | hour | | 316.00 | 289.75 | 269.75 | 245.75 |
| 1/4 | hour | 188.40 | 170.25 | 157.25 | 147.10 | 134.25 |
| -, - | | | DAY RA | ATES | | |
| 1 | hour | 572.00 | 505.00 | 467.00 | 433.25 | 387.50 |
| 3/4 | hour | 434.00 | 384.00 | 355.00 | 330.00 | 295.00 |
| 1/2 | hour | 289.00 | 255.50 | 236,50 | 220.00 | 199.50 |
| 1/4 | bour | 152.00 | 135.00 | 125.00 | 116.00 | 106.00 |
| - | | Al | NNOUNCI | MENTS | | |
| | | | NIGHT I | ATES | | |
| | | 13 t1. | 26 t1. | 52 ti. | 156 ti. | 300 tl. |
| 100 | words | 71.00 | 67.00 | 62.25 | 55.80 | 52.00 |
| 50 | words | 51.75 | 49.00 | 45.15 | 41.00 | 38.50 |
| | | | DAY RA | | | |
| 100 | words | 55,75 | 52,50 | | 42,50 | |
| 50 | | 41.40 | | | 32.40 | |
| | | | is not i | | above n | schedule |
| but | 18 av | ailable | at publish | | | |
| | | | NIGHT I | | | |
| The | follow | ving re | vions pat | for indiv | to fourbl | ations: |

| | 1 | VIGHT II. | AILS | | |
|------------|---------------|-----------|------------|-----------|--------|
| The follow | lng rate | es apply | for indivi | dual etat | lons · |
| | | • | | | 100 |
| | 1 hr. | 1/2 hr. | 1/4 hr. | 5 min. | wds. |
| KRBC | 50.00 | 28.50 | 17.50 | 8.50 | 6.00 |
| KFDA | 75.00 | 45.00 | 30,00 | 14.00 | 5.00 |
| KNOW | 60.00 | 38.00 | 22.00 | 10.00 | 6,00 |
| KRST | 45.00 | 25.00 | 15.00 | 7.00 | 4.25 |
| WRR | 170.00 | 102.00 | 08.00 | 34.00 | 13.60 |
| KFJZ | 170.00 | 102.00 | 08.00 | 34,00 | 13.60 |
| KFYO | 60.00 | 36,00 | 24.00 | 10.80 | 4.00 |
| KRLII | 50.00 | 25.00 | 15.00 | 6.00 | 3.00 |
| KPI/T | 45,00 | 27.50 | 16.00 | 7,50 | 3.00 |
| KGKL | 50.00 | 28.50 | 17.50 | 8.50 | 6.00 |
| KARC | 90.00 | 57.00 | 36.00 | 20,00 | 10.00 |
| KRRV | 56.25 | 35.00 | 21.75 | 12.50 | 4.50 |
| KTEM | 45.00 | 25.00 | 15.00 | 6.50 | 3.00 |
| KCMC | 50.00 | 27.00 | 16.00 | 8,00 | 8.50 |
| KVWC | 45.0 0 | 26.25 | 15.00 | 7,50 | 8.75 |
| WACO | 60.00 | 40.00 | 22.00 | 12.00 | 6.00 |

| | | DAY RA | TES | | |
|-----------|--------|----------|-----------|------------|------|
| | | | | | 100 |
| | l hr. | 1/2_hr. | 1/4 hr. | 5 min. | wds. |
| KRBC | 50.00 | 28.50 | 17.50 | 8.50 | 6.00 |
| KFDA | 45.00 | 27.00 | 18.00 | 9.00 | 4.00 |
| KNOW | 30.00 | 19.00 | 11.00 | 5.00 | 3.00 |
| KBST | 40.00 | 22.50 | 13.50 | 6.00 | 8.75 |
| WRR | 110.00 | 66.00 | 44.00 | 22.00 | 8.80 |
| KFJZ | 110.00 | 86.00 | 44.00 | 22.00 | 8.80 |
| KFYO | 45.00 | 27.00 | 17.50 | 8.10 | 3.00 |
| KRLH | 50.00 | 25,00 | 15.00 | 6.00 | 3.00 |
| KPLT | 45.00 | 27.50 | 16.00 | 7.50 | 3.00 |
| KCKL | 50.00 | 28.50 | 17.50 | 8.50 | 6.00 |
| KABC | | 28.00 | 18.00 | 10.00 | 5.00 |
| KRRV | 37.50 | 22.00 | 13.75 | 6.85 | 2.65 |
| KTEM | | 25,00 | 15.00 | 6.50 | 3.00 |
| KCMC | | 27.00 | 16.00 | 8.00 | 3.50 |
| KVWC | 45.00 | 26.25 | 15.00 | 7.50 | 3.75 |
| WACO | 30.00 | 20.00 | 11.00 | 6.00 | |
| | | | | | 3.00 |
| Supplemen | | | available | at station | |
| pius line | charge | of 40.00 | per hour, | 22.50 per | half |
| hour. | | | | | |

REMOTE CONTROL 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.

Rates include line charges. Permanent lines are maintained.

maintained.

maintained.

maintained.

maintained.

maintained.

maintained.

maintained.

morract accepted for longer than one year, but options are allowed.

All Procrams of any nature subject to acceptance by management.

All procrams of any nature subject to acceptance by management.

and federal regulations, and made subject to interference by conditions beyond the control of stations.

President—Mrs. Elliott Roosevelt. General Manager—Gene L. Carle. Representatives Weed & Company.

ABILENE

KRBC

(Established 1936)

Rates effective July 1, 1938.

Owned and operated by the Reporter Broadcasting Company.

Business Office and Studio—11th floor, Hilton Rotel, Abliene, Texas, telephone 6255.

Transmitter—Ambler & Cottonwood Streets, Abliene, Texas, Vave—Power—Time

Wave—Power—Time
Operating power—250 watta,
206.9 meters; 1450 kilocycles.
Licensed to operate unimited time.
Operates on Central War Time.
Operates on Central War Time.
Agency Commission
Agency Commission 15% on station time and talent
to recognized agencies. No commission on political
broaccaste. 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 Broaccasting System, and Elliot
Roosevelt Operated Stations.
Rates include charges by owners of music copyrights.
Also solid in combination with KBST. Big Spring,
and KGRL. San Angelo. For combination rates see
listing of KBST, Big Spring.

| 11311 | ne of wholf bik Shink. | |
|-------|------------------------|-------|
| 1 | hour | 50.00 |
| 1/2 | hour | 28 50 |
| 1/4 | hour | 17 50 |
| `´5 | minutes | X.50 |
| • | DISCOUNTS | 0.00 |

OISCOUNTS

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.

| 13 | to | 25 | tim | 65 | | • - • - • • • • | | **** | | 5% |
|-----|------|------|------|-------|--------|-----------------|-----------|------|-------|-------|
| 26 | to | 51 | tim | es | | | ~~~~ | | | 10% |
| 52 | to | 99 | tim | es | | | | | | 15% |
| 100 | to | 149 | tim | es | | | ********* | | ***** | 20% |
| 150 | to | | tim | e8 | | | ***** | | | 25% |
| 300 | or | more | | | | | | | | 80% |
| | | | | ANN | DUNCI | SME | NTS | | | |
| Max | rim: | um v | vord | s per | anno | unce | ment, | 100; | addit | iona? |
| WOL | de i | take | the | next | higher | rat | te. | | | |

Trequest.

REMOTE CONTRIOL

Additional charges are made for programs originating outside of the studios

Senvice Facilities

Merchandising and publicity departments are part of the regular service. Extra services, when required suitled at not cost and Other Regularments

All quotations made subject to immediate acceptance All contracts subject for the conditions of the standard All A contract form All programs are subject to station approval, and must most 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. General one week is desired for musical or dramatic production.

tion.

Mechanical Program Equipment
Equipped to handle programs by lateral or vertical
electrical transcriptions.

Personnel

Personnel
General Manager—Howard Barrett.
Commercial Manager—A. C. Etter.
Representatives Elliot Roosevelt Operated Stations.

AMARILLO

(Potter County)

KFDA (Established 1939)

Rates effective January 15, 1942. (Card No. 9.) Owned and operated by Amarilio Broadcasting Corp. Business Offices and Studios-Nunn Bldg., Amarilia

Business Offices and Studios—Nunn Bidg., Amerika. Teras.
Teras.
Transmitter—Nunn Building, Amerika. Teras.
Transmitter—Nunn Building, Amerika.
Transmitter—Nunn Building, Amerika.
Transmitter—Sunn Building, Amerika.
Transmitter—Sunn Building, Amerika.
Transmitter—Sunn Building, Amerika.
Teras.
Transmitter—Sunn Building, Amerika.
The Agency Commission Sunn Building, Agency Commission Sunn to 11:00 p.m.
Agency Commission 15% to recognized agencies. Cass discount 2%. Involces 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.)

| | (6:00 p. | m. to | 11:00 p.m. | .) | |
|-----|---------------|-------|------------|---------|------------|
| | | l hr. | 1/2 hr. | 1/4 hr. | 5 min |
| 1 | tlme | 75.00 | 45.00 | 30.00 | 14.0 |
| 13 | times | 71.25 | 42.75 | 28.50 | 13.3 |
| 26 | times | 67.50 | 40.50 | 27.00 | 12.6 |
| 52 | | 63.75 | 38.25 | 25.50 | 11.9 |
| 100 | times | 60.00 | 36.00 | 24.00 | 11.2 |
| 150 | times | 56.25 | 33.75 | 22.50 | 10.5 |
| 202 | times | 52.50 | 31.50 | 21.00 | 9.8 |
| 254 | times | 48.75 | 29.25 | 19.50 | 9.1 |
| 306 | or more times | 45.00 | 27.00 | 18.00 | 8.4 |
| | (6:30 a | | | | 0.2 |
| 1 | time | 45.00 | 27-00 | 18.00 | 9.0 |
| 13 | times | 42.75 | 26.65 | 17.10 | 8.5 |
| 26 | times | 40.50 | 24.30 | 16.20 | 8.1 |
| 52 | | 38.25 | 22.95 | 15.30 | 7.8 |
| 100 | times | 36.00 | 21.60 | 14.40 | 7.2 |
| 150 | times | 33.75 | 20.25 | 13.50 | 6.7 |
| 202 | | 31.50 | 18.90 | 12.60 | 6.3 |
| 254 | | 29,25 | 17.55 | 11.70 | 5.8 |
| 204 | times | 27.20 | 11.00 | 10.70 | 5.8 5.4 |

4.00 3.80 3.60 3.40 3.20 3.00 2.80

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 CONTRIOL

Additional charges are made on special programs originating outside the studios. Remote equipment available. Rates on request.

Continuity, announcers and all other usual station facilities furnished at no additional cost.

Recording equipment available 33-1/3 and 78 r.p.m.

Rates on alr-checks 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 reserved the rivent to refuse or discontinue any programs must conform to the standard 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 irreimstances heread 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

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

Personnal

Manager—II. P. Roberson.

Program Director—Bonnie Bennett.

AMARILLO—Continued

KGNC



aftes effective October 1, 1940.

sites effective October 1, 1940.

Ined and operated by Plaina Badio Broadcasting inclompany, simber Taylor-Howe-Snowden Group, Central Sales in 1960.

Soft Tower Petroleum Building, Dallas, increas, Ken L. Sibson, General Manager, including, Studio-Hadio Bidg., Amarillo, increas, telephone 4242.

Inflammitter-Beilaire Park.

Power-Time offerting power-5,000 watts days; 1,000 watts nights. Incl. 3 meters; 1440 kilocycles.

Schensed to operate on cleared regional channel. spierates full time.

Bier Commission

Signates 1011 time.

Mycy Commission
Sency. commission 15% on station time to recognize the agencies. No commission on political broadfitts. Bills for gross charges rendered monthly and spalls within 20 days.

Garal Advertising combination rates see listings of National Broad-ing Company (Southwestern Group) and Lone

infir Chain.

dies charged by owners of music copyrights are not biluded in rates.

miximum words per minute, 100; additional words type next higher rate. Minimum period 1/2 minute. (6:00 p.m. to 11:00 p.m. daily)

| Mid. | hour | 120.00 |
|-------|---|---------|
| aid! | hour | 72.00 |
| ndi | hour | 48.00 |
| 111 | minutes | 30.00 |
| eti. | minute transcription | 20.00 |
| | | |
| atl: | minute transcription | 18.00 |
| na) | words | 18.00 |
| my) | words | 12.00 |
| H | (*6:00 a.m. to 6:00 p.m.) | |
| 201 | hour | 60.00 |
| | | 36.00 |
| 202 | hour | |
| 1:41 | hour | 24.00 |
| titi | minutes | 16,00 |
| lifit | minute transcription | 12.00 |
| nii? | minute transcription | 10.00 |
| arch) | words | 10.00 |
| | words | |
| rid) | words | 6.00 |
| |) Sunday 12:00 noon to 6:00 p.m. three- | fourths |
| 3731 | regular night time rate. | |

DISCOUNTS

Signary and the state of the stat

ELECTRICAL TRANSCRIPTIONS
iwanscriptions of five minutes or longer at regular
i.es. Sound effect records take transcription fates,

TALENT

** These on application.

REMOTE CONTROL

**REMOTE CONTROL

** Static of the studios.

SERVICE FACTLITIES

** aration Artists Service is available for selection of is lent and building of program. Merchandising and thiblicity departments are part of the regular service.

Services when required, billed at net cost.

20. Tack services, when required, billed at net cost, 120. Tack and Other Requirements 120. Price 120. Programs are subject to station approval. Price 120. Ting Time Himerally one week is desired for musical or dramatic literature.

francel 6) esident—O. L. Taylor. Lit meral Manager—John Ballard.

ahresentatives boward H. Wilson Company.

AUSTIN (Travis County) KNOW

ates effective August 1, 1942. (Card No. 8.) and and operated by Frontier Broadcasting Co.

and and operated by Frontier Broadcasting Co.

and operated by Frontier Broadcasting Co.

and operated by Frontier Broadcasting Co.

and Texas.

and Te

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

(6:00 p.m. constitution of the constitution of

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

I minute transcription 4,00 3.80 3.60 3.40 3.20 3.00 2.80

Nowords... 3.50 3.33 3.15 2.98 2.80 2.63 2.45

50 words... 2.50 2.38 2.25 2.13 2.00 1.88 1.75

Tle-in announcements in connection with network programs; Nights 8.00; days 4.00.

Station Breaks: Sold at guaranteed fixed position only six or seven days weekly. Individual station breaks may be bought subject to move in event an advertiser buying six or soven days weekly. fladed position, requires any spot sold individually. Copy limited to 30 words; 50 word announcement rate applies.

SPECIAL FEATURES

SPECIAL FEATURES Sporting Events: Rates on request. News Service: Rates on request.

POLITICAL BROADCASTS
Rates on request. Cash and copy in ac in advance.

TALENT

Rates on request.

Rates on request.

REMOTE CONTROL

Arrangements can be made for remote broadcasts.

Rates on request.

SERVICE FACILITIES

Merchandlsing: Rates on request.

Merchandising: Rates on request.

Contract and Other Requirements
Rates quoted cover the station time and facilities
unly, for programs originating in station studios.
The editorial content of all broadcasts is subject to
the approval or revision of station,
Renewal contracts subject to rate card in effect at
time of renewal. All contracts subject to cancellation unless program starts within thirty days.
Announcement copy will be broadcast as submitted,
if approved, and charges will be made at next hisher
rate if number of words exceeds limit in any class.
Closing Time

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 \$3-1/3 and 78 r.p.m. double turn-tables, retrical and lateral.

Personnel
General Manager—Hardy C. Harvey,
Program Director—Pat Adelman
Chief Engineer—James E. Lewis.

Representatives Spot Sales, Ing.

KTRC

KTBC

Rates effective January 1, 1940.

Owned and operated by State Capital Broadcasting Association. Inc.

Business Office and Studio—119-A West Eighth. Austin. Texas, telephone 8-4601.

Note: Address correspondence to Station KTBC, P.O. Box 717, Austin, Texas.

Transmitter—5-1/2 miles north of Austin on Highway 81.

81.

Wave—Power—Time
Operating power—1,000 waits.
(100% modulation—crystol control.)
200.0 meters; 1150 kilcoycles.
Licensed to operate daytime.
Operates on Central War Time.
Shares specified hours daytime with WTAW, College
Station, Teras.
Actual operating schedule: Monday through Thursday
6:00 a.m. to 11:25 a.m., 12:00 noon to local sunset.
Friday 6:00 a.m. to 11:25 a.m., 12:00 noon to 4:20 p.m.
and 5:30 p.m. to local sunset. Sturday 6:00 a.m. to
11:25 a.m., 12:00 noon to local sunset. Sunday 6:00
a.m. to 8:30 a.m., 0:30 a.m. to local sunset.
Agency Commission
Agency Commission
Agency Commission 15% on station time to recording the sunset of the suns

| 1 tl, | 13 tl, | 26 tl, | 52 tl, | 104 tl, | 300 tl, | 1 tl, | 13 tl, | 26 tl, | 52 tl, | 104 tl, | 300 tl, | 1 tl, | 104 tl, | 300 tl General Advertising

TALENT
Taient billed net.
REMOTE CONTROL
Equipment and facilities available for all type of remote control broadcasts at actual cost.
SERVICE FACILITIES
Complete merchandising service available, Details on request

Complete merchandising service available. Details on request
Contract and Other Requirements
Liquor advertising not acconteed. Beer and light wines advertising not acconteed. Beer and light wines advertising not acconteed. Beer and light wines advertising accepted at regular rates. All contracts subject to conditions of standard A.A.A. contract form. All contracts subject to station approval. FCC regulations, and NAB code of ethics.

Itates cover all station facilities, such as time, announcer, continuity, brogram planning, sudditions, etc. Contracts must be completed within 52 weeks of starting date for discounts to be applicable. In event of cancellation by advertiser short rate will apply. All rate quotations made subject to immediate acceptance and subject to chonge without notice.

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

Personnel

ersonnet President—R. B. Anderson. Manager—Aubrey H. Escoe. Chief Engineer—Gordon Farmer. Representatives
The Walker Company.

BEAUMONT

(Jefferson County) KFDM (Established 1924)



BLUE NETWORK STATION



Rates effective February 1, 1030.

Nates effective February 1, 1030.

Operated by Beaumont Broadcasting Corporation,
Business Office and Studio-Edson Hotel, Beaumont.
Texas, telephone 3832.
Trousmitter-Heaumont, Texas.
Wave-Power-Time
Onerating power-1,000 watts.
535.7 meters; 500 kilocycles.
Licensed to operate (uil time on regional channel.
Operates on Central War Time.
Actual operating schedule: 6:00 a.m. to 12:00 midnight.

Actual operating sense...

Agency Commission
Agency commission 15% on station time to recording the following sense.

Agency commission 15% on station time to recording the following sense.

Actual 30% of the following sense.

General Advertising
For combination rates see listing of file Network Company (file Southwestern Group).

Rates include charges by owners of music copyrights.

(2000 p.m. to 10:30 p.m.)

120.00
72.00
72.00

| 1 | hour | 120.00 |
|-----|--|--------|
| 1/2 | hour, | 72.00 |
| 1/4 | hour | 48.00 |
| , į | minutes | 24.00 |
| ĩ | minute transcription | 12.08 |
| 100 | words | 8.00 |
| 200 | Words | 8 00 |
| | :00 s.m. to 6:00 p.m. and after 10:30 p.m. | . 1 |
| ì | hour | 60.00 |
| 1/2 | hour | 98.00 |
| 1/4 | hour | 24.00 |
| 1/3 | | 14.00 |
| Ÿ | minutes | |
| 1 | minute transcription | 8.00 |
| 100 | words | 5.00 |
| 50 | Words | 8.50 |
| | | |

DISCOUNTS
Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs of five minutes or more cannot be com-

| hine | | to earn larger discounts. | |
|-------|-----|--------------------------------|-----|
| 1 | to | 12 times | N |
| 13 | to | 25 times | 150 |
| 26 | to | 51 times | 104 |
| 52 | to | 00 times | 15 |
| 00 | in | 00 times | ٥ň٠ |
| Sn | ** | 200 times. | öĸ. |
| 000 | 0.0 | more times | 500 |
| 11717 | U | more times SPECIAL FEATURES | 30 |

SPECIAL FEATURES
Time signals, news broadcasts, etc. Rates on request.
RECORDED PROGRAMS
No phonograph records used No additional charge for transcribed programs. Transcribed library service available.

TALENT

Rates on request. (This listing continued on next page)

BEAUMONT—Continued K F D M-Continued

KFDM—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 sicoholic beverages other than beer and wine not accepted.

No contracts to exceed one year's duration.

All rates guaranteed for one year from date of first broadcast with or without interruption.

All contracts subject to conditions of the standard AAAA contract form. All programs, talks, and an nouncements are subject to the approval of the station manakement. Station reserves the right to refuse any roder or any material submitted for broadcasting.

Closing Time

Depends on type of programs. Ten days required to to make printed program schedules.

Mechanical Program Equipment

Equipped to handle programs by electrical transcrition, using 83-1/8 and 78 r.p.m. double turn-table equipment.

Personnel

Prosident—C. W. Snider.

Secretary & Treasurer—D. A. Kabn.

General Manager—C. B. Locke.

Regressentatives

Howard H. Wilson Company.

KRIC (Established 1938)



Rates effective September 1, 1940. (Card No. 2.)

Rates effective September 1, 1940. (Card No. 2.)
Owned and oberated 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.

night.
Agency Commission
Agency Commission 15% to recognized advertising
agencies on time charges only. No cash discount.

| 1 | hour | 50.00 |
|-----|--|-------|
| 1/2 | hour | 29.00 |
| 1/4 | | 17.00 |
| 5 | minutes. | 7.00 |
| 1 | minute electrical transcription or 100 words | 4.00 |
| 50 | words | 2.75 |
| | FREQUENCY DISCOUNTS | |

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.

Programs.

TALENT
All types of talent available. Talent charges not included in program rates. Rates on request.

REMOTE CONTROL
Remote control scilities available.
Mobile unit available SERVICE FACILITIES
Services of the station staff and standard equipment available to advertiser at no additional cost.

Sources and Other Recuirements.

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
Equipmed to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables
for lateral and vertical cut transcriptions.

Personnel General Manager—Jack Neil. Commercial Manager—G. L. Kirk.

Representatives
The Branham Company.

BIG SPRING

KBST
(Established 1936)
Rates effective November 16, 1938, (Card No. 8.) Owned and operated by Big Spring Heraid Broad-casting Company.

Business Office and Studio-702 Johnson St., Big Spring, Texas, telephone 1500.

Transmitter—Northeast of Big Spring.

Transmitter—Northeast of Big S Wave—Power—Time Operating power—100 watts. 201.3 meters; 1490 kilocycles. Licensed to operate full'time. Operates on Central War Time.

Agency Commission 15% 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 gross ch

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 | 4 |
| 50 words | |
| 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 3.75 | j |
| 50 words or less | i |
| 1 minute electrical transcription | ć |
| 1/2 minute electrical transcription | |
| | , |
| DISCOUNTS | |
| Less than 13 times Net | |
| 13 to 25 times | , |
| 26 to 51 times | |
| 52 to 99 times15% | |
| 100 to 149 times 20% | |
| | |
| | |
| 300 or more times 30% | , |
| SPECIAL FEATURES | |
| Time Signals-Given on hour or half hour, choice | 4 |
| heing left to sponger but subject to previous existing | |

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.

| 2 | per | day, | eacheacheach | 2.50 2.25 | 26 wks 2.50 2.25 2.00 1.75 | 52 wks 2.25 2.00 1.75 1.50 | |
|---|-----|------|--|--------------|--|--|--|
| - | | , | V4011-1-11111111111111111111111111111111 | | | 2.00 | |

COMBINATION RATES
KRBC. Abilene—KBST. Big Spring—KGKL, San
Angelo.
Rates effective March 1, 1939. (Card No. 1.)

(7:00 a.m. to 6:00 p.m. and after 10:00 p.m. 5 minutes 1
ANNOUNCEMENTS
(After 6:00 p.m. and after 1:00 p.m. Sunday)
100 words or one minute electrical transcrip-

vov 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 10.15

SO words or one-half minute electrical transcription 10.15

DISCOUNTS

ELECTRICAL TRANSCRIPTIONS
Electrical transcriptions of five minutes or longer at
regular rates. Sound effect records take transcription
rates; other sound effects, extra.
Rates on request. TALENT

regular rates. 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 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 carms 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 immedate acceptance and rates subject to change without notice.

All programs are subject to station approval and

notice.
All programs are subject to station approval and must meet requirements of the Federal Communica-

tions Commission and any other agencies beyond t control of the station.

All contracts subject to the conditions of the Risa and AAAA contract form.

All contracts must be completed within 52 week and in the erent the contract is cancelled before expiration, a short rate billing will be effective. Closing Time

Depends on type of program. Generally, one we is required for dramatic or musical productions.

Mechanical Program Equipment

Foulpped to handle programs by electrical transcrition, using 23-1/3 and 78 r.p.m. double turn-tab for lateral cut recordings.

Personnel

Nixtion Manager—Jack Waliace.

Belliot Roosevelt Operated Stations.

BRADY (McCullocb County) KNEL

(ateculicob County)

KNEL

Hares effective June 1. 1937.
Owned and operated by G. L. Burns.
Business Office and Studio—Gibbons Bldg., Brs
Texas, telephone 77.
Transmitter—East Brady. Texas.
Wave—Power—Time
Operating power—250 waits days; 100 watta nig
201.3 meters; 1490 kilocycles.
Licensed to operate unlimited time.
Operates on Central War Time.
Actual operating schedule: Sundays 8:00 a.m.:
1:00 p.m. and 3:00 p.m. to 5:00 p.m. Week a
1:00 p.m. and 3:00 p.m. to 5:00 p.m. Week a
1:00 p.m. and 3:00 p.m. to 5:00 p.m. Week a
1:00 p.m. and 3:00 p.m. to 5:00 p.m. Week a
1:00 p.m. and 3:00 p.m. to 5:00 p.m. Week a
1:00 p.m. and discount of the series of the s

Rates on request.
RECORDED PROGRAMS
Transcription library services available at no es

Transcription library services available at no excest.
Contract and Other Requirements
In order to earn rates quoted contracts must be or pleted within 12 months.
All programs, announcements and contents of the scription programs are subject to the station's proval. Rates are for the facilities of the state only; talent is extra. The facilities of the state only; talent is extra. The facilities of the state only; talent for stock or royalty promotions' any kind.
Mechanical Program Equipment
Equipped to handle programs by electrical transction, using 33-1/3 and 78 r.p.m double turn-tab
Personnel General Manager—G. L. Burns.
Commercial Director—J. S. Sloans.
Representatives
Cox and Tanz.

BROWNSVILLE

(Cameron County) KEEW

REEW

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.: 10:00 p.m. Week days 7:00 a.m. to 11:00 p.m.

Agency Commission
Agency Commission 15% to recognized advertirase, as a commission as a commission

| 1/2 | | 41.00 | 23.00 | |
|------|-----------------------|------------|-------|-------------|
| 1/4 | hour 20.00 | 18.00 | 16.00 | i |
| - 5 | minutes 10.75 | 9.68 | 8.60 | |
| _ | (6:00 a.m. to | 8:00 nm) | | |
| 1 /0 | | | 16.00 | 15 |
| 1/2 | | | | - :: |
| 1/4 | hour 15.00 | 13.50 | 12.00 | 11 |
| - 5 | minutes 8.00 | 7.20 | 6.40 | |
| | ANNOUNCE | EMENTS | | |
| | (6:00 p.m. to | 11:00 p.m. | .) | |
| 100 | words 4.45 | 4.00 | 3.56 | 3 2 1 |
| | WOLUS | 3.24 | 2.88 | 9 |
| 50 | words 3.60 | | | - 7 |
| 25 | words 2.65 | 2.39 | 2.12 | |
| | (6:00 a.m. to | 6:00 p.m.) | | _ |
| 100 | words 3.40 | 3.06 | 2.72 | 1 |
| 50 | words 2.65 | 2.39 | 2.12 | 1 |
| 25 | 9.00 | 1.80 | 1.60 | 1 |
| 23 | words | | 1.00 | _ |
| | Monthly | | | 40 |
| 100 | words, per month | | | |
| 50 | words, per month | | | 30 |
| 25 | words, per month | | | 25 |
| | (This listing continu | | | |

30WNSVILLE—Continued KEEW-Continued .

FOREIGN BATES
tish rate 75% of regular rates.
REMOTE CONTROL
te control facilities available.

the control technical variables.
ideal Program Equipment
pped to handle programs by electrical transcribusing 33-1/3 and 78 r.p.m. double turn-tables
ateral cut recordings.

tel Manager—E. E. Wilson, ram Director—Jack E. Wilson. intatives . e & Company.

BROWNWOOD

(Brown County)

KBWD
(Established 1941)

s effective July 1, 1941. (Card No. 3.) and operated by Brown County Broadcasting

iness Office and Studio—300 Hawkins. Brown-od, Texas. ismitter—Approximately one mile northeast of ownwood. Texas.

F-Power—Time 1,000 watts days; 500 watts nights. I meters; 1380 kilocycles. Inset to operate full time on regional channel. 1'rates on Central War Time. I may 1 m

ty Commission among commission 15% to recognized agencies on -on time only. No cash discount. Bills rendered adde on first of month.

14 Advertising 16 following rates are for national advertising 6:00 p.m. to 12:00 midnight)

| : ROUTtextures | 100.00 |
|-----------------------------------|--------|
| : hour | 55.00 |
| hour | 32.00 |
| | 23.00 |
| minutes | |
| minutes | 18.00 |
| : words | 9.00 |
| words or less | 6.00 |
| | 0.00 |
| (6:00 a.m. to 6:00 p.m.) | |
| : hour | 60.00 |
| · hour | 33.00 |
| 1 1004 | 19.20 |
| · hour | |
| minutes | 13.80 |
| minutes | 10.80 |
| words. | 6.75 |
| WOI US | 4.50 |
| words or less | 4.50 |
| FREQUENCY DISCOUNTS | |
| ays per week, 6 months contract | 35% |
| 178 per week, 6 months contract | 30% |
| 13's per week. 3 months contract. | 25% |
| | |
| 1ys per week. 3 months contract | 20% |
| DITT IF TARGOTTAING | |

 BULK
 DISCOUNTS

 to 25 times
 5% 100 to 149 times
 20%

 to 51 times
 10% 150 to 299 times
 25%

 to 99 times
 15% 300 or more times
 30%
 OLITICAL AND RELIGIOUS PROGRAMS

ss on request.

SPECIAL FEATURES

rts—Regular rate plus line, announcer, techans' costs and fees to schools,
e signals and weather reports—rates on request,
e—Regular rates plus news costs.

ELECTRICAL TRANSCRIPTIONS
ular rates apply, Rates include use of transcripi library service. Instantaneous recording equipd available.

Ilities subject to extra charges for line and me-aical costs. Charges not subject to agency com-tion.

sion.

TALENT

ent extra, rates on request. All talent must be coved by station management.

ict and Other Requirements
rettising of alcoholic beverages not accepted exeritising of alcoholic beverages not accepted exeritising ber and light wines. Contracts subject to
sellation by written notice accompanied by certicheck at short rate to date of last program.
splete details on request.

Ig Time Iracts close one week in advance of first broadfouncement copy, transcriptions and talks close hours in advance.

Inical Program Equipment ipped to handle programs by electrical transcriptions of the state of t

anel tion Manager-Wendell Mayes.

sentatives vard H. Wilson Company.

COLLEGE STATION (Brazos County)

WTAW

sed and operated by Agricultural and Mechanical

Power—Time
Trating power—1,000 watts.
9 meters; 1150 kilocycles.

Does not sell time.

CORPUS CHRISTI

(Nueces County)

(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.

night.

Agency Commission

Agency Commission

Agency Commission

Agency Commission

Agency Commission

15% to recognized agencies on station time only. No cash discount. Bills rendered first of month and are due 10th of month.

General Advertising

The following rates are for national advertising.

Rates include charges by owners of music copyrights.

CLASS "A"."

| 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 | 4.00 |
| | 3.2 |
| 50 words CLASS "B" | |
| (6:00 a.m. to 6:00 p.m.) | |
| 1/2 hour | 25.00 |
| 1/4 hour | 15.00 |
| 5 minutes. | 7.5 |
| 1 minute | 3.5 |
| 100 words | 3.0 |
| 50 words | 2.5 |
| DISCOUNTS | 2,0 |
| Less than 13 times Net 51 to 99 times | 15% |
| 13 to 25 times 5% 100 to 149 times | 207 |
| 26 to 50 times 10% 150 or more times | 207 |
| SPECIAL MONTHLY RATES | 307 |
| CLASS "A" | |
| | |
| (6:00 p.m. to 10:00 p.m.) | |
| 1 minute, per month | 94.0 |
| 100 words, per month | 84.0 |
| 50 words, per month | 63.U |
| CLASS B | |
| (6:00 a.m. to 6:00 p.m.) | |
| 1 minute, per month | 63.0 |
| 100 words, per month | 57.7 |
| 50 words, per month | 50.0 |

50 words, per month 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 most of 5%.

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

REMIOTE 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.

tor vertical and lateral cut recording ersonnel
Station Manager—Charles W. Rossi.
Commercial Manager—Bill Hughes.

Representatives
Forjoe & Company.

KRIS (Established 1937)



Rates effective May 1, 1942.

Owned and operated by Gulf Coast Broadcasting Co.
Business Office and Studio-Robert Driscoll Hotel,
Corpus Christi, Texas, P. O. Box 840, telephone

6354. Transmitter—Corpus Christi. Texas.

Wave—Power—Time
Operating power—1.000 watts.
(1100% modulation.)
220.6 meters; 1360 kilocycles.
Licensed to operate full time on cleared channel.
Operates on Central War Time.

Operates on Central War Time.

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 Advertisian
For combination rates see listings of National Broadcastins Company (additional to Southwestern Group), Mutual
Broadcasting System and Lone Star Chain.
Pates include charges by owners of music copyrights.
To advertisers using the facilities of KRIS and
KXYZ, Houston, Teans, in combination, a 10% discount from the total will apply.

| cour | /4:00 to 12:00 1 11 | |
|------|---|-------------|
| | (6:00 p.m. to 11:00 p.m. daily and Sunday |) 120.00 |
| 1/2 | hour | 72.00 |
| 1/4 | nour | 48.00 |
| 6 | minutes | 24.00 |
| 50 | minute | 14.40 |
| üΨ | 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)

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

TALENT Rates on application.

Rates on application.

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.

Personnei
Manager—T. Frank Smith.
Promotion Manager—Fred Burr.

Representatives
The Branham Company.

CORSICANA

(Navarro County)

KAND (Established 1937)



Rates received January 28, 1942.

Owned and operated by Navarro Broadcasting Ass'n. Business Office and Studio—Highway 75, 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 daily.

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 52 104 800
1/2 hour... 20.0 19.00 18.00 17.00 10.00 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
50 words... 2.50 2.40 2.20 2.00 1.80 1.70

ANNOUNCEMENTS
One minute or less transcriptions at 100 word rate.
Fifty word station breaks (guaranteed time) at 100 word rate.

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 cervices available—rates on request.

Rates on request.

REMOTE CONTROL
Equipped to handle remote controlled programs from any point.

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 atation management.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turn-tables.

Personnel Manager—Earle Fletcher.

Representatives Hal Holman Company.

DALLAS

(Dallas County)

KGKO

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.

Riverside 9631; Star-Telegram Bilgs., Fort Worth, Texas.
Studios—Santa Fe Bldgs., Dallas, Texas; Medical Arts Bldgs., 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

KRLD (Established 1926)

Rates effective July 1, 1941.

| 1/2 hour | 240.00 |
|---|--------|
| 1/4 hour | 160.00 |
| 5 minutes | 80.00 |
| 1 minute | 45.00 |
| 50 words | |
| (7:00 a.m. to 6:00 p.m. week days, 10:30 p. | |
| to 12:00 midnight daily, and 7:00 a.m. | to |
| 12:00 noon Sunday) | |
| 1/9 hour | 120 00 |

| 1/2 hour | 120.00 |
|-------------------------------------|--------|
| | |
| 1/4 hour | 80.00 |
| 5 minutes | 40.00 |
| 1 minute | 22.50 |
| 50 words | 17.50 |
| 30 Words | 11.00 |
| (12:00 mldnight to 7:00 a.m. daily) | |
| 1/2 hour | 80.00 |
| | 53.30 |
| 1/4 hour | |
| 5 minutes | 26.70 |
| 1 minute | 15.00 |
| | |
| 50 words | 11.65 |
| (12:00 noon to 0:00 p.m. Sunday) | |
| 1/2 hour | 160.00 |
| 1/4 hour | 108.70 |
| | |
| 5 minutes | 53.30 |
| 1 minute | 80.00 |
| | |
| 50 words | 23.30 |
| FREQUENCY DISCOUNTS | |
| 1 to 12 times Net 300 to 599 tim | es 30% |

| 30% |
|--------|
| |
| 85% |
| 9 0070 |
| 8 40% |
| |
| s 45% |
| 3 4070 |
| F0.01 |
| 50% |
| |
| |
| |
| |
| |

When 52 consecutive weeks of adortising 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 freedomy discount year must be concurrent. No discount to exceed one year's duration.

must be concurrent. No discount to exceed one year's duration. SPECIAL FEATURES
News: Time charges only, regular discounts applr. Advertiser pays 5.00 net for commentator. Weather Reports. Time Signals, etc.—Regular rates apply, less frequency discounts. No charge for additional workage 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 lientification or other 'cut-in' announcements ands locally within advertiser's notwork time. Service charge: days 25.00; nights 50,00. No discounts.

ments made locally within advertiser's network time. Hervice charge: days 25.00; nights 50.00. No discential.

ELECTRICAL THANSCRIPTIONS
Programs by electrical transcription accepted at regular rates without service charge or time restrictions.

TALENT
Hates 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. Beguirements

All programs, this send announcements are subject to the approval of the station without objection or liability. The management reserves the right or flashifty. The management reserves the right or make any changes acceptant regulations.

Clealing Time
Clealing Time
Cloaling date four weeks in advance of service if program is to be included in publicity releases. Final closing date four weeks in advance of service if program is to be included in publicity releases. Final closing two weeks.

Mechanical Program Equipment
Foulipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables Program Interest. W. Runyon, Manageling Director—J. W. Runyon, Manageling Director—J. W. Runyon, Minalon Manager—C. W. Runyon, Time Branhain Company.

KSKY (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—Bruton Road, six miles southeast of business district, Dallas, Texas.

business district, Dalias, 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.

last of month; due 20th of rottowing month.

General Advertising
The following rates are for national advertising. Rates include charges by owners of music copyrights; ASCAP, BMI. SEAC licenses.

Program rates apply to schedules of consecutive weeks with the exception of "1 time weekly" rates which also apply on a "1 time, 4 times, 13 times, 26 times and 52 times" basis.

Per week

| _ | | Per we | ek — — — — | |
|---------------|-----------|-----------------|------------|---------|
| 1/2 hour: 1 v | | s. 13 wk | s. 26 wks. | 52 wks. |
| 1 ti wkly 40 | | 00 32.0 | 0 28.00 | 24.00 |
| 3 ti wkly 33 | 1.50 30.1 | l 5 26.8 | 0 23.45 | 21.30 |
| 5 or more | | | | |
| ti wkly 27 | .00 24.3 | 30 21.6 | 0 18.90 | 16.20 |
| 1/4 hour: | | | | |
| 1 ti wkly 24 | .00 21.6 | 0 19.2 | 0 16.80 | 14.40 |
| 3 ti wkly 20 | .00 18.0 | 00 16.0 | 0 14.00 | 12.00 |
| 5 or more | | | | |
| ti wkly 16 | 14.4 | 10 12.8 | 0 11.20 | 9.60 |
| 10 minutes: | | | | |
| l ti wkly 18 | .00 16.2 | 0 14.4 | 0 12.60 | 10.80 |
| 3 ti wkly 15 | .00 13.5 | 50 12.0 | 0 10.50 | 9.00 |
| 5 or more | | | | |
| tt wkly 12 | .00 10.8 | 30 9.6 4 | 8.40 | 7.20 |
| 5 minutes: | | | | |
| 1 ti wkly 12 | .00 10.8 | 30 9.6 | 0 8.40 | 7.20 |
| 3 ti wkly 10 | .00 9.0 | 0.8 | 7.00 | 6.00 |
| 5 or more | | | | |
| ti wkly 8 | .00 7.5 | 0 6.4 | 0 5.60 | 4.80 |
| | | | ~ | |

ANNOUNCEMENTS
Announcement rates apply to schedules of consecutive weeks with the exception of '6 times weekly' rates which also apply on a '5 times, 24 times, 78 times, 136 times and 312 times' basis.

| | n | r week- | | |
|-------------------|------------|---------|---------|---------|
| 50 words: 1 wk. | 4 wks. 1 | 3 wks. | 26 wks. | |
| 6 ti wkly 3.00 | 2.70 | 2.40 | 2.10 | 1.80 |
| 12 ti wkly 2.75 | 2.47 | 2.20 | 1.93 | 1.65 |
| 18 tt wkly 2.50 | 2.25 | 2.00 | 1.75 | 1.50 |
| 36 tl wkly 2.25 | 2.02 | 1.80 | 1.58 | 1.35 |
| Timited to 10 ann | ouncements | a day | On one | product |

36 tl wkly 2.25 2.02 1.80 1.58 1.35 Limited to 10 announcements a day on one product. 100 words—50 word rate plus 25%. News—Recular rates apply plus 25%; sold on strip basis, seven days a week only. Announcements before and after news—regular rates plus 25%. 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

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

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.

Medianical Program Equipment
Regipped to handle programs by electrical transcription using 33-1/3 and 78 r.p.m. double turn-tables
for vertical and lateral cut recordings.

Personnol Station Manager-A. L. Chilton. Commercial Manager-R. G. Terrill.

WFAA (Established 1922)



Rates offective October 1, 1939, (Card No. 8.)
Dwined and operated by The Dallas Morning Nows.
Studio—2nd Unit. Santa Fe Bildz., Dallas, Toxas.
Transmitter—Grapevine. Texas (between Dallas and
Fort Worth).

BORT WORth).

Wew-Power—Time
Oberating power—50,000 watts.
(100% inadulation—crystal control.)
305.9 indepers; R20 kilocycles.
Operates on Central War Time.
WFAA and WBAP, Fort Worth, licensed to operate full time on cleared national channel, using same transmitter.

Agency Commission
Agency Commission 15% on station time and talent
to precognized assunctes. No commission on political
broatens. No cash discount, lills for gross charges
rendered monthly and pnyable within 20 days.

General Advertising for the highest within 20 days.

General Advertising for englishment of the company (Southwestern Group) and Texas (Amility Network, Maximum words per minute 100; additional words take next higher rate.

The following rutes are for national advertising. For local advertising rates consult station management.

| | (6:00 p.m. | to | 11:00 | D.m. | dally) | |
|-----|------------|--------|-------|--------|----------|-------|
| | | 1 hr | | /4 hr. | 1/2 hr. | 1/4 8 |
| 1 | t1me | 440.0 | 00 a | 68.00 | 264.00 | 176 |
| 13 | times | 418.0 | 00 3 | 49.60 | 250.80 | 167. |
| 26 | times | 396.0 | | 31.20 | 237.60 | 158 |
| 52 | times | 374.0 | | 12.80 | 224.40 | 149 |
| 100 | times | 352.0 | | 94.40 | 211.20 | 140. |
| 150 | times | 330.6 | | 76.00 | 198.00 | 132, |
| 300 | times | 308.6 | | 57.60 | 184.80 | 123 |
| 600 | times | 286.0 | | 39.20 | 171.60 | 114 |
| 800 | times | 264. | | 20.80 | 158.40 | 105. |
| 300 | тшев | | | | | |
| | | 5 ml | | (*) | 100 wds. | 50 w |
| 1 | time | 110. | | 55.00 | 50.00 | 40, |
| 13 | times | 104. | | 52.25 | 47.50 | 88, |
| 26 | times | 99.0 | 00 | 49.50 | 45.00 | 36. |
| 52 | times | 93. | 50 | 46.75 | 42.50 | 34. |
| 100 | times | 88.6 | 00 | 44.00 | 40.00 | 32. |
| 150 | times | 82. | 50 | 41.25 | 37.50 | 30. |
| 300 | times | 77.0 | 30 | 38.50 | 35.00 | 28. |
| 600 | ttmes | 71. | 50 | 35.75 | 32.50 | 26. |
| 800 | times | 66 (| 00 | 33.00 | 30.00 | 24. |
| | | - 4- | | | | |
| | (12:00 noo | | | | unday) | |
| | | l/ hr. | | /4 hr. | 1/2 hr. | 1/4 1 |
| 1 | time | 330. | | 76.00 | 198.00 | 132. |
| 13 | times | 313. | | 62.20 | 188.10 | 125. |
| | | | | 40 40 | 170 00 | |

| | (12:00 noo | n to 6:00 | p.m. S | unday) | |
|-------------|---|--|--|--|---|
| | | 1/ hr. | 3/4 hr. | 1/2 hr. | 1/4 h |
| 1 | time | 830.00 | 276.00 | 198.00 | 132.t |
| 3 | times | 313.50 | 262.20 | 188.10 | 125.4 |
| 26 | times | 297.00 | 248,40 | 178.20 | 118.5 |
| 52 | times | 280.50 | 234.60 | 168.30 | 112.2 |
| 0 | times | 264.00 | 220.80 | 158.40 | 105.6 |
| 60 | times | 247.50 | 207.00 | 148.50 | 99.(|
| 0(| times | 231.00 | 193.20 | 138.60 | 92.4; |
| 0 | times | 214.50 | 179.40 | 128.70 | 85.8 |
| 10 | times | 198.00 | 165.60 | 118.80 | 79.2 |
| | | | | | |
| | | 5 min. | (*) | 100 wds. | 50 wd r |
| 1 | | 5 min. 82.50 | (*) 41.25 | 100 wds. 37.50 | 50 wd 1 |
| 13 | time | | | | |
| 3 | timetimes | 82.50 | 41.25 | 37.50 | 30.€ |
| 3 | timetimes | 82.50 78.38 | 41.25 39.19 | 37.50 35.63 | 30.C |
| 3 6 2 0 | timetimes | 82.50 78.38 74.25 | 41.25 39.19 37.13 | 37.50 35.63 33.75 | 30.0 28.5.1 27.0 |
| 3 6 2 | timetimestimestimes | 82.50 78.38 74.25 70.13 | 41.25 39.19 37.13 35.06 33.00 30.94 | 37.50 35.63 33.75 31.88 | 30.0 28.5.1 27.0. 25.1 24.0 22.5 |
| 3 6 2 0 | timetimes | 82.50 78.38 74.25 70.13 66.00 | 41.25 39.19 37.13 35.06 33.00 | 37.50 35.63 33.75 31.88 30.00 28.13 26.25 | 30.0 28.5.1 27.0. 25.5 24.0 22.5 21.0 |
| 3 6 2 0 0 0 | timetimestimestimes | 82.50 78.38 74.25 70.13 66.00 61.88 57.75 53.63 | 41.25 39.19 37.13 35.06 33.00 30.94 28.88 26.81 | 37.50 35.63 33.75 31.88 30.00 28.18 26.25 24.88 | 30.0 28.5.1 27.0. 25.1 24.0 22.5 |
| 362000 | timetimes | 82.50 78.38 74.25 70.13 66.00 61.88 57.75 | 41.25 39.19 37.13 35.06 33.00 30.94 28.88 | 37.50 35.63 33.75 31.88 30.00 28.13 26.25 | 30.0 28.5.1 27.0. 25.5 24.0 22.5 21.0 |

(6:00 am to 6:00 am week days, and before

| | 12: | 00 noon | Sunday) | | |
|----|------------|----------|---------|----------|--------|
| | | 1 br. | 3/4 hr. | 1/2 hr. | 1/4 h |
| 1 | time | 220,00 | 184.00 | 132.00 | 88.0 |
| ā | times | | 174.80 | 125,40 | 83.€ |
| 6 | times | | 165.60 | 118.80 | 79.2 |
| 2 | times | 187.00 | 156.40 | 112.20 | 74.8 |
| ő | times | 176.00 | 147.20 | 105.60 | 70.4 |
| ŏ | times | 165.00 | 138.00 | 99.00 | 66.0 |
| 0 | | 154.00 | 128.80 | 92.40 | 61.6 |
| | times | | 119.60 | 85.80 | 57.2 |
| Ŏ | times | 132.00 | 110.40 | 79.20 | 52.8 |
| 0 | times | 132.00 | | | |
| | | 5 min. | (*) | 100 wds. | 50 wdi |
| 1 | time | 55.00 | 27.50 | 25.00 | 20.0 |
| 3 | times | 52.25 | 26.13 | 23.75 | 19,01 |
| 6 | times | 49.50 | 24.75 | 22,50 | 18.0 |
| 2 | times | | 23.38 | 21, 25 | 17.0 |
| õ | times | 44.00 | 22.00 | 20,00 | 16.0 - |
| ŏ | times | 41.25 | 20.63 | 18.75 | 15.0 |
| ő | times | 88.50 | 19.25 | 17.50 | 14.0 |
| Ö | | 35.75 | 17.88 | 16.25 | 13.0 |
| | times | 33.00 | 16.50 | 15.00 | 12.0 |
| Ŷ. | times | | | 10.00 | |
| (, | One minute | transcri | ption. |) | |
| | | | | | |

(11:01 p.m. to 6:00 a.m.)
40% of the nighttime rate.

40% of the nighttime rate.

DISCUINTS

When 52 consecutive weeks of advertising are usef, a bonus discount of 5% will be allowed on the lowerweekly billing retroactively. Announcements and pre grams of 5 minutes or more cannot be combined fearn this bonus discount. The bonus discount year anothe frequency discount year must be concurred to broadcasts given within a year. Announcements an programs of the minutes or more cannot be combined to earn larger discounts. All rates guaranteed fone year from date of first broadcast, with or within interruption. No contract to exceed one year's during the state of the contract of the contrac

Interruption. No contract to exceed one year tion.

Two or more program units of 15 minutes or more program units of 15 minutes or more procedured to 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 to not lour rate, whichever applies. All programs the combined into larger units to earn a lower rate meaning the scheduled contiguously at the option of the stift of t

SPECIAL FEATURES
Dealer Identification or other "cut-in" announcements made locally within advertiser's network ting service charge. News Reports: Rates on request.

News Reports: Rates on request.

RECORDED PROGRAMS

Transcribed program library service available.

TALENT
Rates and details on request. Station Artists Serior lice is available for selection of talent and buildit to for programs.

REMOTE CONTROL

Additional charges are made for programs original ink outside of the studies.

SERVICE FACILITIES
Merchandising services, when required, billed at n

cost, ontrast and Other Requirements of the Advertising of alcoholic boverages not accepted & copting heer.
All contracts subject to the conditions of the standard Advertact forms.
All programs subject to station approva

Closing Time Closing time depends on type of program, Gen-two weeks are desired for musical or dramatic two week

Mochanical Program Equipment
[Scattipped to handle programs by electrical transcrition, using double turn-tables, loch 33-1/3 and
r.p.m. No phonograph records used.

Personnel Itadio Supervisor—James M. Moreney, Managing Director—Martin Campbell.

Representatives
Edward Petry & Company, Inc.

DALLAS—Continued

WRR

(Established 1920) tates effective August 1, 1941.

Instruction of Datas, lusiness Office and Studio-WRR Building. State Fair Grounds, Dallas, Tex., telephone Tenison 3-6101. Transmitter—White Rock Lake, Dallas, Texas.

Vve-Power-Time
| perating power-5,000 watts. (100% modulation.)
29.0 meters; 1310 kilocycles.
| deensed to operate full time. |
| perates on Central Var Time. |
| ctual operating schedule—18 hours daily.

Pency Commission is allowed to recognized advartising agencies. No commission paid on remote control or talent charges. No cash discount. All profram, talent and announcement charges are billed in accordance with credit arrangements approved by lunnafing director of station, and are due and payble upon receipt of statement. ency Commission

Geral Advertising
por combination rates see listings of Mutual Broadjasting System and Texas State Network.
It is so sold in combination with KFUZ. Fort Worth.
In ombination rates shown in this listing.
I ates include charges by owners of music copyrights.
I he following rates apply to national advertising. For
it cal advertising rates consult station management.
SPONSORED PROGRAMS

| | | | SPO | NSURED | PROGRAY | 15 | |
|----|-----|-------|--------|----------------------|-----------|-----------|--------|
| 9 | | (Week | days | 6:00 p.m. day Sur | | off and a | ıll |
| | | | | | | | |
| | | | | l hr. | 1/2 hr. | 1/4 hr. | 5 min. |
| 1: | 1 | time | | 170.00 | 102.00 | 68.00 | 34.00 |
| 9 | 13 | times | | 161.50 | 96.90 | 64.60 | 32.30 |
| ſΊ | 26 | times | | 153.00 | 91.80 | 61.20 | 30.60 |
| n | 52 | times | | 144.50 | 86.70 | 57.80 | 28.90 |
| | | | | 136.00 | 81.60 | 54.40 | 27.20 |
| | | | | 127.50 | 76.50 | 51.00 | 25.50 |
| | | | | 119.00 | 71.40 | 47.60 | 23.80 |
| ٤. |)() | times | | 110.50 | 66.30 | 44.20 | 22.10 |
| | | | | 102.00 | 61.20 | 40.80 | 20.40 |
| | | (6: | 00 а.п | n. to 6:00 | p.m. week | days) | |
| · | 1 | | | 110.00 | 66.00 | 44.00 | 22.00 |
| i, | 13 | times | | 104.50 | 62.70 | 41.80 | 20.90 |
| | | | | 99.00 | 59,40 | 39.60 | 19.80 |
| | | | | | | | |

|) 2 | times | 93.50 | 56.10 | 37.40 | 18.70 |
|------------|---------------|----------|---------|----------|---------|
|)4 | times | 88.00 | 52,80 | 35.20 | 17.60 |
| | times | 82.50 | 49.50 | 33.00 | 16.50 |
| | times | 77.00 | 46.20 | 30.80 | 15.40 |
| 30 | times | 71.50 | 42.90 | 28.60 | 14.30 |
| | times | 66.00 | 39.60 | 26.40 | 13.20 |
| | AN? | NOUNCE | MENTS | | |
| | (6:00 p.m. to | sign-off | week da | | |
| | · • | day Suno | lay) | 100 wds. | 50 wds. |
| 1 | tlme | | | _ 13.60 | 10.20 |
| 13 | times | | | 12.92 | 9.69 |
| 26 | times | | | | 9.18 |
| 52 | times | | | | 8.67 |

| 11 | 92 | times | 11.06 | 8.67 |
|------|-----|--------------------------------|------------|------|
| - 0 | 04 | times | 10.88 | 8.16 |
| 1 | 56 | tlmes | 10.20 | 7.65 |
| 'n | 50 | times | | 7.14 |
| | ÕÕ | times | | 6.63 |
| 35 | ññ | times | | 6.12 |
| | ine | minute transcriptions take 100 | | U.12 |
| 41 | me | minute transcriptions take 100 | word rate. | |
| | | (6:00 a.m. to 6:00 p.m. week | days) | |
| 1 | 1 | time | 8.80 | 6.60 |
| 1 | 13 | times | | 6.27 |
| | 26 | times | | 5.94 |
| - [- | 52 | times | | 5.61 |
| • | | | | |
| P. | 04 | times | | 5.28 |
| n | 56 | times | 6.60 | 4.95 |
| C | 50 | times | 6.16 | 4.62 |
| n | 00 | times | | 4.29 |
| 13 | .00 | times | | 3.96 |
| Ð |)ne | minute transcriptions take 100 | word rate. | |
| | | | | |
| | | | | |

COMBINATION RATES
The following rates apply for national spot advertisers using KFJZ, Fort Worth, and WRR, Dallas, in compination:

| | | (6:00 | p.m. | to | sign-off | week | dasa | and | all |
|----|------|-------|-------|----|----------|--------|--------|--------|-------|
| | | 10.00 | р.ш. | | day Sun | | uajo | anu | 411 |
| | | | | | | | | | |
| | _ | | | | 1 hr. | 1/2 h | | /4 hr. | |
| r | 1 | time | | | 250.00 | 150.0 | | 90.00 | 50.00 |
| ì | 13 | times | | | 237.50 | 142.5 | 0 9 | 5.00 | 47.50 |
| Ì | . 26 | times | | | 225.00 | 135.0 | 0 1 | 90.00 | 45.00 |
| 1 | | | | | 212.50 | 127.5 | ň i | 35.00 | 42.50 |
| 1 | 104 | | | | 200.00 | 120.0 | | 80.00 | 40.00 |
| | 156 | | | | 187.50 | 112.5 | | 5.00 | 37.50 |
| | | | | | | 105.0 | | 70.00 | |
| | 230 | times | | | 175.00 | 105.0 | U · | 0.00 | 35.00 |
| | | (6 | :00 a | m. | to 6:00 | p.m. v | veek o | lays) | |
| ŧ | 1 | time | | | 150.00 | 90.0 | 0 | 30.00 | 30.00 |
| į. | 13 | times | | | 142.50 | 85.5 | o i | 57.00 | 28.50 |
| | | | | | 135.00 | 81.0 | | 4.00 | 27.00 |
| | 52 | | | | | 76.5 | | 51.00 | 25.50 |
| | 104 | | | | | 72.0 | | 18.00 | 24.00 |
| | | times | | | | | | | |
| | 156 | times | | | 112.50 | 67.5 | | 15.00 | 22.50 |
| | 250 | times | · | | 105.00 | 63.0 | 10 4 | 12.00 | 21.00 |
| | | | | AN | NOUNCE | EMEN | rs | | |
| | | | | | | | | | |

| 250 | times | | 105.00 | 63.0 | 00 | 42.00 | 21.00 |
|-----|----------|--------|-------------|--------|-------|---------|---------|
| | | AN | NOUNC | EMEN | TS | | |
| | (6:00 p. | m. to | sign-off | week | days | and al | i |
| | | | day Sur | iday) | 1 | | 50 wds. |
| | time | | | | | | 15.00 |
| 13 | times | | | | | 19.00 | 14.25 |
| 26 | times | | | | | | 13.50 |
| 52 | | | | | | | 12.75 |
| 104 | times | | | | | | 12.00 |
| | times | | | | | | 11.25 |
| | times | | | | | | 10.50 |
| One | minute | transc | riptions | take : | 100 🗤 | ord rat | e. |
| | (6:00 | a.m. | to 6:00 | p.m. | week | days) | |
| 1 | time | | | | | | 9.00 |
| 13 | times | | *********** | | •••• | 11.40 | 8.55 |

minute transcriptions take 100 word

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.

Rates on application. Talent charges are to be paid for by advertisers at actual cost of artists selected.

REMOTE CONTIOL.

Service and facilities for handling programs originating out of the studio are available, and prices for such remote control broadcasts will be quoted upon reducts SERVICE FACILITIES

Station maintains a booking department for the ecuring 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 heer 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 52 weeks, and in the event the contract is cancelled before its expiration, a short rate charge will be made to bring the rate up to conform with the card rate on the number of programs or announcements actually used. All programs, announcements, and contents of transcription programs are accepted with the understanding that they will conform to the rules and requiations 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 KDNT (Established 1938)

Rates received June 1, 1942. Owned and operated by Harwell V. Shepard. Business Office and Studio—Denton, Texas, telephone Transmitter-1-1/4 miles north of Denton. Texas.

Wave—Power—Time
Operating power—100 watts.
206.9 meters; 1450 kfloeycles.
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

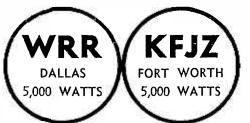
Agency Commis

General Advertising
The following rates apply to both local and national
advertising.
Rates do not include charges by owners of music
copyrights.

| | | 1 hr. | 1/2 hr. | 1/4 hr. | 5 min. |
|-----|-------|-------|---------|---------|--------|
| 1 | time | 32.00 | 17.50 | 10,00 | 5.00 |
| 13 | times | 30.00 | 16.00 | 9.50 | 4.75 |
| 26 | times | 28.00 | 14.50 | 9.00 | 4.50 |
| 52 | | 26.00 | 13.00 | 8.50 | 4.25 |
| 104 | times | | 11.50 | 8.00 | 4.00 |
| 300 | times | 22.00 | 10.00 | 7.50 | 3.75 |
| | | | | | |

ANNOUNCMENTS (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 Forth 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

DENTON--Continued _Continued

| ALD II L CONTINUE | |
|-----------------------------------|--------|
| 1 announcement daily, per month | |
| 4 announcements daily, per month | |
| 5 announcements daily, per month | |
| 6 announcements daily, per month | 78.00 |
| 8 announcements daily, per month | 93.60 |
| 10 announcements daily, per month | |
| 12 announcements daily, per month | 115.44 |
| SPECIAL FEATURES | |

ersonner Manager—Harwell V. Shepard. Program Director—Mary Grace Smith.

EL PASO (Ei Paso County)

KROD (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

Transmitter—Near Cordova Island. 7 minus.

of city.

Wave—Power—Time
Operating power—1,000 watts days; 500 watts nights.
500.0 implements; 600 kilocycles.
Licensed to operate full time on regional channel.
Operates on Mountain War Time.
Actual operating schedule: Sunday.
Apency Commission
Apency commission 15% on station time to recognized advertising agencies. No commission on political broadcasts. No cast discount. Bills rendered on the first of month.
General Advertising
For combination rates see listings of Columbia Broadcasting System (Mountain Group) and Columbia Pracific Network (Supplementary Group).
The following rates are for national advertising.
Maximum of 125 words per minute; additional words take next higher tate. Minimum period 1/2 minute.

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

1 hour 75.00
75.00

1 hour...... 1/2 hour..... 1/4 hour..... 5 minutes...

| | 16.00 a.m. to | | nidnight) | | р∙щ. | LO |
|-----|---------------|------------|-------------|--------|--------|-------|
| 1 | hour | | | | | 62.5 |
| 1/2 | hour | ********** | | * | | 37.5 |
| 1/4 | hour | | | | | 25.0 |
| 5 | minutes | | | | | 15.0 |
| | words or 1 m | | | | | |
| 50 | words or 1/2 | ministe | electrical | transc | rintio | າ 5.0 |

Personnel
President—Dorrance D. Roderick.
General Manager—Val Lawrence.
Commercial Manager—Cecil Trigg. Representatives
Howard H. Wilson Company.

KTSM (Established 1929)



Rates effective December 1. 1937.

Owned and operated by the Tri-State Broadcasting Company, Inc.

Business Office and Studio—Hotel Paso Dei Norte, Ei Paso, Texas, telephone Main 3122.

Transmitter—Ascarate, 3 miles east of Ei Paso, Tex.

Wave—Power—Time
Operating power—1,000 watts days; 500 watts nights.
217.4 meters; 1380 kilocycles.
Operates on Mountain War Time,
Actual operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission

night.
gency Commission
Agency commission 15% to recognized agencies. Cash
discount 2% provided payment is received by 15th
of following month. No discounts on talent or tran-

discount 2% provided payment is received by 16th of following month. No discounts on talent or transcriptions.

General Advertisiag 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.)

1 13 28 52 100 150 300 tt.

1 1. 11. 28 52 100 150 300 tt.

1 1. 12.00 114.00 108.00 102.00 96.00 90.00 84.00 1/2 hr 72.00 68.4 64.80 61.20 57.60 54.00 55.40 1/4 hr 40.00 38.00 38.00 34.00 32.00 30.00 28.00 1/4 hr 40.00 38.00 38.00 34.00 32.00 30.00 28.00 5min. 20.00 110.00 18.00 17.00 16.00 15.00 14.00 15.

| | 3 mos. | 6 mos. | 12 mos. |
|-----|------------|--------|---------|
| 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.

Rates on application.

REMOTE CONTROL
Regular wires available from all important local
points.

Regular whree available from all important local points.

Service of announcer, continuity, merchandising and program departments is available without extra charge. Contract and Other Requirements
Only beer and legalized wine advertising accepted. Rates do not include talent. All copy subject to approval of management. Price quoting permitted. Closing date for talent programs, 10 days in advance; for recorded programs, one week. For inclusion of program in publicity, two weeks required.

#sehanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables. Personne.

#Redirection of the program o

FORT WORTH

(Tarrant County) KFJZ (Established 1922)

(Established 1922)

Rates effective August 1, 1941. (Card No. 5.)

Owned and Operated by Tarrant Broadcasting Company, 120.

Instruction of the Market Broadcast Company, 120.

Instruction of the Market Broadcast Company, 120.

Port Worth. Texas, telephone 3-8474.

Wave—Power—Time
Operating power—5.000 watts,
236.2 meters; 1270 kilocycles.

Licensed to operate full time.
Operates on Central War Time.
Actual operating schedule: 6:00 a.m. to 12:00 midulati.

Agency Commission 15% on station time to recognized advertising accordes. No cash discount.

General Advertising
For combination rates see listings of Mutual Broadcasting System and Texas State Network.

Also sold in combination with WHR, Dallas. Combination rates above in this listing.

The following rates are far authomic advertising. For local advertising rates consult station management.

(6:00 p.m. to 12:00 midulatik week days and all day Stunday)

1 in. 12 pr. 14 br. 5 min.

| nli dny Stitidny) | | | | | | |
|-------------------|----------|--------|---------|---------|--------|--|
| | | 1 fir. | 1/2 hr. | 1/4 hr. | 5 min. | |
| 1 | tlmoontl | 170.00 | 102.00 | d8.00 | 84.00 | |
| - 15 | tlmon | 101.50 | 90.110 | 04.00 | 82.80 | |
| 26 | times | 153,00 | 01.80 | 61,20 | 30.00 | |
| 62 | times | 144.50 | 80,70 | 57.80 | 28,90 | |
| 104 | times | 186.00 | 81.00 | 54.40 | 27,20 | |
| 156 | tlmes | 127.50 | 70.50 | 51,00 | 25,50 | |
| 250 | times | 110.00 | 71.40 | 47.80 | 23,80 | |

| | (6:00 |) a.m. | to 6: | 00 n.r | n. wee | k days | E) | |
|-----|--------------|------------|--------|--------|--------|--------|---------|-------|
| | ,,,,, | | 1 h | | /2 hr. | 1/4 | | onia. |
| 1 | time | | | | 66.00 | 44. | | 22.00 |
| 13 | times | | 104. | | 62.70 | 41. | | 20.90 |
| 26 | times | | 99.0 | | 59.40 | 39. | | 19.80 |
| | times | | 93. | | 56.10 | 37. | | 18.74 |
| | times | | | | 52.80 | 35. | | 17.60 |
| 50 | times | ********* | . 82. | | 49.50 | 33. | | 16.50 |
| 250 | times | ********** | | | 46.20 | 30. | | 15.40 |
| | ************ | ΔN | NOTE | | ENTS | | | 10,40 |
| | (6:00 p. | m. to | | | | | | |
| | (0.00 p. | | il das | | | CCA GA | Jo WIII | 4 |
| | | ٠, " | | 26 | 52 | 104 | 100 | |
| | | Ţ | 13 | | | 104 | 156 | 250 |
| | | ti. | t1. | ti. | ti. | ti. | ti. | ti. |
| 00 | words | 13 60 | 12 92 | 12 24 | 11.56 | 10 88 | 10 90 | 0 50 |

100 words. 13.60 12.92 12.24 11.56 10.88 10.20 9.52 50 words. 10.20 9.69 9.18 8.67 8.16 7.65 7.14 (6.00 a.m. to 6.00 p.m. week days) 100 words. 8.80 8.36 7.92 7.48 7.04 6.60 6.16 50 words. 8.60 6.27 5.94 5.61 5.28 4.95 4.95 0ne minute transcriptions take 100 word rate.

COMBINATION RATES
The following rates apply for national spot advertisers using KFJZ, Fort Worth, and WRR. Dallas, in com-

| bination: | • | | | |
|--------------------------------|----------|-----------------|--|---|
| (6:00 p.m. to | sign-off | week | days and | all |
| | day Sur | | | |
| | i hr. | 1/2 hr | . 1/4 hr. | 5 min. |
| 1 time | | 150.00 | | 50.00 |
| 13 times | | 142.50 | | 47.50 |
| 26 times | | 135.00 | | 45.00 |
| 52 times | | 127.50 | | 42.50 |
| 104 times | | 120.00 | | 40.00 |
| 156 times | | 112.50 | | 37.50 |
| 250 times | | 105.00 | | 37.00 |
| (6:00 a.m. | | | ek days) | 33,00 |
| | | | | |
| | | 90.00 | | 30.00 |
| | | 85.50 | | 28.50 |
| 26 times | | 81.00 | | 27.00 |
| 52 times | 127.50 | 76.50 | | 25.50 |
| 104 times | . 120.00 | 72.00 | | 24.00 |
| 156 times | . 112.50 | 67.50 | 45.00 | 22.50 |
| 250 times | . 105.00 | 63.00 | | 21.00 |
| AN | NOUNCE | | | |
| | | | | |
| (6:00 p.m. to | sign-off | week (| days and | all |
| (6:00 p.m. to | | week (iday) | days and 100 wds. | |
| 1 time | day Sur | iday) | 100 wds. 20.00 | 50 wds. 15.00 |
| 1 time 13 times | day Sur | iday) | 100 wds. 20.00 | 50 wds. 15.00 14.25 |
| 1 time 13 times | day Sur | iday) | 100 wds. 20.00 19.00 | 50 wds. 15.00 14.25 13.50 |
| 1 time 13 times 26 times | day Sur | iday) | 100 wds. 20.00 19.00 18.00 | 50 wds. 15.00 14.25 13.50 |
| 1 time | day Sur | iday) | 100 wds. 20.00 19.00 18.00 17.00 | 50 wds. 15.00 14.25 |
| 1 time | day Sur | iday) | 100 wds. 20.00 19.00 18.00 17.00 | 50 wds. 15.00 14.25 13.50 12.75 |
| 1 time | day Sur | iday) | 100 wds 20.00 19.00 18.00 17.00 16.00 15.00 | 50 wds. 15.00 14.25 13.50 12.75 12.00 11.25 |
| 1 time | day Sur | iday) | 100 wds. 20.00 19.00 18.00 17.00 16.00 15.00 14.00 | 50 wds. 15.00 14.25 13.50 12.75 12.00 11.25 |
| 1 time | day Sur | take 1 | 100 wds | 50 wds. 15.00 14.25 13.50 12.75 12.00 11.25 10.50 ate. |
| 1 time | day Sur | take 1(| 100 wds | 50 wds. 15.00 14.25 13.50 12.75 12.00 11.25 10.50 ate. |
| 1 time 13 times | day Sur | take 10 | 100 wds | 50 wds. 15.00 14.25 13.50 12.75 12.00 11.25 10.50 ate. } |
| 1 time | day Sur | take 1(p.m. v | 100 wds | 50 wds. 15.00 14.25 13.50 12.75 12.00 11.25 10.50 ate. } |
| 1 time | day Sur | take 10 | 100 wds. 20.00 19.00 18.00 17.00 16.00 15.00 14.00 00 word r veek days 12.00 11.40 10.80 | 50 wds. 15.00 14.25 13.50 12.75 12.00 11.25 10.50 ate. } |
| 1 time | day Sur | take 1(p.m. v | 100 wds | 50 wds. 15.00 14.25 13.50 12.75 12.00 11.25 10.50 ate. } 9.00 8.55 8.50 7.63 |
| 1 time | day Sur | take 1(p.m. v | 100 wds. 20.00 18.00 18.00 17.00 16.00 14.00 14.00 00 word r veek days 12.00 11.40 10.80 10.80 | 50 wds. 15.00 14.25 13.50 12.75 12.00 11.25 10.50 ate. } 9.00 8.55 8.10 7.20 |
| 1 time | day Sur | take 1(p.m. v | 100 wds | 50 wds. 15.00 14.25 13.50 12.75 12.00 11.25 10.50 ate. 9.00 8.55 8.10 7.20 6.75 |
| 1 time | day Sur | take 1(p.m. v | 100 wds. 20.00 19.00 18.00 17.00 16.00 15.00 14.00 00 word r veek days 12.00 11.40 10.80 10.20 9.60 9.00 | 50 wds. 15.00 14.25 13.55 12.75 12.00 11.25 10.50 ate.) 9.00 8.55 8.10 7.63 7.20 6.73 6.30 |
| 1 time | day Sur | take 1(p.m. v | 100 wds. 20.00 19.00 18.00 17.00 16.00 15.00 14.00 00 word r veek days 12.00 11.40 10.80 10.20 9.60 9.00 | 50 wds. 15.00 14.25 13.55 12.75 12.00 11.25 10.50 ate.) 9.00 8.55 8.10 7.63 7.20 6.73 6.30 |

SPECIAL FEATURES
Sporting events and special features, rates on request.
POLITICAL BROADCASTS
National open flat; cash and copy in advance.
SERVICE FACILITIES
Merchandising service available. Rates on request.
No contract for period longer than one year accepted.
Clesing Time
Talent programs close one week in advance of breadcast; anneuncements, talks, recorded programs close 48 hours in advance.
Publicity two weeks in advance france.

Tance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables. Personnel

Personnel
President—Ruth G. Roosevelt.
Manager—Gene L. Cagle.
Representatives
Weed and Company.

KGKO (Ratabilahed 1928)

TON BUTTERSON

Rates effective May 1, 1942. (Card No. 3.)

Nates 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 Bidg., Fort Worth.

Tox., Santa Fe Bidg., Dallas, Tex., Riverside §831.

Studios—Medical Arts Building, Fort Worth, Teass;

Santa Fe Bidg., Dallas, Tex.

Transmitter—Artington, Texas, midway between Ft.

Worth and Dallas.

Wave—Power—Time

Operating power—5,000 watts.
526.3 meters; 570 kilcoyeles.

Licensed to operate full time on regional channel.
Operates on Central War Time.

Actual operating schedule: 8:00 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 1084

Charkes rendered monthly and payable within 20 days.

No commission on political broadcasts.

General Advertising

For combination rates see listings of Blue Netwerk

Company (Blue Seutinvestern Group) and Lone Star

Chalm.

The following rates are for national advertising. For
local advertising rates consult station management.

CLASS "A"

(0:00 p.m. to 10:30 p.m.)

1 hr. 1/3 hr. 1/4 hr. 10 min. 5 min.

| | | (0:00 | p.m. to | 10:30 p.n | .) | |
|-----|-------|--------|---------|-----------|---------|--------|
| | | 1 hr. | 1/3 hr. | 1/4 hr. | 10 mln. | 5 min. |
| 1 | time | 240.00 | 144.00 | 00.00 | 75.00 | 50.00 |
| 18 | times | 228.00 | 186.80 | 91.20 | 71.25 | 47.50 |
| 20 | times | 216.00 | 129.80 | 80.40 | 67.50 | 45.00 |
| 52 | times | 204.00 | 122.40 | 81.60 | 63.75 | 42,50 |
| 100 | times | 102.00 | 115.20 | 76.80 | 60.00 | 40.00 |
| 160 | times | 180.00 | 108.00 | 72.00 | 56.25 | 87,50 |
| | times | 108.00 | 100.80 | 67.20 | 52.50 | 35,00 |
| 000 | timos | 156.00 | 03.00 | 62.40 | 48.75 | 32,50 |
| OOR | times | | 80.40 | 57.60 | 45.00 | 30.00 |
| ,, | | | | 1000 | | |

. 1

Sept. 14

 $\sum_{i=1}^{n} \left(\frac{1}{n} \right)^{i} dx$

Hyj

3,3 X 1.0

11.

FORT WORTH—Continued K G K O-Continued

| t. | | | | .B., | | |
|-----|-------------------------|---------|----------|-----------|----------|--------|
| í | (Befo | re 6:00 | p.m. and | after 10: | 30 p.m.) | |
| | | 1 hr. | 1/2 hr. | 1/4 hr. | 10 min. | 5 min. |
| 1 | time | 120,00 | 72.00 | 48.00 | 37.50 | 25.00 |
| 3 | times | 114.00 | 66.40 | 45.60 | 35.63 | 23.75 |
| 126 | times | 108.00 | 64.80 | 43.20 | 33.75 | 22.50 |
| :52 | times times times | 104.00 | 61.20 | 40.80 | 31.88 | 21.25 |
| . 0 | times | 96.00 | 57.60 | 38.20 | 30.00 | 20.00 |
| .0 | times | 90.00 | 54.00 | 36.00 | 28.68 | 18.75 |
| Ŏ | times | 84.00 | 50.40 | 33.60 | 26.25 | 17.50 |
| 10 | times | 78.00 | 46.80 | 31.20 | 24.38 | 16.25 |
| 10 | times | 72,00 | 43.20 | 28.80 | 22.50 | 15.00 |
| 1 | | A ? | NOTINCE | TENTE | | |

ANNOUNCEMENTS
riaximum words per minute 100; additional words
, ke proportionately higher rate.

| 1 | CLASS ' | 'A'' | | |
|----|-----------------|----------|----------|---------|
| 1 | (6:00 p.m. to 1 | 0:30 p.n | n.) | 50 wds. |
| 1 | | (*) | 100 wds. | or less |
| ťΙ | time | . 25,00 | 20.00 | 16.00 |
| 13 | times | 23.75 | 19.00 | 15.20 |
| 16 | times | . 22,50 | 18.00 | 14.40 |
| 12 | times | 21.25 | 17.00 | 13.60 |
| 10 | times | | 16.00 | 12.80 |
| 10 | times | | 15.00 | 12.00 |
| ťΟ | times | 17.50 | 14.00 | 11.20 |
| 10 | times | | 13.00 | 10.40 |
| 10 | times | | 12,00 | 9.60 |
| } | CLASS ' | B". | .90 | |

| CLASS "B" | CLASS | CLAS 30 p.n 10.00 9.50 9.00 8.50 8.00 7.50 7.20 6.80 6.40 6.00 5.60 5.20 4.80

(**) One minute transcription.

DISCOUNTS

"dscounts allowed retroactively on the number of toadcasts given within a year. All rates guaranteed in one year from date of first broadcast. No confect to exceed one year's duration. Announcements and program periods of five minutes or more cannot extended to earn frequency discounts.

To or more program units of 15 minutes or more thandcast on the same day for one sponsor within the me time bracket (Class "A" or "B") may be simblined to earn the 1/2 hour. 3/4 hour or one fur rate, whichever applies. All programs so comined into larger units to earn a lower rate may be simbled continuously at the option of the station \$2.8 days notice.

PECIAL FEATURES

:ws: Lessed wire service available. Rates on re-

:ws: Leased wire service available. Rates on relest.

SERVICE FACILITIES

femplete studio facilities, operating personnel, and
iff of artists are maintained. Merchandising and
ibilicity departments are part of the regular servExtra services, when required, billed at net cost.

TRANCERPTIONS

Transcribed program library service available.

REMOTE CONTROL

ites from points other than studios are regular
[7] less plus actual cost involved for remote facilities.

Ciract and Other Requirements

illivertising of alcoholic beverages other than beer

Extra accepted. All contracts subject to conditions of
Em standard AAAA contract form. All programs,

ks, and announcements are subject to the approval
es the station management. Station reserves the right
of refuse any order or any material submitted for
backesting.

The contract to exceed one year's duration.

They Time

Suppends on type of program, Two weeks.

The Time Superson Two weeks are desired by musical or dramatic productions. Similarly Program Equipment Figure 1997. The Superson Superson

WBAP (Established 1922)

tes effective October 1, 1939. (Card No. 8.)
imed and operated by Fort Worth Star-Telegram.
'ecutive Offices—Star-Telegram Building. Fort
Worth Texas, telephone 32301.
'Idlo—Medical Arts Building, Fort Worth. Texas.
her Studios—News Room. Star-Telegram. T. C. U.
University, Fort Worth Grain Exchange, and Live
'Slock Exchange, Fort Worth, Texas.
'ansmitter—Grapevine, Texas (between Dallas and
Fort Worth.
'3-Power—Time
Derating power—50,000 watts.

ansmitter—Grapevine, Texas (between Dallas and Fort Worth).

3—Power—Time Fort Worth).

100% modulation—crystal control.)

5.9 meters; 820 kilocycles,

BAP and WFAA licensed to operate full time on pared national channel, using same transmitter, perates on Central War Time.

Aley Commission 15% on station time and talent recognized agencies. No commission on political badeasts. No cash discount. Bills for gross charges addred monthly and payable within 20 days.

Gral Advertising a commission of Political Broadsting Company (Southwestern Group) and Texas islity Network, in following rates are for national advertising. For all advertising rates consult station management. Assimum words per minute 100; additional words to next higher rate.

| | (6:00 p.m. | . to 11:0 | 00 p.m. | daily) | |
|----------|-----------------|-----------|------------------|------------------|----------------|
| | (0.00) | l hr. | 3/4 hr. | 1/2 hr. | 1/4 hr. |
| 1 | time | 440.00 | 868.00 | 264.00 | 176.00 |
| 13 | times | 418.00 | 349.60 | 250.80 | 167.20 |
| 26 | times | 396.00 | 331.20 | 237.60 | 158.40 |
| 52 | times | 374.00 | 312.80 | 224-40 | 149.60 |
| 100 | | 352.00 | 294.40 | 211.20 | 140.80 |
| | times | 330.00 | 276.00 | 198.00 | 132.00 |
| 150 | times | 308.00 | 257.60 | 184.80 | 123.20 |
| 300 | times | | | 171.60 | 114.40 |
| 600 | times | 286.00 | 239.20 | | 105.60 |
| 800 | times | 264.00 | 220.80 | 158.40 | |
| | | 5 min. | (*) 55.00 | 100 wds. | |
| :1 | time | 110.00 | 55.00 | 20,00 | 40.00 |
| 13 | times | 104.50 | 52.25 | 47.50 | 88.00 |
| 26 | times | 99,00 | 49.50 | 45.00 | 36.00 |
| 52 | times | 93,50 | 46.75 | 42.50 | 34.00 |
| 100 | times | 88.00 | 44.00 | 40.00 | 32.00 |
| 150 | times | 82.50 | 41.25 | 37.50 | 80.00 |
| 300 | times | 77.00 | 38.50 | 35.00 | 28.00 |
| 600 | times | 71.50 | 35.75 | 32.50 | 26.00 |
| 800 | times | 66.00 | 33.00 | 30.00 | 24.00 |
| | (12:00 noo | | | unday) | |
| | (12100 1100 | 1 hr. | 3/4 hr. | 1/2 hr. | 1/4 hr. |
| 1 | time | 330.00 | 276.00 | 198.00 | 132.00 |
| 13 | times | 313.50 | 262.20 | 188.10 | 125.40 |
| 26 | | 297.00 | 248.40 | 178.20 | 118.80 |
| 52 | times | | 234.60 | | 112.20 |
| | times | 280.50 | 220.80 | 168.30 158.40 | 105.60 |
| 100 | times | 264.00 | | 158.40 | 99.00 |
| 150 | times | 247.50 | 207.00 | 148.50 | |
| 300 | tlmes | 231.00 | 193.20 | 138.60 | 92.40 85.80 |
| 600 | times | 214.50 | 179.40 | 128.70 | |
| 800 | times | 198.00 | 165,60 | 118,80 | 79.20 |
| | | 5 min. | (*) | 100 wds. | 50 wds. |
| 1 | time | 82.50 | 41.25 | 37.50 | 30.00 |
| 13 | times | 78.38 | 39.19 | 35.63 | 28.50 |
| 26 | times | 74.25 | 37.13 | 33.75 | 27.00 |
| 52 | times | 70.13 | 35.06 | 31.88 | 25.50 |
| 100 | times | 66.00 | 33.00 | 30.00 | 24.00 |
| 150 | times | 61.88 | . 30.94 | 28.13 | 22.50 |
| 300 | times | 57.75 | 28.88 | 26.25 | 21.00 |
| 600 | times | 53,63 | 26.81 | 24.38 | 19,50 |
| 800 | times | 49.50 | 24.75 | 22.50 | 18.00 |
| | 3:00 a.m. to 6: | | week day | | |
| ,,, | 12: | 00 noon | Sunday) | 31 and 00 | .010 |
| | 14. | 1 hr. | 3/4 hr. | 1/2 hr. | 1/4 hr. |
| 1 | *tma | 220.00 | 184.00 | 132.00 | 88.00 |
| 13 | timetimes | | 174.80 | 125.40 | 83.60 |
| | | | 165.80 | 118.80 | 79.20 |
| 26 52 | times | 198.00 | | | 74.80 |
| | times | 187.00 | 156.40 147.20 | 112.20 | 70.40 |
| 100 | times | 176.00 | | 105.60 | |
| 150 | times | 165.00 | 138.00 | 99.00 | 66.00 |
| 300 | times | 154.00 | 128.80 | 92.40 | 61.60 |
| 600 | times | 143.00 | 119.60 | 85.80 | 57.20 52.80 |
| 800 | times | | 110.40 | 79.20 | 52.80 |
| | | 5 min. | (*) | 100 wds. | 50 wds. |
| 1 | time | 55.00 | 27.50 | 25.00 | 20.00 |
| 13 | times | 52.25 | 26.13 | 23.75 | 19.00 |
| 26 | times | 49.50 | 24.75 | 22.50 | 18.00 |
| E9 | Hanne | 16 75 | 92 98 | 91 95 | 17 00 |

13 times. 52.25 26.13 23.76 18.09
26 times. 49.50 24.76 22.50 18.09
52 times. 46.75 23.38 21.25 17.00
100 times. 44.00 22.00 20.00 16.00
150 times. 41.25 20.63 18.75 15.00
300 times. 38.50 19.25 17.50 14.00
600 times. 35.75 17.88 16.25 13.00
800 times. 35.75 17.88 16.25 13.00
(*) One minute transcription.
(11.01 pm. to 6:00 a.m.)
40% of the nighttime rate.

DISCOUNTS
When 52 consecutive weeks of advertising are used. a honus 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 conclurent. 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 linterruption. No contraot to exceed one year's duration.

out interruption. As contrast to exceed one year of 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 contiguously at the option of the station or 28 days potice.

| | | | s' notice. |
|-----|----|-----|--|
| 1 | to | 12 | times |
| 13 | to | 25 | times |
| | | | times |
| | | | times |
| 100 | to | 149 | times |
| | | | or more |
| | | | CONTRACT TO A CONTRACT TO CONT |

Closing Time Closing time depends on type of program. Generally two weeks are desired for musical or dramatic pro-

Closing time depends on type of program.

two weeks are desired for musical or dramatio productions.

Mechanical Program Equipment Equipment Equipped to handle programs by electrical transcription, 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.

Manager—George Cranston.

Representatives

Edward Petry & Company, Inc.

GALVESTON (Galveston County)

KLUF



Rates effective January 1, 1939.

Owned and operated by KLUF Broadcasting Company.
Business Office and Studio—60th and Broadway, Galveston. Texas, telephone 6676.
Transmitter—60th and Broadway, Galveston. Texas.
Wave—Power—Time
Operating power—250 wats.
214.3 meters; 1400 kilocycles.
Operates on Central War Time.
Agency commission
Agency commission
Agency commission 15%. Commission nos paid on talent. Cash discount 2% on net—10th of month following broadcast. Cash discount does not apply on talent. Invoices mailed lat of each month.
General Advertising
Rates include fees charged by owners of music copyrights. 1ti. 13 ti. 26 ti. 52 ti. 104 ti. 1 hour... 55.00 52.55 50.50 48.00 45.50 3/4 hour... 48.50 41.00 38.50 36.00 34.50 1/2 hour... 28.75 26.75 26.850 24.75 23.75 1/4 hour... 27.50 16.00 13.50 12.25 10.75 minutes 6.00 5.50 5.00 4.75 4.25 1 minute 3.00 2.75 2.55 2.25 2.00 Special ons 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 2.76 2.50 2.25 2.00 50-75 words 2.50 2.25 2.15 2.00 1.80 2.76 2.50 2.25 2.00 50-75 words 2.50 2.25 2.15 2.00 1.80 2.77 TALENT

Talent charges to be paid by the advertiser at actual cost of artists selected. Station booking department will assist in securine swittable talent.

REMOTE CONTROL

Arrangements can be made for remote control broadcasts, advertiser paring actual cost of installations.
Contract and Other Redurements
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 Drograms must be made two weeks in advance.
Announcements and talks close two days preceding. Recorded programs actual cost of installations.

Contract and Other Redurements
Equipped to handla programs by electrical transcription. using 33-1/3 and 78 r.o.m. double turn-tables Instantaneous recording equipment available.

Program arrangements on talent Drograms must b

HARLINGEN

(Cameron County) KGBS (Established 1941)

Rates effective July 1, 1941. (Card No. G-1.) Owned and operated by Harbenito Broadcasting Co.

Nates effective July 1.071. 1071.

Owned and operated by Harbenito Broadcasting Co. Inc.
Busines Office and Studio—P. O. Box 711. Harlingen, Texas.
Transmitter—Harbenito. equidistant between Harlingen 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 otherwise requested. No cash discount. Bills rendered monthly and are due within 20 days.
Goneral 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.)

1 hour 60.00

| 1 hour | 60.00 |
|---|---------------|
| 1/2 hour | 87.50 |
| 1/4 hour | 18.75 |
| 5 minutes | 11.25 |
| 1 minute (*or 100 words) | 7.50 |
| 1/2 minute (*or 50 words) | 5.25 |
| 1/4 minute (*or 30 words) | 3.00 |
| CLASS "B" | 3.00 |
| | |
| (6:30 a.m. to 6:00 p.m.) | |
| 1 hour. | 40,00 |
| 1/2 hour | 25.00 |
| 1/4 hour | 12.50 |
| 5 minutes | 7.50 |
| 1 minute (*or 100 words) | 5.00 |
| 1/2 minuto (*or 50 words) | 3.50 |
| 1/4 minute (*or 30 words) | 2.00 |
| (*) Rate is applicable to word count, unles | 2.00 a an- |
| nouncement is transcribed. | 9 UII- |
| | |

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 original starting date.

HARLINGEN—Continued

K G B S-Continued

cellation 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. Announcement copy and transcriptions close 24 hours in advance.

Talks close 48 hours in advance.

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

or vertical and lateral cut recordings
Personnel
President—McHenry Tichenor.
Station Manager—Ingham S. Roberts.
Commercial Manager—Troy McDaniel.
Chief Engineer—Marvin Meyers.
Representatives Forjoe & Company.

HOUSTON (Harris County) KPRC

(Established 1925)



Rates effective January 10, 1938.

Owned and operated by the Houston Printing Corp.

Business Office and Studios—Mezzanine Floor. Lamar

Hotel, Lamar and Main Streets, Houston, Texas.

Fairfar 7101.

Tanamitter—Deepwater. Texas, 10 miles east of

Hisness Other and Main Streets, Houston, Taxas, Hotel, Lamar and Main Streets, Houston, Taxas, Fairfar 7101.

Transmitter—Deepwater. Texas, 10 miles east of Houston.

Wave—Power—Time
Operating power—5,000 watts.
1100% modulation—crystal control.)

315.8 meters; 950 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Central War Time.
Actual operating schedule: 5:30 a.m. to 12:00 midnink.

Agency Commission
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.

Itates include charges by owners of music confricting.
Discounts allowed retroactively on the number of proadcasts given within a year. Announcements and programs of dive minutes or more cannot be combined to earn larger discounts.

When 52 consecutive weeks of advertising are used a bonus discount of 10% will be allowed on the lowest weekly billing retroactively on regular units of about the sum of the program of the program periods of five minutes on more cannot be combined to earn this bonus discount. The lowns discount year must be concurrent.

CLAHB "A".

(6:00 p.m. to 11:00 p.m. week days and

CLASS "A" (6:00 p.m. to 11:00 p.m. week days and

| | | | Bund | laya) | | | |
|------|--------|--------|---------|---------|--------|-------|-------|
| LCAB | than | 1 hr. | 1/2 hr. | 1/4 hr. | 5 mln. | (*) | (†) |
| 18 | times | 250.00 | 150.00 | 100.00 | 60.00 | B2.00 | 25.00 |
| 18 | times | 287.50 | 142.50 | 95.00 | 57.00 | 80.40 | 28.75 |
| 26 | times. | 281.25 | 188.75 | 92.50 | 55.50 | 29.60 | 28.18 |
| 52 | t1mes | 225.00 | 135.00 | 90.00 | 54.00 | 28.80 | 22.50 |
| 100 | times | 218.75 | 181.25 | 87.50 | 52.50 | 28.00 | 21.88 |
| 150 | times | 212.50 | 127.50 | 85.00 | 51.00 | 27.20 | 21.25 |
| 250 | times | 206.25 | 128.75 | 82.50 | 49.50 | 26.40 | 20.68 |
| 450 | times | 200.00 | 120.00 | 80.00 | 48.00 | 25.60 | 20.00 |
| 600 | times | 108.75 | 116.25 | 77.60 | 46.50 | 24.80 | 10.88 |
| 800 | times | 187.50 | 112.50 | 75.00 | 45,00 | 24,00 | 18.75 |
| 1200 | times | 181.25 | 108.75 | 72.50 | 48.50 | 28,20 | 18.10 |
| 2000 | 11mes | | | | | | |
| or | more | 175.00 | 105.00 | 70.00 | 42.00 | 22.40 | 17.50 |

or more.. 175.00 105.00 70.00 42.00 22.40 1 CI.AHS "11" (6:00 a.m. to 6:00 p.m. week days. after 11:00

| D | .m. del | ily, and | Detere | 12:00 | noon | PHILIP AND I | |
|------|---------|----------|--------|-------|-------|--------------|--------|
| Lenn | thints | | | | | | |
| 13 | times | 125.00 | 75.00 | 50.00 | 30,00 | 16,40 | 12.50 |
| 13 | times | 118.75 | 71.25 | 47.50 | 28.50 | 15.20 | 11.88 |
| 24 | times | 115.63 | 89.88 | 46,25 | 27.75 | 14,80 | 11.55 |
| 52 | times | 112.50 | 67.50 | 45,00 | 27.00 | 14.40 | 11.25 |
| 100 | timee | 109.88 | 85 88 | 48.75 | 28 28 | 14 00 | 10 (14 |
| 150 | Limes | 100,25 | 63.75 | 42.50 | 25.50 | 13.60 | 10.63 |
| 250 | Hines | 103.13 | 61.88 | 41.25 | 24.75 | 1 2, 20 | 10.31 |
| 150 | Hemes | 100.00 | 60.00 | 40.00 | 24.00 | 12.80 | 10,00 |
| 500 | times | 96.68 | 58.18 | 88 7K | 28 25 | 12.40 | ባ ላቡ |
| 800 | times | 93.75 | 56.25 | 87.50 | 22.50 | 12,90 | 9.88 |
| 1200 | times | 90.68 | 64.BH | 26,25 | 21.75 | 11.60 | 9.07 |
| 2000 | Limes | | | | | | |
| O.P | | 87.50 | 52.50 | 25.00 | 21.00 | 11.20 | 8.75 |

| | | | CLASS | "C" | | | |
|------|--------|--------|----------|---------|---------|-------|-------|
| | (12:00 | noon t | 0 6:00 | | Sundayı | only) | |
| Less | than | l br | 1/2 hr. | 1/4 hr. | a min | 1.0 | (†) |
| 13 | times | 187.50 | 112,50 | 75.00 | 45.00 | 24.00 | 18.75 |
| 13 | times. | 178.13 | 106.88 | 71.25 | 42.75 | 22.80 | 17.81 |
| 26 | times | 173.44 | 104.06 | 69.38 | 41.63 | 22.20 | 17.34 |
| 52 | times | 168.75 | 101.25 | 67.50 | 40.50 | 21.60 | 16.88 |
| 100 | times | 164.06 | 98.44 | 65.63 | 39.38 | 21.00 | 16.41 |
| 150 | times | 159.38 | 95.63 | 63,75 | 38.25 | 20.40 | 15.94 |
| 250 | times | 154.69 | 92.81 | 61.88 | 37.13 | 19.80 | 15.47 |
| 450 | times | 150.00 | 90.00 | 60.00 | 36.00 | 19.20 | 15.00 |
| 600 | times | 145.31 | 27.19 | 58.13 | 84.88 | 18.60 | 14.53 |
| 800 | times | 140.63 | 84.38 | 56.25 | 33.75 | 18.00 | 14.08 |
| 1200 | times | 135.94 | 81.56 | 54.88 | 32.63 | 17.40 | 18.60 |
| 2000 | times | | | | | | |
| or | more | 131.25 | 78.75 | 52,50 | 31.50 | 16.80 | 13.13 |
| (*) | | | cetrical | transor | | | monda |

(*) One minute electrical transcription or 100 (†) Fifty words or less. POLITICAL AND RELIGIOUS TALKS Rates on application

Hates on application

PRECIAL FEATURES

Time signals: Regular announcement rates apply. Dealer identification or other cut-in announcement made locally within advertiser's network time. Service charge: Nights \$2.00; days 16.00 No discounted lines.

atlowed. RECORDED PROGRAMS
Transcription programs accepted at no extra charge.
Transcription library service available—details on request.

Transcription library service available—details on request.

TALENT
Talent requirements can be filled through station booking department. All talent subject to approved. REMOTE CONTROL.

REMOTE CONTROL.

Remote control facilities are available at extra cost, which will be quoted upon request.

Contract and Other Requirements
Advertising of slepholio beverages other than beer and light wines not accepted.

Rates are for estation 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 for hoth lateral and vertical recordings

Personnel
Manager—Kern-Tips.

Representatives

Edward Petry & Company, ino

KTRH (Established 1980)



Rates effective June 15, 1942. (Card No. 8.) Owned and operated by the KTHH Broadcasting Co. Business Office and Studio — Bics Hotel, Houston. Texas. Preston 4861. Transmitter—Cedar Bayou, 25 miles east of Houston.

vev.—Power.—Time
Operating power.—50,000 watts.
405.4 meters; 740 kilocycles.
Licensed to operate full time on cleared regional

channel. Operates on Central War Time.

Agency Commission gency 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, and due and payable
upon receipt of statement.

upon receipt of statements.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Southwestern Group).

The following rates are for national advertising.

CLASS "A"

10.30 p.m.)

| | | (6:00 | p.m. to | 10:30 | p.m.) | | |
|-----|-------|--------|---------|--------|-------|-------|-------|
| | | 1 | 1/2 | 1/4 | . 5 | 1 | |
| | | hr. | hr. | hr. | min. | min. | (*) |
| 1 | time | | | | | 50.00 | 34.00 |
| 13 | times | 332.50 | 199.50 | 133.00 | 79.80 | 47.50 | 32.30 |
| 26 | times | 315.00 | 189.00 | 126.00 | 75.60 | 45.00 | 30.60 |
| 52 | times | 297.50 | 178.50 | 119.00 | 71.40 | 42.50 | 28.90 |
| 00 | times | 280.00 | 168.00 | 112.00 | 67.20 | 40.00 | 27.20 |
| 156 | times | 271.25 | 162.75 | 108.50 | 65.10 | 38.75 | 26.35 |
| 260 | times | 262.50 | 157.50 | 105,00 | 63,00 | 37.50 | 25.50 |
| | | | CLASS | "R" | | | |
| | | (F.00 | O IM to | | n 1 | | |
| | | | | | | | |

CLASS '13'

(5:30 a.m. to 6:00 p.m.)

1 times. 160.25 90.75 00.50 30.90 23.75 10.15

20 times. 160.25 90.75 00.50 30.90 23.75 10.15

20 times. 175.00 94.50 03.00 37.80 22.50 15.30

52 times. 144.75 80.25 50.50 35.70 21.25 14.45

100 times. 140.00 84.00 56.00 33.00 20.00 13.00

150 times. 140.05 84.00 56.00 33.00 20.00 13.00

150 times. 130.56 78.75 52.50 33.75 21.25 14.45

160 times. 130.56 78.75 52.50 33.75 21.25 12.75

(*) Station break.

167 decenuits to apply, every contraot must be completed within 52 weeks of starting date. If any contract is cancelled hefore completion, short rate cluster will be made at discount applicable for the actual number of periods or abnouncements used. Contracts extended will carn retreacted discounts only when active is continuous. Remease discounts only when active is continuous. Remease of continuous only when active is continuous and discounts are based on quantity used within one year of ortginal starting late.

SPECIAL FEATURE ANNOUNCEMENTS SPECIAL FEATURE ANNOUNCEMENTS
Weather reports, temperature reports are regular announcement rates except that in special cases these feature aumouncements may be limited to 20 words trates equal to 75% of regular 50 word announcement rates, provided not less than three are used dalver identification or cut-in announcements made locally within advertiser's natwork time. Hervice charact nights, 50.00; days 25.00.
FOLTPICAL 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. Political and religious rates on request.

Mechanical Program Equipment

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

Personnel
Station Supervisor—B. F. Orr.
Commercial Manager—Ray Bright.
Program Director—Harry Grier.
Representatives
John Blair & Company.

KXYZ (Established 1980)



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 Build-ing, Houston, Texas. Transmitter—5th floor of Gulf Bldg., Houston, Tex

Wave—Power—Time
OPERATING Schedule—1,000 watta.
(1/101% modulation—crystal control.)
204.1 meters; 1470 kilocycles.
Licensed to operate full time on regional channel,
OPERATE ON CENTRAL WAR Time.
Actual operating schedule: 24 hours daily.

Actual operating schedule: 24 hours daily,
Agency Cemmission
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 payablwithin 10 days.
General Advertising
For combination rates see listings of Biue Netwenty
Company (Blue Southwestern Group). Lone State
Chain and Mutual Broadcasting System.
To advertisers using the facilities of KXYZ and
KRIS. Corpus Christi. Texas. In combination. a 109
discount from the total will apply.

MUSICAL OR DRAMATIC PROGRAMS
(6:00 p.m. to 11:00 p.m. daily)

1 hour.

| 1/2 | nour | 120.0 |
|------|--|-------|
| 1/4 | hour | 0.08 |
| · 5 | minutes | 40.0 |
| 1 | minute transcription | 24.0 |
| 100 | words | 24.0 |
| 50 | monda on loss | |
| | words or less | |
| ((| 5:00 a.m. to 6:00 p.m. and 11:00 p.m. 12:00 midnight daily) | to |
| 1 | hour | 100.(|
| 1/2 | hour | 1.08 |
| 1/4 | hour | 40.1 |
| `´ õ | minutes. | 20.0 |
| ĭ | minute transcription | 12. |
| 100 | words | 12.0 |
| .60 | | R.L. |
| ĐĐ | words or less | 9.4.3 |
| _ | (12:00 midnight to 6:30 a.m.) | |
| _1 | hour | |
| 1/2 | hour | 80.0 |
| 1/4 | hour | 20.4 |
| 5 | minutes | 10.4 |
| ī | minute | 8.1 |
| 100 | words | 6. |
| 50 | words or less | 40.0 |
| w | DISCOUNTS | ** ' |
| | | |

other sound affects extra

TALENT

Rates on application.

REMOTE CONTROL

Additional charges are made for programs originate outside of the studies.

Station Artists Sorvice is available for selection talent and building of program. Morehandleins i publicity departments are part of the regular services, when required, billed at not cost. Centract and Other Requirements

All programs are subject to station approval. Production bermitted.

Clessing Time Generally one week is desired for musical or dram productions.

Medicalcal Program Equipment

Equipped to handle programs by electrical transcrition, using 33-1/3 and 78 r.p.m. double turn-tal.

Personnel

Personnel
Manager—T. F. Smith.
Representatives
The Branham Company

HUNTSVILLE

(Walker County

KSAM

(Established 1938)

vagency Commission
49 Agency commission 15% to recognized agencies on
41 Station time only. Cash discount 2%.

.... 1.75 1.65 1.55 1.50 1.40 1.30 1.00

POLITICAL AND RELIGIOUS
It Political and religious rates on request.

TALENT
TALENT
TStation 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
If Additional charges made for programs originating bit outside of studio.

SERVICE FACILITIES

A Merchandising and publicity are a part of regular cut service. Extra service when required billed at cost. Irontract and Other Requirements as Rates cover all station facilities, such as time, reannouncer, continuity, program planning, auditions, a ctc. All programs subject to station approval.

Passing Time
To Generally one week is required for musical or dramatio by productions.

An echanical Program Equipment
All Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables
of for lateral cut recordings.

intersonnel of Manager and Program Director-J. C. Rothwell.

KILGORE

(Gregg County)

KOCA (Established 1986)

Rates effective January 1, 1927.

Owned by Oil Capital Broadcasting Association.

El Business Office and Studio—Radio Euilding, 102-1/2

E East North Street, Kilgore, Texas, telephone 616,

E-Transmitter—Duval and S. Martin Sta., Kilgore,

Texas.

Fave—Power—Time
Operating power—250 watts.
(100% modulation.)
241.9 meters; 1240 kilocycles.
Operates on Central War Time.

| ANNOUNCEMENTS | 100 words... | 3.00 | 2.75 | 2.50 | 50-75 words | 2.50 | 2.00 | 1.80 |

TALENT
Talent charges to be paid by the advertiser at actual cost of artists selected.

Arrangements can be made for remote control broad-casts, advertiser paying actual cost of installations.

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.

losing Time

losing 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.
Iechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. turn-tables.
ersonnel
Manager—Roy G, Terry.
Program Director—Dorothy Baker,

LAREDO

(Webb County)

KPAB

(Established 1938)

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 hoth 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.

One week in advance of Droaucast.
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 Dalsa.
Chief Engineer—Hulan K. Smith.
Representatives
Forjoe & Company.

LONGVIEW

(Gregg County)

KFRO



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-Power—Time
Operating nower—1 000 mates.

Transmitter—1018 Longview-Marshail Highway. Longview. Texas.

Wave—Power—Time
Operating nower—1,000 watts.
(100% modulation—crystal control.)
219.0 meters; 1370 kilocycles.
Operates on Central War Time.
Actual operating schedule; Sundays 6:30 a.m. to
10:30 p.m. Week days 6:00 a.m. to 11:05 p.m.
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 facilities and paid for in addition to station rates. Invoices mailed 1st of each month. payable on or hefore 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, shart rate charges will be made at discount applicable for actual number of periods or announcements used. Contracts extended will care retroactive rates only when service is content of the contract only. Programs may be acroad of the contract only. Programs may be acroad of the contract only where 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 cesire in regard to time as near as possible; where definite time is specified and 25%.
Programs and announcements are different types of programs and cannot be added together to earn higher discount rates. CLASS "A"

| Class | Clas

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.)
50.00 47.50 45.00 42.50 40.00 37.50 35.00
30.00 28.50 27.00 25.50 21.00 23.50 22.50
18.00 17.10 16.20 15.30 14.40 13.50 12.60
10.80 10.26 9.72 9.18 8.64 8.10 7.56
6.48 6.16 5.83 5.51 5.10 4.87 4.87
6.48 6.64 5.83 5.51 5.10 4.87 4.55 1 hour.... 1/2 hour.... 1/4 hour.... 5 min..... 1 min

Rates and details of talent and designed 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.

approval. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to the station.

Talks. Dolitical speeches, etc., accepted only when subject matter is. In the opinion of etation 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 offier time for that taken.

Should advertiser fail to furnish matter for any portion of contract, station may prepare same to the heat of its shiftly.

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 por inquiry or commission basis.

vertising accepted on a por inquiry of commission hasis.

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 33-1/8 and 78 rpm double turn-tables for lateral and vertical cut recordings.

Personnel
President and Promotion Mgr.—James R. Curtis.

Representatives
Howard H. Wilson Company.

LUBBOCK

(Lubbock County)

KFYO (Established 1927)

Rates effective October 1, 1940. Owned and operated by Plains Radio Broadcasting

Rates 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, Ken L. Sibson, General Sales Manager.

Business Office and Studio—914 Avenue J. Lubbock.

Texas, telephone 5567.

Transmitter—2312 Fifth Street. Lubbock. Texas.

Transmitter—2312 Fifth Street. Lubbock. Tess.

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)

| tage next mener | | | | ٠. |
|------------------|-----------|-----------|---------|----|
| (6:00 p.m. to | 11:00 n.m | daily and | Sunday) | |
| | | | | |
| 1 hour | | | 50.0 | u |
| 1/2 hour | | | | |
| | | | | |
| 1/4 hour | | | 94 N | n |
| | | | | |
| 5 minutes | | | 10.8 | U |
| 1 minute trans | owletton | | F 4 | ñ |
| 1 minute trans | er iption | | 0.4 | U |
| 1/2 minute trans | erintion | | 9.7 | ĸ |
| 1/2 minute mana | | • | D. 1 | v |

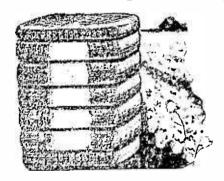
| 100 50 | | 4.0 8.0 |
|-----------|--|------------|
| | (7:00 a.m. to 6:00 p.m. and after 11:00 p.m. |) |
| 1 | hour | 45.0 |
| 1/2 | | 27.0 |
| 1/4 | hour | 17.5 |
| 5 | | 8.1 |
| 1 | minute transcription | 4.0 |
| /2 | | 2.8 |
| 00 | words | 8.0 |
| 50 | words of less | 2.2 |
| 750 | (Before 7:00 a.m.) | |

of daytime rates.
DISCOUNTS

Each renewal or extension of a contract earns applicable 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.

POLITICAL RATES
Same as commercial rates; payable in advance; not subject to discounts.

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 unitscompared with Texas' 66.9%. Here's a radio advertising bet for you that can't miss!



Tellar Mane Sacredan

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

osing time depends on type of program, Generally one week is desired for musical or dramatic produc-

tions.

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

Personnel
Manager—DeWitt Landis.
Engineer—W. S. Bledsoe.

Representatives
Howard H. Wilson Company,

LUFKIN (Angelina County)

KRBA (Established 1938)

(Established 1938)
Rate card undated—received June 13, 1938.
Owned and operated by Red Lands Broadcasting Association.
Business Office and Studio—Lufkin. Texas.
Transmitter—Lufkin. Texas.
Vave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate unlimited time.
Operates on Central War Time.
Operates on Central War Time.
Sency commission
Agency commission 15% to recognized advertising agencies on station time only. Cash discount 2%.
Senser Advertising
Fees charged by owners of music copyrights are included in rates.

104 tl. . 45.50 . 84.50 . 23.75 . 10.75 . 4.25 :! 2.00 !! 5 minutes 6.00 1 minute. 3.00 Special one-hour

25 words 2.00 2.00 1.80 1.75 1.55 the TALENT Talent charges to be paid by the advertisers at actual the cost of artists selected.

Contract and Other Requirements

Rates cover station facilities such as time, announcer, continuity program planning, auditions, etc.

Personnel
Personnel
President—Ben T. Wilson.
Station and Promotion Manager—Darrell E. Yates.
Representatives
Cor and Tanz.

MIDLAND (Midland County) KRLH

(Established 1935)

CONTRACT RATES

GS -Per month-26 wks. 0 104.00 0 156.00 0 260,00 0 364.00 0 468.00 0 520.00 1 hour:
1 time weekly.
2 times weekly.
3 times weekly.
4 times weekly.
5 times weekly.
6 times weekly. 13 wks. o times
1/2 hour:
1 times
2 times
3 times
4 times
6 times
6 times
6 times
1/4 hour:
1 time
2 times
4 times
6 times
6 times 58.00 88.50 147.50 178.50 times times times times 18.00 27.00 45.00 63.00 81.00 10,00 28,50 47,50 66,50 85,50 05,00

57 ti. more ti. $\frac{2.80}{1.84}$

MIDLAND—Continued KRLH-Continued

Discounts applicable only to spot contracts:

10% on contracts using 10 or more spots weekly for 13 weeks.

10% and 10% on contracts using 10 or more spots weekly for 26 weeks.

20% on contracts using 10 or more spots weekly for 52 weeks.

SPECIAL FEATURES

Football, baseball, sports reviews, newscasts, time signals, home hour—rates on request.

Rates on request.

: Rates on request.

TALENT

Rates on request.

TALENT

Rates on application.

SERVICE FACILITIES

Program ideas and preliminary continuities furnished advertisers without charge.

Intract and Other Requirements
Rates are based on station time only. Talent costs to be paid by the advertiser.

Preferred position governed by priority and availability on contract basis.

No contracts subject to cancellation unless program starts within 30 days. All programs subject to startion director's approval and government regulations. Contracts, unless otherwise agreed, subject to cancellation by 30 days' advance written notice accompanied by a certified check for the short rates to the date of the cancellation.

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

for lateral cut recordings.

'rsonnel'
General Manager—W. H. McCumber.
Program Director—C. A. Roark.
Engineer—Robert Harmon.
'presentatives'
Lox & Tanz.

PALESTINE

(Anderson County) KNET

(Established 1936)

(Anderson County)

KNET

(Established 1936)

Rates effective May 1, 1939.

Dwned by Palestine Broadcasting Curp.
Business Office and Studio—Municipal Bilds., Palestine. Texas.

I ransmitter—Strickland Park. Palestine. Texas.

I ransmitter—Strickland Park. Palestine. Texas.

1 ransmitter—Strickland Park. Palestine. Texas.

1 cloops modulation.

1 (100% modulation.)

206.9 meters; 1450 kilocycles.

Licensed to operate days only.

Deprates on Central War Time.

I pency Commission 15%. Commission not Daid on alent. Cash discount 2% on net—10th of month following broadcast. Cash discount does not apply on alent. Involces mailed let of each month.

Internal Advertising

Rates include fees charged by owners of music copy
18ths. 1t. 13tt. 26tt. 52tt. 104tt.

1 hour. 35.00 62.50 50.50 48.00 45.50

1/4 hour. 35.50 41.00 38.50 88.00 84.50

1/4 hour. 32.75 28.75 28.50 24.75 28.75

1/4 hour. 17.50 18.00 13.50 12.25 10.75

1/5 i minute 6.00 5.50 5.00 4.76 4.25

1 minute 6.00 2.75 2.50 5.25

1 october 1 and 1 an

rsonnel
General Manager—Bert Horswell.
ipresentatives
Cox and Tans.

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 Smailing
Rullding, Pampa, Texas, telephone 1100.
Transmitter-8/10 of a mile east of city limits.
ave—Power—Time
Operating power—100 watts.
223.9 meters; 1340 kilocycles.

223.9 meters: 1340 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Operates on Central War Time.
Agency commission 15% allowed to recognized advertising agencies only on station time charges provided payment is made before the 15th of month following broadcast. All involces rendered weekly, payable at face, when rendered. Short rate billed where frequency rate is not earned.
Increased Advertising
In order to earn net rates quoted, contracts must be completed within 12 months.

| | | 1 hr. | 1/2 hr. | 1/4 hr. | 5 min. |
|----|-------|-------|---------|---------|--------|
| 1 | time | 45.00 | 26.25 | 15.00 | 7.50 |
| 7 | tlmes | 42.75 | 24.95 | 14.25 | 7.10 |
| 14 | times | 40.50 | 23.65 | 13.50 | 6.70 |
| 27 | times | 38.25 | 22.35 | 12.75 | 6.80 |
| 40 | times | 36.00 | 21.05 | 12.00 | 5.90 |
| 53 | times | 33.75 | 19.75 | 11.25 | 5.50 |
| 05 | times | 31.50 | 18.45 | 10.50 | 5.10 |
| 57 | times | 29,25 | 17.15 | 9.75 | 4.70 |
| | ANN | OUNCE | MENTS | | |
| 1 | * | | | | |

ANNOUNCEMENTS

Spot Announcements:

1 tt. 7 tt. 14 tt. 27 tt. 40 tt.

100 words... 3.75 3.30 2.90 2.50 2.10

50 words... 3.00 2.70 2.40 2.10 1.80

Participation in special spot periods requires
ditional 10%. — Per mont 25 words, once daily. — Per mon
50 words, once daily. — 60.00
100 words, once daily. — 70.00
125 words once daily. — 90.00
POLITICAL RATES
On request.

TALENT
Program charges (artists, orchestra, continuity, etc.), rates on application.

Program charges (artists, orchestra, continuity, etc.). rates on application.

REMOTE CONTROL

Arrangements can be made for remete control broadcasts at cost.

SERVICE FACILITIES

Upon request, estimates submitted on complete merchandising service.

Contract and Other Requirements

Rates cover only station time and facilities for programs originating in station studies. The editorial content of all broadcasts is subject to the approval content of all broadcasts is subject to the approval of estation.

Conversion of station.

Content of the energy of the en

with vertical and laws. Personnel Manager—H. E. Kreiger. Commercial Manager—Don Mills. Program Director—Ray Monday. Representatives
Forjoe & Company.

PARIS

(Lamar County)

KPLT

(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 Gibraiter Hotel. Parls. Texas. telephone 1124.
Transmitter—Located one-half mile south on Texas State Highway No. 24.
Wave—Fower—Time
Operating power—250 waits.
201.3 meters: 1490 kilocycles.
Licensed to operate full time.
Operating power—250 waits.
201.3 meters: 1490 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Agency Commission allowed recognized advertising agencies only on station time charges providing payment is made before the 15th day of the month following his made before the 15th day of the month following his made before the 15th day of the month following his made before the 15th day of the month following his made before the 15th day of the month following his made before the 15th day of the month following his month; payable month; payable and the complex of the 15th day of the month following his month; payable and the following his month; payable and the following the following his month; payable and the following his month; payable and the following his month; payable and the following his month following

orthestra, continuity, ctc.) are in addition to time charges.
Contract and Other Requirements
All quotations made subject to immediate acceptance. All contracts subject to the conditions of the etand-srd AAAA contract form. Price quoting permitted, and the contract form. Price quoting permitted, and the contract form. Price quoting permitted for contract form. The contract of the

at least one week in advance for review by program director.

director.

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

Personnel General Manager—Lewis O. Seibert.
Chief Engineer—Mitchell Secrest.

Program Director—Hiram Goad.

Traille, Manager—Mary Jo Mayse.

Representatives
Elliot Roosevelt Operated Stations.

PECOS (Reeves County)

KIUN

(Established 1935)

(Established 1935)
Rates received April 15, 1939.
Owned and operated by Jack W. Hawkins and Barney H. Rubbs.
Business Office and Studio—KIUN Building, Pecos.
Texas, telephone 21.
Transmitter—One mile north of Pecos.
Wave—Power—Time
Operating power—100 watts.
1100% modulation.)
214.3 maters; 1400 kilocycles.
Licensed to operate full time on local channel.
Operates on Central War Time.
Agency Commission
Agency Commission
Agency commission 15% to recognized advertising agencies on station time. Cash discount 2% on gross—10 days after invoice date Invoices mailed lat of month. No cash discount allowed on talent.
General Advertising
Fees charged by owners of music copyrights are not included in rates.

100 words. 2.50
50 words. 2.50
50 words. 2.50
50 words. 2.50
13 times. 5% 10 times. 2.5%
52 times. 10% 150 times. 25%
52 times. 10% 150 times. 30%
52 times. 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 five minutes. Political acripts must be approved by station management.
TALENT
REMOTE CONTROL
Additional charge for telephone lines and equipment when remote control broadcast is required.
Contract and Other Requirements
Copy subject to approval.
Closing date one week prior to date 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—Jack Hawkins.
Program Director—W. D. Martin, Jr.
Emrineer—Carl C. Cook.
Representatives
Cox & Tanz.

Representatives Cox & Tanz.

PORT ARTHUR

(Jefferson County) KPAC



Rates effective January 1, 1040. (Card No. 8.)
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.
Wave—Power—Time
Operating power—500 watts.
antenna.)

Operating power—500 wats.

(100% modulation — crystal control — directional antenna, 240.0 moters; 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 midulate.

Operation of time charkes. Cash discount none. No commission on political breadcasts. Bills for gross charges rendered monthly and payable within 10 days.

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 severising.

(6:00 p.m. to 11:00 p.m. daily; 12:00 moon to

| | triou p.m. Sundays) | |
|------|---|--------|
| 1 | hour | 110.00 |
| 1/2 | hour | 86.00 |
| 1/4 | hour | 40.00 |
| " 5 | minutes | 20.00 |
| ī | minute transcription | 10.00 |
| ากกิ | words | 6.00 |
| 50 | | |
| 7,6 | :00 a.m. to 6:00 p.m. and after 11:00 p. | |
| | eek days; 8:00 a.m. to 12:00 noon and after | |
| W | eek days; bloo a.m. to 12:00 noon and an | er |

hour hour minutes minute transcription.... words or loss.....

PORT ARTHUR—Continued

KPAC—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.

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' service is available for selection of talent and building of program. Merchandising and publicity departments are part of the regular service.

Extra services, when recuired, billed at net cost.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted. Hates 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. Contracta, 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.

for vertical and lateral cut recording Personnel President—Carl Vaughan. General Manager—Glein Howitt. Traffic Manager—Marjorie Vickers. Chief Engineer—Glein Boatright. Representatives

Burn-Smith Company, Incorporated.

SAN ANGELO

KGKL (Established 1928)

Rates effective June 1, 1988.

Unned and operated by AGKL. Inc.

Business Office and Studio—St. Angelus Hotel. Ban

Angelo, Texas, telephone 6715-5516.

Transmitter—50 S. Milton St., Sau Angelo. Texas.

Angelo, Texas, telephone 6715-5518.

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: 8:30 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. Bills for gross charges rendered
monthly and payable within ten days.
General Advertising
Itates include ASCAP and SESAC fees.
For combination rates see listings of Texas State
Network. Mutual Broadcasting System. and Elllot
Roosevelt Operated Stations.
Also sold in combination with KRBC, Abilene. and
KBHT, Big Spring. Toxas. For combination rates
see listing of KBST, Big Spring.
1 hour. 28.60
1/2 hour. 28.60
1/4 hour. 28.60
5 minutes. | 1 hour | 17.50 | 17.50 | 17.50 | 17.50 | 17.50 | 17.50 | 17.50 | 17.50 | 17.50 | 17.50 | 17.50 | 17.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.50 | 18.

Regular time charkes apply to recorned programs. Not restricted to certain boiles.

TALENT
Rates on application

REMOTE CONTROL.

Hation can broadcast from any point where there are telephone lines. Honosor to my all line charges and connection fees, also transportetion charges of equipment.

Contracts must be combined within 52 weeks of starting date for discounts to be applicable. If contracts must be combined within 52 weeks of starting date for discounts to be applicable. If contract is cancelled before completed, whore rate charges will be made in accordance with amplicable discount for number of periods or ammunements used. Each relieval or extension of a contract carins discounts applicable within the year, but retractive discounts are applicable within the year, but retractive discounts are applicable only when service is rentimined and renewal or extension is asked before expiration of direct sales of merchandles.

Rates are for sation time only and do not include talent or transic facilities, All programs and anomencements are subject to station approvat.

Cleans Time

Talent programs and talks close two weeks in advance of broadcast. Annonnecements can be broadcast the day they are received.

Machanical Program. Confirmant.

tion, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

ersonnel
General Manager—Lonnie Preston.
Program Director—Myrl Stine.
Chief Engineer—Frank Jones.

Representatives
Elliot Roosevelt Operated Stations.

SAN ANTONIO

(Bexar County)

KABC

(Established 1926)
Rates effective August 1, 1942. (Card No. 3.)
Owners and operated by Alame Broadcasting Co. Inc.
Business Office and Studio—P. O. Box 2570, Milam
Bldg., San Antonio, Tex., telephone Fannin 3126.
Transmitter—Nan Antonio. Texas.
Vave—Power—Time
Operating power—250 watta.
(1000% modulation—crystal control.)
206.9 meters; 1450 Rilocycles.
Licensed to operate full time.
Operates on Central War Time.
Actual operating schedule: 6:30 a.m. to 12:00 midnight.

Agency Commission Agency Commission 15% on net charges for station Agency commission 15% on net charges for 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 Texas State Network, Aututal Broadcasting System and Blue Network Company (Blue Southwestern Group).

CLASS "A"

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

| | (6:00 p.m. to 11:00 p.m.) | |
|-----|---|--------|
| 1 | hour | 100.00 |
| 1/2 | hour | 60.00 |
| 1/4 | hour | 40.00 |
| - 5 | minutes | 20.00 |
| ĭ | minute transcription | 14.00 |
| 100 | words | 12.00 |
| 50 | | 9.00 |
| JU | CLASS "B" | 3.00 |
| | | _ |
| | (8:00 a.m. to 6:00 p.m. week days, 8:00 a.n | |
| t | o 12:00 noon Sundays and 11:00 p.m. t | 0 |

| 12:00 midnight daily) | |
|-------------------------------|-----|
| hour | : |
| 2 hour | : |
| hour | - 9 |
| minutes | - 3 |
| minute transcription | |
| words | |
| words or less | |
| CLASS "C" | |
| (12:00 midnight to 8:00 a.m.) | |
| | |
| hour | - 8 |
| hour | : |

other sound effects extra.

TALENT

Rates on request.

REMOTE CONTROL

Additional charges are made for programs originating outside of the studios.

SERVICE FACILITIES

Station artists service is available for selection of talent and building of program. Extra services, when required, billed at net cost.

Contract and Othor Requirements
Only one order and one set of continuity required. All programs are subject to station approval. Price quenting permitted.

Clasins Time Generally one week is desired for musical or dramatic productions.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using SB-1/8 and 78 r.p.m. double turn-tables.

Persannal

Ircaldent—R. Early Willson.

President—R. Early Willson. Commercial Manager—Bill Jackel. Hearcsontatives William G. Rambeau Company.

KMAC

Hates effective September 1, 1941.
Owned and obserted by Walmae Company.
Hardiness Office and Ruttile—27th floor. Smith Young
"Gover, Sun Antonio, Texas.
Tenamenter—310 Avenue A. San Antonio, Texas.
Wave—Power—Time
Operating power—25th watts.
11011. mathlutine—ervetal control.)
241.5 meters; 1240 Rilecyales,
Licensud to distract on cleared local channel.
Operating on Central Var Plum.
Actual operating schedule: 6:00 a.m. to 1:00 a.m.

Agency Commission

Agency commission of 15% silowed to advertising agents recognized by the station, on both time artaient. No cash discount. All bills rendered and payable according to the terms of the contract, unless credit is definitely established—cash in advancementhly or weekly

26.2 15.7 7.8 | 1.20 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 | 1.50 |

FREQUENCY DISCOUNTS

ANNOUNCEMENTS

ANNOUNCEMENTS

The station does not undertake to guarantee the exacts time desired for announcements, but will meet that client's desiree as nearly as possible. An additionary 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 on program or announcement. All announcements and copy subject to station censorship as to brevity. Any controversial, ambiguous or untrue statements or an advertising copy or material objectionable to the Bexar County Medical Association. Better Busines Bureau or San Antonio Chamber of Commerce will not be accepted.

(Thilly avecus Nunday) (Daily except Sunday)

| Not to exceed 100 | words. | | | |
|--|-----------------------------------|--------------------------------|------------------------|-------------------|
| Per week for: | 1 daily | 2 dally | 3 daily | 4 dailt |
| 1 week | 22.50 | 40.50 | 57.45 | 72.00 |
| 4 weeks. | | 36.45 | 51,60 | 68.8 |
| 13 wecks | | 31.05 | 44.10 | 58.6 |
| 26 weeks | | 26.40 | 37.50 | 49.9 |
| 52 weeks | 12.45 | 22.50 | 31.80 | 42.1:. |
| If Sunday announce figure the price of Announcements of word rate. Announcements not | one anno 50 words to exceed | uncement take 8 1 25 wor | and ad 0% of ds. | d 25% the 10 i |
| 10 to 50 used in | one mon | th, each. | | 1.5 . |
| 51 to 100 used in | one mon | th, each. | | 1.2 |
| 101 to 300 used in | one mon | th. each. | | 9 |
| 301 to 500 used in | one mon | th. each. | | 8 |
| 501 to 1000 used in | one mon | th. each | | 7 . |
| | | | | |

SPECIAL FEATURES
Time signal, weather, station background and times signal follow-up—rates quoted on groups by specis in request.

POLITICAL RATES

All political talks and announcements take the outline rate.

ELECTRICAL TRANSCRIPTIONS
Regular program rates apply for transcriptions mad of exclusively for broadcasting purposes.
Rates include the use of an extensive recorded it of the control of

TALENT
Staff orchestra of 12 Dieces available for sponsorable between 7:00 p.m. and 8:00 p.m. at 35:00 per program. Additional staff talent maintained on the station including string ensembles, Hill-Billy band of individual singers, plane soloists and special sport announcers. Talent quotation given on request.

announcers. Talent quotatim siven on request.

REMOTE CONTROL

Can be sold under special arrangements. Prices war according to nature of the pick-up, distance frof the studios, etc. Remote control broadcasts take sution time rate plus line charges and remote operating SERVICE FACILITIES

Regular contracts are maintained with drug and fot; outlets within the service radius of the station.

Regular contracts are maintained with drug and its, outlets within the service radius of the station.

Contract and Other Requirements
Rates are for station time only and do not included talent. Station reserves the right to edit, chang to respect to the station.

All programs, talks, announcement and advertising material are subject to the address of the station without objection or liability. Station reserves it right to refuse or discontinue any advertising for reasons satisfactory to itself. Contracts subject a cancellation on 15 days written notice, accompanit to y discok for short rate to the date of cancellation without obtained to the station for ancellation without obtained to the station for approval insent 24 hours in sdvance of the broadcast. The advertisor propares of the broadcast. The advertisor has a station for approval in the station for approval in the station of the station for approval is all the station of the station for approval is all the station of the station for approval is all the station of the station for approval is all the station of the station for approval is all the station of the station for approval is all the station of the station for approval is all the station approved to the station for approval is all the station and the station for approval is all the station and the station for approval is all the station and the station for approval is all the station for approval is all the station and the station for approval is all the station and the station a

continuities and suggestions without characters.

Clasing Time
Contracts must be closed at least seven days in a vance of opening date of broadcast in order to manage of opening date of broadcast in order to manage of opening date of broadcast in order to manage to prior disposal of time title quotations subject to prior disposal of time full property of the prope

Personnel Manager-Howard W. Davis.

Representatives Burn-Smith Company

SAN ANTONIO—Continued KONO



ates effective December 1, 1941. **ned and operated by Mission Broadcasting Co. udio-317 Arden Grove, San Antonio, Texas, **ransmitter-317 Arden Grove, San Antonio. Texas.

/e.—Power—Time
perating power—250 watts.
4.3 meters; 1400 kilocycles.
censed to operate full time.
perates on Central War Time.
itual operatins schedule: 6:00 a.m. to 12:00 mid-

| Commission | 15% | Commission does not apply | Calenty commission | 15% | Commission does not apply | Calent, Cash discount none | All charges are payde in advance unless credit is established | Frail Advertising | 1 hr. 1/2 hr. 1/4 hr. 5 min. | 1 hr. 1/2 hr. 1/4 hr. 5 min. | 1 hr. 1/2 hr. 1/4 hr. 5 min. | 1 hr. 1/2 hr. 1/4 hr. 5 min. | 1 hr. 1/2 hr. 1/4 hr. 5 min. | 1 hr. 1/2 hr. 1/4 hr. 5 min. | 1 hr. 1/2 hr. 1/4 hr. 5 min. | 1 hr. 1/2 hr. 1/4 hr. 5 min. | 1 hr. 1/2 hr. or more times..

| | | | 100 wds. | 50 wds. | 25 wds |
|------|---------------|--------|----------|---------|--------|
| | time | 6,00 | 4.60 | 3.20 | 2.00 |
| g. 1 | times | 5.80 | 4.40 | 3.10 | 1.90 |
| y i | times | 5.60 | 4.20 | 3.00 | 1.80 |
| 5. 1 | times | 5.40 | 4.00 | 2.80 | 1.70 |
| .1 | times | 5.20 | 3.80 | 2.60 | 1.60 |
| 1 | times | 5.00 | 3.60 | 2.40 | 1.50 |
| 2 | times | 4.80 | 3.40 | 2.20 | 1.40 |
| B | or more times | 4.40 | 3.20 | 2.00 | 1.30 |
| | SFEC | IAL FI | CATURES | | |
| | | | | | |

Ars—Leased wire service available. Rates on request. Inc signals, weather reports. temperature reports, sicilon breaks, proform tie-ins and other special (tures. Rates on request.

POLITICAL AND RELIGIOUS

POLITICAL AND RELIGIOUS

Pitical advertising, religious and educational program material accepted subject to station approval,

"The special rates quoted on request.

LECTRICAL TRANSCRIPTIONS

1Rular rates apply to transcriptions of five minutes to longer.

REMOTE CONTROL

REMOTE CONTROL

A wire and mechanical charges for remote control badcasts, and other expenses attached thereto to badcasts, and other expenses attached thereto to badcasts, and other Requirements
I Rular day and night programs do not include include and the result of the second of

ernnei
"Ahager—Eugene J. Roth
"Chmercial Manager—James M. Brown.
"upsentatives
"No York—Forjoe & Company.
"Ccago—Forjoe & Company.

KTSA (Established 1928)

(Established 1928)

lices effective October 1, 1940.

liched and operated by Sunshine Broadcasting Co.

Amber Taylor-Howe-Snowden Group, Central Sales

fflice, 808 Tower Petroleum Building, Dallas,
lexas, Ken L. Sibson, General Manager,

liness Office and Studio-Gunter Hotel, San

Antonio, Texas, P. O. Bor 1161.

"Insmitter-St. Hedwig Road, extension of East

Jouston Street, San Antonio, Texas,

100-Power-Time

(erating power 5.000 watts days; 1,000 watts nighte,

100-T modulation-direct crystal control.)

5.5 meters; 550 kllocycles.

Fensed to operate full time on cleared regional

derates on Central War Time.

donel terates on Central War Time. Aual operating schedule: Week days 6:00 a.m. to 100 midnight. Sundays 7:45 a.m. to 12:00 mid-

ccy Commission

eral Advertising

t combination rates see listing of Columbia Broad-ating System (Southwestern Group), and Lone Star

order to earn net rates quoted, contracts must be mpleted 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.



SAN ANTONIO—Continued K T S A-Continued

| (6:00 p.m. to 10:30 p.m.) | |
|---|-------|
| 1 hour 1 | 80.00 |
| 1/2 hour 1 | 08.00 |
| 1/4 hour | 72.00 |
| | 45.00 |
| (6:00 a.m. to 6:00 p.m. and 10:30 p.m. to | |
| 12:00 midnight) | |
| 1 hour | 90.00 |
| 1/2 hour | 54.00 |
| | 36.00 |
| 5 minutes | 22.50 |
| | hree- |
| | |

| 13 to 25 times | 5% |
|---------------------------|-------|
| 26 to 51 times | 10% |
| 52 to 99 times | 15% |
| 100 to 149 times | 20% |
| 150 to 259 times | 25% |
| 260 to 399 times | 30% |
| 400 or more times | 35% |
| ANNOUNCEMENTS | |
| (6:00 p.m. to 10:30 p.m.) | |
| 1 minute transcriptions | 30.00 |
| 100 words | 25.50 |
| 50 words | 20.00 |
| | |

(6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)
minute transcription.

50 words. 12:00 noon to 6:00 p.m., are three-fourths of regular nighttime rate.

Tie-in announcements in connection with network programs limited to three local tie-ins per program, including announcers service fee, 12:00.

Chain Breaks: Fixed position, copy limited to 30

Chain Breaks: Fixed position, copy limited to ownerds.

Position guaranteed only if advertiser buys announcements at chain breaks at same time each day for six or seven days each week. If six or seven days are not available, advertiser may have guaranteed time if he agrees to take all six or seven days when available. Individual chain breaks may be bought subject to move in the event of an advertiser buying six or seven days a week, fixed position. Tequiring any spot sold individually.

ELECTRICAL TRANSCRIPTIONS
Transcriptions of five minutes or longer at regular rates. Sound effects other than records are extra.

POLITICAL RATES

On application.

On application. TALENT

Hates on request.

tiates on request.

REMOTE CONTROL

Arrangements can be made for remote broadcasts.

Rates on request.

SERVICE FACILIVIES

Merchandising service details on request. Estimates submitted on complete merchandising service.

Contract and Other Requirements

Advertising of alcoholic beverages other than been not accepted.

All contracts subject to the conditions of the standard AAAA factors.

not accepted.
All contracts subject to the conditions of the standard AAAA form.
All programs subject to station approval, government regulations and the NAB Code of Ethics of the Radio Broadcasting Industry.
Rates quoted cover the station time and facilities only, for programs originating in station studies. The editorial content of all broadcasts is subject to the approval or revision of station.
Renewal contracts subject to rate card in effect at time of ronewal. All to thin 30 days.
Glosing 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—G. W. Johnson.
Representatives

John Blair & Company.

WOAI

(Established 1922)

Itates effective December 1, 1041. (Card No. 25.)
Owned and operated by Southland Industries. Inc.
Business Office and Studio—WOAJ Bidg.. San Antonio. Texas. P. O. Box 2641.
Transmitter—Solma. Texas.
Ave.—Power—Time
Operating power—50,000 watte.
(100% modulation—crystal control.)
250.0 meters; 1200 kilocycles.
Licensed to operate full time on cleared chaptel

Licensed to operate full time on cleared channel. Operates on Central War Time.

Agency Commission
Agency commission 15% on not charge for station
time to recognized advertising agencies.
No eash discount. Bills due and bayable when rendered.

gered.

General Advertising

For combination rates see listings of National Broadcasting Company (Southwestern Group) and Texas
Quality Group.

Quality Group.

1 1/2 1/4 5 1
hour hour hour min. min.
1 t1. 300.00 180.00 120.00 75.00 40.00
25 t1. 270.00 102.00 17.50 36.00
55 t1. 270.00 162.00 108.00 87.50 36.00
104 t1. 255.00 155.00 102.00 67.50 36.00
104 t1. 255.00 156.00 102.00 37.5 34.00
156 t1. 240.00 144.00 102.00 37.5 34.00
156 t1. 240.00 144.00 96.00 60.00 32.00
260 t1. 225.00 135.00 90.00 66.25 30.00
312 t1. 210.00 126.00 84.00 52.50 28.00 30 words 35.00 33.25 31.50 29.75 28.00 words 37.50 35.63 33.75 31.88 624 or more ti. 195.00 117.00 78.00 48.75 26.00 24.38 22,75

ti. 105.00 117.00 78.00 48.75 26.00 24.38 1 (6:30 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.) and 10:30 p.m. to 11:00 p.m.) and 20:30 p.m. to 11:00 p.m. and 20:30 p.m. 512 ti. 04.00 00.70 00.70 624 or more ti. 78.00 46.80 31.20 19.50 13.00 12.19 11.38

78.00 46.80 31.20 19.50 13.00 (11.00 pm. to 6:30 a.m.) 90.00 54.00 38.00 22.50 15.00 85.50 51.30 34.20 21.38 14.25 51.00 48.60 32.40 20.25 13.00 65.50 45.00 30.60 19.13 12.75 72.00 43.20 28.80 18.00 12.00 67.50 40.50 27.00 16.88 11.25 63.00 37.80 25.20 15.75 10.50 more 14.06 13.36 12.66 11.96 11.25 10.55 9.84 12.47 11.81 11.16 10.50 9.84 9.19 260 ti. 312 ti. 624 or ti. or more 58.50 35.10 23.40 14.63 9.75 9.14

DISCOUNTS

Discounts allowed retroactively on number of broadcasts given within one year. Announcements and pregrams cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption.

Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor within the same time bracket may be combined to earn the 1/2 hour. 3/4 hour or one hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station's option on 28 days' notice.

SPECIAL FEATURES

| New | rscasts—News | service and | d speciai | news ar | inouncer |
|------|---------------|-------------|-----------|---------|----------|
| furr | rished: (6:00 | | | | |
| | | | 1/4 hr. | 5 min. | |
| 1 | time | | 150.00 | 94.00 | 37.50 |
| 26 | times | | 142.50 | 89.30 | 35.63 |
| 52 | times | | 135.00 | 84.60 | 33.75 |
| 104 | times | | 127.50 | 79.90 | 31.88 |
| | times | | | 75.20 | 30.00 |
| 260 | times | | 112.50 | 70.50 | 28.13 |
| 312 | times | | | 65.80 | 26.25 |
| 624 | | | | 61.10 | 24.38 |
| | (6:30 a.m. to | 6:00 · p.m. | and 10: | 30 p.m. | to |

11:00 p.m.) 60.00 1 time 37 50 18 75

| 26 | times | 57.00 | 35.72 | 17.82 |
|--------------------------------------|--|---|---|---|
| 52 | times | 54.00 | 33.84 | 16.88 |
| 104 | times | | 31.96 | 15.94 |
| 156 | times | | 30.08 | 15.00 |
| 260 | times | | 28.20 | 14.07 |
| | | 42.00 | 26.32 | 13.13 |
| 312 | times | 42.00 | | |
| 624 | or more times | 39.00 | 24.44 | 12.19 |
| | (11:00 p.m. to | 6:30 a.i | n.) | |
| | | | | |
| - | | | | 14.00 |
| 1 | | 45.00 | 28.20 | 14.06 |
| | time | 45.00 | 28.20 | |
| 26 | time | 45.00 42.75 | 28.20 26.79 | 13.36 |
| | time | 45.00 42.75 | 28.20 | |
| 26 52 | timetimes | 45.00 42.75 40.50 | 28.20 26.79 | 13.36 |
| 26 52 104 | timetimestimes | 45.00 42.75 40.50 38.25 | 28.20 26.79 25.38 23.97 | 13.36 12.66 11.96 |
| 26 52 104 156 | timetimes | 45.00 42.75 40.50 38.25 36.00 | 28.20 26.79 25.38 23.97 22.56 | 13.36 12.66 11.96 11.25 |
| 26 52 104 | timetimes | 45.00 42.75 40.50 38.25 | 28.20 26.79 25.38 23.97 | 13.36 12.66 11.96 |
| 26 52 104 156 260 | timetimes | 45.00 42.75 40.50 38.25 36.00 33.75 | 28.20 26.79 25.38 23.97 22.56 21.15 | 13.36 12.66 11.96 11.25 10.55 |
| 26 52 104 156 260 312 | time | 45.00 42.75 40.50 38.25 36.00 33.75 31.50 | 28.20 26.79 25.38 23.97 22.56 21.15 19.74 | 13.36 12.66 11.96 11.25 10.55 9.84 |
| 26 52 104 156 260 | timetimes | 45.00 42.75 40.50 38.25 36.00 33.75 31.50 | 28.20 26.79 25.38 23.97 22.56 21.15 | 13.36 12.66 11.96 11.25 10.55 |

REMOTE CONTROL

Charges for programs originating outside of the studies will be quoted on request.

Contract and Other Requirements

ontract and Other Requirements
Rates are for station time and facilities only and
do not include talent.
No contract accepted for over one year's duration.
All programs and announcements subject to approval
of station management, government regulations and
NAB Code of Ethics for Broadcasting Industry.
All contracts subject to conditions of standard NABAAAA form.
Due to the inflexibility of radio station time, contracts, at the station's option, are not subject to
conncilation until two weeks after starting date as
contracted for therein.

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 transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and latoral cut recordings. Recording equipment available.

General Manager-Hugh A. L. Halff. Promotion Manager-Walter S. Zahrt.

Representatives

Edward Petry & Company, Inc.

SHERMAN

(Grayson County)

KRRV

(Established 1936)

Restablished 1936)
Rates effective November 1, 1942. (Card No. 4.)
Owned and operated by The Red River Valley Broad.
casting Corporation.
Business Office and Studio—Sherman, Texas. (P. 0.
Box 665), telephone 201.
Other Studios—Fannin Avonue and Owing Street
Denison, Texas. Telephone 423.
Transmitter—Highway 75 between Sherman and Denison, Texas.

son, Texas.

Wave—Power—Time
Operating power—1,000 watts.
(100% modulation—crystal control.)
322.7 meters; 910 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Actual operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission
Agency Commission of 15% to recognized advertising agencies on het charges for station time only. Can discount 2%. Bills payable on 15th of month failowing service.

General Advertising
For combination rates see listing of Texas State No.
work and Mutual Broadcasting System.
(6:00 p.m. to 12:00 midnight)

| | 10: | UU P.E | | 2:00 n | aranıgnı. | , | |
|------|----------|---------|----------|--------|-----------|------|-----------|
| | | 1 | 1/2 | 1/4 | 5 | | |
| | | hr. | hr. | hr. | min. | (*) | - (t |
| 1 | time | 90.00 | 54.00 | 36.00 | 18.00 | 6.00 | († 5,0 |
| 13 | times | 72.00 | 43.00 | 30.00 | 14.00 | 4.80 | 4.0 |
| 26 | times | 67.00 | 40.00 | 27.00 | 13.00 | 4.50 | 3.8 |
| 52 | times | 58.00 | 35.00 | 23.00 | 11.00 | 3.90 | 3,2 |
| 04 | times | 54.00 | 32.00 | 21.00 | 10.00 | 3.60 | 3.0 |
| 56 | times | 51.00 | 31.00 | 20.00 | 9.00 | 3.45 | 2.8 |
| 208 | times | 50.00 | 29.00 | 19.00 | 8.00 | 3.30 | 2.7 |
| 300 | times | 45.00 | 27.00 | 18.00 | 7.00 | 3.00 | 2.5 |
| ,00 | times | (6:00 | s.m. to | | p.m.) | 4.00 | |
| 1 | time | 45.00 | 27.00 | 18.00 | 9.00 | 5.00 | 4.0 |
| | | | | | | | |
| 13 | times | 36.00 | 21.00 | 15.00 | 8.00 | 4.00 | 3.1 |
| 26 | times | 33,00 | 20.00 | 13.00 | 7.00 | 3.85 | 8,0 |
| 52 | times | 29.00 | 17.00 | 12.00 | 6.00 | 3.25 | 2.6 |
| 04 | times | 27.00 | 16,00 | 11.00 | 5.00 | 3.00 | 2.4 |
| 56 | times | 26.00 | 15.00 | 10.00 | 4.50 | 2.85 | 2.8 |
| 208 | times | 25.00 | 14.00 | 9.00 | 4.00 | 2.75 | 2.2 |
| ŠŎŎ | | | 13.00 | 8.00 | 3.50 | 2.50 | 2.0 |
| | ') One m | | | | 0.00 | ~.00 | 2.0 |
| | | | | | | | |
| - (1 | f) 1/2 m | inute (| IL ON MO | ras. | | | |

TALENT

Rates on request.

REMOTE CONTROL
Remote control facilities are furnished at actual cost
for services and telephone lines.
SERVICE FACILITIES
Merchandising and publicity departments are part of regular service. Extra service, when required, wild be billed at actual cost.

Contract and Other Requirements
All contracts subject to the conditions of the standard AAAA contract form.
Contracts are subject to cancellation only whe
written notice with check for short rate to date o
the last program are furnished two weeks in advance
Maximum contract term is one year.

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

Personnei Manager—L. L. Hendrick.

SWEETWATER (Nolan County)

KXOX

(Established 1939)

Rates effective December 1, 1939. Revised. Owned and operated by Sweetwater Radio. Inc. Business Office and Studio—Highway 70, Sweet water, Teras. Transmitter———

Transmitter

Wave—Power—Time
Operating power—250 watts.
241.0 meters; 1240 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Actual operating schedule: 6:30 a.m. to 10:00 p.z.

Agency Commission 15% on station time and take to recognized agencies. No commission on politic broadcasts. Cash discount 2%—29 days. Bills for gross charges rendered monthly and payable with

20 days.

General Advertising
Maximum words per minute 100; additional word
take next higher rate. Minimum period 1/2 minute
Price queding permitted.
The following rates are for national advertising
For local rates consult station management.

| | (6:00 a.m. to 10:00 p.m.) | 41 |
|-----|---------------------------|-----|
| 1 | hour | 4 |
| /2 | hour. | 3 |
| /4 | hour | 4 |
| ` 5 | minutes | - 1 |
| 1 | minute transcription | |
| /2 | minute transcription | |
| 00 | words | - 3 |
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SWEETWATER—Continued K X O X-Continued

KXOX—Continued

DISCOUNTS

The characteristic contract carns applicated discounts, provided, however, that cumulative indecounts are applicable only when an order is consumed without interruption beyond the time specified dithe original contract.

Indiscounts on gross rates for number of periods under systems on gross rates for number of periods under systems on gross rates for number of periods under systems on gross rates for number of periods under systems on gross rates for number of periods under systems on the systems of the systems o

a seed at net cost.

Ciract and Other Requirements

i ltes apply for all advertisers classified as national,
fed contracts subject to the conditions of the standard
AAA contract form. All programs are subject to
atton approval.

Ging Time tosing time depends on the type of program. Genjully one week is desired for musical or dramatic typoductions.

Pronnel inbneral Manager—Russell Bennitt. Resentatives

TEMPLE (Bell County)

KTEM
(Established 1936)

tes effective July 18. 1837.
byned and operated by the Bell Broadcasting Cortisporation of Temple, Texas.
13. office and studios—Kyle Hotel, Temple, Texas.
14. office and studios—Kyle Hotel, Temple, Texas.
15. office and studios—Kyle Hotel, Temple on Waccia Temple highway.

When Power—Time
Sisterating power—250 watts,
70 (100% modulation—crystal control.)
2 4.3 meters; 1400 kilocycles,
Dicensed to operate full time,
Dicensed to operate full time,

Fig. 2. Commission 15% on station time and talent report commission 15% on station time and talent report commission commission on political report cases. Cash discount 2%—15th of month following. Bills for gross charges rendered monthly and clyable within 15 days.

TALENT
Talenton artists' service is available for selection of the left and building programs, rates and details on fusest.

ELECTRICAL TRANSCRIPTIONS
To anscription library available—details on request.

REMOTE CONTROL

SERVICE FACILITIES

out erchandising and publicity departments are part of price regular service. Extra services, when required, it illed at net cost.

Courset and Other Requirements

11 If quotations made subject to immediate acceptance.

12 If quotations made subject to immediate acceptance.

13 If quotations made subject to the conditions of the standard

14 AAA contract form. All programs are subject to

15 July 15 July 16 July 17 July 18 July 18

it ing Time
losing time depends on type of program. Generally losing time depends on type of program. Generally les week is desired for musical or dramatic produc-

inanical Program Equipment
quipped to handle programs by electrical transcripon, using 33-1/3 or 78 r.p.m. double turn-tables
in lateral recordings.

sonnel leneral Manager—Frank W. Mayborn, tation and Promotion Manager—Burton Bishop,

resentatives Ioward H. Wilson Company.

TEXARKANA

(Eowie County, Texas)
(Miller County, Arkansas)

KCMC
(Established 1932)

(Established 1982)

Rates effective May 16, 1887.

Owned and oberated by KCMC. Inc.
Business Office and Studio—Gazette Bidg., 817 Pine
Street. Texarkana, Arkansas-Texas.

Transmitter—Texarkana. Arkansas-Texas.

Zave—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: 8:30 a.m. to 11:00 p.m.

daily.

gency Commission
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Age

Personnel Manager—Frank O. Myers.
Representatives
Elliot Roosevelt Operated Stations.

TYLER

(Smith County)

KGKB (Established 1929)



Rates effective July 1, 1836.
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 days; 100 watts nights.
1100% modulation.]
201.3 meters; 1490 kilocycles.
Operates on Central War Time.
Actual operating schedule: 6:55 a.m. to 10:15 p.m.
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 lat of each month.
General Advertising
Rates include fees charged by owners of music copyrights. 1 til. 13 tl. 28 tl. 52 tl. 104 tl.
1 hour... 55.00 52.50 50.50 48.00 45.50
3/4 hour... 48.50 41.00 38.50 36.00 34.50
1/2 hour... 28.75 26.75 26.50 24.75 28.76
1/4 hour... 17.50 16.00 18.50 12.25 10.75
5 minutes 6.00 6.50 5.00 4.76 4.25
1 minute 3.00 2.75 2.50 2.25 2.00
Special one hour Drogram on immediate notice 60.00.
ANNOUNCEMENTS

1 til. 13 tl. 28 tl. 52 tl. 104 tl.
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
2.50 -75 words 2.50 2.25 2.05 2.05
2.50 -75 words 2.50 2.25 2.00
3.50 -75 words 2.50 2.50 2.50 2.50 2.05
3.50 -75 words 2.50 2.25 2.00
3.50 -75 words 2.50 2.25 2.00
3.50 -75 words 2.50 2.25 2.00
3.50 -75 words 2.50 2.00 2.00 1.80 1.75 1.50

Talent charges to be paid by the adver

Personnel Manager—M. E. Danbom.

VERNON (Wilbarger County) KVWC (Established 1939)

Rates effective February 1, 1939. (Card No. 1-)

Owned and operated by the Northwestern Broadcasting Company.
Business Office and Studio—1813 Wilbarger Street, Vernon, Texas.
Transmitter—One mile east of the Wilbarger County Courthouse.

Courthouse.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Operating schedule: 7:00 a.m. to 9:15 p.m.

Operating Sciencials: 1300 arm. to 342 arm.
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.

at least one weve in advanced director.
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.

VICTORIA

(Victoria County)

KVIC (Established 1939)

(Established 1989)

Rates effective January 1, 1941.
Owned and operated by Radio Enterprises. Inc.
Business Office and Studios—P. O. Box 726, Victoria, Texas, telephone 998.
Transmitter—Victoria, Texas.
Wave—Power—Time
Oxidating powed 250 watta.
213. In the state of the state o

100 word

ELECTRICAL TRANSCRIPTIONS
General advertising rates apply, Rates include use of transcription library service.

TEXAS--Continued

VICTORIA—Continued K V I C-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

Tolering 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.

President—Morris Roberts. General Manager—Cliff Tatom.

Representatives None.

WACO (City) (McLennan County)

WACO (Established 1922)

Rates effective August 1, 1942. (Card No. 7.) Owned and operated by Frontier Broadcasting Co.,

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

gency Commission
Agency commission 15% allowed to recognized advertising agencies only on station time charges provided payment is made before the 15th of month following broadcast. No cash discount. All invoices rendered weekly, payable at face, when rendered. Short rate billed where frequency rate te 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.)

| $\frac{1/2}{1/4}$ | hour hour hour minutes | 50.00 27.50 | 72.00 48.00 26.20 | 69.00 46.00 24.90 | 66.00 44.00 23.60 | 42.00 | 54.00 38.00 19.00 |
|-------------------|---------------------------------|----------------|-------------------------|-------------------------|-------------------------|-------|-------------------------|
| | | | | | | | |

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

1 hour..... 37.50 33.65 33.80 31.95 30.10 2 hour.... 22.50 21.20 19.90 18.60 17.30 2 hour.... 15.00 13.30 12.60 11.90 11.20 4 hour.... 15.00 13.30 12.60 11.90 11.20 5 minutes 7.50 7.20 6.90 6.60 6.30

CLASS "C" (12:00 midnight to 8:00 a.m.)

1 hour..... 25.00 24.00 23.00 22.00 21.00 18.00 1/2 hour.... 15.00 14.25 13.50 12.75 12.00 10.40 1/4 hour.... 10.00 9.50 0.00 8.50 8.00 7.50 5 minutes 5.00 47.5 4.50 4.25 4.00 3.75 Sunday rate same as week days except broadcast 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.) 501 or 1 26 51 101 201 301 more ti. ti. ti. ti. ti. ti. ti. 100 words... 5:00 4.75 4.50 4.25 4.00 3.75 3.50 50 words... 4:00 3.80 8:00 3.40 3.20 3.00 2.80 One influte transcription or less 6:50 6:20 5:00 5:00 5:00 5:00 5.00 4.70

(7:00 a.m. to 6:30 p.m. and 10:30 p.m. to 11:00 p.m.)

100 words... 4.00 3.80 3.60 3.40 3.20 3.00 2.80 75 words... 3.50 3.35 3.20 3.05 2.00 2.75 2.60 50 words... 3.00 2.85 2.70 2.55 2.40 2.25 2.10 One inlinute transcription or less 4.25 4.05 3.85 3.65 3.45 3.25 3.05 Pio-in announcements in connection with network programs, add 50%.

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 eve-ning. Regular rates apply plus cost of service. Rates on request

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, recuires any spot sold individually. Copylimited to 36 words. Rate same as 50 word any

POLITICAL

Rates on request Cash in advance. TALENT

REMOTE CONTROL

Arrangements can be made for remote broadcasts at
cost. Rates on request.

SERVICE FACILITIES

Merchandising service details on reduest. Estimates
submitted on complete merchandising service.

submitted on complete merchandising service.

Contract and Other Requirements
Rates quoted cover the station time and facilities
only, for programs originating in station studies. In
order to earn net rates quoted contract must be
completed within 12 monthe.
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 80 days.

Closing Time

Closing Time
Programs close one week in advance of broadcast.
Talks, programe, 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-Snowden Group, Central Sales
Office, 806 Tower Petroleum Bailding, Dallas,
Texas, Ken L. Sibson. General Manager.
Business Office and Studio-201 Border, Weslaco.

Texas.
Transmitter—Weslaco, Texas.
Wave—Power—Time

Operating power-1.000 watts. 232.6 meters; 1290 kilocycles.

232.6 meters; 1290 kilocycles.
Licensed to onerate 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.

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.
Itates 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

(6:00 p.m. to 11:00 p.m. week days and Sundays)

| 1 hour | 100.00 |
|---|---------|
| 1/2 hour | 64.00 |
| 1/4 hour | 40.00 |
| 5 minutes | 20.00 |
| 1 minute transcription | 15.00 |
| 100 words | 15.00 |
| 50 words or less | 10.00 |
| | |
| (*6:00 a.m. to 6:00 p.m. and after 11:00 p.m. | 1.) |
| 1 hour | 50.00 |
| 1/2 hour | 32.00 |
| 1/4 hour | 20.00 |
| 5 minutes. | 10.50 |
| 1 minute transcription | 7.50 |
| 100 words | 7.50 |
| 50 words or less | 5.00 |
| (*) Sunday rates, 12:00 noon to 6:00 p.m | |
| three-fourths of regular nighttime rate. | i., alo |
| 6:00 a.m. to 7:00 a.m. week day rates on pro | |
| | |
| only are three-fourths of regular daytime ra- | te. 190 |
| multiple combination discounts to apply. | |

DISCOUNTS

Each renewal or extension of a contract carns 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 months' period. Announcements cannot be combined with time programs carn a larger discount on time programs. Frequency of time programs may, however, be combined with announcements of earn a larger discount for announcements only. Contracts cancelled before compilation take the short rate. for announcements only. Con1 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... 400 or more times.

SPECIAL FEATURES
Newscasts: 100 words or 1/4 hour, when available 20% additional.

Newscasts: 100 words or 1/4 hour, when available 20% additional.

ELECTRICAL THANSCRIPTIONS

Electrical transcriptions of five minutes or longat regular rates. Sound effect records take transcription rates; other sound effect extra. Recording equipment available.

TALENT

Artists' Service is available for selection of take and building of programs.

REMOTE CONTROL
Additional charkes are made for programs origing
ins outside of the studies.

SERVICE FACILITIES
Merchandising and publicity departments are ps
of the regular service. Extra services, when require
billed at net cost.

Contract and Other Requirements
All programs are subject to station approval.
All contracts subject to the conditions of the stand and AAAA contract form.

Closing Time
Closing time depends on type of program. Generalone week is desired for musical or dramatic produ

Mechanical Program Equipment
Equipped to handle programs by electrical transcript
tions, using double turn-tables 33-1/3 and 78 r.p.:
for both vertical and lateral cut recordings.

Personnei President—O. L. Taylor. General Manager—Guy W. Bradford. Business Manager—Archie J. Taylor.

Representatives
Chicago, New York, Kansas City, San FranciscoHoward H. Wilson Company.

WICHITA FALLS

KWFT (Established 1939)



Rates effective August 1, 1939. (Card No. 1.)

Rates effective August 1, 1939. (Card No. 1.)
Owned and operated by the Wichita Broadcasting C the Business Office and Studios—Kemp Hotel. Wichign Falls, Texas.
Transmitter—Wichita Falls, Texas.
Wave—Power—Time
Operating power 5.000 watts days; 1,000 watts night, 1548.9 meters; 620 kilocycles.
Licensed to operate full time on regional channer Operates on Central War Time.
Actual operating schedule: 6:00 a.m. to 12:00 min.

Agency Commission

Agency commission 15% on net station time to re-ognized agencies. No cash discount. Bills for gro, c charges rendered monthly and payable within 20 day i General Advertising

For combination rates see listing of Columbia Broa casting System (Supplementary Stations). In order to earn discounts quoted, required numbor broadcasts must be within one year from date first broadcast. Announcements and programs of firminutes or more may not be combined to earn large discounts. (6:30 p.m. to 10:30 p.m.)

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

1 13 26 52 100 150 35

ti. ti. ti. ti. ti. ti. ti. ti.

1 hr 125.00 118.75 112.50 106.25 100.00 93.75 87.

1/2 hr 75.00 71.25 67.50 63.75 60.00 56.25 52.

1/4 hr 45.00 42.75 40.50 38.25 36.00 33.75 81.

5 min 20.00 19.00 18.00 17.00 16.00 15.00 14.

20.00 19.00 18.00 17.00 16.00 (8:00 a.m. to 6:00 p.m.) 63.00 59.85 55.70 53.55 50.40 38.00 36.10 34.20 32.30 30.40 125.00 23.75 22.55 21.25 20.00 10.00 9.50 9.00 8.50 8.00 47.25 28.50 18.75 7.50 ANNOUNCEMENTS

150 ti.

50 wds 8.00 7.60 7.20 0.00 0.7. (8:00 a.m. to 6:00 p.m.)
1 minute electrical transcription 6.00 5.70 5.40 5.10 4.8
100 wds 5.00 4.75 4.50 4.25 4.0
50 wds 4.00 3.80 3.60 3.40 3.2 4.80 4.00 3.20

SPECIAL FEATURES
Weather and Temperature Reports: Copy limit is words; one minute transcription rate applies.
Time Signals: Copy limit 25 words. Regular 50 wm rate applies. News: Teletype and special news wire service.

News: Teletype and special news wire service.

POLITICAL BROADCASTS
One minute rate applies; no quantity discounts.

ELECTRICAL TRANSCRIPTIONS
Transcription library service available. No phonostive records used.

REMOTE CONTROL
Regular rates plus actual additional cost.

SERVICE FACILITIES
Service of continuity, program, production, publicinal merchandising departments available.

上の名の名を表する

 $\hat{\beta}_{i,j_j}$

TICHITA FALLS—Continued K W F T---Continued

In W. P. 1—Continued

Sin act and Other Requirements
sent contract to exceed one year's duration.
Services are for programs from station's studies.
Iteratising of alcoholic beverages, other than light
rules and beer is not accepted. All programs are
piect to the approval of the station, and the manrement reserves the right to refuse any order or any
tierial submitted for broadcasting with or without
the son therefor.

harmon Equipment
h lipped to handle programs by electrical transcripth, using 83-1/3 and 78 r.p.m. double turn-tables
by vertical and lateral cut recordings.

nnei -h/sident—Joseph B. Carrigan. - nager—Charles E. Clough.

il H. Raymer Company.

UTAH

MERMOUNTAIN NETWORK, THE

tiness Offices and Studios—Hotel Ben Lomond, gden, Utah, telephone 5721; 248 S. Main St., alalt Lake City, Utah, telephone 5-2831.

of Station KLO. Ogden-Salt Lake City.

Comprised of: KLO-Ogden-Salt Lake City, Utah KOVO-Provo, Utah KEUB-Price, Utah

wites effective September 1, 1942. (Card No. 3.)

hiv-Power-Time

After Commission 15% to recognized advertising cannels. No cash discount. All bills due and payable shuln 10 days after date of invoice.

tring! Advertising roll following rates are for national advertising. theirs apply to all network stations.

CLASS "A" (6:00 p.m. to 10:30 p.m.)

| | | l hr. | 1/2 hr. | 1/4 hr. | 5 min. |
|--------|--------|--------|---------|---------|--------|
| 1 | tlme | 160.00 | 96.00 | 64.00 | 50.00 |
| 1 | times | 147.00 | 88.20 | 58.80 | 44.80 |
| 1. 13. | times | 134.00 | 80.40 | 53.60 | 39.60 |
| : 1 | times | 120.00 | 72.00 | 48.00 | 34.00 |
| 210 | ·times | 107.00 | 64.20 | 42.80 | 28.80 |
| | times | 93.00 | 55,80 | 37.20 | 23.20 |
| . 8 2 | tlmes | 73.00 | 43.80 | 28.20 | 18.20 |
| . : 2 | times | 67.00 | 40.20 | 26, 20 | 16.20 |
| | | | | | |

CLASS "B"

| | | | | CHAD | | _ | | | | |
|---|-------|------|----|--------|-----|------|-------|-------|-------|---|
| | (7:00 | a.m. | to | | | | 10:30 | p.m. | to | , |
| | | | | 1:00 | a.m | ı.) | | | | |
| | time | | | . 96.0 | 00 | 57.6 | 60 | 38.40 | 30,50 | |
| ı | times | | | | 0 | 52.8 | 80 | 35.20 | 27.30 | |
| | | 3 | | | 10 | 48.0 | jo o | 32.00 | 24.10 | |
| | | 3 | | | 00 | 43.5 | 20 | 28.80 | 20.90 | |
| : | times | S | | 64.0 |)Õ | 38.4 | 10 | 26.60 | 17.70 | |
| | times | | | | 00 | 33.0 | 00 | 22.20 | 14.50 | |
| | tlmes | | | | | 25.1 | 80 | 17.20 | 11.25 | |
| | times | | | | | 24.0 | | 16.00 | 9.60 | |
| î | | | | | | | | | | |

ANNOUNCEMENTS

(Station Breaks) CLASS "A"

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

| 12. | | 1 min. | (*) | (+) |
|---------|-------------------------|--------|-------|------|
| A: | time | | 10.18 | 8.84 |
| i is th | times | 10.45 | 9.91 | 8.57 |
| | times | 10.18 | 9.64 | 8.30 |
| | times | 9.91 | 9.37 | 8.03 |
| 11 . 1 | times | | 9.10 | 7.76 |
| 3 31 1 | | 9.37 | 8.83 | 7.49 |
| 150 1 | | 9.10 | 8.56 | 7.22 |
| 16.8 B | t imes | 8.83 | 8.29 | 6.95 |
| ે ટપ | t lmes | 8.56 | 8.02 | 6.68 |
| 15 13 | times | 8.29 | 7.75 | 6.41 |
| 12 | | B., | | |
| 14 | (7:00 a.m. to 6:00 p.m. | | p.m. | to |
| 1 | 1:00 a.n | | | |
| i 'L | time | 6.70 | 6.16 | 5.62 |

| 7:00 | a.m. | to | CLASS "B" 6:00 p.m. and | p.m. | to | |
|------|------|----|----------------------------|------|----|--|
| | | | 1:00 a.m.) | | | |

| | 1:00 a.m. |) | | |
|-----|-----------------------------|------|------|------|
| ı | time | 6.70 | 6.16 | 5.62 |
| 13 | times | 6.57 | 6.03 | 5.49 |
| :3 | times | 6.44 | 5.90 | 5.36 |
| . 2 | tlmes | 6.31 | 5.77 | 5.23 |
| 1 | times | 6.18 | 5.64 | 5.10 |
| ŝ | times | 6.05 | 5.51 | 4.97 |
| 0 | times | 5.92 | 5.38 | 4.84 |
| 2 | times | 5.79 | 5.25 | 4.71 |
| 4 | tlmes | 5.66 | 5.12 | 4.58 |
| .0 | times | 5.53 | 4.99 | 4.45 |
| 4 | times | 5.40 | 4.86 | 4.32 |
| 8 | times | 5.27 | 4.73 | 4.19 |
| 0 | times | 5.14 | 4.60 | 4.06 |
| 6 | times | 5.01 | 4.47 | 3.93 |
| :2 | times | 4.88 | 4.34 | 3.80 |
| 11 | ") Fifty words, fixed time. | | | |
| ١(| t) Fifty words, random tir | ne. | | |

(Participations)

N.

| | CLASS | A | |
|---|---|-----------------------------------|--|
| (6:00 wds. 1 time | p.m. to 60 wds. 7.00 6.87 6.74 6.61 6.48 6.35 | 10:30 p.m.) 100 wds. 364 times | 60 wds. 5.96 5.83 5.70 5.57 5.44 5.31 |
| 52 times 6.84 94 times 6.71 56 times 6.58 | 6.61 6.48 6.35 | 728 times 5.80 780 times 5.67 | 5.57 5.44 |

CLASS "B" (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 1:00 a.m.)

| | | 100 | 60 | | | 100 | 60 |
|-----|---------|------|------|------|-------|------|------|
| | | wds. | wds. | | | wds. | wds. |
| 1 | time | | 4.69 | 364 | times | 4.05 | 3.65 |
| | times | | 4.56 | | times | | 3.52 |
| | times | | 4.43 | | times | | 3.39 |
| | times | | 4.30 | | times | | 3.26 |
| | times | | 4.17 | | times | | 3.13 |
| | times | | 4.04 | | times | | 3.00 |
| | times | | | | times | | 2.87 |
| | times | | 3.78 | 1002 | | ٠ | |
| 314 | tilli03 | 7.10 | 0.10 | | | | |

SPECIAL FEATURES

News—Leased wire service available. Five or 15 minute periods; regular rates plus 20%. This is Utah, Meet the Band, Mutual Cooperative Shows, Sports Round-up.

Shows, Sports Round-up.

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.

uemanded.

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. Services not listed below are available at cost which will be quoted on reduest. Accombany contracts with schedule of morchandising desired calculated on the following unit rates:

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.

unit charge.

A personal or telephone call upon distributors and large dealers in the trade territory informing them of advertising campaigns, suggesting their active cooperation and generally making them aware of the support they are receiving from manufacturers, no unit charge.

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 dally newspapers, for each column inch placed. units.

Supply advertiser with wholesale and retail dealer lists of specific classifications, such as grocers, drug stores, etc.. in primary area. Per classifica-tion list, 100 units.

Mail out letters and/or printed matter to the trade. Advertiser to furnish printed matter, station to supply letterheads, addressing, mimeographing, mailing and postage. Per piece. 2 units.

Distribute counter displays, cards or window posters, advertiser to furnish material. Per piece placed, 10 units.
 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. Onte year.

Retroactive discounts are given on renewals providing for continuous service within a year.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.D.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 McGillyra, Inc.

CEDAR CITY

(Iron County) KSUB

(Established 1937)

(Established 1937)
Rate card dated November 1. 1938.
Uwned 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
Onerating power—100 watts
223.9 meters; 1340 kilocycles.
Licensed to operate unlimited time.
Operates on Mountain War Time.
Agency Commission

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.

General Advertising

| 1 hour 1/2 hour 1/4 hour | 20.00 12.50 7.50 | 19.00 12.00 7.00 | 17.50 11.00 6.50 | 16.00 10.00 6.00 | 12.50 8.00 5.00 | | |
|--------------------------------|------------------------|------------------------|------------------------|------------------------|-----------------------|--------------|--|
| | AN | NOUNC | EMEN | TS | | | |
| 5 minutes | 4.00 2.00 | 3.75 1.90 | 8.50 1.75 | 8,00 1,50 | 2.75 1.25 | 2.00 1.00 | |

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 etation.

or arrange for talent through facilities of the etation.

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.

All contracts subject to approval of station management. The right is reserved to refuse all advertising which does not, in the estimation of the management, maintain a level of quality and character creditable alike to the station and the advertiser. All talks and program subject to audition.

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

Personnel

ersonnel Commercial Manager—Arthur Higbee. Technical Manager—Hurschell Urie.

Representatives None.

LOGAN (Cache County)

KVNU

(Established 1938)



Rates effective August 1, 1939. (Card No. 1.)
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—11me
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.

1 ti. 2 ti. 3 ti. 4 ti. 5 ti. 6 ti. 7 ti.
1 hour... 38.50 88.00 37.50 37.00 36.50 85.00 36.00
1/2 hour... 21.50 21.20 20.90 20.60 20.35 20.10 20.10
1/4 hour... 13.00 12.80 12.60 12.45 12.30 12.15 12.15
5 minutes 8.00 7.90 7.80 7.70 7.60 7.50 7.50

(7:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 9:00 p.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. 30:00 p.m. to 12:00 midnight)
1 hour... 30:00 29:60 29:20 28:80 28:40 28:00 28:00 1/2 hour... 19:00 18:75 18:50 18:25 18:00 17:75 17:75 1/4 hour... 12:00 11:85 11:70 11:55 11:40 11:25 11:25 5 minutes 6:50 6:40 6:30 6:20 6:10 6:00 6:00

DISCOUNTS
13 week contract....... 15% 52 week contract....... 25%
26 week contract....... 20%

ANNOUNCEMENTS

(12:00 noon to 1:00 p.m. and 6:00 p.m. to 9:00 p.m.)
1 ti. 6 ti. 13 ti. 26 ti. words... 6:00 5.59 5.25 5.00 words... 5:00 4.50 4.25 4.00 1 tl. 100 words.... 8.00 50 words.... 5.00 52 ti 4.75 8.75

50 words.... 5.00 4.20 4.25 4.00 8 (7:00 a.m. to 12:00 noon. 1:00 p.m. to 6:00 p.m. to 12:00 midnight)

100 words... 6.00 4.50 4.25 4.00 8 50 words... 4.50 4.50 3.75 3.50 3 Additional discount of 10% on contract for 300 more times. SPECIAL FEATURES

Time Signals—Rates on request.

POLITICAL TALKS

General advertising rates apply.

ELECTRICAL TRANSCRIPTIONS
Accepted at regular station rates for either programs
or announcements. Station has available transcription
libraries containing musical and dramatic program
material—rates on request.

TALENT
Station is equipped to furnish talent for all types of musical, dramatic, or news broadcasts at actual cost.

REMOTE CONTROL.
Remote control facilities are available for pick-ups.
Remote control broadcasts are handled on the basis of station time plus actual cost of lines, installation, and traveling expenses, if program originates outside of city.

Of city.

Contract and Other Requirements

All rates and discounts apply to station time only;
station time rates include services of announcer.

No discounts given on Production costs or remote control costs. All advertising matter subject to existing federal, state, and municipal regulations. Station
will not accept talks on controversial religious subtests. All contracts and discounts based on service within one year.

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

OGDEN (Weber County)

KLO (Established 1924)



Rates effective March 1, 1942. (Card No. 16.) Hates effective March 1, 1942. (Card No. 16.)
Owned and operated by Inter-state Broadcasting Corp.
Business Offices and Studios—Hotel Ben Lomond.
Orden, Utah, telephone 5721; 248 S. Main St.,
Sait Lake City, Utah, telephone 5-2831.
Transmitter—Kanesville. Utah.
Wave—Power—Time
Operating power—5,000 watts.
209.8 meters; 1430 kilocycles.
Licensed to operate full time on cleared regional channel.

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.

CLASS "A" (6:00 p.m. to 10:30 p.m.)

| | | 1 hr. | 1/2 hr. | 1/4 hr. | 5 min. |
|-----|-------|-----------|---------|---------|---------|
| 1 | time | 120.00 | 72.00 | 48.00 | 38.00 |
| | times | 110.00 | 66.00 | 44.00 | 84.00 |
| 26 | times | 100.00 | 60.00 | 40.00 | . 30.00 |
| 52 | times | 90.00 | 54.00 | 30.00 | 26.00 |
| 104 | times | 80.00 | 48.00 | 32,00 | 22.00 |
| 156 | times | 70.00 | 42.00 | 28.00 | 18.00 |
| 260 | times | 55.00 | 33.00 | 22.00 | 14.00 |
| 312 | times | 50.00 | 30.00 | 20.00 | 12.00 |
| | | OT . 4 DO | "B" | | |

(6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 2:00 a.m.)

| 13 26 52 104 156 260 | time | 72.00 60.00 00.00 54.00 48.00 42.00 33.00 | 43.20 39.80 38.00 32.40 28.80 25.20 19.80 18.00 | 28.80 26.40 24.00 21.60 19.20 16.80 13.20 12.00 | 22.80 20.40 18.00 15.60 13.20 10.80 8.40 7.20 |
|-------------------------------------|---------|---|--|--|--|
| | 11th C3 | 00.00 | 18.00 | 12.00 | 7.20 |
| | | | | | |

ANNOUNCEMENTS (Station breaks) CLASS "A" 00 p.m. to 10:30 p.m.) (6:00 p.m

| | | ı mın. | (") | (1) |
|-----|---------|--------|------|------|
| 1 | time | 8.00 | 7.60 | 6.00 |
| 13 | times | 7.80 | 7.40 | 0.40 |
| 26 | times | 7.60 | 7.20 | 6.20 |
| 52 | times | | 7.00 | 6.00 |
| 104 | times | | 0.80 | 5.80 |
| 156 | times | | 0.60 | 5.00 |
| 260 | times | 0.80 | 6.40 | 5.40 |
| 312 | times | | 6.20 | 5.20 |
| 364 | times | | 6.00 | 5.01 |
| 520 | times | 6.20 | 5.80 | 4.80 |
| | CLASS " | n., | | |

| | | | CLASS "B" | | | | |
|-------|------|----|-----------------------------|-------|------|----|--|
| (6:00 | a.m. | to | 6:00 p.m. and 2:00 a.m.) | 10:30 | p.m. | to | |

| | 2:00 a.m.) | | v.m. | to |
|------|----------------------------|------|-------|-------|
| 1 | t1mo | 5.00 | 4.60 | 4.20 |
| 13 | times | 4.90 | 4.50 | 4.10 |
| 26 | times | 4.80 | 4.40 | 4.00 |
| 52 | tirnes | 4.70 | 4.80 | 3.00 |
| 104 | times | 4.00 | 4.20 | 11.80 |
| 156 | times | 4.50 | 4.10 | 8.70 |
| 280 | 11rnes | 4.40 | 4.60 | 8.60 |
| 312 | times | 4.80 | 8.90 | 8.50 |
| 364 | times | 4.20 | R 80 | 3.40 |
| 520 | tirnes | 4.10 | 3.70 | 9.30 |
| 624 | times | 4.00 | 3.60 | 0.20 |
| 728 | times | 8.90 | 8.50 | 1.10 |
| 780 | times | 0.80 | 11.40 | a 00 |
| 026 | times | 3.70 | 3.30 | 2.66 |
| 1002 | | 8.60 | 8.20 | 2.80 |
| | ") leifty words fired time | | | 2.00 |

(†) Itiffy words, fandom time. (Participations)

GLASS "A" (6:00 p.m. to 10:30 p.m.)

| | 10 | 0 was. | 60 wds. | | 10 | 0 wds. | 60 wds. |
|-----|---------|--------|---------|------|-------------|--------|---------|
| 1 | Umn | 5.40 | 4.90 | 004 | timos | 4.00 | 4.10 |
| 173 | times . | 5.80 | 4.80 | 520 | timns | 4.50 | 4.00 |
| 26 | times | 5.20 | 4,70 | | times | | 0.00 |
| 52 | times | 5.10 | 4.00 | | times | | 11.80 |
| | times. | | 4.50 | | times | | 8.70 |
| | times | | 4.40 | | times | | 8.60 |
| | Lime# | | 4.80 | 1002 | times | 4.66 | 8.60 |
| | Umes | | 4,20 | | *********** | ***** | |

CLASS "B" (6:00 a.m. to 6:00 p.m. and 10:30 p.m. to

| | | 4.00 a. | ш | | | |
|-----|------------|---------|------|-------|------|---------|
| | 100 wds. | 60 wds. | | | | 60 wds. |
| 1 | time 3.80 | 3.50 | 364 | times | 3.00 | 2.70 |
| 13 | times 3.70 | 3.40 | 520 | times | 2.90 | 2.60 |
| 26 | times 3.60 | 3.30 | 624 | times | 2.80 | 2.50 |
| 52 | times 3.50 | 3.20 | 728 | times | 2.70 | 2.40 |
| 104 | times 3.40 | 3.10 | 780 | times | 2.60 | 2.80 |
| 156 | times 3.30 | 3.00 | 936 | times | 2.50 | 2.20 |
| 260 | times 3.20 | 2.90 | 1092 | times | 2.40 | 2.10 |
| | times 3.10 | 2.80 | | | | |

SPECIAL FEATURES

-Five or 15 minute periods; regular rates plus 20%.
Music and Markets, early morning program; Musical
Train, mid-morning request program; Momen in the
Wer, morning program; Sports Roundup, evening;
KLO Variety Shew, afternoon program. Regular rates
apply.

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.

Vico-Pres. & Gen'l Mgr.—George C. Hatch. Adv. & Prom. Mgr.—Edward P. Shurlck. Chief Engineer—W. D'orr Cozzens.

Representatives

Joseph Hershey McGillvra, Inc.

PRICE

(Carbon County) KEUB

(Established 1936)

Rates offective June 4, 1942.

Owned and operated by Eastern Utah Broadcasting Company Company.
Business Office and Studio—Price, Utah. Price 200.
Transmitter—Price, Utah.

Wave-Power-Time

Operating power—250 watts.
208.0 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. Wook days 7:00 a.m. to 11:00 p.m.

Agency Commission

Agency commission 15% to recognized advertising agencies on not station time. Bills due when rendered. No cash discount.

General Advertising

For combination rates see listings of Mutual Broad-casting System and the Intermountain Network. The following rates are for national advertising. (7:00 a.m. to 12:00 midnight)

| 1 | hour | ******** | | | 11.00 |
|-------|---------------|----------|-------|---------------|-------|
| 1/2 | hour | | | | 6.60 |
| 1/4 | hour | | | | 4.40 |
| - 6 | minutes | | | | 3.00 |
| 100 | words | | | | 2.50 |
| 50 | words | | | | 2.00 |
| UU | WOTUS | | ••••• | ••••• | ±.00 |
| | D | iscoi | INT | S | |
| T.ong | than IS times | Mat | 59 | tlmes | 15 C. |
| | 1me# | | | | |
| 10 1 | 1mos | 1000 | 100 | or more Hanes | 20 0 |
| 20 1 | .111108 | 10.70 | 200 | or more times | 3070 |
| | | | | | |

SPECIAL PEATURES

Time signals at 100 word announcement rate.

POLITICAL TALKS

acceptable, 25% above regular rates. Cath in

RECORDED PROGRAMS

Rates and defails on request. Rates do not include copyright for where transcriptions are firmished by the station.

ELECTRICAL TRANSCRIPTIONS

Transcription library service available.

TALENT

lintes on application.

Contract and Other Regularments

Programs and continered tooy must be acceptable to station management. No contract accepted for longer than one year, high 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 transcrition, using 33-1/3 and 78 r.p.m. turn-tables lateral recordings and 33-1/3 turn-tables for vertile recordings.

Personnel

Commercial Manager-John Richards.

Hepresentatives

Joseph Hershey McGillera, Inc.

PROVO (Utah County) KOVO (Established 1939)



Rates received June 16, 1941.

Owned and operated by KOVO Broadcasting Compa-Business Office and Studios—108 W. Center Str. Provo, Utah, telephone 1680. Transmitter—17th West and 2nd South Street, Pro-Utah.

Wave—Power—Time

Operating power—250 watts.

(100% modulation—crystal control.)
241.9 meters; 1240 kilocycles.
Lleensed 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 advertish agencies on net charges for station time. All bi-rendered monthly. Cash discount 2%.

General Advertising

For combination rates see Mutual Broadcasting Stem and Intermountain Network.

Rates are made for the contract periods indicat. When an advertiser places a contract for 13 broadcasts and immediately renews without interrupt for an additional 13 broadcasts, the full 28 till discount will be allowed and made retroactive te first 13 time schedule. This same plan of disconspiles to extension of contract on a greater fiquency 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 copyrigh 3 The following rates are for both national and is advertising.

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

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

| | 11041 | |
|-----------|-----------|-----|
| 1/2 | hour | 1 |
| 1/4 | hour. | - 1 |
| . 5 | minutes | - 5 |
| 100 50 | words | |
| อบ | words | , |
| | DISCOUNTS | |

| Less | tlian 13 | times | | | |
|------|----------|-------|----|-----|-------|
| 13 | times | | 5% | 200 | times |
| 26 | times | 1 | 0% | 250 | times |
| 52 | times | 1 | 5% | 300 | times |
| 100 | times | 2 | 0% | 400 | times |
| 150 | times | 2 | 5% | 500 | times |

POLITICAL RATES

Regular one time rate. Copy must be submitted of hours prior to broadcast. SPECIAL FEATURES

News: May be sponsored at card rates plus a chalfor news service, rates on request.
Weather Forecasts, Time Signals, and other simi-services—rates on request.
Sports Events—Play-th-play descriptions from 5 available in season, including baseball, footb baseball and track—rates on request.
Women's Participating programs—rates on request.

Regular rates apply. Complete transcription fibrand planned program service available—details request.

REMOTE CONTROL

Station is equipped to broadcast all types of ren-control features at regular rates plus actual f-duction 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., preps and submitted.

Centract and Other Requirements

Contract and coups subject to the station owner's proval and governmental regulations. Rates are station time only. Maximum contract period, one y Rates apply to all classes of accounts and all class of advortising. Rights reserved to limit the length and frequency all broadcasts.

Mechanical Program Equipment

Equipped to handle programs by electrical transcitions, using both 38-1/3 and 78 r.p.m. double the

Manager-Arch L. Madson.

Representatives

Joseph Horshey McGlilvra, Inc.

SALT LAKE CITY

(Salt Lake County)

KDYL (Established 1922)



tites effective April 1, 1942. (Card No. 15.)

 $_{\rm fi}$ med and operated by Intermountain Broadcasting to Corporation.

is siness Office and Studio—6th floor, Tribune-Tele-rram Bldg., Salt Lake City, Utah, telephone I i-2991.

il insmitter-Murray, Utab.

Power-Time

h. —Power—Time
pr erating power—5.000 watts.
100% modulation—crystal control.)
15.23 meters; 1320 kilocycles.
(*lensed to operate full time on cleared regional
1 nnel. Operates on Mountain War Time.
1.00 tual operating schedule; 6:00 a.m. to 12:00 mid25 cht, except Saturday 6:00 a.m. to 1:00 a.m.

er ev Commission

py bncy commission 15% to recognized agencies. In-ma ces mailed 1st of month following broadcast. 's' davits of performance furnished if required. eliamission applies on time only; not talent remote

firal Advertising

ld \(\hat{\pi}\) combination rates see listing of National Broad-\(\hat{\pi}\) :ting Company (Mountain Group). \(\hat{\pi}\) following rates are for national advertising. For \(\hat{\pi}\) following rates consult station management.

CLASS "A" (6:00 p.m. to 10:30 p.m.)

| | | | | | TOU OF |
|--------------|--------|--------|--------|--------|----------|
| | 1 ti. | 13 ti. | 26 ti. | 52 tl. | more ti. |
| . hour | 200.00 | 190.00 | 180.00 | 170.00 | 160.00 |
| l. hour | | 128.25 | 121.50 | 114.75 | 108.00 |
| l hour. | 90.00 | 85.50 | 81.00 | 76.50 | 72.00 |
| a Sminutes | | 24.75 | 40.50 | 38.25 | 36.00 |
|) liinute (1 | 00 | | | | |
| (sb3or | 30.00 | 28.50 | 27.50 | 25.50 | 24.00 |
| " Gyords or | | | | | |
| | 24.00 | 22.80 | 21.60 | 20.40 | 19.20 |
| | | | | | |

CLASS "B" (8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

| l hour | 00.00 67.50 45.00 22.50 | 95.00 64.15 42.75 | 90.00 60.75 40.50 | 85.00 57.40 38.25 | 80.00 54.00 36.00 |
|-------------------|----------------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| ninute (10 | 10 | 21.15 14.25 | 20.25 13.50 | 19.15 12.75 | 18.00 12.00 |
| favords or ess | 12.00 | 11.40 | 10.80 | 10.20 | 9.60 |

CLASS "C"

| | (12:00) | mldnight | to 8:00 | a.m.) | |
|-----------|---------|----------|---------|-------|-------|
| hour | 67.00 | 63.50 | 60.00 | 56.50 | 53.00 |
| l' hour | | 42.75 | 40.50 | 38.25 | 36.00 |
| l hour | | 28.50 | 27.00 | 25.50 | 24.00 |
| minutes | | 14.25 | 13.50 | 12.75 | 12,00 |
| hinute (| | | 2 22 | 0.50 | ,,,, |
| Swords o | | 9.50 | 9.00 | 8.50 | 8.00 |
| ess | | 7.60 | 7.20 | 6.80 | 6.40 |
| Alitiona. | | | | | |

TALKS

F. I accentable, 25% extra.

ELECTRICAL TRANSCRIPTIONS 258 A surcharge for handling transcribed announcem

TALENT

it itsis bureau equipped to furnish talent for all bes of programs. Talent supplied at actual cost. Lives of talent available for the building of sical and dramatic programs.

REMOTE CONTROL
ck-ups arranged for actual cost of lines, installa-

SERVICE FACILITIES

ntinuity department offers assistance in preparing by or carrying out instructions for presentation. If by is furnished.

The service facilities include production department and merchandising aids.

ract and Other Requirements

ites include announcer.

obstracts for over one year accepted. Contracte blect to station approval. government regulations, d code of ethics of the National Association of coadcasters, and regulations of the Federal Trades mmission.

o talks accepted except by special arrangement. All-lks subject to station approval.

In advertising copy subject to approval of the Fed-al Trades Commission. All times subject to change r network programs. No billing period longer than I days, regardless of length of contract.

'tation will not be liable for failure or impairment in transmission but will allow pro rata reduction for the missed.

ates are for origination in main studies and in-ude 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.

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 Sale 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 Sait Lake. U. S. Highway 40.

-Power-Time

Operating power—50.000 watte.

(100% modulation—crystal control.)
288.6 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

gency commission
Agency commission 15% to recognized advertising
agencies. No cash discount. No discounts on talent.
Bills due when rendered.

For combination rates see listings of Columbia Broad-casting 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 etation management.

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

1 hr. 1/2 hr. 1/4 hr. 5 min. (*) (†)

1 hr. 1/2 hr. 1/4 hr. 5 min. time 300.00 200.00 130.00 80.00 times 285.00 190.00 123.50 76.00 times 277.50 185.00 120.25 74.00 times 270.00 180.00 117.00 72.00 times 262.50 175.00 113.75 70.00 times 247.50 165.00 107.25 68.00 times 247.50 165.00 107.25 68.00 times 247.50 165.00 104.00 64.00 times 240.00 160.00 104.00 64.00 times 232.50 155.00 100.75 82.00 50.00 47.50 46.25 45.00 43.75 42.50 41.25 40.00 38.75

or more mes..... 225.00 150.00 97.50 60.00 37.50 80.00

(8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

| 1 | time | 150.00 | 100.00 | 65.00 | 40.00 | 25.00 | 20,00 |
|-----|---------|--------|--------|-------|-------|-------|-------|
| 13 | times | 142.50 | 95.00 | 61.75 | 38.00 | 23.75 | 19.00 |
| 26 | times | 138.75 | 92.50 | 60.13 | 37.00 | 23.13 | 18.50 |
| 52 | times | 135.00 | 90.00 | 58.50 | 36.00 | 22.50 | 18.00 |
| 100 | times | 131.25 | 87.50 | 56.88 | 35.00 | 21.88 | 17.50 |
| 150 | times | 127.50 | 85.00 | 55.25 | 34.00 | 21.25 | 17.00 |
| 250 | times | 123.75 | 82.50 | 53.63 | 33,00 | 20,63 | 16,50 |
| 450 | times | 120.00 | 80.00 | 52.00 | 32,00 | 20,00 | 16.00 |
| 600 | times | 116.25 | 77.50 | 50.38 | 31.00 | 19.38 | 15.50 |
| 800 | or more | | | | | | |
| 41. | M 00 | 119 50 | 75 AA | 40 7K | 20.00 | 19 75 | 15.00 |

times..... 112.50 75.00 48.75 30.00 18.75 15.00

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

| 1 | time | 75,00 | 50.00 | 40.00 | 32.50 | 25.00 | 20.00 |
|-------|--------|-------|-------|-------|-------|-------|-------|
| 13 | times | 71.25 | 47.50 | 38.00 | 30.88 | 23.75 | 19.00 |
| 26 | times | 69.38 | 46.25 | 37.00 | 30.07 | 23.13 | 18.50 |
| 52 | times | 67.50 | 45,00 | 36.00 | 29.25 | 22.50 | 18.00 |
| 100 | times | 65.63 | 43.75 | 35.00 | 28.44 | 21.88 | 17.50 |
| 150 | times | 63.75 | 42,50 | 34.00 | 27.63 | 21.25 | 17.00 |
| 250 | times | 61.88 | 41,25 | 33.00 | 26.82 | 20.83 | 16.50 |
| 450 | times | 60.00 | 40.00 | 32.00 | 26.00 | 20.00 | 16.00 |
| 600 | times | 58.13 | 38.75 | 31.00 | 25,19 | 19.38 | 15.50 |
| 800 € | r more | | | | | | |
| | | 50 OF | 97 80 | 20 00 | 64 90 | 10 75 | 1 × 0 |

(*) One minute electrical transcription or 100 words.

(†) Fifty words or less.

DISCOUNTS

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 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 broad-casting rates apply.

POLITICAL RATES

Regular rates apply, cash in advance.

PUBLIC INTEREST EVENTS

Special sporting ovents, 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 AAAA contract form.
All programs and advertising copy subject to the approval of the station.

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

ersonnel
Director of Station Operations—Ivor Sharp.
Commercial Manager—Lennox Murdoch.
Promotion Director—Perry 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, Sait Lake City. Utah, telephone 3-2737. Transmitter-North Sait Lake, Utah.

-Power-Time

Operating power—5,000 watts.
526.3 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.

CLASS "A"

| | (6:00) | p.m. to | 10:30 | p.m.) | | |
|-----------|---------|---------|--------|--------|---------|-------|
| | 1 ti. | 13 ti. | 26 ti. | 52 ti. | 100 ti. | |
| 1 hour | 100.00 | 95.00 | 90.00 | 85.00 | 80.00 | 72.00 |
| 1/2 hour | 60.00 | 57.00 | 54.00 | 51.00 | 48.50 | 43.00 |
| 1/4 hour | 40.00 | 38.00 | 36.00 | 34.00 | 82.25 | 29.00 |
| 5 minutes | 20.00 | 19.00 | 18.00 | 17.00 | 16.00 | 14.25 |
| 100 words | 12.50 | 11.85 | 11.25 | 10.65 | 10.00 | 9.00 |
| 50 words | 10.00 | 9.50 | 9.00 | 8.50 | 8.00 | 7.20 |
| | | | | | | |

CLASS "B"

(7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

12:00 midnisht:
1 hour 50.00 47.50 45.00
1/2 hour 30.00 28.50 27.00
1/4 hour 20.00 19.00 18.00
5 minutes 10.00 9.50 9.00
100 words 10.25 5.95 5.65
50 words 5.00 47.5 4.50
Additional discount or more times.

SPECIAL FEATURES

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 Com-

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion. 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)

WCAX (Established 1981)



Rates effective July 1, 1040.

Owned and operated by the Burlington Daily News,

Jinc.

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 ist 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 | 3:00 p.r | n. to 1 | 2:00 m | idnight |) | |
|-----|---------|----------|---------|--------|---------|---------|---------|
| | | 1 ti. | 26 ti. | 52 ti. | 100 tl. | 200 t1. | 300 ti. |
| 1 | hour | 100.00 | 90.00 | 80.00 | 75.00 | 70.00 | 60.00 |
| 3/4 | | 80.00 | 72.00 | 64.00 | 60.00 | 56.00 | 48.00 |
| 1/2 | hour | 60.00 | 54.00 | 48.00 | 45.00 | 42.00 | 36.00 |
| 1/4 | hour | 40.00 | 36.00 | 32.00 | 30.00 | 28.00 | 24.00 |
| 5 | minutes | 15.00 | 13.50 | 12.00 | 11.25 | 10.50 | 9.00 |
| 1 | minute | 8.00 | 7.20 | 6.40 | 6.00 | 5.60 | 4.80 |
| 30 | words | 5.00 | 4.50 | 4 00 | 3.75 | 3.50 | 3 00 |

| 00 | words | J. 00 | 4.00 | 4.00 | 3.13 | 3.30 | 3.00 | | |
|-----|-------------------|-------|----------|-------|-------|-------|-------|--|--|
| | | (A | ll other | hours |) | | | | |
| 1 | hour | 50.00 | 45.00 | 40.00 | 37.50 | 35.00 | 30.00 | | |
| | hour | 40.00 | 36.00 | 32.00 | 30.00 | 28.00 | 24.00 | | |
| 1/2 | hour | 30.00 | 27.00 | 24.00 | 22.50 | 21.00 | 18.00 | | |
| 1/4 | hour | 20.00 | 18.00 | 16.00 | 15.00 | 14.00 | 12.00 | | |
| 5 | minutes | 7.50 | 6.75 | 6.00 | 5.60 | 5.25 | 4.50 | | |
| 1 | minute | 4.00 | 3.60 | 3.20 | 3.00 | 2.80 | 2.40 | | |
| 30 | words | 2.50 | 2.25 | 2.00 | 1.85 | 1.75 | 1.50 | | |
| | ODDOTAX TRANSIDES | | | | | | | | |

SPECIAL FEATURES
Announcements adjacent to news and complete sponsorship of news at card rate plus 10%.
TALENT
Hates 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.

lations.

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 transcriptions, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel

ersonner President—C. P. Hasbrook. Commercial Manager—Robert A. Kelley.

Representatives
Weed & Company.

RUTLAND (Rutland County)

WSYB (Established 1980)



Rates effective July 8, 1939. (Card No. 8.) Owned and operated by Philip Welss Music Co. Business Office and Studio-80 West Street, Rutland. Vermont, telephone 1247. Transmitter—Creek Road, Rutland, Vermont.

Wave-Power-Time

Operating power—1,000 watts. (100% modulation—crystal control.) '717.1 meters; 1300 kilocycles. Licensed to operate unlimited time on regional

channel. Operates on Eastern War Time.

Agency Commission

Agency commission 15% on net station time to reconsized 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.

RADIO ADVERTISING

| | (6:00 p.m. to 11:00 p.m. dally) | |
|------|---|--------|
| 1 | hour | 60.00 |
| 1/2 | hour | 36.00 |
| 1/4 | hour | 24.00 |
| - 5 | minutes | 12.00 |
| - | | |
| | (12:00 noon to 6:00 p.m. Sunday) | |
| 1 | hour | 45.00 |
| 1/2 | hour | 27.00 |
| 1/4 | hour | 18.00 |
| 5 | minutes | 9.00 |
| | | |
| | (All other time) | |
| _ ,1 | hour | 80.00 |
| 1/2 | hour | 18.00 |
| 1/4 | hour | 12.00 |
| 5 | minutes | 6.00 |
| | ANNOUNCEMENTS | |
| | (6:00 p.m. to 11:00 p.m. week days and 12:0 | 10 |
| 125 | words | . 5.00 |
| 25 | to 30 word station breaks | 4.00 |
| | (All other time) | |

DISCOUNTS

SPECIAL FEATURES

SPECIAL FEATURES

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 1:15 p.m.; 6:00 p.m. to 6:15 p.m.; 11:00 p.m. to 1:15 p.m. Sundays 8:45 a.m. to 9:00 a.m.; 1:30 p.m. to 1:15 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. Dally 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 programe. Not restricted to certain hours.

TALENT Rates on request.

Rates on request.

Contract and Other Requirements

Bard 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
Hiralings Manager—J H Weiss
Commercial Manager—George Field.

Representatives
Joseph Hershey McGillyra, Inc.
New England—Robert C. Foster.

ST. ALBANS

(Franklin County)

WWSR
(Established 1941)

Rates effective April 30, 1941.

NAMES STREET, 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 1390.
Transmittor—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 The following rates are for national advertising.

| Rates include charges by owners of music copyri | ghts. | | | | | | |
|--|-------|--|--|--|--|--|--|
| 1 hour. | 60.00 | | | | | | |
| 3/4 hour | | | | | | | |
| 1/2 hour | | | | | | | |
| 1/4 liour | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| 5 minutes | 12.00 | | | | | | |
| 1 minute of station break | 6.00 | | | | | | |
| | | | | | | | |
| DISCOUNTS | | | | | | | |
| 1 time | 15% | | | | | | |
| The state of the s | 20 75 | | | | | | |
| 13 times 5% 100 times | 20% | | | | | | |
| 20 times 10% 300 times | 25% | | | | | | |
| 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 stage
ability on contract basis.

Contracts close one week in advance of first broad cast. Announcement copy, transcriptions and tall close 48 hours in advance.

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

Personnel Station Manager—Thomas Colton. Commercial Manager—William G. Ricker.

Representatives Howard H. Wilson Co.

WATERBURY (Washington County)

WDEV

Rates effective October 1, 1937. Owned and operated by Lloyd E. Squier and Wm. (

Ricker.

Business Office and Studio—8 Stowe St., Waterbur Vermont, telephone 13-2.

Transmitter—Blush Hill, Waterbury, Vermont.

Transmitter—Blush Hill. Waterbury, Vermont.

Wave—Power—Time
Operating power—1.000 watts.
545.5 meters; 556 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 age cies on net station time.

General Advertising

SPECIAL FEATURES FOR COMPLETE SPONSORSHIP

Weather and time announcements; plano program daily news reviews every bour on the bour-ra' on application.

ELECTRICAL TRANSCRIPTIONS

Transcription library service available—rates application.

TALENT

Talent for programs (orchestras, soloists, etc.), is be supplied at extra charge—rates on application. EMMOTE CONTROL.

All wire and mechanical charges for remote continual traveling expenses, salaries, etc., of artists to paid by advertiser when required in advance. Contract and Other Requirements

Beer advertising accepted on sponsored programs of Preferred position governed by priority and avail bility on contract basis.

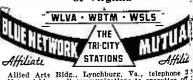
Mechanical Program Equipment

Equipped to handle programs by electrical transcrition, using 33-1/3 and 78 r.p.m. double turn-tal for vertical or lateral cut recordings. Personnel

General Manager—Lloyd E. Squier. Assistant General & Sales Mgr.—William G. Rid Representatives
Howard H. Wilson Company.

VIRGINIA

TRI-CITY STATIONS ASSOCIATION of Virginia



Allied Arts Bldg., Lynchburg, Va., telephone 3 Note: Address all communications to executive of P. O. Box 238, Lynchburg, Virginia. Rates offective November 1, 1942.

Rates effective November 1, 1942.
Comprised of:
WSLS—Roanoke, Virginia
WLVA—Lynchburg, Virginia
WBTM—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 a cles on net station time. No commission allower tatent or line charges. Cash discount 2%. Invinated the first of the month, payable on the state of the month following service.

,"?[†].2¦

1

TI-CITY STATIONS ASSOCIATION of Virginia—Continued

| Oiral Advertising | Discharge | Discharg

CLASS "B"

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

7:00 a.m.)

(1 hour.... 135.00 128.25 121.50 114.75 108.00 101.25

(2 hour.... 81.00 76.95 72.90 68.85 64.80 60.75

(3 hour.... 54.00 51.30 48.60 45.90 43.20 40.50

(4 hour... 54.00 51.30 48.60 45.90 43.20 40.50

(4 hour... 54.00 52.565 24.30 22.95 21.60 20.25

ANOUNCEMENTS
CLASS "A"

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

**mainute or 100
havords..... 20:00 19:00 18:00 17:00 16:00 15:00
**CLASS "B"

**II (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.)

ELECTRICAL TRANSCRIPTIONS
13 gular time charges apply. Not restricted to certain
1 urs. Musical library charges included in rates.

TALENT btes on request.

SERVICE FACILITIES

birrices of announcing and operating staff in obtain-oilt talent, production department in writing and pre-paring programs, are included without extra charge, toperation of publicity departments, no charge, incecial market surveys made at cost, Mailing of narchandising promotion—postage will be charged at

th Charges

nirmanent lines are maintained between the Tri-City orations. No charge for these lines.

Caract and Copy Requirements

Actract and Copy Requirements

The test apply to all classes of acceptable accounts and intertising, and the second of the secon

milline any advertising for any reasons satisfactory in himself.

miract subject to laws, rules or regulations now distent or made in the future by any duly constited authority or governmental agency in relation to sillo or kindred subjects.

Intracts cannot be made for a period longer than e year.

Pertising copy shall be furnished by the advertiser of many be changed as often as desired. Station consulty department will collaborate with advertiser in the perpendition of conventionation of conventions of the proposal of the payonal for short time rates, as determined by discount, the date of cancellation.

In proposals subject to prior booking of time.

if ing Time
A hiert programs close one week in advance. Material
wir announcements should be sent by the advertise
his agent at least one week in advance of broadjusting date to allow opportunity for program arngement.

thanical Program Equipment upped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables r lateral and vertical cut recordings.

Fionnel Manager—Philip P. Allen.

BRISTOL (Washington County)

. WOPI

his station is located in Tennessee and also Vir-inia. For rates and data on this station see listing nder Bristoi, Tennessee.

CHARLOTTESVILLE

(Albermarie County)

WCHV

(Established 1929)

Rates effective October 15, 1941.

Owned and operated by Barham and Barham.
Business Office and Studios—Fourth and E. Market
Sts., Charlottesville, Va., telephone 2500.

Transmitter—Route 250. Richmond Road. Albemarie
County, Virginia.

Wave—Power—Time
Operating power—250 watts.

100% modulation—direct crystal control.)
206.9 meters; 1450 kilocycles.
Operates on Eastern War Time.
Licensed to operate untimited time.
Actual operating schedule: 7:00 a.m. to 12:00 midnight. Rates effective October 15, 1941.

Agency Commission

Description Agency commission 15% on net charge for station time only. No commissions on program charges. No cash discount. Bills rendered first of month; payable 30 days net.

ANNOUNCEMENTS

TALENT

Rates on request.

REMOTE CONTROL

Equipped to handle remote control programs anywhere in Central Virginia. Rates on request.

SERVICE FACILITIES

Station has a complete artist bureau and program department for constructing any type program desired. Complete merchandising service. Rates on re-

Quest.

Contract and Other Requirements

Advertising of alcohol beverages not accepted, excepting beer and wine. Rates are for time only.

All proposals subject to prior bookings. All programs and announcements must conform to standards of station. Station manager reserves right to revise or discontinue any advertising for reasons deemed logical.

Closing Time
One week prior to starting date.

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

Personnel General Manager—Charles Barham, Jr.

Representatives Cox & Tanz

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.)
223.9 meters; 1340 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.
Actual operating schedule: Sundays 9:00 a.m. to 9:00 p.m. Week days 7:00 a.m. to 11:00 p.m.

Agency Commission

Agency commission 15% on not charges for station time only. No commission on program charges. No cash discount. Bins rendered mouthly.

| General Advertising | l ti. | 1. ti. | 26 ti. | 52 ti. |
|---------------------|-------|--------|--------|--------|
| 1 hour | | 57.00 | 54.00 | 51.00 |
| 1/2 hour | 35.00 | 33.25 | 31.00 | 29.00 |
| 1/4 hour | 20.00 | 19.00 | 18.00 | 17.00 |
| 10 minutes | 18.00 | 16.75 | 15.50 | 14.75 |
| 5 minutes | | 11.40 | 10.80 | 10.20 |
| 1 minute | 6.00 | 5.70 | 5.40 | 5.10 |

REMOTE CONTROL bandle remote conttrol programs any-Equipped to handle remove where in central Virginia.

TALENT Rates on request.

SERVICE FACILITIES

Station has a complete artist bureau and program department for constructing any type program desired. Complete promotion service.

Contract and Other Reduirements
Advertising of alcoholic beverages not accepted excepting beer and wine. Rates are for time only. Apprograms subject to approval of station management.

Contracts close one week before first broadcast.

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.

Gen'l & Bus, Mgr.—Earl M. Key. Assistant Station Manager—Bill Ward. Representatives

DANVILLE

(Pittsylvania County)

WBTM

(Established 1930)



Rates effective November 1, 1942.

Owned and operated by the Pledmont Broadcasting Corporation.

Corporation.

Business Office and Studio—Hotel Danville, Danville, Virginia, telephone 2350.

Transmitter—Danville, Virginia.

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 8:50 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 commission allowed on talent or line charges. Cash discount 2%. Invoices mailed the first of month. payable on the 15th of month following service.

Ing 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"

CLASS "A"

| CLASS | "A" | (6:00 p.m. to 11:00 p.m.) | 1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 313 ti. 1 ti. 26 ti. 52 ti. 104 ti. 313 ti. 1 ti. 26 ti. 52 ti. 104 ti. 313 ti. 1 ti. 26 ti. 52 ti. 104 ti. 313 ti. 1 ti. 26 ti. 52 ti. 104 ti. 313 ti. 1 ti. 26 ti. 52 ti. 104 ti. 313 ti. 1 ti. 26 ti. 52 ti. 104 ti. 313 ti. 1 ti. 26 ti. 52 ti. 104 ti. 313 ti. 1 ti. 26 ti. 52 ti. 104 ti. 313 ti. 1 ti. 26 ti. 52 ti. 104 ti. 313 ti. 1 ti. 26 ti. 52 ti. 104 ti. 313 ti. 1 ti. 26 ti. 52 ti. 104 ti. 313 ti. 1 ti. 26 ti. 52 ti. 104 ti. 314 ti. 313 ti. 1 ti. 26 ti. 52 ti. 52 ti. 52 ti. 52 ti. 52 ti. 104 ti. 314 ti. 313 ti. 1 ti. 26 ti. 52 ti.

| 1 minute or | 100 words | 7.50 | 7.15 | 6.75 | 6.40 | 6.00 | |
| 35 words..... | 6.00 | 5.70 | 5.40 | 5.10 | 4.80 |
| 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 35 words.... 4.00 3.80 3.60 3.40 3.20 3 Mutual Broadcasting System participating progra at above rates plus network talent fees. No excharges for lines. 3.75 3.00

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 survers 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

Contract and Copy Requirements
Rates apply to all classes of acceptable accounts and advertising of alcoholio beverages not accepted, excounting beer and wine.
Preferred position governed by priority and availability on contract basis.
Programs and announcements may not be combined to earn an arcumilative discount, Programs take precedence over announcements.
It is expressly agreed that the broadcaster reserves the right to change the time scheduled when necessary. Should say 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 appears.

Staff announcers used during programs, unless special permission is granted for other announcers.

DANVILLE—Continued

W B T M—Continued

The broadcaster reserves the right to refect any advertising matter, or any part of an announcement that may be deemed objectionable, and etubstitute other copy at his discretion. The broadcaster reserves the right to refuse, or discontinue any advertising for any reasons satisfactory to himself.

Contract subject to laws, rules or regulations now existent or made in the future by any duly constituted authority or governmental agency in relation to radio or kindred subjects.

Contracts cannot be made for a period longer than one year.

Contracts cannot be made for a period when cone 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 transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for lateral and vertical cut recordings.

Personnel
Manager—R. Sanford Guyer.
Asa't 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.)

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. 232.8 meters; 1290 kilocycles. Operates on Eastern War Time. Actual operating schedule: 7:30 a.m. 10 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 to 1. 13 tl. 26 tl. 52 tl. 100 tl. 300 tl.

1 hour...... 35.00 33.25 31.50 29.75 28.00 24.56

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 6.05 5.25

ANNOUNCEMENTS

100 words or 1 minute.... 50 words..... minute.... 4.00 8.80 8.60 3.40 words..... 3.25 8.10 2.00 2.75

SPECIAL FEATURES

News: Regular station rates apply for 5 minutes or more. Time Signais: Exclusive aronsorship, 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 manu-facturers' salesmen and merchandising service avail-able.

Contract and Other Requirements
Preferred position governed by priority and availability on contract hasis. 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 transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for lateral cut recordings.

ersonnel Gen'l & Comm. Mgr.—William R. Seth. Program Manager—Nan Winkler. Chief Engineer—Wilbur Crooks.

Representativ Burn-Smith Company, Inc.

HARRISONBURG

(Rockingham County) WSVA



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—Powor—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. Week days 6:00 a.m. to local sunset. Week days 6:00 a.m. to local sunset. Regency commission 15% is allowed to recognized ascencies 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"

(11.50 a.m. \$\frac{1}{2}\$ \text{CASS} "A"

| | | | CLASS | "A" | | | |
|-----|-----------|--------|--------|--------|--------|---------|---------------|
| | | (11:59 | a.m. t | o 1:00 | p.m.) | | |
| | | 1 ti. | 13 ti. | 26 t1. | 52 ti. | 100 ti. | 260 ti. |
| 1 | hour | 60,00 | 57.00 | 54.00 | 51.00 | 48.00 | 45.00 |
| 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 | | | | | | |
| le | 55 | 5.50 | 5.23 | 4.95 | 4.68 | 4.40 | 4.13 |
| | | | CLASS | "R" | | | |
| | a,a 00:0 | | | | đ 5:00 | p.m. 1 | 0 |
| | ign-off i | | | | | | |
| | | 1:00 | | | | Sundays | |
| | hour | | | 43.20 | 40.80 | | 36. 00 |
| | | | 10.00 | 40.40 | | -0.40 | 00+00 |

| | a.m. and | 1:00 | p.m. | to sig | m-off | Sundays) | |
|-----|----------|-------|---------|--------|-------|----------|-------|
| 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 | | | | | | |
| le | 88 | 4.50 | 4.28 | 4.05 | 3,83 | 3.60 | 3.38 |
| | | | CLASS | C | | | |
| | (1:00 | D.m. | to 4:59 | | week | dava) | |

| 1 | hour | 36.00 | 34.20 | 32.40 | 30.60 | 28.80 | 27.0 |
|-----|------------|-------|---------|-------|-------|-------|------|
| 1/2 | hour | 18.00 | 17.10 | 16.20 | 15.30 | 14.40 | 13.5 |
| 1/4 | hour | 12.00 | 11.40 | 10.80 | 10.20 | 9.60 | 9.0 |
| 10 | minutes | 9.00 | 8.55 | 8.10 | 7.65 | 7.20 | 6.7 |
| 5 | minutes | 6.00 | 5.70 | 5.40 | 5.10 | 4.80 | 4.5 |
| 1 | minute | 4.50 | 4.28 | 4.05 | 3.83 | 3.60 | 3.3 |
| 100 | words or | | | | | | |
| le | S S | 3.50 | 3.33 | 3.15 | 2.98 | 2.80 | 2.6 |
| | | | CLASS | "D" | | | |
| | /0.00 | | 40.0450 | | | 1 | |

(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 | hour | 1 mo. | 3 mos. 475.00 | 6 mos. 450.00 | 12 mos. 425,00 |
|-----|------|---------|------------------|------------------|-------------------|
| 1/2 | hour | 300.00 | 285.00 | 270.00 | 255.00 |
| 1/4 | hour | | 166.25 | 157.50 | 148.75 |
| | SPE | CIAL FI | CATURES | | |

Time signals, weather reports, temperature reports and newscasts—rates on request.

POLITICAL BROADCASTS
Charged for at regular one time general broadcasting rate for class of service purchased. No frequency discount allowed. Payment must accompany contract.

RECORDED PROGRAMS

TALENT

Rates on request.

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 service 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 liquer or wine advertising.

Rates are for station time and include services of announcer.

Preferred position governed by priority and availability on contract basis. All contracts subject to station approval and governmental regulations.

Maximum length of contract is one year. Program and announcement contracts must be figured separately for discounts earned. Extra announcers. 5:00 each on announcements and 1.00 each on programs. Station reserves the right to refuse or discontinue any advertising program for reasons satisfactory to itself. Publicity talks accepted only when subject is of public interest and service. In the opinion of the station director. When advertiser arranges his own program it must be submitted a reasonable time in advance for approval.

Closing Time Congram Equipment

Equipped to handle programs by electrical transcrip-

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

Porsonnel orsonnel
Presidont—Froderick L. Aliman,
General Manager—Charles P. Blackley.
Sales Manager—R. B. Harrington,
Program Director—Dick Johnson,
Chief Engineer—Warren L. Braun.

Representatives
Howard H, Wilson Company,

LYNCHBURG

WLVA



Rates effective November 1, 1942.

Owned and operated by Lynchburg Broadcasting Cop.
Business Office and Studio—Allied Arts Buildar,
Lynchburg, Virginia, telephone 3030.
Transmitter—Page Street in Lewood Addition, Lonch-

Operating power—250 watts.
(100% modulation.)
243.0 meters; 1230 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.
Actual operating schedule: Sundays 8:50 a.m. is 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 25, Involces mailed the first of month, payable on the 15th of month following service.

General Advertising

For combination rates see listings of Mutual Broad-casting 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 ti. | | 26 tl. | | 104 ti. | |
| | hour | | | 67.50 | | 60.00 | 56.25 |
| | hour | | | 40.50 | 38.25 | 36.00 | 33.75 |
| | hour | | | 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.)

| 1/2 | hour hour | 30.00 | | 45.00 27.00 18.00 | 42.50 25.50 17.00 | 40.00 24.00 16.00 | 37.50 22.50 15.00 | |
|-----|--------------|-------|--|-------------------------|-------------------------|-------------------------|-------------------------|--|
| ~ 5 | minutes | 10.00 | | | 8.50 | 8.00 | 7.5 | |
| | | | | | | | | |

ANNOUNCEMENTS CLASS "A"

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

1 minute or 7.50 7.15 6.75 6.00 5.70 5.40 100 words 35 words..... 6.40 5.10

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 3.73 5 words.... 4.00 3.80 3.60 3.40 3.20 3.00 Mutual Broadcasting System participating programs at above rates plus network talent fees. No extra 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 merchandising promotion—postage will be charged at cost

Line Charges

Permanent lines are maintained between the Tri-City and Stations. No charge for these lines.

Contract and Copy Requirements

Rates apply to all classes of acceptable accounts and advertising.

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 in the contract basis. Programs and announcements. Programs to the predeficience over announcements. It is expressly agreed that the bradcaster reservation of the contract between the programs and announcements be made erroneously or not made on account of mechanical irregularities it is agreed that the broadcaster will make the nouncement good during an ensuing non-commercial broadcast period. It is understood, where no paymed is made for talent, the broadcaster will use the best station talent available, or may use recordings at his station talent available, or may use recordings at his specific.

station talent available, or may use recordings at in-option.

Staff announcers used during programs, unless special permission is granted for other announcers.

The broadcaster reserves the right to refect any ad-vertising 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 dis-continue any advertising for any reasons satisfactory to himself.

300

LYNCHBURG—Continued W L V A—Continued

infontract subject to laws, rules or regulations now existent or made in the future by any duly constituted authority or governmental agency in relation to sadile or kindred subjects.

stontracts cannot be made for a period where them has year.
Advertising copy shall be furnished by the advertiser and may be changed as often as desired. Station confinitly department will collaborate with advertiser in hop 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, the time acts of cancellation.

All proposals subject to prior booking of time.

issing Time a super two week in advance. Material or announcements should be sent by the advertiser of his agent at least one week in advance of broadulating date to allow opportunity for program artangement.

schanical Program Equipment sequence of the se

#sonnel
*Tesident—Edward A, Allen.
'Tesident—Edward A, Allen.
'deneral Manager—Philip P, Allen.
sales Manager—Joseph F, Wright.
'Program Director—Claude Taylor.
'Englacer—John T, Orth.

ipresentatives of Virginia.

MARTINSVILLE

(Henry County)

WMVA
(Established 1941)

illates effective July 1, 1941. (Card No. 2.) Journel and operated by Martinsville Broaccasting Co.
el3usiness Office and Studio—Thomas Jefferson Hotel.
Martinsville, Virginia.
Dither Studios—West Washington St., Leaksville,
N. C., telephone 600,
Bransmitter—Thomas Jefferson Rotel. Martinsville,
Virginia.

-tve—Power—Time
1)perating power—250 watts.
2)06.9 meters; 1450 kilocycles.
5,1censed to operate full time on local channel.
1)perates on Eastern War Time.
2,ctual operating schedule: Sundays 8:00 a.m. to
1(0:00 p.m. Week days 6:00 a.m. to 10:00 p.m.

dency Commission 15% to recognized agencies on itself time only. Cash discount 2% for payment on or before 10th of month following month of service. Billis rendered first of month and are due 10th of nonth following service.

inonth following service.

Aneral Advertising
For combination rates see listing of National Broadtasting Company (Southeastern Group).
The following rates are for national advertising,
Thates include charges by owners of music copyrights.

312 on the Southeastern Company
The following rates are for national advertising,
The following rates are for national advertising.

312 on the following rates are for national advertising.
The following rates are for national advertising.

313 on the following rates are for national advertising.

314 on the following rates are for national advertising. 72 tl. 104 tl. 156 tl. tl. 38.00 36.00 32.00 28.00 19.00 18.00 16.00 14.00 9.50 9.00 8.00 7.00 6.70 6.40 5.80 5.20 3.45 3.35 3.15 2.95 1.70 1.65 1.55 1.45 1 hour..... 44.00 /2 hour.... 22.00 /4 hour.... 11.00 10 minutes 7.50 5 minutes 3.75 1 minute 1.85 26 t1. 42.00 21.00 10.50 7.30 7.30 3.65 1.80

1 minute 1.85 1.80 1.70 1.65 1.55 1.45
ANNOUNCEMENTS

.00 words... 1.85 1.80 1.70 1.65 1.55 1.45
50 words... 1.50 1.46 1.35 1.30 1.20 1.10
4.5% tolerance will be allowed in the number of lords in spot announcements. All words in excess of 5% will be charged in proportion to rate.

Newscasts—Leased wire service, six days a week, 10
minutes, per month 115.00; 5 minutes, per month 115.00. Minimum contract 13 consecutive weeks.

Regular rates apply, Rates include use of transcription library service. Instantaneous recording equipment available.

EEMOTE CONTROL.

Facilities subject to extra charges for line and me-chanical costs. Extra charges not subject to agency commission.

POLITICAL
One time rate applies.
TALENT

Rates on request.

Rates on request.

Advertising of alcoholic beverages not accepted expepting 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 ophion is not suitable for proadcasting. Maximum contract period one year.

ring Time Contracts close one week in advance of first broad-rast. Announcement copy, transcriptions and talks close 24 hours in advance, the chanical Fragram Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

for vertical and the formal formal family family formal family formal family formal family family formal family fa

NEWPORT NEWS

(Warwick County) WGH (Retablished 1928)



Nates effective October 1, 1942.

Owned and operated by Hampton Boads 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 wats.
(100% modulation.)
223.9 meters; 1340 kilocycles.
Licensed to operate full time on cleared local channel. Operates on Eastern War Time.
Gency Commission
Agency commission 15% to recognized advertising secucies on station time. Cash discount —— Invoices mailed 1st of month following presentation.

agencies on station time. Cast discount — Involces 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 charked by owners of music copyrights. (6:00 p.m. to 11:00 p.m.) 120.00

1 hour 72.00

1/2 hour 82.00

1 minutes transcription or 150 words. 12.00

1/2 minute transcription or 150 words. 12.00

50 words or less. 8.00

| | (4:00 p.m. to 6:00 p.m. Sundaya) | |
|-----------------|--|----------|
| 1 | hour | 90.00 |
| 1/2 | hour | 54.00 |
| 1/4 | hour | 36.00 |
| - 5 | minutes | 18.00 |
| Ť | minute transcription or 150 words | 12.00 |
| $1/\bar{2}$ | minute transcription or 100 words | 10,00 |
| 50 | words or less | 8.00 |
| 00 | | 0.00 |
| | (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 11:0 | n |
| | p.m. to 12:00 mldnight Sundays) | v |
| 1 | hour | 60.00 |
| $1/\frac{1}{2}$ | hour | 36.00 |
| 1/4 | | 24.00 |
| 1/3 | hour | 12.00 |
| 1 | minutes | |
| | 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 8:00 a.m.) | |
| 1 | hour | 10.00 |
| $1/\bar{2}$ | hour | 24.00 |
| 1/4 | hour | 16.00 |
| 5 | minutes | 8.00 |
| 1 | minute transcription or 150 words | 6.00 |
| $1/\tilde{2}$ | | 5.00 |
| | words or less. | |
| ~~ | words or less | eduled |
| 'n | rogram precedes or follows. | - |
| | DISCOUNTS | |
| | DISCOUNTS | |

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)



NETWORK OUTLET FOR ... NORFOLK-PORTSMOUTH **NEWPORT NEWS, VA.**

AFFILIATED WITH - THE DAILY PRESS - TIMES HERALD National Representatives Burn Smith Co. New York - Chicago

NEWPORT NEWS—Continued W G H-Continued

| counts, stipulated nu | | | | annot | ince- |
|-----------------------|-----|-----|-------|-------|-------|
| ments must come wit | | | | | |
| Less than 13 times | | | | | |
| 13 times | 5% | 150 | times | | 25% |
| 26 tlmes | 10% | 260 | tlmes | | 30% |
| 52 tlmes | 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 Deriod of 13 weeks. Regular rates apply.

RECORDED PROGRAMS AND TRANSCRIPTIONS

Regular time charges apply on recorded programs, transcriptions and transcribed announcements. Transcription library sevice available. Rates on request.

TALENT

REMOTE CONTROL

Rates on request.

Services and facilities for programs by remote con-trol 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.

munications Commission.

The management of station reserves the right to cancel, advance the time of, or postpone the Drogram 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 sgent or employees 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 transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

President—Major Raymond B. Bottom. Vice-President, Station and Promotion Manager— Edward E. Bishop. Commercial Manager—Edward E. Edgar.

Representatives

Burn-Smith Company, Incorporated.

*

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



NATIONAL REPRESENTATIVES: EDWARD PETRY & CO.

NORFOLK

WTAR (Established 1928)



Itates effective October 1, 1912. (Card No. 13.) Owned and operated by WTAH itadio Corporation, a subsidiary of Norfolk Newspapers, Inc. Business Office and Studio-National Bank of Com-merce Building, Norfolk, Virginia.

Transmitter-Glen Rock Road, near Norfolk, Virgiria

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 8:00 a.m. to 12:05 a.m. Week days 6:00 a.m. to 12:05 a.m.

15% to recognized agencies. Commission applies to station time only. No cash discount. Bills rendered list of month following service and payable within 13

For combination rates see listing of National Broad-casting Company (Southeastern Group). The following rates are for national advertising. Na-tional rates apply to all advertisers located outside the state of Virginia. For local advertising rates a consult station management.

Rutes for longer periods than one hour are in exet proportion to the corresponding one hour rate.

| | (6:00 | p.m. to | 11:00 | p.m.) | 1 | |
|---------|--------|---------|-------|-------|-------|-------|
| | 1 | 1/2 | 1/4 | 5 | | |
| than 26 | hr. | hr. | tır. | min. | (*) | (†) |
| nes | 160.00 | 95.00 | 65.00 | 35.00 | 25.00 | 16.50 |
| lmes | | | 61.75 | 33.25 | | 15.63 |
| imes | | | 58.50 | 31.50 | | 14.55 |
| imes | | | 55.25 | 29.75 | | 14.03 |
| imes | | | 52.00 | 28.00 | | 13.20 |
| | 124.00 | | 50.38 | 27.13 | | 12.79 |
| imes | | | 48.75 | 26.25 | | 12.39 |
| imes | 116.00 | 68.88 | 47.13 | 25.38 | 18.13 | 11.96 |
| | | | | | | |

more es.... 112.00 66.50 45.50 24.50 17.50 11.35

| (7:00 a.n | n. to I | 5:00 p.1 | m. and | 11:00 | p.m. to | |
|--------------|---------|----------|--------|-------|---------|------|
| | | 11:30 | n.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 | 7.84 |
| 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 | €.€0 |
| 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 | 5.93 |
| 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

Less than 26
times... 52.75 31.75 21.75
26 tlmes... 50.11 30.16 20.66
52 times... 47.48 28.58 19.58
104 times... 44.84 20.99 18.49
136 times... 42.20 25.40 17.40
234 times... 40.88 24.61 16.86
260 times... 39.56 23.81 16.31
312 times... 38.24 23.02 15.77
624 or more
times.... 36.93 22.23 15.23 10.33 9.78 9.20 8.91 8.63 8.34 3.83 8.055.25

(*) One minute transcr minute transcription. (†) Fifty words or less. transcription, 100 words or 1/2

DISCOUNTS

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within a year under contract not to exceed one year's duration. Announcements and propose the property of the pro

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 fire minute program rates, plus cost of obtaining scores. Rate for other special services such as eponsorship 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.

NORFOLK—Continued W T A R-Continued

intract 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.

rescheduled by station at equally advantageous times. bising Time depends on type of service requested. Two weeks desirable for publicity releases. Achanical 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.

risonnel Manager—Campbell Arnoux Promotion Manager—Ralph Hatcher. Edusive National Representatives Edward Petry & Company, Inc.

PETERSBURG

(Dinwiddle County)

(Established 1940) tates effective December 1, 1942. (Card No. 2.)

tates effective December 1, 1942. (Card No. 2.) whend and operated by Petersburg Newspaper Corp. 3usiness Office and Studio—121 N. Sycamore Street, Petersburg, Virginia. (1/2 mile from downtown Petersburg). Vve—Power—Time Derating power—250 watts. 31.9 meters; 1240 kilocycles. Jacensed to operate unlimited time week days on local hannel. Shares certain specified houra Sundays only 4th station WBBL, Richmond, Virginia (non-comaercial).

above.

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. Amouncements and programs of five minutes or longer cannot be combined to earn either number of times discounts or rebate.

TALENT

TALENT

Rates on request.

REMOTE CONTROL
Rates and details on request.
ontract and Other Requirements

Advertising of alcoholic beerages not accepted, excepting heer and wine.

Announcements are accepted with the understanding that programs take precedence and that announcements are accepted with the understanding that programs to the precedence and that announcements scheduled for period later sold for programs may be rescheduled by the station within the hours of the same time classification. Five minute programs may be moved on 48 hours' notice when time is sold for program on a five when time is sold for program of 5 minutes or longer. Time of brondcast of any program is subject to clange 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.

These 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 Huffington.
Commercial Manager—Milton N. Gwaltney.
Regresentatives
None.

PORTSMOUTH

(Norfolk County)

WSAP (Established 1942)

(Established 1942)
Rates effective September 1, 1942.
Owned and operated by Portsmouth Radio Corp.
Business Office and Studio—205 Professional Bidg..
Portsmouth. Vs.
Transmitter—

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.

CLASS "A" CLASS "A"

| | (6:00 p.m. to 10:00 p.m.) | |
|-------------|---|--------|
| 1 | hour | 120.00 |
| 1/2 | hour | 72.00 |
| 1/4 | hour | 48.00 |
| - ´ ŝ | minutes | 24.00 |
| | CLASS "B" | 21.00 |
| 1 | (6:30 a.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight) | to |
| 1 | hour | 80.00 |
| $1/\hat{2}$ | hour | 48.00 |
| 1/4 | | 32.00 |
| - 5 | minutes. | 16.00 |
| , | ANNOUNCEMENTS | 10.00 |
| | CLASS "A" | |
| | (6:00 p.m. to 10:00 p.m.) | |
| | minute transcription or 150 words | |
| 1/2 | minute transcription or 100 words | 9.00 |

| 50 words or less | |
|---|----|
| CLASS "B" | |
| (6:30 a.m. to 6:00 p.m. and 10:00 p.m. to | |
| 12:00 mldnight) | |
| 1 minute transcription or 150 words 7. | |
| 1/2 minute transcription or 100 words 6. | 10 |

Apply on announcements or programs. Announcements and program periods of five minutes or more cannot be combined to earn larger discounts. To earn discounts, stipulated number of programs or announcements must come within 12 month period. Less than 13 times. Net 100 times. 20% 13 times. 5% 150 times. 25% 26 times. 10% 260 times. 30% 52 times. 15% SPECIAL FEATURES

transcriptions and transcribed announcements. Transcription library service available. Rates on request.

RALENT
Rates on request.

REMOTE CONTROL
Services and facilities available—rates on request.

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 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.

rersonnel — and lateral cut record Fresident—Tom E. Gillman. Vice-Fresident—W. K. Hodges. General Manager—T. W. Aydiett. Representatives None.

Radio

Advertising

Rates and

Data puts

network and

station

advertise-

ments in

the buying

spotlight

when radio

lists are

being made

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 operae 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-

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 Broadcasting 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.)

| | nin. |
|----------------------------------|------|
| 13 times | 0.00 |
| | 7.50 |
| 26 times 180.00 126.00 99.09 4 | 5.00 |
| 52 times 170.00 119.00 85.00 4 | 2.50 |
| 100 times, 160.00 112.00 80.00 4 | 0.00 |
| 200 times 150.00 105.00 75.00 3 | 7.50 |

CLASS "B" (8:00 a.m. to 2:00 p.m. and 5:00 p.m. to 6:00 p.m.)

| | | υ.υυ μ, | mi) | | 1 |
|-----|-------|---------|-------|---------|-------|
| 1 | time | 100.00 | 70.00 | 50.00 | 25.00 |
| | times | | 66.50 | 47.50 | 23.73 |
| | times | | 63.00 | 45.00 | 22.50 |
| 52 | times | 85.00 | 59.50 | 42.50 | 21.25 |
| | tlmes | | 56.00 | . 40,00 | 20.00 |
| 200 | times | 75.00 | 52,5ð | 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 Ar | աս թ.ա | . 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 | |
| 3 4B times | 76.00 | 53.20 | 38.00 | 19.00 | |
| 26 times 52 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

| | ***** | | | | | |
|------|--------------|------------|-------|---------|-------|---|
| | (A | fter 6:00 | p.m.) | | 1 | |
| | | | 100 | Station | 50 | |
| | | (*) | words | breaks | 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 | |
| | (Be | efore 6:00 | p.m.) | | | c |
| 1 | time | 15.00 | 12.50 | 12.50 | 9.00 | ; |
| 13 | times | 14.25 | 11.87 | 11.87 | 8.55 | i |
| : 26 | tlmes | 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 | transcrip | tion. | | | Į |

SPECIAL FEATURES

Weather reports daily, feature and 100 word announcement: 1 wk. 13 wks. 26 wks. 52 wks. Temperature reports, feature and 100 word announce-

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 Saturdav.

Participating programs:

"Feminine Fancies"-One and 5 minute participations. 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 in 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, scheduled staff announcers and staff engineers in arranging and presenting programs are included without extra charge. Additional charges are made for programs originating outside the station studios and for programs requiring special production. All programs must conform to the standards of the station.

Contract and Other Requirements

Advertising of alcoholic beverages other than beer and wine not accepted.

All contracts subject to the conditions of the standard AAAA form.

All programs subject to station approval, government regulations and the NAB Code of Ethics of the Radio Broadcasting Industry.

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 transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

General Manager-William M Havens.

Representatives

John Blair & Company.

RICHMOND

Power to do the JOB Most Popular Programs Unexcelled Merchandising and Promotion Departments

Proven Consumer **Pulling Power** Maximum Results Minimum Cost

Represented by JOHN BLAIR COMPANY

RICHMOND—Continued

WRNL

(Established 1927)



tates effective September 1, 1940.

buned and operated by Richmond Radio Corp. tudios-323 E. Grace Street, Richmond, Virginia. telephone 33436.

ransmitter-Wilkinson Road, two miles North of Richmond.

ve-Power-Time

perating power-5,000 watts.

(100% modulation—crystal control.) 22.7 meters; 910 kilocycles.

perates on regional channel.

perates on regional channels

perates on Eastern War Time.

ctual operating schedule: Sundays 7:00 a.m. to 3:00 .m. Week days 5:30 a.m. to 1:00 a.m. er tent :

Ancy Commission

gency commission 15% on met charge for station me only. No commission on program charges. No ish discount. Bills due and payable when rendered.

fileral Advertising or combination rates see listings of Blue Network ompany (Basic Blue | Network) and Mutual Broadisting System.

CLASS "A" (6:00 p.m. to 11:00 p.m.); 3 + + + + + + 1 hr. 1/2 hr. 1/4 hr. 5 mln. 1 time 140,00 84,00 56,00 28,00 14,00 10.00 1 26 times 133.00 79.80 53.20 38.60 18.30 times 126.00 12 76.50 50.40 25.20 12.60 119.00

9,00 47.60 23.80 15 times 71,40 8.50 112.00 times 112.00 67.20 44.80 22.40 11 20 8.00 times 105.00 42.00 21.00 10.50 63.00 .7.50 . 10 19.60 9.80 times 98.00 58.80 39,20 7.00 ill2 times 91.00 54.60 36,40 18.90 9 10 6.50 50.40 33.60 times 84,00 16.80 8.40 6.00

9.50

2.75

9.50

24 or more times. 77.00 46.20 30.80 15.40 7.70 C1 K KO

CLASS "B"

(9:00 a.m. to 6:00 p.m.)

1 time.. 84.00 50.40 33.60 16.80 5.00 . 7.00 96 times 79.80 47.88 31.92 15.96 52 times 76.50 45.36 30.24 15.12 6.30 4.50 times 28.56 14.28 5.95 $\frac{4.25}{4.00}$ 40.32 26.88 5.60 5.25 30 times 67,20 13.44 63.00 37.80 25.20 12.60 3.75 times 35.28 23.52 times 58.80 3.50 12 times 54.60 32.76 21.84 10.92 4.55 3.25 times 50.40 30.24 20.16 10.08 4,20 3.00 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 5.00 times 66.50 39.90 28.80 13.30 8 65 4.75 63.00 12.60 4.50 times 37.80 25,20 6.30 59,50 35.70 23.80 11.90 5.95 65 times 4.25 30 times 56.00 33,60 22,40 11.20 5.60 4.00 10.50 - 5.25 52.50 31.50 times 21.00 3.75 29.40 19.60 49.00 9.80 4.90

60 · times 27.30 18.20 12 times 45,50 9.10 4.55 3.25 42.00 25.20 16.80 times 8.40 4.20 3.00 124 or more

times..... 38.50 23.10 15.40 7.70 8.85 CLASS "D"

(12:00 midnight to 7:00 a.m.) 1 hr. 1/2 hr. 1/4-hr. . & min. 20.00 10.00 26 times...... 47.50 28.50 19.00 times..... 45.00 27.00 18.00

9.00 65 times..... 42,50 25.50 130 . B.00 times..... 40.00 24.00 16 00 times...... 37.50 7.50 .. 15.00 260 times...... 35.00 21.00 14.00 312 times...... 32.50 19.50 13.00 6.50 468 times.... 30.00 6.00 12.00

624 or more times ... 27.50 11.00 16.50 (*) One minute electrical transcription ; or 100 1. (5)%

(†) 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 dura-

المريادين ومعامم SPECIAL FEATURES

"News: Regular news periods-rates on request.

p. Time signal, weather reports, news fiashed and other special features-rates on application.

TALENT

The station will furnish any type local talent available, come de de

"ELECTRICAL TRANSCRIPTIONS Library of electrical transcriptions available at all times. Rates on request.

REMOTE CONTROL

Equipped for handling programs priginating outside of atudio. 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

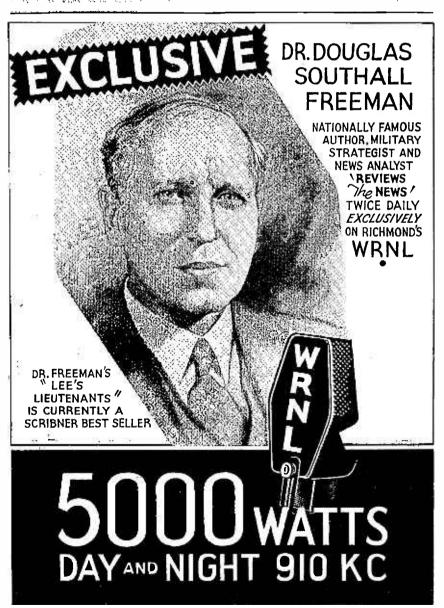
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral recordings.

. General Manager-E. S. Whitlock.

Production Manager-G. Mallory Freeman.

Representatives

Edward Petry & Company.



RICHMOND—Continued

WRVA

(Established 1925)



Rates effective November 1, 1939. (Card No. 7.) t) whed 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-Stagg Piano Company, 502 Duke Street.

Transmitter-Between Richmond and Norfolk, Va.

Wave-Power-Time

Operating nower-~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 are 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.)

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 85.00 \$3.25 \$1.50 29.75 28.00 26.25

COVERS

RICHMOND AND

NORFOLK!

50,000 WATTS DAY

AND NIGHT CBS

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

CLASS "C"

(2:00 p.m. to 5:00 p.m., and 11:00 p.m. to 12:00 midnight)

1 ti. 13 ti. 26 ti. 52 t), 100 ti. 200 t 1 bour... 140,00 133.00 126.00 119.00 112.00 105.6 1/2 hour.... 84.00 79.80 75.60 71.40 67.20 63.4 1/4 hour.... 56.00 53.20 50.40 47.60 44.80 42.6 5 minutes 28.00 26.60 25.20 23.80 22.40 21.1

CLASS "D"

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

1 hour..... 70.00 66.50 63.00 59.50 56.00 52.1 1/2 hour..... 42.00 39.90 37.80 35.70 33.60 31. 1/4 hour..... 28.00 26.60 25.20 23.80 22.40 21.0

5 minutes 14.00 13.30 12.60 11.90 11.20 10.0 Note: Sunday Class "B" until 6:00 p.m.. Class thereafter.

ANNOUNCEMENTS

(After 6:00 p.m.)

1 tt. 13 tt. 26 tt. 52 tt. 100 tt. 200 t One minute electrical tran-38.70 36.55 34.40 32.1 scription 43.00 40.85 100 words.. 35.00 33.25 31.50 29.75 28.00 26.9 Station

30.00 28.50 27.00 25.50 24.00 22.1 5

(9:00 a.m. to 6:00 p.m.)

One minute electrical tran-

break.....

21.50 20.42 19.35 18.27 17.20 16. 17.50 16.62 15.75 14.87 14.00 13. scription 100 words Station 15.00 14.25 13.50 12.75 12.00 11.:

Tie-in Announcements: Restricted to name and at dress of local dealer. No discounts. After 6:00 p.m

. 9,11 Before 6:00 p.m ...

SPECIAL FEATURES

Wake-up Time-7:00 a.m. to 9:00 a.m. Sold in fi . minute participating units only;

1 ti. 13 ti. 26 ti. 52 ti. 100 ti.. 200 i 5 minutes 20.00 19.00 18.00 17.00 16.00 15.4 Funny Money Man-9:15 a.m. to 9:45 a.m. and 3: p.m. to 4:00 p.m., Monday through Friday. Co limit 150 words live, or one minute transcriptions 1 tl. 13 ti. 26 ti. 52 ti. 100 tl. 200 i

Per participation...... 21.50 20.42 19.35 18.27 17.20 16.16.

POLITICAL TALKS AND PROGRAMS

Accepted at regular station rates; payment must a 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 availat. at moderate extra charge, Audition transcription talent available may be had on request.

REMOTE CONTROL

Additional charges are made for programs originati outside the studios of station and for programs t quiring special production.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted. Maximum contract, one year. Rates include service of one announcer. Ail contracts subject to station approval and may

rejected without giving reason therefor.

Clasing Time

Closing date 48 hours in advance of broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcr. tion, using 33-1/3 and 78 r.p.m. double turn-tabl both lateral and vertical Dick-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 Company.

ROANOKE (Boanoke County)

WDBJ (Established 1924)



tates effective July 15, 1936. (Card No. 4.)
wined and operated by Times-World Corporation.
P. O. Box 150, Rosnoke, Virginis.
lusiness Office and Studio—124 W. Kirk Avenua.
IRosnoke, Virginis.
I Coller Studios—War Memorial Hall, V.P.I., Blacks-burg, Virginis.
Lansmitter—Colonial Heights. Rosnoke, Virginia.

**We—Power—Time
perating power—5,000 watts.
(100% modulation—direct crystal control.)
(2.5 meters; 960 kilocycles.
| leensed to operate full time on regional channel.
| perates on Eastern War Time.
| ctual operating schedule: Sundays 8:00 a.m. to
| 1:00 midnight. Week days 6:00 a.m. to 12:00 midgint.
| key to the commission of the colonial control of the colonial col tates effective July 15, 1936. (Card No. 4.)

sht.

choy Commission

gency cash discount 2%

gency commission

g

100 00

| 2 2 | | 60.00 |
|-------|--------------------------------|-------|
| tr 3 | hour. | 40.00 |
| rr. | | |
| | | 20.00 |
| de D | words | 10.00 |
| | morde | |
| 9, 4 | | 7.50 |
| | CLASS "B" | |
| ٠. | (8:00 a.m. to 6:00 p.m. daily) | |
| _1: 1 | hour | 62.50 |
| 1 T P | hour | |
| · ĩ | | 37.50 |
| | | 25.00 |
| tt i | minutes | 12.50 |
| r . D | monda | |
| | | 7.00 |
| :5 | words | 5.25 |
| | CLASS "C" | 0.20 |
| | | |

| | | | 788C | | | | . 25 |
|------|------------|---------|--------------------|-------|------|------|------|
| 1 | (6:00 a.m. | to 8:00 | a.m. and midnight) | 11:00 | p.m. | to | |
| . 1 | hour | | | | | | |
| î e | 1 | | | | | | 1.00 |
| | Hour | | | | | 30 | 1.00 |
| 11 | hour | | | | | 00 | .00 |
| | | | ********* | | | - 20 | |
| | minutes | | | | | . 10 | .00 |
| rh D | words | | | | | - : | |

DISCOUNTS DISCOUNTS

and program periods of five minutes or more dianot be combined to earn larger discounts. To nen discounts, atipulated number of programs or ansancements must come within 12 month period. It imes.

10 times.

11 times.

12 times.

13 times.

15 times.

15 times.

15 times.

16 times.

17 times.

18 times.

19 times.

10 times.

10 times.

10 times.

10 times.

11 times.

12 times.

13 times.

14 times.

15 times.

15 times.

16 times.

17 times.

series and amouncements. Not restricted to certain transcription illurary service available. TALENT TALES and ELECTRICAL TRANSCRIPTIONS

I times. 25%

POLITICAL TALKS AND PROGRAMS is entered at regular station rates. Payable in advice Copy for talks must be submitted 24 hours of deliver time SPECIAL FEATTRES

I Hietin Board: Participation program, daily except sends, 100 word announcements, 6.00. Regular (counts apply.)

The signals and weather reports, when available, interesting and meaning the signals and weather reports, when available. ECORDED PROGRAMS AND ELECTRICAL TRANSCRIPTIONS

Return time charges apply to electrical transcriptors and announcements. Not restricted to certain its first control of the service available—rate on recost TALENT

REMOTE CONTROL

Service and facilities for programs by remote contract are available. Rates on request.

SERVICE FACILITIES

SERVICE FACILITIES

SERVICE FACILITIES

rvices of the station staff in arranging and presting programs are included in rates. Station
chilains a merchandising department, the services
couldn't are available to clients.

rintains a merchandising department, the services cwhich are available to client.

Ploract and Other Requirements

I vertising of alcoholic beverages not accepted, exot beer and wine.

I will be the service of the se

n. using 50-1/2 and 10 ...
onnel
onnel
oneral Manager—Ray P. Jordan.
'mmercial Manager—Frank D. Kesler.
omotion Manager—Jack Weldon.
'esentatives
'ese & Peters, Inc.

WSLS (Established 1940)



Rates 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

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 15% to recognized advertising agencies on net station time. No commission allowed on talent or line charges. Cash discount 2%. Involves 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).

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

1 tt. 13 tt. 26 tt. 52 tt. 104 tt. 31 st. 12 tt. 12 tt. 26 tt. 52 tt. 104 tt. 31 st. 12 tt. 12 tt. 26 tt. 52 tt. 104 tt. 31 st. 12 tt. 1

1 minute or 100 words 7.50 7.15 6.75 6.40 6.00 35 words.... 6.00 5.70 5.40 5.10 4.80 CLASS 'B' (7:00 a.m. to 6:00 p.m. and 1:00 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 Mutual Broadcasting System participating programs at above rates plus charges for lines.

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)



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

CBS Affiliate . . 960 K.C.



. .

Owned and Operated by the TIMES-WORLD CORPORATION



ROANOKE—Continued

WSLS—Continued merchandising promotion—postage will be charged at cost.

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 Reduirements
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 smouncements 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-commerciat broadcast period. It is understood, where no payment is made for talent, the broadcaster will use the best station talent available, or may use recordings at his discretion.

Staff announcers used during programs, unless special

is made for talent, the proaccaster was use station talent available, or may use recordings at his discretion.
Staff announcers used during programs, unless special permission is granted for other announcers.
The broadcaster reserves the right to reject any advertising matter, or any part of an announcement that may be deemed objectionable, and stubstitute other copy at his discretion.
The broadcaster reserves the right to refuse, or discontinue any advertising for any reasons satisfactory to himself.
Contract subject to laws, rules or regulations now existent or made in the ruture by any duly consti-

continue any advertising for any reasons satisfactory to himself.

tontract 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. Fees charged by owners of copyrights are included.

Closing Time
Talent programs close one week in advance. Material for announcements should be sent by the advertiser or his agent at least one week in advance of broadcasting date to allow opportunity for program arrangement.

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

or interaction of the presence of the control of th

SUFFOLK

(Nansemond County)

WLPM

(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,
ave—Power—Time
Operating power—250 watta.

Wave—Fower—Time

200. Improved—250 watts.
200.

| The following rates are for national advertising. | | | | | | | | |
|---|---------|-------|--------|--------|--------|---------|---------|--|
| | | 1 ti. | 13 ti. | 26 tl. | 52 tl. | 100 tl. | 300 ti. | |
| 1 | hour | 50.00 | 45.00 | 41.50 | 37.15 | 33.45 | 26.75 | |
| 1/2 | hour | 30.00 | 27.00 | 24.30 | 21.85 | 19.65 | 14.65 | |
| 1/4 | hour | 18.50 | 16.85 | 15.00 | 13.50 | 12.15 | 9.70 | |
| 10 | minutes | 11.00 | 9.90 | 8.90 | 8.00 | 7.20 | 6.45 | |
| 5 | minutes | 8.00 | 7.20 | 6.50 | 5.85 | 5.30 | 4.25 | |
| 1 | minute | 6.00 | 5.40 | 4.90 | 4.40 | 4.00 | 3.20 | |
| 50 | words | 4.00 | 3.60 | 3.15 | 2.85 | 2.60 | 2.10 | |
| DISCOUNTS | | | | | | | | |

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

General Manager—Fred L. Hart. Representatives Sears & Ayer, Inc.

WINCHESTER

(Frederick County)

WINC (Established 1941)

Rate card undated; received December 17, 1941.

Owned and operated by Richard Field Lewis.
Business Office and Studio—WINC Building, Winchester, Virginia.
Transmitter—
Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Actual operating schedule: 7:00 s.m. to 11:30 p.m.
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.
136 to

| | | | 130 6 |
|-----------------------------|--------|--------|---------|
| | 1 ti. | 31 ti. | 270 ti. |
| 1 hour | 30.00 | 27.00 | 24.00 |
| 1/2 hour | | 20.00 | 18.00 |
| 1/4 hour | | 15.00 | 13.50 |
| 5 minutes | | 9.00 | 8.00 |
| ANNOUNCEM | | | |
| Maximum one minute: | | | 181 to |
| 1 ti. | 31 ti. | 91 tł. | 365 ti. |
| Spotted 3.50 | 3.25 | 3.00 | 2.75 |
| Run of schedule 3.00 | 2.75 | 2.50 | 2.25 |
| SPECIAL FEA | | | |
| Weather report-Three dails | | | |
| clusive sponsorship, per we | | | |
| Temperature reading.Three | | | |

Personnel Manager-Richard F. Lewis, Jr.

WASHINGTON

PUCET SOUND NETWORK

All communications should be addressed to Station KMO, 914 Broadway. Tacoma, Wash. Comprised of:

KOL—Seattle KMO-Tacoma

Rates effective June 1, 1942.
Wave—Power—Time
See individual listings.
Agency Commission
15% to recognized advertising agencies. No cash dis-

5.5% to recognized advertising agencies. No cash discount.
General Advertising
Programs may originate from either station. Advertiser does not have to buy same program and/or announcement times at both stations in order to secure combination rates. For example, one-quarter hour news period can be bought on one extation in the morning and on the other station in the afternoon and atill secure network rate.

Rates include music copyright fees.
Class "A"—8:00 p.m. to 10:30 p.m. daily.
Class "B"—12:00 noon to 8:00 p.m. Sundays and 10:30 p.m. to 11:00 p.m. daily.
Class "C"—8:00 a.m. to 8:00 p.m. week days, 8:00 a.m. to 12:00 noon Sundays and 11:00 p.m. daily.
Class "D"—12:00 midnight to 8:00 a.m. daily.
Class "D"—12:00 midnight to 8:00 a.m. daily.

| Clas | s ''D''12:00 | midnight | to 8:00 | a.m. dai | |
|------|--------------|-----------|---------|----------|-------|
| | | - · Class | Class | Class | Class |
| | | "A" | "B" | ,.C., | D |
| 1 | hour | 180.00 | 120.00 | 90.00 | 60,00 |
| 1/2 | hour | | 72.00 | 54.00 | 36.00 |
| 1/4 | hour | | 48.00 | 36.00 | 24.00 |
| 5 | minutes | 46.80 | 31.20 | 23,40 | 15.60 |
| | | DISCOUR | TS | | |

10% additional discount is allowed. These discounts shall apply to the largest amount of weekly group billing that has run consecutively for 26 or 52 weeks, respectively.

ANNOUNCEMENTS
CLASS "A"
(6:00 p.m. to 10:30 p.m. daily)
ti. 30 ti. 90 ti. 180 ti. 270 ti. 265 ti.

One minute or less. 20.00 15.00 14.00 13.00 12.00 11.01 Monthly Rates

Monthly Rates

Monthly chain break service deally including Sunday.

35 words or less, position not guaranteed:

CLASS 'A'

1 mo. 6 mos. 12 mo. 12 m

on request.

SERVICE FACILITIES

A staff of producers, writers and talent is available for presentation of any type of program desired, outract and Other Requirements
Advertising of beer and when acceptable.
Rates are for station time only; talent is entra.

Contracts and copy subject to approval of statics manager.

Contracts and copy subject to approval of station manager.

All discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast.

Closing Time
Closing date is 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.in. double turn-table for lateral or vertical cut recordings.

Representatives

John Blair & Company.

ABERDEEN (Grays Harbor County)

KXRO (Established 1927)

21.(11 14.(11 11.21 8.11 (All other times)

| 30 announcements. | each |
|--------------------|------|
| 90 announcements. | each |
| 180 announcements. | each |
| 270 announcements. | each |
| 865 announcements. | each |
| | |

ABERDEEN—Continued · K X R O-Continued

| (All other times) | | | | | |
|-------------------|---------------------|------|--|--|--|
| 180 | rate | 4.12 | | | |
| 0 | announcements, each | 3.09 | | | |
| Ó | announcements, each | 2.88 | | | |
| . 0 | announcements, each | 2.68 | | | |
| ٠Ō | announcements, each | 2.47 | | | |
| | announcements, each | | | | |
| | POLITICAL TALKS | | | | |
| | | | | | |

'wes: Five to 15 minute perious per usy—taxes or quest.
(ast and Coffee Time: Musical program, 7:30 a.m. 48:90 a.m., daily except Sunday; correct time every is minutes—rates on request.

The Women Only: Live talent musical program, 9:30 in, to 10:00 a.m., daily except Sunday; two annucers—rates on request.

Participation programs.
TALENT

ALENT

SERVICE FACILITIES

SERVICE FACILITIES

STATES of the continuity department, no additional arge.

carge.

Activates of the continuity department.

Activating of beer and with acceptable.

Ad discounts are predicated upon the fulfillment of actracts within a 12 month period dating from the front broadcast.

Activates are for station time only; talent is extra.

Activates are for station time only; talent is extra.

Activates are for station time only; talent is extra.

Activates are for station time only; talent is extra.

Activates are for station time only; talent is extra.

Activates are for station time only; talent is extra.

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Activates are for station time only; talent is extra.

Activates are for station time only; talent is extra.

Activates are for station time only; talent is extra.

Activates are for station time only; talent is extra.

Activates are for station time only; talent is extra.

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Activates are for station time only; talent is extra.

Activates are for station time only; talent is extra.

Activates are for sta

it ineral Manager—Harry R. Spence. 11 ineral Manager—Fred G. Goddard. 11 in ibmotion Manager—Stan Spiegle. Whersentatives Walter Biddick Company.

BELLINGHAM

(Whatcom County)

KVOS

(Established 1927)

(Established 1927)
lites effective January 1, 1938. (Card No. 9.)
iconed and operated by KVOS. Inc.
lisiness Office and Studio—1321 Commercial. Belljingham, Washington, telephone 4200.
l'ansmitter-Roeder & E Streets, Bellingham, Wash.
l'a-power—Time
serating power—250 watts.
(100% modulation.)
3.9 meters; 1230 kilocycles.)
(C. P. 1,000 watts; 790 kilocycles.)
censed to operate full time on cleared local channel.
learness on Pacific War Time,
full operating schedule; Sundays 9:00 a.m. to
100 p.m. Week days 6:00 a.m. to 11:00 p.m.
ligey Commission
lency commission
lency commission

locy Commission 15% to recognized advertising sencies on not station time and talent. On approved addit, accounts payable 10th of month following cycle. No cash discount. erai Advertising lee following rates apply to national advertising. For lai advertising rates consult station management, altional advertisers will be charged at minimum rate tually earned according to frequency discount adduct for number of programs so used at card rate. program of less than five minutes accepted. (6:00 p.m. to 11:00 p.m.)

| 1 | hour | 85.00 |
|----|---|-------|
| 2 | hour | 21.00 |
| 4 | hour | 14.00 |
| Ő | minutes | 11 20 |
| 5 | minutes | 8.40 |
| σ. | (Before 6:00 p.m. and after 11:00 p.m.) | 0.10 |
| 'n | hour | 25.00 |
| 2 | hour | 15.00 |
| 4 | | |
| * | hour | 10.00 |
| 0 | minutes | 8.00 |
| 5 | minutes | 6,00 |
| | WEEKLY DISCOUNTS | |

5 minutes. 6.00

5 minutes. 6.00

Cosa time rates are subject to the following weekly scounts when advertisers broadcast for thirteen or ore weeks consecutively:

100 but less than 10.00 weekly. 2-1/2%

100 but less than 30.00 weekly. 7-1/2%

100 but less than 30.00 weekly. 12-1/2%

100 but less than 50.00 weekly. 12-1/2%

100 but less than 60.00 weekly. 10%

100 but less than 60.00 weekl

SPECIAL FEATURES
News Service: 7:30 a.m., 9:00 a.m., 12:15 p.m., 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 CONTROI.
Remote control facilities and equipment complete for any need.
SERVICE FACILITIES
Station maintains a staff of talent, producere and writers.

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.

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.

Representatives None.

CENTRALIA-CHEHALIS

(Lewis County)

KELA (Established 1987)

WEEKLY DISCOUNTS
Gross time rates are subject to the following weekly discounts when advertisers contract for 13 weeks or more

Base rate

30 announcements, each.

90 announcements, each.

180 announcements, each.

270 announcements, each.

270 announcements, each.

280 each.

280 each.

280 each.

280 each. 4.80 announcements, each......(All other time) Base rate

30 announcements, each
90 announcements, each
180 announcements, each
270 announcements, each
365 announcements, each
TALENT each....TALENT

Rates on request. TALENA
Centract 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 axtra. Rates include radio charges by owners of music copyright. Contracts and copy subject to approval by standards.

right. Contracts and copy subject to approval by sta-tion manager.

Mechanical Program Equipment
Equipped to handle both 78 and 83-1/8 r.p.m. trans-criptions. lateral-cut.

Personnel
General Manager—J. Eiroy McCaw.
Representatives
Homer Griffith Company.

EVERETT

(Snohomish County)

KEVE

(Established 1941)

Transcription library cervice available. Rates on request.

POLITICAL RATES

Regular rates plus 33%. 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

Personnel
President—Dr. J. R. Binyon.
Vice-President—Lloyd Wallsren.
General Manager—Jack Meves.
Representatives
None.

KRKO (Established 1922)

(Established 1922)

Card received November 17, 1941. (Card No. 1.)

Cwined and operated by Everett Broadcasting Company, Inc.

Business Office and Studio—300 Clarke Building.

Everett, Washinston.

Transmitter—2814 Rucker Avenue. Everett. Wash.

Wave—Power—Time
Operating power—250 watts.

(1400% modulation.)

214.3 meters; 1400 kilocycles.
Operates on Pacific War Time.
Actual operating schedule: 5:00 a.m. to 11:00 p.m.

Agency Commission
Agency commission 15% on station time to recognized agencies. Cash discount none.

General Company (Washington Network).

Retended System (Northwest [Washington] Group).

Mutual Broadcasting System and Pacific Broadcasting Company (Washington Network).

Rates include charges by owners of music copyrights.

GENERIAL ADVENTISHING

1 13 26 52 78 156 312

ti. ti. ti. ti. ti. ti. ti.

1 hour.—26.00 20.30 19.50 18.20 15.00 14.20 13.00

1/2 hour.—15.60 12.40 11.70 10.92 9.36 8.85 7.80

1/4 hour.—1 10.40 8.32 7.80 7.28 6.24 5.72 5.20

5 minutes 6.50 5.10 4.38 4.55 3.90 3.58 3.25

300 words per 1/4 hour.

For specified time 3d 33-1/3%.

ANNOUNCEMENTS

Specified time. 50 words:

1 time.——3.90 312 times.——2.54

78 times.——2.92 1,660 times.——2.54

156 times.——2.92 1,660 times.——2.15

Special announcements:

8 words non-specified time:
50 words non-specified time:
50 words non-specified times
50 words non-specified time
50 word

WASHINGTON-Cont'd

EVERETT—Continued

KRKO—Continued

REMOTE CONTINUE

Station maintains wires to all principal public places in Everett. Also have 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 managonent'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 32-1/3 and 78 r.p.m. turn-tables for lateral cut recordings.

Personnel

Manager—Thomas H. Schafer.

Manager—Thomas H. Schafer.
Representatives
None.

LONGVIEW

(Cowlitz County)



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 watta.
214.3 meters; 1400 kilocycles.
Li-censed 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.)
1 hour. 40.00
1/2 hour. 24.00
1/4 hour. 16.00
5 minutes. (All other time)
1 hour. 25.00

n Breaks—co cements: (6:00 p.m. to 10:00 p.m.) Base rate | Base rate | 0.00 | F.B. | 0.10 | 0.00 | 30 | announcements | each | 4.20 | 0.00 | 30 | announcements | each | 4.20 | 0.00 | announcements | each | 4.20 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |

first broadcast.

Rates are for station time only; talent is extra,

Rates include radio charges by owners of music conyright. Contracts and copy subject to approval by sta-

right. Contracts and copy subject to approval by sta-lion manager.

losing Time
All commercial and program copy must be submitted
not later than 24 hours before time of broadcast.

ersonnel
General Manager—C. O. Chatterton.
ogresentatives

OLYMPIA

(Thurston County,

KGY (Ketabilahed 1982)



Rates effective January 1, 1938. (Card No. 2.)
Owened and operated by KGY. Inc., Olympia, Wash.
Business Office and Studio-Radio Center. State and
Washington Sta., Olympia, Wash., telephone 6636.

Washington Sts., Orympus,
Transmitter—

Wave—Power—Time
Operating power—100 watts.
(100% modulation—suppressor amplifier.)
241.9 meters; 1240 killoyeles.
Licensed to Operate on local channel.
Operates on Pacific War Time.
Actual operating schedule: 7:00 a.m. to 10:00 p.m.

Actual operating schedule: 7:00 a.m. to 10:00 p.m. Agency commission 15% on station charges to an recognized agencies. No cash discount. Agency commission paid only when bills are paid on or nefore 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.

| | the include charges of onliner or maste cops. | • 1 |
|---|---|-----|
| | (6:00 p.m. to 10:30 p.m.) | |
| 1 | hour | 1 |
| 2 | hour | |
| 4 | | |
| | hour | |
| 0 | minutes | |
| 5 | minutes | |
| | (All other time) | |
| | | 1 |
| ı | hour | |
| 2 | hour | |
| 1 | hour | |
| ñ | minutes | |
| | | |
| 5 | minutes | |
| | | |
| | DISCOUNTS | |

At the conclusion of 26 consecutive weeks broadcasting, 5% additional discount is showed; 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.

SPECIAL PEATURES
News of the Air: Broadcasts at 7:00 s.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.

Rates on application.

REMOTE CONTRIOL

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 Bates are for station time only; islent is extia. Rates include radio charges by owners of music copyrights.

Contracts and copy subject to approval by station manager.

manager.
Advertising of beer and wine acceptable.

Identify the control of the control

ing date.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turn-tables for lateral cut recordings.

Personnel
President and General Manager—Tom Olsen.
Commercial Manager—J. Harris Dovr.

Representatives
Burn-Smith Company, Incorporated.
Seattle—Romig C, Fuller & Associates.

PULLMAN

(Whitman County)

KWSC

Owned and operated by State College of Washington.

Wave—Power—Time
Operating power—5,000 watts.
240.0 meters; 1250 kilocycles.
Divides time with station KTW
Does out sell time

SEATTLE (King County) KEVR

(Established 1940)



Hates effective September 7, 1941.

Owned and operated by the Evergreen Broadcasti
Corporation.

Business Office and Studio—2102 Smith Tower, Seriet, Washington, Seneca 2056,
Transmitter—Smith Tower, Seattle, Washington.

Vave—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 might.
Agency Commission

Actual operating schedule: 6:00 a.m. to 12:00 mi | night.
Agency Commission | Asency commission | 15% on net charges for statitime to recognized advertising agencies. No cash di count. Bilis rendered and payable on 10th of most following service.

Seneral Advertising | 15% on net charges for statitime to recognized advertising agencies. No cash di count. Bilis rendered and payable on 10th of most following service.

Seneral Advertising rates for national advertising. I local advertising rates are for national advertising. I local advertising rates consult station management.

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

1 hour | 27. | 14 hour | 27. | 15 minutes | 10. | 100 word announcement | 1. | 10. | 10. | 100 word announcement | 1. | 10. | 11. | 100 word since we have a service with the serv

only
Closing Time
Programs to be included in publicity release ck: a
three weeks in advance of service. Final closing tia
one week in advance of service.
Mechanical Program Equipment
Equipped to handle programs by electrical transct: it
tion, using 33-1/3 and 78 r.p.m. double turn-tabl
for lateral cut recordings.

ersonnel General Manager-Robert S. Nichols.

KIRO (Established 1985)



Rates effective July 1, 1941.

Owned and operated by Queen City Broadcasting 6 Business Office and Studio — 68 Cobb Buildis Seattle, Washington, Seneca 1500.

Transmitter—Vasion—Maury Island, Washington, ave—Power—Time
Operating power—50.000 watts, 422.5 meters; 710 kiloxyeles.

422.5 meters; 710 kilocycles.
Licensed to operate full time.
Operates on Pacific War Time.
Actual operating schedule: 24 hours daily exers
12:00 midnight to 3:00 a.m. Tuesday.
Agency Commission
Agency commission 15% on net charges for stall itime to recognized advertising agencies. No condition of the control of the con

| to 11:00 p.m.) | |
|-------------------------------------|-----|
| 1 hour. | 16 |
| 1/2 hour | 9 |
| 1/4 hour | - 6 |
| 5 minutes | 4 |
| 1 minute transcription or 100 words | 3 2 |
| Chain breaks (80 words) | 9 |
| CLASS "C" | - |
| | |
| (7:00 a.m. to 9:00 a.m.) | |
| 1 hour | 12 |
| 1/2 hour | 7 |
| 1/4 have | 4 |

SEATTLE—Continued

KIR O—Continued

DISCOUNTS

| scounts allowed retroactively on the number of sadcasts given within one year, with or without retruption. Discounts apply to combination of annearments and programs.
| 10 12 times... Net 300 to 449 times... 25% | 10 25 times... 5% 450 to 599 times... 30% | 10 25 times... 15% 750 times or over 40% | 10 25 times... 15% 750 times or over 40% | 10 29 times... 20% | 10 299 times... 20% | 10 200 times or over 40% | 10 200 times or over 40

TALENT

REMOTE CONTROL

Cinlete arrangements can be made for remote constitutions. Research the made for remote constitutions and other Requirements and details on request, binet and Other Requirements adectising of appirtuous liquors not accepted, and programs and announcements subject to approval matation management social Program Equipment Cipped to handle programs by electrical transcriptions and 18 r.p.m. double turn-tables facertical and lateral cut recordings.

Anger- H J Quilliam
Sess Manager—Loren B. Stone.
Appendatives
To & Peters, Inc.

KJR (Established 1928)



lics effective October 1, 1936.
Dred and operated by Fisher's Blend Station, Inc.
Biness Office and Studio—808 Skinner Building,
eattle, Washington.
This mitter—2600 Twenty-Sixth Ave. S. W. West
| Jaterway.
| a-Power—Time
| brains power—5,000 watts.
| 100% modulation—erysial control.)
| 300 meters; 1000 kilocycles,
| 100% modulation—erysial control.)
| 100 meters; 1000 kilocycles,
| 1000 meters; 1000 kilocycles

Takual operating schedule: Za mours was provided advertising first Commission 15% to recognized advertising bancles on net charges for station time only. No end discount. Bills due and payable when rendered strail Advertising in the combination rates see listing of Blue Network Lipany (Pacific Coast Blue Network). Advented with KGA. Spokane. Washington; KOMO. Stile. Washington; KEX. Portland. Oregon, for Nthwest Triangle Chain programs. Les include charges by owners of music copyrights. Abouncements between commercials 25 words. (6:00 o.m. to 11:00 p.m.)

| | (6:00 0.m. to 11:00 p.m.) | |
|-----|---|--------|
| | hour. | 200.40 |
| 3 | hour | 144.00 |
| 1 | hour | 108.00 |
| t. | hour | 65.00 |
| | minutes | 48.00 |
| | minute electrical transcription | 40.00 |
| 1 | words | 85.00 |
| ŀ | minute electrical transcription or less | |
| ũ | WOPTH OF CARE | 25.00 |
| | (9:00 a.m. to 6:00 p.m.) | 20.00 |
| | 10.00 a.m. to 5:00 p.m.) | |
| ٤ | hour | 100.00 |
| ŭ | hour | 72.00 |
| Ŀ | hour | 54.00 |
| Ŧ, | | 82.50 |
| , | minutes | 24.00 |
| å | minute electrical transcription | 20.00 |
| - | words | 17.50 |
| 3 | | 12.50 |
| ,) | | 10.00 |
| | (After 11:00 p.m. and before 9:00 a.m.) | |
| ı | | 50.00 |
| 1 | hour | 36.00 |
| 2 | nour | 27.00 |
| 4 | hour | 16.25 |
| 5 | minutes | 12.00 |
| 1 | minute electrical transcription. | 10.00 |
| 0 | words | 8.75 |
| 2 | | 6.25 |
| õ | words or less | 6.25 |

not be combined with programs to earn maximum discounts. discounts.

1 to 12 times.... Net 300 to 449 times.... 25% 13 to 25 times.... 5% 450 to 599 times.... 30% 26 to 51 times.... 10% 600 to 749 times... 35% 52 to 99 times... 15% 750 times or over... 40% 100 to 299 times... 20%

SPECIAL FEATURES
Time Signal Service: not subject to further discount. Complete service includes one 100 word announcement and two 25 word announcements each morning and afternoon and three 25-word evaning announcements (mornings before 12:30 p.m., afternoons 1:00 p.m. to 6:00 p.m., evenings 8:00 p.m. to 1:00 p.m.). Service 1s 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."

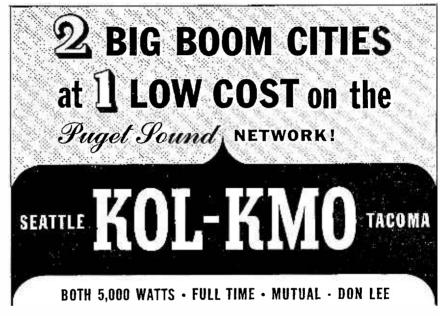
Complete service (9 as mos. 6 mos. 9 mos. 12 mos. Complete service (9 as mos. 6 mos. 9 mos. 12 mos. Complete service (9 as mos. 6 mos. 9 mos. 12 mos. Complete service (9 as mos. 6 mos. 9 mos. 12 mos. Complete service (9 as mos. 6 mos. 9 mos. 12 mos. Complete service (9 as mos. 6 mos. 9 mos. 12 mos. Complete service (9 as mos. 6 m 3 mos. 6 mos. 9 mos. 12 mos.

months 15% was Participation Service—50 word commercial an-uncements in the news broadcast; limit three

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)



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 COMBINA. TION 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 Scattle 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 dollarspent. Ask your John Blair man.

*Names on request.



FOR RATES SEE LISTING UNDER "WASHINGTON"

WASHINGTON—Cont'd

SEATTLE—Continued K J R—Continued

| Station time additional; | |
|--------------------------|-------|
| 1 hour | 11.50 |
| 3/4 hour | 9.70 |
| 1/2 hour | 7.90 |
| 1/4 hour | 6.10 |
| TALENT | |
| | |

broadcast, with or without interruption. Maximum contract lengths—52 weeks.
Closing time
Closing date three weeks in advance of service it 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—Bit F. Fisher.
Commercial Manager—W. B. Stuht.

Representatives Paul H. Raymer Company.

RAUL
(Established 1922)
Rates effective May 1, 1942. (Card No. 19.)
Owned and operated by Seattle Broadcasting Company, Inc.
Studle-Norther Viv.

| (6:00 p.m. to 10:30 p.m. daily) 1 hour1 | 50.00 |
|--|----------------|
| 1/2 hour | 90.00 |
| 1/4 hour CLASS 'B' | 60.00 |
| (12:00 noon to 6:00 p.m. Sundays and 10:30 p.m. to 11:00 p.m. daily) | |
| | 00.00 80.00 |
| | 60.00 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) CLASS "D" (12:00 midnight to 8:00 a.m.)

1/4 hour.

DISCOUNTS

Weekly Discounts

Less than 30.00 per week.

30.00 but less than 60.00 per week.

90.00 but less than 90.00 per week.

90.00 but less than 120.00 per week.

120.00 but less than 120.00 per week.

150.00 but less than 180.00 per week.

150.00 per week. None
2-1/2%
5%
7-1/2%
10%
12-1/2%

| 85 | | not guar. | anteed: | |
|----|--------------------|-----------|-----------|---------|
| | CLASS | "A", | | |
| | (6:00 p.m. to 10:3 | 0 p.m. | da 17eek | |
| | (0.00 pimi to 10.0 | D. 111 | | |
| | | | or month- | |
| | | 1 mo. | 6 mos. | 12 mos. |
| 1 | daily | 350.00 | 330.00 | 315.00 |
| • | ually | | | |
| 2 | daily | 650.00 | 625.00 | 585.00 |
| 3 | daily | 900.00 | 855.00 | 810.00 |
| • | | TR'' | 000.00 | 810.00 |
| | | | | |
| | (All other | time) | | |
| 2 | daily | 350.00 | 330.00 | 315.00 |
| | Udily | | | |
| 4 | daily | 650.00 | 625.00 | 585.00 |
| 8 | daily | 900.00 | 855.00 | 810.00 |
| • | UU + LJ | 555.00 | 000,00 | 670.00 |

Artists' services and programming costs on request.

REMOTE CONTROL
Complete facilities for remote control service.
Contract and Other Reduirements
Advertising of alcoholic beverages not accepted, excepting beer and wine.
No contract accepted for longer than one year. All contracts oubject 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 dates one week in advance of service. Talks must be submitted one week before broadcasting date.

Mechanical Program Equipment
Equipped to handle Drograms by electrical transcription, using SS-1/3 and 78 r.p.m. double turn-table for vertical and lateral cut recordings.

Personnel
Manager—Archie Taft.
Commercial Manager—Archie Taft.

ersonnei Manager—Archie Talt. Commercial Manager—Oliver A. Runchey. Representatives
John Blair Company.

KOMO (Established 1926)



Rates effective October 1, 1936.

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.
Aver—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

gency Commission
Agency commission 15% to recognized advertising
agencies on net charges for station time only. No
cash discount allowed. Bills due and payable when

cash discount anowed.
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 KHQ. 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.)

| | (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 |
| *′ŝ | minutes | 72.00 |
| ĭ | minute electrical transcription | 60.00 |
| 100 | words | 55.00 |
| 1/2 | minute electrical transcription or less | |
| | words or less | 80.00 |
| 50 | (9:00 a.m. to 6:00 P.m.) | 40.00 |
| _ | | 120.00 |
| _ 1 | hour | |
| 8/4 | 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 |
| (An | nouncements between commercials 25 word | la.) |
| , | (After 11:00 p.m. and before 9:00 a.m.) | |
| 1 | hour | 60.00 |
| R/4 | hour | 48.00 |
| 1/2 | hour | 86.00 |
| 1/,4 | 110U1 | 04.00 |

minutes minute electrical transcription

broadcasts given within a year, with or without in-terruption.
Discounts apply to combinations of announcements or pregrams on both KOMO and KJR.
Announcements less than five minutes in length can-not be combined with programs to earn maximum discounts.

| 1 | to | 12 | 11E69 | 740 |
|----|----|-----|---------|-------|
| 13 | to | 25 | times | Б% |
| 28 | to | 51 | times | 10% |
| Ē0 | • | 00 | times . | 15.5% |
| ňň | ťδ | 200 | times | 20% |
| ňň | to | 440 | times | 25% |
| 50 | ** | 500 | times | 80% |
| 20 | - | 740 | times | 25.00 |
| υŭ | w | 149 | times. | 40 0 |
| อบ | u | mea | Of Otto | 40 % |

TALENT

Rates on application.

REMOTE CONTROL

Charges for programs originating outside the stag
will be quoted on request.

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 announcement
subject to acceptance of station management. J.

contracts subject to conditions of the stage.

A.A.A.A. form.

All rates guaranteed for one year from date of a
broadcast, with or without interruption. Maxima:
contract length 52 weeks.

Closing Time

Closing date three weeks in advance of seriles.

Program is to be included in general publicity r
lesses. Final closing, one week.

Machanical Program Equipment

Maximal Program Equipment

Maximal Program Equipment

Maximal Program Salva one week.

Mechanical Program Equipment

Mechanical Program Equipment

Mechanical Program Equipment

Mechanical Program Faulance of Salva or vertical and lateral cut recordings.

Personnel

Manager—Bit F. Fisher.

Personnel
Manager—Birt F. Fisher.
Commercial Manager—W. B. Stuhi.
Representatives

Edward Petry & Company, Inc.

KRSC A

Rates effective April 1, 1940.

Owned and operated by Radio Sales Corporation.
Business Office and Studio—2939 4th Avenue Seat Seattle, Washington, Main 0110.

Transmitter—2939 4th Avenue South, Seattle, Washington, Main 0110.

Transmitter—2939 4th Avenue South, Seattle, Washington, Sales Sales, Sales,

1 minute electrical transcription.... (All other time) hour hour hour minutes electrical transcription words

DISCOUNTS

Net 100-199

POLITICAL AND TALKS
Political. talks. lectures—rates and details on quest.

RECORDED PROGRAMS AND ELECTRICAL TRANSCRIPTIONS
Regular time charges apply to transcribed progras Not restricted to certain bours. Recordings furniss without additional charge.

REMOTE CONTROL
Complete facilities for all pick-ups. All insulisations, line charges, and equipment rental parable advance. Rates and details on application.

Contract and Other Requirements
Preferred positions governed by priority and avability on contract basis. All time subject to charge for clearance for special outstanding programs programs originating at distant points on which it cannot be changed. In case of change of time for ibroadcast a courtery announcements will be made each station affected concerning the change. In cases the move on any program will be a slightly possible and will usually follow the special outstailing program which occupies the previous scheduling program with outside to the approval and censorship of the stall directors without objection or liability.

Forwarding of an order is construed as acceptance all rates and conditions under which service is at Failure to make order correspond whit rate card regarded as a clerical error and broadcast is meand charged for on terms of schedule in force without further notification.

Closing Time

One week in advance of program.

Mechanical Program Equipment

Equipped to handle programs by electrical transer and charged for on terms of schedule in force without suring 33-1/3 and 78 r.p.m. double turn-tab.

Personnel

Commercial Manager—Romig C. Fuller.

Station Manager—Robert E. Priebe.

SEATTLE—Continued KTW

K. I'W

is ned and operated by First Presbyterian Church
is Seattle, Washington.
Power—Time
Wirating power—1,000 watts.
Oneters; 1250 kilocycles.
If ides time with station KWSC.

Does not sell time.

KXA

i) tes effective August 15, 1940.
h-lied and operated by The American Radio Tele(chone Company.

11 inca 1000.
h-mitter—Second and Union. Seattle. Washington.
h-b-Power—Time
rating power—1,000 watts.
100% modulation—crystal control.)
100% modulation—crystal control.)
100% modulation—crystal control.)
11 inced to operate to local sundown and 9:00 p.m.
11 inced to operate to local sundown and 9:00 p.m.
11 inced to operate to local sundown and 9:00 p.m.
11 inced to operate for station time. No cash
12 inced on net charges for station time. No cash
(i) incedimental control incomplete incedimental control incedime

liount.

| ii Advertising | | | | |
|----------------|---------|---------------|---------------|---------|
| hour | | | | 48.00 |
| hour | | | | 29.00 |
| hour | | | | . 18.00 |
| 1 | Monthly | Rates | | 10.00 |
| | | Per mor | | |
| | 3 times | 4 times | 5 times | 6 times |
| | weekly | weekly | weekly | weekly |
| hour | 860.00 | 450.00 | 540.00 | 600.00 |
| hour | 210.00 | 262.50 | 315.00 | 850.00 |
| / hour | 132.00 | 165.00 | 198.00 | 220.00 |
| | | | | |
| 1 minutes | 99.00 | 123.75 | 148.50 | 165.00 |
| minutes | 66.00 | 82,50 | 99.00 | 110.00 |
| st | INDAY | RATES | | |
| } hour | | | | 52.00 |
| / hour | · | | ************* | |
| / h | *** | | | 24.00 |
| / hour | | ************* | | 44.00 |
| AN | NOUNC | EMENTS | | |

rnnel

Geral Manager—R. F. Meggee

Silvin Manager—Florence Wallace.

Wipsentatives Burn-Smith Company, Incorporated.

SPOKANE

(Spokane County)

KFIO

(Established 1922)

(Established 1922)

(Established 1922)

(Incomparison of the Comparison of t

tht.

gey Commission
few on station time only to
sorprized advertising agencies.

ral Advertising
re combination rates see listings of Don Lee Broadating System (Northwest [Washington] Group),
licific Broadcasting Company (Northwest [Washington]
licific Broadcasting Company (Northwest [Washingla] Network) and Mutual Broadcasting System.

le 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)

| | | ·m· to | 10:00 | p.m. Sun | days) | |
|-----|-------|---------|---------|----------|----------|---------|
| | | 1/2 hr. | 1/4 hr. | 5 min. | 100 wds. | 50 wds. |
| ·1 | time | 50.00 | 30.00 | 20.00 | 12.00 | 8.00 |
| .3 | times | 47.50 | 28.50 | 19.00 | 11.40 | 7.60 |
| :6 | times | 45,00 | 27.00 | 18,00 | 10.80 | 7.20 |
| 19 | times | 42.50 | 25.50 | 17.00 | 10.20 | 6.80 |
| 52 | times | 40.00 | 24.00 | 16.00 | 9.60 | 6.40 |
| 1)4 | times | 37.50 | . 22.50 | 15.00 | 9.00 | 8.00 |
| :56 | times | 35.00 | 21.00 | 14.00 | 8.40 | 5,60 |
| 130 | times | | 19.50 | 13.00 | 7.80 | 5.20 |
| 12 | times | | 18.00 | 12.00 | 7.20 | 4.80 |
| 88 | times | | 16.50 | 11.00 | 6.60 | 4.40 |
| 24 | times | 25.00 | 15.00 | 10.00 | 8.00 | 4.00 |

| (9:00 D.m. | a.m. to 11 | :00 | p.m. | daily | week and 8 | dауз, :00 в. | 10: m. | to |
|---------------|---------------|-----|--------|-------|---------------|-----------------|-----------|--------|
| | - /- | 2: | 00 p.i | n. Su | ndays) | 100 - | . Aa | 50 mda |

| | | 1/2 nr. | 1/4 Dr. | o min. | TOO Mas. | |
|-----|-------|---------|------------|------------|----------|------|
| 1 | time | 25.00 | 15.00 | 10.00 | 6.00 | 4.00 |
| 13 | times | 23.75 | 14.25 | 9.50 | 5.70 | 3,80 |
| 26 | times | 22,50 | 13.50 | 9.00 | 5.40 | 3.60 |
| 39 | times | 21.25 | 12.75 | 8.50 | 5.10 | 3.40 |
| 52 | | 20.00 | 12.00 | 8.00 | 4.80 | 3,20 |
| | times | | | | 4.50 | 3.00 |
| 104 | times | 18.75 | 11.25 | 7.50 | | |
| 156 | times | 17.50 | 10.50 | 7.00 | 4.20 | 2.80 |
| 260 | times | 16.25 | 9.75 | 6.50 | 3.90 | 2.60 |
| 312 | times | 15.00 | 9.00 | 6.00 | 3.60 | 2.40 |
| 468 | times | 13.75 | 8.25 | 5.50 | 3.30 | 2,20 |
| 624 | times | 12.50 | 7.50 | 5.00 | 3.00 | 2.00 |
| 024 | | | | | daily) | 2.00 |
| | | | | 5.00 | | 2.00 |
| 1 | time | 12.50 | 7.50 | | 3.00 | |
| 13 | times | 11.88 | 7.13 | 4.75 | 2.85 | 1.90 |
| 26 | times | 11.25 | 6.75 | 4.50 | 2.70 | 1.80 |
| 39 | times | 10.62 | 6.38 | 4.25 | 2, 55 | 1.70 |
| 52 | times | 10.00 | 6.00 | 4.00 | 2.40 | 1.60 |
| 104 | times | 9.38 | 5.62 | 3.75 | 2.25 | 1,50 |
| 156 | times | 8.75 | 5.25 | 3.50 | 2.10 | 1.40 |
| | | | | | 1.95 | 1.30 |
| 260 | times | 8.13 | 4-88 | 3.25 | | |
| 312 | times | 7.50 | 4.50 | 3.00 | 1.80 | 1.20 |
| 468 | times | 6.88 | 4.13 | 2.75 | 1.65 | 1.10 |
| 624 | times | 6.25 | 3.75 | 2.50 | 1.50 | 1.00 |
| | | | CITAY BITE | APPETED TO | ø | |

624 times 6.25 3.75 2.50 1.50 1.00 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

Any arrangements for remote control broadcasts can be made at additional cost. Comblete facilities available and other details on request.

SERVICE FACILITIES

Services of continuity department at no additional cost.

Services of continuity department at no additional cost.

Cost.

Contract and Other Requirements
Preferred positions governed by priority and availability on contract basis. All time subject to change for clearance for special outstanding programs or programs originating at distant points on which time cannot be changed. In all cases the move on any program will be as slight as possible and will usually follow the special outstanding program which occupies the previous schedule.

All broadcasting programs of every description are subject to the approval of the station directors without objection or liability. Forwarding of an order is construed as acceptance of all rates and conditions under which service is sold. Failure to make order correspond with rate card is regarded as a cierical error and broadcast is made and charged for on terms of schedule in force without further notification.

Closing Time
Arrangements for broadcast must be made two weeks in advance.

Arrangements for broadcast must be made two weeks in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcriptions and the program of the

ersenne: President—Arthur L. Smith. Manager—R. G. McBroom.

KFPY

| | | 1/2 hr. | 1/4 hr. | 5 min. |
|-----|------------------------|----------|-----------|--------|
| 1 | time | 100.00 | 65.00 | 35.00 |
| 13 | times | 95.00 | 61.75 | 33.25 |
| 26 | tlm98 | 90.00 | 58.50 | 81.50 |
| 89 | times | 85.00 | 55.25 | 29.75 |
| 52 | times | 80.00 | 52.00 | 28.00 |
| 104 | times | 75.00 | 48.75 | 26.25 |
| 156 | times | 70.00 | 45.50 | 24.50 |
| 260 | times | 65.00 | 42.25 | 22.75 |
| 312 | times | 60.00 | 39.00 | 21.00 |
| 468 | t1mes | 55.00 | 85.75 | 19.25 |
| 624 | times | 50.00 | 32.50 | 17.50 |
| | | "B" | | |
| | (9:00 a.m. to 6:00 p.n | o, and 1 | 0:30 p.m. | |
| | to 11:00 : | p.m.) | • | |
| | | | | |

| 1 | time | 50.00 | 32.50 | 17 |
|-----|-------|-------|-------|----------|
| 18 | times | 47.50 | 30.88 | 17 16 |
| 26 | times | 45.00 | 29.25 | 15 |
| 39 | times | 42.50 | 27.63 | 14 |
| 52 | times | 40.00 | 26.00 | 14 |
| 104 | times | 37.50 | 24.38 | 13 |
| 156 | times | 35.00 | 22.75 | 12 |

| | CLASS | "C" | | | | | |
|--------------------|----------------|---------|---------|--------|--|--|--|
| | (11:00 p.m. to | | 1 | | | | |
| | (11.00 p.m. 00 | 1/2 hr. | 1/4 hr. | 5 min. | | | |
| 1 | time | | 16.25 | 8.75 | | | |
| 13 | times | | 15.44 | 8.31 | | | |
| | | | 14.63 | 7.88 | | | |
| 26 | times | 22.50 | | | | | |
| 39 | times | | 13.81 | 7.44 | | | |
| 52 | times | 20.00 | 13.00 | 7.00 | | | |
| 104 | times | 18.75 | 12,19 | 6.56 | | | |
| 156 | times | 17.50 | 11.38 | 6.13 | | | |
| 260 | times | 16.25 | 10.56 | 5.69 | | | |
| 312 | times | | 9.75 | 5.25 | | | |
| 468 | times | | 8.94 | 4.81 | | | |
| 624 | times | 12.50 | 8.13 | 4.38 | | | |
| ANNOUNCEMENT RATES | | | | | | | |
| Mas | | | | | | | |

Class "A" — 6:00 p.m. to 10:30 p.m. and 10:30 p.m. to 11:30 p.m. to 11:30 p.m. to 11:00 p.m. to 11:00 p.m. to 9:00 a.m. Class "C"—11:00 p.m. to 9:00 a.m. Class "B" Class "B" Class "B" 50 1 50 1 50 wds. 20.00 19.00 18.00 17.00 16.00 15.00 14.00 12.00 11.00 min. 15.00 14.25 13.50 12.75 12.00 11.25 10.50 9.75 9.00 8.25 7.50 1 thme 30,00
18 thmes 28,50
26 times 25,50
52 times 24,00
104 times 22,50
156 times 21,00
260 times 19,50
312 times 18,00
468 times 16,50
624 times 15,00 wds. 10.00 9.50 9.00 8.50 8.00 7.50 7.00 6.50 6.00 min. 7.50 7.13 6.75 6.38 6.00 5.63 5.25 4.88 4.50

624 times... 15.00 10.00 7.50 5.00 3.75 2.50

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.

only when the subject matter is of general public interest, and only after approval of copy.

TALENT

Rates on application.

REMOTE CONTROL

Any arrangements for remote control broadcasts can be made at additional cost. Complete facilities 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. In case of change of time for any broadcast, courtesy announcements will be made at each station affected concerning the change. In all cases the move on any program will be as slight as possible and will usually follow the special outstanding program which occupies the previous schedule. All broadcasting programs of every description are subject to the approval of the station directors without objection or liability. Forwarding of an order is construed as 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

Arrangements for broadcast must be made two weeks in advance. If possible, talent programs should be closed three weeks in advance. Announcements, talks and recorded programs ten days in advance.

Mechanical Programs Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. equipment.

Personnel

President—Mirs. Frances R. Symons.

tion, using solves and personnel Presonnel President—Mrs. Frances R. Symons. Vice-President—Arthur L. Bright. Representatives
The Katz Agency, Inc.

KGA (Established 1926)

Rates effective January 1, 1941, (Card No. 11.) Rates effective January I, 1941. (Card No. 11.)
Owned and operated by the Louis Wasmer, Inc.
Business Office and Studio—Radio Central Building.
Spokane. Washington. telephone M5383.
Transmitter—4102 S. Regal. Spokane. Wash.
//ave—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.
Associated with stations KEQ. Spokane. Washington;
KOMO and KJR. Scattle. Washington; KEX and
KGW, Portland, Oregon, for Northwest Triangle Chain

RGW, POTUMEN, OLDERS, and announcement services are programs. Five minute programs and announcement services are sold only for tescheduling at station option and the station reserves the right to change time thereof without notice or liability. (6:00 p.m. to 10:30 p.m.)

| | 1/2 hr. | 1/4 hr. | 5 min. | (*) | (†) |
|-----|---------------|----------|-----------|---------|-------|
| 1 | time 90.00 | 50.00 | 30.00 | 20.00 | 15.00 |
| 13 | times 85.50 | 47.50 | 28.50 | 19.00 | 14.25 |
| 26 | times 81.00 | 45.00 | 27.00 | 18.00 | 13.50 |
| 39 | times 76.50 | 42.50 | 25.50 | 17.00 | 12.75 |
| 52 | times 72.00 | 40.00 | 24.00 | 16.00 | 12.00 |
| 104 | times 67.50 | 37.50 | 22.50 | 15.00 | 11.25 |
| 156 | times 63.00 | 35.00 | 21.00 | 14.00 | 10.50 |
| 260 | times 58.50 | 32.50 | 19.50 | 13.00 | 9.75 |
| 312 | times 54.00 | 80.00 | 18.00 | 12.00 | 9.00 |
| 468 | times_ 49.50 | 27.50 | 16.50 | 11.00 | 8,25 |
| 624 | times | | | | |
| 01 | more 45.00 | 25.00 | 15.00 | 10.00 | 7.50 |
| | (This listing | continue | d on next | page) - | |

WASHINGTON—Cont'd

SPOKANE—Continued

SPOKANE—Continued

K G A—Continued

(0:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

1/2 lir. 1/4 hr. 5 min. (*)

times.. 42.15 23.76 14.25 9.50

timess. 42.5 23.76 14.25 9.50

timess.. 42.5 22.50 13.50 9.00

timess.. 40.50 22.50 13.50 9.00

timess.. 38.25 21.25 12.75 8.50

times.. 38.25 21.25 12.75 8.50

timess.. 33.75 18.75 11.25 7.50

timess.. 31.50 17.50 10.50 7.00

timess.. 29.25 16.25 9.75 6.50

timess.. 27.00 15.00 9.00 6.00

stimess.. 24.75 13.75 8.25 5.50 1/2 lir.
1 time... 45.00
13 times... 42.75
26 times... 42.75
28 times... 38.25
52 times... 38.25
52 times... 33.75
156 times... 23.70
168 times... 29.25
312 times... 24.75
624 times... 24.75
624 times... 24.75
613 times... 24.75
614 times... 21.38
26 times... 21.38
26 times... 21.38
27 times... 21.38
28 times... 19.13
39 times... 19.13
52 times... 16.88
104 times... 16.88
156 times... 15.75
260 times... 14.63
312 times... 14.63 12.50 7.50 p.m. to 9:00 a.m.) 12.50 7.50 11.88 7.13 11.25 6.75 5.00 3.75 3.38 6.38 6.00 5.63 5.25 3.19 3.00 2.81 2.63 10.00 9.38 8.75 8.13 7.50 4.25 4.00 3.75 3.50 3.25 4 88 4.50 4.13 (†) One minute transcription or 100 words.
(†) 50 words or less.

DISCOUNTS 1.88

(f) 50 words or less.

DISCOUNTS

Announcements and programs cannot be comblined to earn larger discounts. All rates guaranteed for one year's duration. Two or more program units of 15 minutes or more, broadcast on the same day for the same sponsor within the same time bracket, may be combined to earn the 1/2 hour, 3/4 hour or 1 hour rate—whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station's option. on 28 days' notice. When 52 consecutive weeks of advertising are used, a bonus discount of 10% will be allowed on the lowest weekly billing retroactively. Announcements and programs of five minutes or more cannot be combined to earn this bonus discount. The bonus discount year and the frequency discount, The bonus discount current.

SPECIAL FEATURES

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. Forwarding of an order is construed as an acceptance of all rates and conditions under which service is sold by station. Failure to make order correspond with rate card is regarded as a clerical error and broadcast is made and charged for on terms of schedule in force, without further notification.

All Programs, program material and commercial copy subject to the approval of station program department.

subject to the approval of station program departments of 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 Due to the inflexibility of radio station time, all contracts at the station's option are not subject to cancellation until two weeks after starting date as contracted for.

Closing Time Closing date three weeks in advance of service if program is to be carried in publicity release. Final closing one week. Talks must be submitted in writing one week before broadcast date.

Announcements close two weeks 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

Personnel
Station Manager—Louis Waamer
Assistant Manager—Harvey Wizson
Representatives
l'aut H. Itaymer Company.

KHO (Established 1920)

Rates effective January 1, 1941. (Card No. 11.)
Owned and operated by Louis Wasmer, Inc.
Business Office and Studio—Hadio Central Building.
Spokane, Washington, telephone M538-W.
Transmitter—4105 South Hegal. Spokane. Wash.
Wave—Power—Time
Operating power—5,000 watts.
(100% modulation—crystal control.)
508.5 meters; 590 kilocycles.
Licensed to operate full time on cleared local channel.
Operates on Pacific War Time.
Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight.
Agency Commission

Actual operators account and the state of th

| | | 1/2 hr. | 1/4 hr. | 5 min. | (*) | (†) |
|-----|-------|---------|-----------|---------|---------|-------|
| 1 | time | 115.00 | 75.00 | 40.00 | 35.00 | 25.00 |
| 13 | tlmes | 109.25 | 71.25 | 38.00 | 33.25 | 23.75 |
| 26 | times | | 67.50 | 36.00 | 31.50 | 22.50 |
| 39 | times | 97.75 | 63.75 | 34.00 | 29.75 | 21.25 |
| 52 | times | 92.60 | 60.00 | 32.00 | 28.00 | 20.00 |
| 104 | times | 86.25 | 56.25 | 30.00 | 26.25 | 18.75 |
| 156 | times | 80.50 | 52.50 | 28.00 | 24.50 | 17.50 |
| 260 | times | 74.75 | 48.75 | 26.00 | 22.75 | 16.25 |
| 312 | times | 69.00 | 45.00 | 24.00 | 21.00 | 15.00 |
| 468 | times | 63.25 | 41.25 | 22.00 | 19.25 | 13.75 |
| 624 | times | | | | | |
| 01 | more | 57.50 | 37.50 | 20.00 | 17.50 | 12.50 |
| | (9:00 | a.m. to | 6:00 p.m. | and 10: | 30 p.m. | to |
| | | | 11:00 p.r | m.) | | |
| 1 | time | 57.50 | 37.50 | 20.00 | 17.50 | 12.50 |
| 13 | times | 54.63 | 35.63 | 19.00 | 16.65 | 11.88 |
| | | | | | | |

| 13 | times | 54.63 | 35.63 | 19.00 | 16.65 | 11.88 |
|-----------------------|--------|----------|-----------|------------|--------|-------|
| 2€ | times | 51.75 | 33.75 | 18.00 | 15.75 | 11.25 |
| 39 | times | 38.88 | 31.88 | 17.00 | 14.88 | 10.63 |
| 52 | | 46.00 | 30.00 | 16.00 | 14.00 | 10.00 |
| 04 | times | 43.13 | 28.13 | 15.00 | 13.13 | 9.38 |
| 56 | | 40.25 | 26.25 | 14.00 | 12.25 | 8.75 |
| 60 | | 37.38 | 24.38 | 13.00 | 11.38 | 8.13 |
| 12 | | 34.50 | 22.50 | 12.00 | 10.50 | 7.50 |
| 68 | | 31.63 | 20.63 | 11.00 | 9.63 | 6.88 |
| $\tilde{24}$ | | 01.00 | 20.00 | 11.00 | 0.00 | 0.00 |
| -6 | | 28.75 | 18.75 | 10.00 | 8.75 | 6,25 |
| _ | | (11:00 | | 9:00 a.m. | | 0.20 |
| 1 | time | 28.75 | 18.75 | 10.00 | 8.75 | 6.25 |
| 13 | | 27.31 | 17.81 | 9.50 | 8.31 | 5.94 |
| $\tilde{26}$ | | 25.88 | 16.88 | 9.00 | 7.88 | 5.63 |
| 39 | | 24.44 | 15.94 | 8.50 | 7.44 | 5.31 |
| $5\overset{\circ}{2}$ | | 23.00 | 15.00 | 8.00 | 7.00 | 5.00 |
| 04 | | 21.56 | 14.06 | 7.50 | 6.56 | 4.69 |
| 56 | | 20.13 | 13.13 | 7.00 | 6.13 | 4.38 |
| 60 | | 18.69 | 12.19 | 6.50 | 5.69 | 4.06 |
| $\frac{12}{12}$ | | 17.25 | 11.25 | 6.00 | 5.25 | 3.75 |
| 68 | | 15.81 | 10.31 | 5.50 | 4.81 | 3.44 |
| 24 | | 15.61 | 10.51 | 3.30 | 4.01 | 3.44 |
| | | 14.38 | 9.38 | 5.00 | 4 20 | 0.10 |
| | r more | | | ion or 100 | 4.38 | 3.13 |
| , | +) Une | minute t | ranscript | ton or 100 | words. | |
| | | | | | | |

or more 14.38 9.38 5.00 4.38 3.13 (*) 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. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration. Two or more program units of 15 minutes or more, broadcast on the same day for the same sponsor within the same time bracket, may be combined to earn the 1/2 hour, 3/4 hour or 1 hour rate—whitcherer applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station's option. on 28 days notice. When 52 consecutive weeks of advertising are used, a bonus discount of 10% will be allowed on the lowest weekly billing retroactively. Announcements and programs of five minutes or more cannot be combined to earn this bonus discount. The bonus discount current.

SPECIAL FEATURES

| | 0.00 2.50 5.00 7.50 |
|--------------------------|------------------------------|
| 12 months, per month 760 | 0.00 |

Esening service, one 100 word announcement and to 25 word announcements each evening (between \$4 p.m. and 11:00 p.m.)
Less than 3 months, per month.

3 months, per month.

6 months, per month.

9711
6 months, per month.
1516
12 months, per month.
1616
12 months, per month.
1616
1616 POLITICAL SPEECHES, EDUCATIONAL TALKS AND LECTURES

POLITICAL SPEECHES. EDUCATIONAL
TALES AND LECTURES

Bates on request.
Talks accepted only where subject matter is a
general public interest. Talks must be submitted
in writing one week before broadcasting date and a
deviation from manuscript permitted.

Artista' services and program costs on application.

Artista' services and program costs on application.
Complete facilities for remote control service. Al
wire and mechanical charges, all traveling expensevalues and distals on application.
Complete facilities for remote control service. Al
wire and mechanical charges, all traveling expensevalues and other Requirements
No contract accepted for longer period than one year
All contracts subject to station owner's approvel as
governmental regulations. Rates quoted do not la
clude artists ervices. Forwarding of an order i
construed as an acceptance of all rates and em
ditions under which service is sold by station
Fallure to make order correspond with rate card i
regarded as a clerical error and broadcast is made
and charged for on terms of schedule in force, with
all programs, particular and commercial exsubject to the approval of station program depart
ment.

In the event that the time contracted for is demands in

subject to the approval of station program department.

In the event that the time contracted for is demands by any chain or group of stations with which statis may be associated, equally desirable time will be substituted, or the total time contracted for reduced Due to the inflexibility of radio station time, all contracts at the station option are not subject y cancellation until two weeks after starting dates contracted for.

Closing Time

Closing date three weeks in advance of service i program is to be carried in publicity release. Fissions one week Lores broadcast date.

Announcements close two days in advance of broadcast

Mechanical Program Equipment
Equipped to handle programs by electrical transcription using 83-1/3 and 78 r.p.m. double turn-table
ton using statement of the program of the program
ton using 83-1/3 and 78 r.p.m. double turn-table
President—Louis Wasmer.
Menager—Harvey Wixson.
Representatives Edward Petry & Company, Inc.

TACOMA (Pierce County) K M O



Ratea effective June 1, 1942. (Card No. 7.)
Owned and operated by Carl E. Haymond.
Studlo—914 Broadway. Tacoma. Wash., Main 4141.
Transmitter—1-1/2 miles east of Tacoma city limits
Wave—Power—Time
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 129 simidalisht.
Agency Commission

actual operating schedule: Daily 6:00 a.m. to 129 a midnight.

Agency Commission
Agency commission 15% to recognized advertising agencies on net charges for station time and talest reprovided payment is made by 10th of month following service. No cash discount.

General Advertising
For combination rates see listings of Mutual Broad casting System. Don Lee Broadcasting System Continuous Company (Washington) Group) and Pacific Broadcasting Company (Washington Network.

Also sold in combination with KOL. Scattle. Waster-see listing of Puget Sound Network.

The following rates are for national advertising rates consult station manager ment.

(12:00 noon to 6:00 p.m. Sundays and 10:30 p.m. to 11:00 p.m. daily)

CLASS "D" (12:00 midnight to 8:00 a.m.)

1 hour 1/2 hour 1/4 hour

TACOMA—Continued K M O-Continued

KMU—Continued

Additional Discounts
the conclusion of 25 consecutive weeks broadcasting 5% additional direcount is allowed; at the conclusion of 55 consecutive weeks broadcasting a total of 1% additional discount is allowed, see discounts shall apply to the largest amount of lekly gross billing that has run consecutively for

ross billing that has run consecutively for weeks, respectively.

ANNOUNCEMENTS

CLASS "A"

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

1 ti. 30 tl. 90 tl. 180 tl. 270 tl. 365 ti. tte or

it is word spots, dartime amountement rates plus 25% SERVICE FACILITIES

in stan of producers, writers and talent is available and presentation of any type of program desired.

presentation of any type of program desired.

presentation of any type of program desired.

presentating of beer and wine acceptable.

In the sare for station time only; talent is extra. (limites include charges by owners of music copyrights, plutracts and copy subject to approval by etation trager.

mager.

It also makes the support of all of the suffilment of or acts within a 12 month period dating from the fit broadcast.

It is a support of the suppor

siling Time
solves, the control of the control of service of the control of the c

13.1 laterai or vention.

Pennel
Pennel
Liston Manager—Carl E Haymond
Liston Manager—J. A. Murphy.

Reasentatives
Lin Blatt & Company.

KTBI (Established 1941)

a ites received August 28, 1941.

wined and operated by Tacoma Broadcasters, Inc.
sisiness Office and Studio—212 Puget Sound Bank
Bildg., Tacoma, Wash., Main 1045.

Simple—Power—11th and Pacific Sts., Tacoma. Wash.

www.e—Power—11th
Simple 13 meters; 1490 kilocycles.
Signature 13 perating power—250 watts.
Signature 1400 kilocycles.
Signature 150 perating schedule: 6:30 a.m. to 12:00 midget. . Commission

ght.

Sancy Commission

**Lancy Commissi

gram.
ssing Time
Twenty-four hours in advance of first program.
schanical 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
National Sales Manager—Edward J. Jansen.
Local Sales Manager—E. S. Robinson.

KVI

Rates effective July 1, 1941. (Card No. 2.)

Onneu and operated by Puget Sound Broadcasting Company, Inc.

Business Office-Rust Bidg., Tacoma, Wash.
Studio (Main)-Rust Bidg., Tacoma, Wash.
Other Studios—Olympic Hotel, Seattle, Wash.
Transmitter-Pt. Heyer, Vashon Island, Washington.
midway between Seattle and Tacoma.

Wave—Power-Time
Operating power—5,000 watts.
52:6.3 meters; 570 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 6:00 a.m. to 12:00 midnight.
Agency Commission
Agency Comm

| Agency | Commission | C

ranscription interry service available. Rates on request.

TALENT
Complete dramatic and musical talent staff available.

REMOTE CONTROL PICK-UPS
Equipped to take remote program originating from any point in Seattle, Tacoma or the Pacific Northwest. Rates and line costs on request. Mobile unit

any point in Seattle, Tacoma or the Pacific North-west. Rates and line costs on request. Mobile unit available.

Contract and Other Requirements
Maximum length of contract—one year. All programs must conform to the standards of the station. Discounts are retroactive and earned discount is to be determined by the total number of broadcasts used within one year. No hard liquor advertising accepted. Mechanical Program Equipped to handle programs by electrical transcription. using 33-1/3 and 78 r.p.m. double turn-tables, both lateral and vertical equipment.

Personnel
President and General Mgr.—Mrs. Vernice Doernbecher Irwin.
Sales Manager—Earl T Irwin.
Representatives George P. Hollingbery Company.

VANCOUVER

(Clark County)

KVAN
(Established 1939)

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.
Transmitter—2915 Fruit Valley Road. Vancouver
Weshington.
Wave—Power—Time
Operating power—500 watts.
329.7 meters; 910 kilocycles.
Licensed to operate on regional channel.
Operates on Pacific War Time.
Agency Commission
Agency commission 15% allowed to recognized advertising agencies on net station time only, providing payment is made by 10th of month following service.

Cash discount of 2% allowed if bills are 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.

| | (After 6:00 p.m.) | |
|------|---|-------|
| 1 | hour | 37.50 |
| 1/2 | hottr | 22,50 |
| 4 | hour | |
| lū | minutes | |
| | minutes | |
| 5 | minutes | 9.00 |
| 1 | minute | 3.00 |
| | (Before 6:00 p.m.) | |
| 1 | hour | 25.00 |
| /2 | hour | 15.00 |
| /4 | hour | 10.00 |
| ĹŪ | | 8.00 |
| | minutes | |
| 5 | minutes | |
| 1 | minute | 2.00 |
| | ANNOUNCEMENTS | |
| CO | words or less: | |
| 1110 | er 6:00 p.m. week days and after 1:00 p.m | |
| | indays | |
| | ore 6:00 p.m. week days and before 1:00 p.m | |
| | | |
| 51 | ındays | 2.00 |
| | DISCOUNTS | |
| | times, minimum 1 weekly | . 5% |
| 26 | times, minimum I weekly | . 10% |
| 52 | times, minimum 1 weekly | 15% |

Rates on request.

REMOTE CONTROL

Complete facilities for remote control in Vancouver or Portland. Oregon.

SERVICE FACILITIES

Complete production department available.

Contract and Other Requirements

Liquor advertising not accepted.

Rates are for time and facilities only.

All broadcasting material is subject to the approval of station management and to the regulations of the Federal Trade and Federal Communications Commission.

Federal Trade and Federal Communications Commission.

No contract accepted for a longer period than one year. No blanket contracts accepted.

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.D.m. turn-tables.

Personnel President—Sheldon F. Sackett.

General Manager—Ben E. Stone.

Resident Manager—Ben E. Stone.

WALLA WALLA (Walla Walla County)

KUJ

(Established 1928)

Rates effective June 1, 1940. (Card No. 8.)

Owned and operated by KUJ. Incorporated.
Business Office and Studdo—Marcus Whitman Hotel.
Walls Walls. Washington, telephone 1230.
Transmitter—U. S. Hikhway 410 and Studbury Road.
two miles west of Walla Walla. Wash., city limits.
Wave—Pawer—Time
Onerating power—1,000 watts.
211.3 meters; 1420 kilocycles.
Affiliated with radio station KRLC, Lewiston, Idaho.
Licensed to operate unlimited time on cleared local channel. Operates on Pacific War Time.
Agency commission
Agency commission
Agency commission 15%. No cash discount. Accounts payable 10th of month following production.
General Advertising
Fees charged by owners of music copyrights are not included in rates.
Maximum direct commercial allowable is 15% of the program time.
Run-of-Dosition (station option of time), 35% discount from the following rates:
(Day or Night)

1 13 26 52 156 280 312
tl. tl. tl. tl. tl. tl.
1/2 hour... 25.00 23.75 22.50 21.25 18.75 17.50 16.25
1/4 hour... 15.00 14.25 18.50 12.75 11.25 16.50 9.75
5 minutes 10.00 9.50 9.00 8.50 7.50 7.00 6.50
100 words... 9.00 8.55 8.10 7.65 6.75 6.30 6.80
50 words... 8.00 5.70 5.40 6.10 4.50 4.20 3.90
(*) Commercial transcription equivalent—one minute or lesse
Bulk Time Signal Service—Dally except Sunday, 35 words, station option of time:

Per week—

1 menth — Per week—

1 menth — Per week—

2000 1300 12000

| | | ß ti. | 12 ti. | 18.11. |
|----|-------------|-------|--------|--------|
| | | | | |
| | | | | T80.00 |
| | month | | 130.00 | |
| | | | | |
| R | months | BB 50 | 123,50 | 171.00 |
| | | | | |
| | months | | 117.00 | 162.00 |
| 12 | montag | ma.uu | 111.00 | 107.00 |
| | | | | |
| | POLITICAL F | | | |
| | 1001110001 | | | |

Rates on request. TALENT

On request, REMOTE CONTROL

Service at cost,
SERVICE FACILITIES

SERVICE FACILITIES

Merchandlsing service at cost.
Contract and Other Requirements
Advertising of beer and wine accopted.
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. testing 33-1/8 and 78 v.p.m. double turn-tables for vertical or lateral cut recordings.

Personnel
General Manager—H. E. Studchaker.

ersenne! General Manager—H. E. Studebaker. Commercial Manager—Norval Armes.

WASHINGTON—Cont'd

WENATCHEE

(Chelan County)

KPQ

(Established 1929)

(Established 1928)

Hates effectivo July 15, 1942. (Card No. 10.)
Owned and operated by Wescoast Broadcasting Co.
Business Office-KPQ Building, Wenatchee. Wash.
Studio—20 Second St., Wenatchee, Wash.
Transmitter—Chelan County, Washington.
Wave—Powor—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 s.m. to
12:00 midnight. Week days 6:00 s.m. to 12:00
midnight.
Agency Commission
Accounts passable 10th of month following serviced: accounts passable 10th of month following service. No cash discount.
General Advertising
For combination rates see listing of Blue Network
Company (Pacific Coast Blue Network).

1 ti. 13:1. 28:1. 28:1. 52:1. 100 ti. 250 ti.
1 hour...... 40.00 38:00 36:00 34:00 82:00 30:00
1/2 hour..... 24:00 22:80 21:40 22:40 19:20 18:00
1/4 hour..... 16:00 15:20 14:40 13:60 12:80 12:00
1/4 hour..... 16:00 15:20 14:40 13:60 12:80 12:00
1/4 hour..... 16:00 15:20 14:40 13:60 12:80 12:00
1/4 hour.... 16:00 15:20 14:40 13:60 12:80 12:00
1/4 hour... 16:00 15:20 14:40 13:60 12:80 12:00
1/4 hour... 16:00 15:20 14:40 13:60 12:80 12:00
1/4 hour... 16:00 15:20 14:40 13:60 12:80 12:00

writers. REMOTE CONTROL

Remote control facilities and equipment available.

ontract and Other Requirements

Advertising of heer 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 etation manager.

manager. Closing Time

All programs for guaranteed listing close five days in advance of breadcast.

Mechanical Program Equipment Equipment to the state of th

ersonnel Manager—Cole E. Wylie. epresentatives Joseph Hershey McGillyra, 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.

Yakima, Washington.
Transmitter—Union Gap, Washington.
Wave—Power—Time
Operating power—1,000 watts.
(100% modulation—crystal controlled.)
234.4 meters; 1250 kilovelos.
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
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 | hour. | 50.0 |
|------|--|-------|
| 1/2 | hour | 80.0 |
| 1/4 | hour | 20.0 |
| 10 | minutes | 16.0 |
| - 5 | minutes | 12.0 |
| | (All other time) | |
| 1 | hour | 85.0 |
| 1/2 | hour | 21.0 |
| 1/4 | hour | 14.0 |
| | minutes | 11.2 |
| 10 | | 8.4 |
| Б | minutes | 8.4 |
| | WEEKLY DISCOUNTS | |
| Gro | ss time rates are subject to the following | Aeeki |
| dian | ounts when advertisers contract for 18 or | mor |

| Gross time rates are subject to the following discounts when advertisers contract for 18 | or more meerly |
|--|-------------------|
| weeks. Less than 14.00 per week | None |
| Less than 14.00 per week | 7,046 |
| 14.00 but less than 28.00 per week | 2-1/270 |
| 28 00 but less than 42.00 per week | 5% |
| 42 00 but less than 56.00 per week | 7-1/2% |
| 50 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 la 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 10:20 p.m. and Sunday

(6:00 p.m. to 10:80 p.m. and Sunday

| Base rate | 8.0 |
|--------------------------|-----|
| 80 announcements, each | 6.0 |
| 90 announcements, each | |
| 180 announcements, each | 5.2 |
| 270 announcements, each | |
| 865 announcements, each | |
| (Ali other time) | |
| | |
| Base rate | 6.0 |
| 30 announcements, each | 4.5 |
| 90 announcements, each | |
| 180 announcements, each | 8.9 |
| 270 announcements, each. | |
| 365 announcements, each | |
| CONTOUR F WEEK PROPERTY. | 0.0 |

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 applica-

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 charkes by owners of music copyrights.

Contracts and copy subject to approval by etation manager. manager.

Closing date two weeks in advance of service if program is to be included in general publicity releases. Finat closing one week.

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

Personnel
General Manager—Carl E. Haym
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.

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.

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 9:00 a.m. to
8:30 p.m. Wock days 6:00 a.m. to 10:00 p.m.

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
Fees charfed 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 8:30 p.m. Sundays) 1 hour.....

| 1 | DOUT | 00.00 |
|-----|---------|-------|
| 1/2 | | 30.00 |
| 1/4 | hour | |
| 10 | minutes | |
| 5 | minutes | |
| 1 | minute | 8.00 |
| 100 | words | 6.00 |
| 50 | words | 4.00 |
| | | |

| | | | CLA. | | | | |
|----|----------|-----------|---------|-----|------|--------|----------|
| | (8:00 | s.m. | to 6 | :00 | p.m. | week | days) |
| 1 | hour | | | | | | |
| /2 | | | | | | | |
| /4 | | | | | | | |
| to | | | | | | | ~~~~~ |
| 5 | | | | | | | |
| 5 | | | | | | | |
| I | minute | | | | | | |
| 00 | Words | | ******* | | | | |
| 50 | words | | | | | | |
| | | | | | C., | | |
| | (9:00 | n.m. | | | | week | days) |
| 1 | | | | | | | |
| /2 | | | | | | | |
| /4 | | | | | | | |
| 10 | mour | ********* | | | | | - |
| | minutes. | | | | | | ******** |
| 5 | | | | | | | |
| 1 | minute | | | | | ****** | |
| 00 | words | | | | | | |
| 50 | | | | | | | |

Rates on request.

ELECTRICAL TRANSCRIPTIONS
Transcription library services available. Rates arequest. No surcharge for transcriptions by advertiser.

TALENT
All talent charges are in addition to time rates.

Rates and details on request.

REMOTE CONTROL

Charges for lines and additional special services will for billed at actual cost. Mobile relay broadcast unit available where land lines cannot be used. Rates in request.

request.

SERVICE FACILITIES
Continuity department, staff announcers, publicity and a merchandising departments are maintained to service, arrange, produce and present programs at no additional staff of the 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 and its advertising for reasons satisfactory to itself.

Closing Time
Commercial copy must be received not less than three 4 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.

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 Priorities
Company.
Studio-Commerce Street, Bluefield. West Virginia.
Transmitter—Harry Heights, Bluefield. West Virginia.
Transmitter—Harry Heights, Bluefield. West Virginia.
Transmitter—Harry Heights, Bluefield. West Virginia.
(100% modulation.).
208.3 meters; 1440 kflocycles.
Operates on regional channel.
Operates on Festern War Time.
Actual operating schedule: Sundays 8:00 a.m. to 12:5
midnight. Week days 5:00 a.m. to 12:00 midnight.
Agency Commission
Agency Commission
Agency Commission 15% to recognized advertisia.
agencies on station time charges. Commission of apply on talent. No cash discount. Terms and an apply on talent. No cash discount. Terms and the involves due and payable when rendered General Advertising
For combination rates see listings of National Breadcasting 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

| W H I S—Continued | |
|------------------------------|--|
| MUSICAL OR DRAMATIC PROGRAMS | |
| CT.ASS "A" | |

| CLASS "A" | | | | | | | | | |
|---------------------|--|-------|-------|-------|-------|------|------|------|--|
| (| (6:00 p.m. to 11:00 p.m. week days and | | | | | | | | |
| | 12:00 noon to 11:00 p.m. Sundays) | | | | | | | | |
| | | 1 | 1/2 | 1/4 | 5 | 1 | 1/2 | 1/4 | |
| | | hour | hour | hour | min. | min. | min. | min. | |
| 1 | time | 80.00 | 48.00 | 32.00 | | 8.00 | 6.00 | 4.00 | |
| t3 | times | 78.00 | | 31.20 | | 7.80 | 5.85 | 3.90 | |
| 26 | times | 76.00 | 45.60 | 80.40 | | 7.60 | 5.70 | 3.80 | |
| 39 | times | 74.00 | 44.40 | 29.60 | 14.80 | 7.40 | 5,55 | 3.70 | |
| 52 | times | 72.00 | 43.20 | 28.80 | 14.40 | 7.20 | 5.40 | 3.60 | |
| \$5 | times | 70.00 | 42.00 | 28.00 | 14.00 | 7.00 | 5.25 | 3.50 | |
| 81 | times | 68.00 | 40.80 | 27.20 | 13.60 | 6.80 | 5.10 | 3.40 | |
| 52 55 18 1 | times | 66.00 | 39.60 | 26.40 | 13.20 | 6.60 | 4.95 | 3.30 | |
| 14 | tlmes | 64.00 | 38.40 | 25.60 | 12.80 | 6.40 | 4.80 | 3.20 | |
| iõ | times | 62.00 | 37.20 | 24.80 | 12.40 | 6,20 | 4.65 | 3.10 | |
| 16 | times | 60.00 | 36.00 | 24.00 | 12.00 | 6.00 | 4.50 | 3.00 | |
| 12 | times | 58.00 | 34.80 | 23.20 | 11.60 | 5.80 | 4.35 | 2.90 | |
| 18 | times | 56.00 | 33.60 | 22.40 | 11.20 | 5.60 | 4.20 | 2.80 | |
| 14 | times | 54.00 | | 21.60 | 10.80 | 5.40 | 4.05 | 2.70 | |
| iô. | times | 52.00 | 31.20 | 20.80 | 10.40 | 5.20 | 3.90 | 2.60 | |
| :6 | times | 50.00 | 30.00 | 20.00 | 10.00 | 5.00 | 3.75 | 2.50 | |
| 2 | times | 48.00 | | 19.20 | 9,60 | 4.80 | 3.60 | 2.40 | |
| - | 6711100 | 10.00 | CLA | | | | | | |

| | | | CLAS | 3S "I | | | | |
|------|---------|---------|--------|--------|--------|--------|------|------|
| | (8:00 a | .m. to | 6:00 p | .m. w | eek da | ys and | 8:00 | |
| | , | a.m. to | 12:00 |) noon | Sund | ays) | | |
| 1 | time | 60.00 | 36.00 | 24.00 | 12.00 | 6.00 | 4.50 | 3.00 |
| 3 | times | 58.50 | 35.10 | | 11.70 | 5.85 | 4.39 | 2.93 |
| 6 | | 57.00 | 34.20 | 22,80 | 11.40 | 5.70 | 4.28 | 2.85 |
| 9 | | 55.50 | 33.30 | 22,20 | 11,10 | 5.55 | 4.17 | 2.78 |
| 2 | | 54.00 | 32.40 | 21.60 | 10.80 | 5.40 | 4.05 | 2.70 |
| - 5 | | 52.50 | 31.50 | | 10.50 | 5,25 | 3.94 | 2.63 |
| 8 | | 51.00 | 30.60 | | 10.20 | 5.10 | 3.83 | 2.55 |
| ī | | 49.50 | | | 9.90 | 4.95 | 3.72 | 2.48 |
| 4 | | 48.00 | 28.80 | 19.20 | 9.60 | 4.80 | 3.60 | 2.40 |
| Ô | | 46.50 | | 18.60 | | 4.65 | 3.49 | 2.33 |
| G | | 45.00 | | 18,00 | | 4.50 | 3.38 | 2.25 |
| 2 | | 43.50 | | 17.40 | 8.70 | 4.35 | 3.27 | 2.18 |
| ã | | 42.00 | | 16.80 | 8.40 | 4.20 | 3.15 | 2.10 |
| 1 | | 40.50 | | 16.20 | 8.10 | 4.05 | 3.04 | 2.03 |
| a 10 | | 39.00 | | 15.60 | 7.80 | 3.90 | 2.93 | 1.95 |
| n E | | 37.50 | | 15.00 | 7.50 | 3.75 | 2.82 | 1.88 |
| . 2 | | 36.00 | 21.60 | | 7.20 | 3.60 | 2.70 | 1.80 |
| | | | | | | | | |

| ت ا | times | 30.00 | CLAS | 13 | | 0.00 | 2 | 1.00 |
|-----|----------|---------|-------|-------|---------|-------|-------|-------|
| | E.00 - | m, to 8 | | | | and | 11:00 | |
| ' ' | (J:00 Z | p.m. to | 100 8 | midal | abt da | (14) | 11.00 | |
| | | p.m. 10 | 12.00 | midni | SIL GO | 4.00 | 3.00 | 2.00 |
| . 1 | time | | 24.00 | | 8.00 | | | |
| 13 | times | | | 15.60 | 7.80 | 3.90 | 2.93 | 1.95 |
| . 5 | times | | | 15.20 | 7.60 | 3.80 | 2.85 | 1.90 |
| 9 | times | 37.00 | 22.20 | 14.80 | 7.40 | 3.70 | 2.78 | 1.85 |
| 2 | times | 36.00 | 21.60 | 14.40 | 7.20 | 3.60 | 2.70 | 1.80 |
| . 5 | times | 35.00 | 21.00 | 14.00 | 7.00 | 3.50 | 2.63 | 1.75 |
| . 3 | times | 34.00 | 20.40 | 13.60 | 6.80 | 3.40 | 2.55 | 1.70 |
| cΙ | times | 33.00 | 19.80 | 13.20 | 6.60 | 3.30 | 2.48 | 1.65 |
| ã | times | | 19.20 | | 6.40 | 3.20 | 2.40 | 1.60 |
| 0 | times | 31.00 | | 12.40 | 6.20 | 3.10 | 2.33 | 1.55 |
| : 3 | times | | 18.00 | 12.00 | 6.00 | 3.00 | 2.25 | 1.50 |
| 12 | times | | 17.40 | | 5.80 | 2.90 | 2.18 | 1.45 |
| (3 | times | 28.00 | 16.80 | 11.20 | 5.60 | 2.80 | 2.10 | 1.40 |
| 1 | times | 27.00 | | 10.80 | 5.40 | 2.70 | 2.03 | 1.35 |
| ٠õ | times | 26.00 | 15.60 | 10.40 | 5.20 | 2.60 | 1.95 | 1.30 |
| чš | | | 15.00 | 10.00 | 5.00 | 2.50 | 1.88 | 1.25 |
| · ž | | | 14.40 | | 4.80 | 2.40 | 1.80 | 1.20 |
| | -in any | ouncem | | | ork Dre | erama | are D | riced |
| | follows: | | | | | - um | | |

times 24.00 14.40 9.50 4.80 2.40 1.80 1.20
tit-in announcements on network programs are priced
follows:
(C-leck days before 6:00 p.m., 4.00; week days after
political properties of the propert

bject to any short rate accruing to date of cancelllon.

Lling Time
osing time for programs, announcements, and pubity is one week in advance.
Whanleal Program Equipment
in uipped to handle programs by electrical transcripim, using 83-1/8 and 88 r.p.m. double turn-tables
Tryertical and lateral cut recordings. Equipped to
is cord programs for local broadcasts.
Peonnel

Ponnel
- anger—J. Lindsey Alley.
- sogram Director—Stuart Odell, Jr.
- tief Engineer—Pat. T. Flanacan.
- usic Director—Barnes N. Nash.
- iblicity Director—Janie Lambert.
- Resentatives The Kate Agency.

CHARLESTON

(Kanawha County)

WCHS (Established 1927)

(Established 1927)

lates effective September 1. 1941. (Card No. 13.)

when and operated by Charleston Broadcasting Co.

usiness Office and Studio—West Virginia Network

Building, Lee Street, Charleston, West Virginia.

ransmitter—Charleston, West Virginia.

vve—Power—Time
portating power—5,000 watts.

17.2 meters: 598 kilocytel time on cleared regional
teemed to operate full time on cleared regional
teemed to operate full time on cleared regional
teemed portaing schedule: 5:39 a.m. to 1:00 a.m.

/ency Commission
kency commission 15% on net station time only to
ecognized advertising agencies. Provided payment is
nade on or before the 15th of the month following
proadcast. No cash discount, Invoices mailed monthy unless otherwise specified.

WGKV
(Established 1989)
Rates effective May 1, 1942. (Card No. 8.)

Owned and operated by the Kanawha Valley Broadcasting Company.

Business Office and Studio—208-1/2 Dickinson St., Charleston. W. Va., telephone 37-541.

Transmitter—Coal Branch Heights, Charleston, West Virginia.

virginia.

Wave—Power—Time
Operating 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; 6:30 a.m. to 12:00 midnight.

night.

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 Supplementaries).

The following rates are for national advertising. For local advertising rates consult station management.

| | - | | | | | | |
|-------|---------|-------------|-------------------|----------------|---------|---------|---------|
| | | | CLASS | "A" | | | |
| | 6:00 p. | | | | veck d | ays an | |
| , | | | 10.30 to 10:80 | р.ш. v D.m. | Sunday | | a |
| | 0.0 | 0 a.m. 1 | 1/2 | 1/4 | | | . •. |
| | | | | | 10 | 5 | 1 min. |
| | | hour | hour | hour | min. | min. | or less |
| .1 | time | 100.00 | 60.00 | 40.00 | 30.00 | 21.50 | 11.50 |
| 13 | times | 95.00 | 57.00 | 38.00 | 28.50 | 20.43 | 10.93 |
| 26 | times | 90.00 | 54.00 | 36.00 | 27.00 | 19.35 | 10.35 |
| 52 | times | 85.00 | 51.00 | 34.00 | 25.50 | 18.28 | 9.75 |
| 104 | times | 75.00 | 45.00 | 30.00 | 22,50 | 16.13 | 8.63 |
| 156 | times | 70.00 | 42.00 | 28.00 | 21.00 | 15.05 | 8.05 |
| 260 | times | 65.00 | 38.50 | 26.00 | 19,50 | 13.99 | 7.48 |
| 312 | times | 60.00 | 36.00 | 24.00 | 18.00 | 12.90 | 6.90 |
| 364 | times | 50.00 | 30.00 | 20.00 | 15.00 | 10.75 | 5.75 |
| | | | CLASS | "R" | | | 0 |
| - (| 8:00 a. | m. to 6 | :00 p.r | n. and | 10:30 | p.m. t | • |
| | | | | p.m.) | 10.00 | р.ш. с | ~ |
| 1 | time | 60.00 | 40.00 | 30.00 | 22,50 | 15.00 | 8,00 |
| 13 | times | 57.00 | 38.00 | 28.50 | 21.38 | 14.25 | 7.60 |
| 26 | times | 54.00 | 36.00 | 27.00 | 20.25 | 13.50 | 7.20 |
| 52 | times | 51.00 | 34.00 | 25.50 | 19.13 | 12.75 | |
| 104 | times | 45.00 | 30.00 | 22.50 | 16.88 | 11.25 | 6.80 |
| 156 | times | 42.00 | 28.00 | 21.00 | | | 6.00 |
| 260 | times | 38.50 | 26.00 | 19.50 | 15.75 | 10.50 | 5.60 |
| 312 | times | 36.00 | 24.00 | | 14.63 | 9.75 | 5.20 |
| 364 | times | 30.00 | 20.00 | 18.00 | 13.50 | 9.00 | 4.80 |
| 304 | times | | | 15.00 | 11.25 | 7.50 | 4.00 |
| (11:3 | 20 | | CLASS | | | | |
| 1 | | to 8:0 | 0 a.m. | | hr. | /2 hr. | 1/4 hr. |
| 13 | time | | ····· | 40. | .00 : | 24.00 | 16.00 |
| | | ••••• | | | | 22.80 | 15.20 |
| 26 | times | ···· | ************ | 36. | | 21.60 | 14.40 |
| 52 | times | • | | 34. | | 20.40 | 13.60 |
| 104 | times | | | 30, | | 18.00 | 12.00 |
| 156 | times | | ************* | 28. | | 16.80 | 11,20 |
| 260 | times | *********** | | 26. | .00 | 15.60 | 10.40 |
| 312 | | ••••• | | | .00 | 14,40 | 9.60 |
| 364 | times | | *********** | 20 | .00 | 12.00 | 8.00 |
| For | periods | less th | an 1/4 | hour, | consult | station | man- |
| age | ment. | | CIAL I | | | | |

agement. 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.

Rates on request.

REMOTE CONTROL
Facilities available. Charges billed at actual cost.
Contract and Other Requirements
Advertising of beer accepted. All acceptable accounts are subject to the same rates. Rates cover regular facilities of the station; talent is extra. Programs must conform to standards of the station and are subject to approval of management. All contracts and programs subject to governmental regulations or restrictions. No contract accepted for more than one year.
Closing Time
Spot commercial continuity must be submitted not less than one week in advance of broadcast date.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription. using \$33-1/8 and 78 r.p.m. double turn-tables.
Personnel Pres. & Gen'l Mgr.—Worth Kramer.
Sales Manager—Robert Wasdon.
Representatives Joseph Hershey McGillvra, Inc.

CLARKSBURG

(Harrison County) WBLK (Established 1987)

Rates effective May 1, 1941.

Owned and operated by Charleston Broadcasting Co.
Business Offices and Studios—Robinson-Grand Theatre Building, Clarksburg, West Virginia.
Transmitter—Clarksburg, West Virginia.

tre Building, Clarksburg, West Virginia.
Transmittet—Clarksburg, West Virginia.
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 7:00 a.m. to 12:00 midnight.
Actual commission.

night.

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.

Inforces and discount or commission on the specified.

eneral 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 WPAR, 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)

1 hr. 3/4 hr. 1/2 hr. 1/4 hr. 1/2 hr. 1/4 hr. 1/6.00 (00.00 45.00 30.00 2

| | | 1 hr. | 3/4 hr. | 1/2 hr. | 1/4 hr. |
|-----|-------|-------|---------|---------|---------|
| 1 | time | 75.00 | 60.00 | 45.00 | 30.00 |
| 13 | times | 71.25 | 57.00 | 42.75 | 28.50 |
| 26 | times | 67.50 | 54.00 | 40.50 | 27.00 |
| 89 | times | 68.75 | 51.00 | 38.25 | 25,50 |
| 52 | times | 60.00 | 48.00 | 36.00 | 24.00 |
| 104 | times | 56.25 | 45.00 | 83.75 | 22.50 |
| 156 | times | 52.50 | 42.00 | 31.50 | 21.00 |
| 208 | times | 48.75 | 39.00 | 29.25 | 19.50 |
| 260 | times | 45.00 | 36.00 | 27.00 | 18.00 |
| 312 | times | 41.25 | 33.00 | 25.75 | 16.50 |
| 364 | times | 37.50 | 30.00 | 22.50 | 15.00 |
| | (| CLASS | "B" | | _0 |
| | | | | | |

(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 m | idnight | daily) | | |
|-----|---------|---------|--------|-------|-------|
| 1 | time | 45.00 | 37.50 | 80.00 | 20.00 |
| 13 | times | 42.75 | 35.62 | 28.50 | 19.00 |
| 26 | times | 40.50 | 33.75 | 27.00 | 18.00 |
| 39 | times | 38.25 | 31.87 | 25.50 | 17.00 |
| 52 | times | 36.00 | 30.00 | 24.00 | 16.00 |
| 104 | times | 33.75 | 28.12 | 22.50 | 15.00 |
| 156 | times | 31.50 | 26.25 | 21.00 | 14.00 |
| 208 | times | 29,25 | 24.37 | 19.50 | 13.00 |
| 260 | times | 27.00 | 22.50 | 18.00 | 12.00 |
| 312 | times | 24.75 | 20.62 | 16.60 | 11.00 |
| 364 | times | 22.50 | 18.75 | 15.00 | 10.00 |

WEST VIRGINIA—Cont'd

CLARKSBURG—Continued W B L K-Continued

| | | LASS | · | | |
|-----|----------|-------|-----------|---------|---------|
| | (6:00 a. | m. to | 8:00 a.m. |) | |
| | | 1 hr. | 3/4 hr. | 1/2 hr. | 1/4 hr. |
| 1 | time | 30.00 | 25.00 | 20.00 | 15.00 |
| 13 | times | 28.50 | 23.75 | 19.00 | 14.25 |
| 26 | | 27.00 | 22.50 | 18.00 | 13.50 |
| 39 | times | 25.50 | 21.25 | 17.00 | 12.75 |
| 52 | times | 24.00 | 20.00 | 16.00 | 12.00 |
| 104 | times | 22.50 | 18,75 | 15.00 | 11.25 |
| 156 | | 21.00 | 17.50 | 14.00 | 10.50 |
| 208 | times | 19.50 | 16.25 | 13.00 | 9.75 |
| 260 | times | 18.00 | 15.00 | 12.00 | 9.00 |
| 312 | times | 16.50 | 13.75 | 11.00 | 8.25 |
| 364 | | 15.00 | 12.50 | 10.00 | 7.50 |
| | ANNOUNCE | IENTS | AND ' | TALKS | |
| | | | | | |

ANNOUNCEMENTS AND TALKS
Five, ten and fifteen minute periods available by
special arrangement only.

Announcements are accepted subject to minor changes
in time, which might be occasioned due to schedule
changes on full time sponsored programs.

CLASS 'A'

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

| | noon to | TT:00 b | .m. Sunuaj | (5) | |
|-----|------------|---------|------------|-----------|-------|
| | | 10 min. | 5 min. | | words |
| 1 | time | 22.50 | 15.00 | 8.00 | 7.00 |
| 13 | times | | 14.25 | 7.60 | 6.65 |
| 26 | times | | 13,50 | 7.20 | 6.30 |
| 39 | times | . 19.12 | 12.75 | 6.80 | 5.95 |
| 52 | times | . 18.00 | 12.00 | 6.40 | 5.60 |
| 104 | times | | 11.25 | 6.00 | 5.25 |
| 156 | times | . 15.75 | 10.50 | 5.60 | 4,90 |
| 208 | times | . 14.26 | 9.75 | 5.20 | 4.55 |
| 260 | times | . 13.50 | 9.00 | 4.80 | 4.20 |
| 312 | times | . 12.37 | 8.25 | 4.40 | 3.85 |
| 364 | times | . 11.25 | 7.50 | 4.00 | 3.50 |
| | | CLASS | "B" | | |
| | 0.00 +- 0. | 00 | dave | 0.00 ~ ~~ | |

services of continuity, program and publicity depairments, 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 programs. Merchandising and dealer surveys available at actual cost.

Contract and Other Requirements

Advertising of alcoholic beverages accepted. No contract accepted for a longer period than one year. All contracted time must be used within a period of one year from date of contract. Station reserves the right to make such changes in talks as may appear necessary to avoid violation of libel and slander laws.

All contracts subject to station manager's approval and government regulations. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to likelf. 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 less than one week in advance. Written copy of talks must be submitted not less than one week in advance.

Mechanical Program Equipment
Equipment Equipment
Equipment and contract and 33-1/3 r.p.m. turntable for lateral cut recordings, and 33-1/3 r.p.m. turntable for retrical cut recordings.

Personnel
President and Gonaral Manager—John A. Kennedy Station Director—George C. Blackwell

Personnel
President and General Manaker—John A. Kennedy
Station Director—George C. Blackwell
Representatives
The Branham Company.

FAIRMONT (Marion County)

WMMN (Established 1928)

Hates effective August 1. 1959. (Card No. 10.)
Owned and operated by Monongaliela Valley Broadcasting Company.
Business Offices and Studios—208 Main Street. Fairmont, West Virginis, telephone 3100
Transmitter—Monongah. West Virginia
Wave—Power—Time
Oberating power 5,000 with days; 1 000 waits nights.
(Directional antenna.) (C.P. 5,000 watts nights.)
226.1 meters; 920 kilocyclos.
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 mldnight. Week days 3:30 a.m. to 12:00 mld-

Agency Commission

12:00 mIdnight. Week days 3:30 a.m. to 12:00 mIdnight.

Agency Commission
Akency commission
15% on station time only to recognized advertising akencies. No cash discount.
On approved credit accounts payable 10th of month following broadcasts.

General Advertising
For combination rates see listing of Coiumbia Broadcasting System (Basic Supplementary Group).

Rates include charges by owners of music copyrights.

1 13 20 52 104 20 304 11. 1 11

All programs subject to approval by Scatton management.

Clasing Time
Spot commercial copy and publicity must be submitted not less than one week in advance.

Mechanical Pragram Equipment
Equipmed with high quality lateral recording equipment in duplicate capable of making continuous recordings either 33-1/3 or 78 r.p.m. using Arthocostic or any other standard arrangement sultable for processing. Recording rates upon reduest.

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

Personnel
Manacing Director—O J Kelchner
Representatives John Blair & Combany

HUNTINGTON

WCMI
Considered by the Mutual Broadcasting System as their Ashland-Huntington outlet. See listing under Ashland. Kentucky.

WSAZ (Established 1926)



Rates effective November 1, 1941.
Owined by WHAZ, Incorporated.
Incorpor

channel.

Operation on Eastern War Time.

Agency Commission 15% to recognized advertising agencies. No countlasion on talent unless otherwise specified. No cash discount, Invoices mailed 1st day of each month.

312 tl. 68.75 41.25 27.50 19.75 15.08 6.88 51:
364 tl. 62.50 37.50 25.00 18.00 13.70 6.20 5.1
CLASS 'B'

(8:00 a.m. to 6:00 p.m. week days, 8:00
a.m. to 12:00 neon Sundays, and 11:00 p.m.
to 12:00 neon Sundays, and 11:00 p.m.
to 12:00 neon Sundays, and 11:00 p.m.
to 12:00 neon 19.50 16.50 7.50 6.1
13 tl. 71.25 42.75 28.50 19.95 15.68 7.13 5.7;
26 tl. 67.50 40.50 27.00 18.90 14.85 6.75 54
39 tl. 63.75 38.25 25.50 17.85 14.03 6.38 51:
52 tl. 60.00 36.00 24.00 16.80 13.20 6.00 41/
104 ti. 56.25 33.75 22.50 15.75 12.38 5.02 41/
156 tl. 52.50 31.50 21.00 14.70 11.55 5.25 45
208 tl. 48.75 29.25 19.50 13.65 10.73 4.88 33/
260 tl. 45.00 27.00 18.00 12.60 9.90 4.50 34/
312 tl. 41.25 24.75 16.50 11.55 9.08 4.13 31,
364 ti. 37.50 22.50 15.00 10.50 8.25 3.75 3.5/
CLASS 'C'
CLASS 'C'
Programs of 1/4 hour or more—33-1/3% discoun,
Announcements—same as Class 'B''.
SPECIAL FEATURES
Time Signals and Weather Reports: Based on num ber of signals or reports used. Schedules subject times available. Rates on request.
Recorded the contract of the streether of the str

Trequest. RECORDED PROGRAMS
Transcription libraries available.
Not restricted to certain hours.
Hecording facilities available.
TALENT

Rates on application.

Rates on application.

Station maintains facilities for remote control bread casts. Charges for line and additional special equipment will be billed at cost.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, at cepting beer and wine.

All charges quoted include cost of station facilities and station time. All commercial copy, both as in length and content, subject to approval of station management. Station reserves the right to refect it revise commercial copy for broadcasting in the public linterest and in conformity with the rules and regulations set forth by the Federal Communications Contained and the station of the maximum contract accepted is for at year. All contracted time must be used within a pipment of the 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.pm. turn-tables for vailtient and lateral cut recordings.

President and General Manager—John A. Kennedy. Station Director—Flem Evans. Representatives Howard H. Wilson Company.

LOGAN (Logan County)

WLOG (Established 1940)



Weather Reports and Annual Ann

LOGAN—Continued

SERVICE FACILITIES
nouncers and script men at no additional cost.
Atract and Other Requirements
lates include station time only.
Annual Program Equipment (autiped to handle programs by electrical transcriptor), using 33-1/3 and 78 r.p.m. double turn-tables connel (annual programs).

anaging Director—Eddie Vann mmercial Manager—James McGowan.

MORGANTOWN

(Monongalia County)

WAJR (Established 1941)

(Established 1941)

ites received March 21, 1941.

vned and operated by the West Virginia Radio
Copporation.

islness Office and Studio — 440-6 Spruce Street,
Morgantown, West Virginia.

Morgantown,

eviteral Avertising are are one on presentating. Rates in the charges by owners of music copyrights.

CLASS "A"

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

65.00

| | have | |
|------------|--------------------------|-------|
| ., 3. , | hour | 65.00 |
| 12 | hour | 35.00 |
| 1.1 | | |
| | hour | 20.00 |
| 30, 1 | minutes | 12.00 |
| 1 1 1 | - 1 | |
| 1 2, 1 | minutes | 8.00 |
| | CLASS "B" | |
| - | | |
| - | (6:00 a.m. to 6:00 p.m.) | |
| 7 3 . | hour | 50,00 |
| 148 | hour | |
| | | 30.00 |
| .11: | hour | 16.00 |
| Je 1 : 6 1 | minutes. | |
| | . minutes | 10.00 |
| 2.90 | minutes | 6.00 |
| ** | ANNOUNCEMENTS | 0.00 |
| | AMMOUNTAMENTS | |
| | | |

| 7 | 50.00 |
|--|-------|
| .1. hour | 16.00 |
| ziii minutes | 10.00 |
| '11) minutes | |
| | 6.00 |
| ANNUUNCEMENTS | 0.00 |
| minute | 4.00 |
| | |
| | 2.50 |
| - LD words | 3.50 |
| DISCOUNTS | 0.00 |
| T made | |
| ¿ · · I weeks | 5% |
| 1: 2 weeks | |
| The state of the s | 10% |
| , ko weeks | 15% |
| 5 weeks ELECTRICAL TRANSCRIPTIONS | 13 /6 |
| Rular rates apply. Rates include use of tran | |

ELECTRICAL TRANSCRIPTIONS

Igular rates apply. Rates include use of transcription library service. Instantaneous recording equiption available.

EMOTE CONTROL

Le and mechanical costs.

Envaret and Other Requirements

Avertising of alcoholic beverages not accepted, exitot beer and wine.

Intracts subject to cancellation by two weeks' written to there accompanied by certified check at short in the contract subject to cancellation by two weeks' written to date of last program.

Liding Time 2 threat close one week in advance of first broadmict, Announcement copy, transcriptions and talks it can be also and the companied by certified check at short of the contract of the companied by certified check at short in advance.

I can be a first program and talks it can be a first broadmict, Announcement copy, transcriptions and talks it can be a first broadmict, and a first program and talks it can be a first broadmict and a first program and talks and a first program and

esnnel Atlon Manager—Henry B. McNaughton. iteesentatives irjoe & Company.

PARKERSBURG

(Wood County)

WPAR

tites effective January 15, 1938. (Card No. 12.)

Typed and operated by Ohio Valley Broadcasting
(Corporation.

1 siless Office and Main Studio—Grinter Building,
Parkersburg, West Virginia.

1 ansmitter—Gibon Road, So. Parkersburg, W. Va.

We—Power—Time

2 perating power—250 watts.

6.9 meters; 1450 kilocycles.

censed to operate unlimited time.

perates on Eastern War Time.

2 tual operating schedule: 8:00 a.m. to 12:00 mid
chit.

1 hecy Commission

Rency commission 15% on net station time only to

counized advertising agencies, provided payment it

age on or before the 15th of the month following

cadcasts. No cash discount. Invoices mailed month
unless otherwise specified. No discount or com
ission on talent or cost involved for remote control

cadcasts unless otherwise specified.

are Advertising

or combination rates see listing of Columbia Broad
sing System (Basic Supplementary Group).

The is also sold for network broadcasts (West Vir
ing is also sold for network broadcasts (West Vir
ing is also sold for network broadcasts (West Vir
ing is also sold for network broadcasts (West Vir
ing is also sold for network broadcasts (West Vir
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ing is also sold for network broadcasts (West Vir
ing is also sold for network broadcasts

SPONSORED PROGRAMS

| - (| 6:00 v.m. | . to i | 1:00 p. | Du. We | :egt (183 | 8. [Z:t | ייי |
|-----|-----------|---------|---------|---------|-----------|---------|-------|
| | D | oon to | | | ındaya) | 10 | *5 |
| | | I hr. S | | 1/2 hr. | 1/4 hr. | | min. |
| 1 | time | 75.00 | 60.00 | 45.00 | 3U.VU | 22.ŏ0 | 15.00 |
| 13 | times | 71.25 | 57.00 | 42.75 | 28.50 | 21.37 | 14.25 |
| 26 | times | 67.50 | 54.00 | 40.50 | 27.00 | 20.25 | 13.50 |
| 39 | times | 63.75 | 51.00 | 38,25 | 25.50 | 19.12 | 12.75 |
| 52 | | 60.00 | 48.00 | 36.00 | 24.00 | 18.00 | 12.00 |
| 104 | | 56.25 | 45.00 | 33.75 | 22.50 | 16.87 | 11.25 |
| 156 | time4 | 52.50 | 42.00 | 31.50 | 21.00 | 15.75 | 10.50 |
| 208 | times | 48.75 | 39.00 | 29.25 | 19.50 | 14.62 | 9.75 |
| 260 | | 45.00 | 36.00 | 27.00 | 18.00 | 13.50 | 9.00 |
| 312 | | 41.25 | 33.00 | 24.75 | 16.50 | 12.37 | 8.25 |
| 864 | times | 37.50 | 30.00 | 22.50 | 15.00 | 11.25 | 7.50 |
| | | | CLASS | B | | | |
| - 1 | 8:00 a.m. | to 6:0 | 0 p.m. | week | days, 8 | 3.8 00: | Ŀ. |

to 12:00 noon Sundays, and 11:00 p.m. to

| | | 11y) | lght da | 0 meldai | 12:00 | | |
|---------|--------|---------|---------|----------|-------|--------------|-------|
| 10.00 | 15.00 | 20.00 | 30.00 | 37.50 | 45.00 | time | 1 |
| ¥.50 | 14.25 | 19.00 | 28.50 | 35.62 | 42.75 | times | 13 |
| 9.00 | 13.50 | 18.00 | 27.00 | 33.75 | 40.50 | times | 26 |
| 8.50 | 12.75 | 17.00 | 25.50 | 31.87 | 38.25 | times | 39 |
| 8.00 | 12.00 | 16.00 | 24.00 | 30.00 | 36.00 | times | 52 |
| 7.50 | 11.25 | 15.00 | 22.50 | 28.12 | 33.75 | times | 104 |
| 7.00 | 10.50 | 14.00 | 21.00 | 26.25 | 31.50 | times | 158 |
| 6.50 | 9.75 | 13.00 | 19.50 | 24.37 | 29 25 | times | 208 |
| 6.00 | 9.00 | 12.00 | 18.00 | 22.50 | 27.00 | times | 260 |
| 5.50 | 8.25 | 11.00 | 16.50 | 20.62 | 24.75 | times | 812 |
| 5.00 | 7.50 | 10.00 | 15.00 | 18.75 | 22.50 | times | 364 |
| Pith of | niv An | anted a | | DROITEG | | the state of | - / 4 |

(*) Five minute programs accepted only on run of schedule, submitted weekly in advance.

CLASS "C"

(6:00 a.m. to 8:00 a.m.)

| | | 1 hr. | 3/4 hr | | 1/4 hr. |
|-----|-----------------|---------|---------|-----------|---------|
| 1 | time | \$0.00 | 25.00 | 20.00 | 15.00 |
| 13 | times | 28.50 | 23.75 | | 14.25 |
| 26 | times | 27.00 | 22.50 | 18.00 | 13.50 |
| 39 | times | 25.50 | 21,25 | | 12.75 |
| 52 | times | 24.00 | 20.00 | 16.00 | 12.00 |
| 104 | times | 22.50 | 18.75 | 15.00 | 11.25 |
| 156 | times | 21.00 | 17.50 | 14.00 | 10.50 |
| 208 | times | 19.50 | 16.25 | 13.00 | 9.75 |
| 260 | times | 18.00 | 15.00 | 12.00 | 9.00 |
| 312 | times | 16.50 | 13.75 | | 8.25 |
| 364 | times | 15.00 | 12.50 | | 7.50 |
| Ann | ouncements acce | opted i | n Class | "C" perio | d only |

Announcements accepted in Class "C" period only at Class "B" rates.

ANNOUNCEMENTS AND TALKS

Five, ten and affeen minute periods available by special arrangement only.

Announcements are accepted subject to minor changes in time, which might be occasioned due to schedule changes on full time sponsored programs.

CLASN "A"

(6:00 p.m. to 11:00 p.m. week days; 12:00 noon to 11:00 p.m. Sundays) 35

1 min. words

| | 1 | min. | words |
|-----|-------|------|-------|
| 1 | time | 8.00 | 7.00 |
| 18 | times | 7.60 | 6.65 |
| 26 | times | 7.20 | 6.30 |
| 39 | times | 6.80 | 5.95 |
| 52 | times | 6.40 | 5.80 |
| 104 | times | 6.00 | 5.25 |
| 156 | times | 5.60 | 4.90 |
| 208 | tlmes | 5.20 | 4.55 |
| 260 | times | 4.80 | 4.20 |
| 312 | times | 4.40 | 3.85 |
| 364 | times | 4.00 | 8.50 |

CLASS "B"

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

| | midilight daily) | | |
|-----|------------------|------|------|
| 1 | time | 6.00 | 5.00 |
| 13 | times | 5.70 | 4.75 |
| 26 | times | | 4.50 |
| | timee | | 4.25 |
| | times | | 4.00 |
| 104 | times | | 3.75 |
| 156 | times | | 3.50 |
| | tlmes | | 3.25 |
| | times | | 3.00 |
| | times | | 2.78 |
| 364 | | | 2.5 |
| | | | |

of signals used.)
Schedules eublect to time available.
News Service: Details on request.
News Service: Details on request.
TALENT
Hates on request.
Hates on request.
Hates on the second of the mote control broadcasts. Charges for line and for monte control broadcasts. Charges for line and sectial cost of the control of the c

Personnel
Pres. & Gen'l Mgr.—John A. Kennedy.
Station Director—George H. Cilnton.
Representatives the Branham Company

WELCH

(McDowell County)

(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.
Transmitter—Dor Building, Welch, West Virginia.
Wave—Power—Time
Operating Dower—250 watts.
223.9 meters; 1340 killocycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Actual operating schedule: Sundays 9:00 a.m. to 6:00 p.m.
Agency Commission
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.

1 1/2 1/4 10 5

hour hour hour min, min, min.

At 100 2200 11.00 7.50 450 250 250 min. 4.50 4.35 4.20 4.05 3.90 3.75 3.60

1 ti. 13 ti. 26 ti. 52 ti. ti.
100 words... 2.50 2.25 2.00 1.75 1.50
50 words... 2.50 2.00 1.75 1.50
1.25 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

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125

 $\langle \lambda_3 \rangle$

j. Nov.

chanical costs. TALENT

Rates on request.

SERVICE FACILITIES

Preparation of continuity, program department services and announcers at no additional cost.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and wine. Contracts subject to cancellation by two weeks written notice accompanied by certified check at short rate to date of last program.

Closing Time Cooked at short rate to date of last program.

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
President—J. II. Blakely.
General Manager—James M. Flenniken.

WHEELING (Ohto 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—

Transmitter—
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 8:00 a.m. to
12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

| The consect of the consection of the consectio

WEST VIRGINIA—Cont'd

WHEELING—Continued

1 minute tran-scription...... 1 minute....... 50 words........ 35 word station breaks......

Rates on request.

POLITICAL Rate on request.

TALENT

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 tweive
months.
Contract renewals subject to rates in effect at time of
renewal.
Announcement copy will be broadcast as submitted.

renewal.

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. Talks, programs, continuities, etc., must be submitted at least one week in advance for review by program director. Editorial content of all broadcast material is subject to approval of station management.

ment.
Clesing Time
Programs close one week in advance of broadcast.

Personnel
Manager—John
Representatives
Spot Sales, Inc. John B. Reynolds.

WWVA (Established 1926)



| | (3.00 2 | 1 hr. | 1/2 hr. | 1/4 hr. | б min. |
|-------|----------------------|------------|------------|----------|---------|
| 1 | tlme | 800.00 | 180.00 | 120.00 | 60.00 |
| 13 | times | 285.00 | 171.00 | 114.00 | 57.00 |
| 26 | | 270.00 | 162.00 | 108.00 | 54.00 |
| | times | 262.50 | 157.50 | 105.00 | 52.50 |
| 39 | times | | 153.00 | 102.00 | 51.00 |
| 52 | times | 255.00 | | | |
| 104 | times | 240.00 | 144.00 | 90.00 | 48.00 |
| 195 | times | 232.50 | 180.50 | 93.00 | 46.50 |
| 260 | times | 225.00 | 135.00 | 90.00 | 45.00 |
| | | CLASS | "B" | | |
| | (7:00 a.m. to | | | :16 p.m. | |
| | t | | p.m.) | | |
| 1 | time | 160.00 | 00,00 | 60.00 | 85.00 |
| 18 | t1mes | 152.00 | 85,50 | 57.00 | 83.25 |
| 26 | times | 144.00 | 81.00 | 54,00 | 81.50 |
| 30 | tirnes | 140.00 | 78.75 | 52.50 | 30.62 |
| 52 | timea | 180.00 | 76.60 | 51.00 | 29.75 |
| 104 | times | 128.00 | 72.00 | 48.00 | 28.00 |
| 105 | times | 124.00 | 00.75 | 46.50 | 27,12 |
| 260 | times | 120.00 | 67.50 | 45.00 | 26.25 |
| 21313 | LIMIOS | CLARS | "C" | | |
| | (11:30 | | | 1 | |
| 1 | time | 100.00 | 60.00 | 40.00 | 20.00 |
| 13 | | 05.00 | 57.00 | 38.00 | 10.00 |
| 26 | times | 90,00 | 64.00 | 86.00 | 18,00 |
| 39 | times | 87.50 | 52.50 | 85.00 | 17,50 |
| | times | 85.00 | 51.00 | 84.00 | 17.00 |
| 52 | times | 80.00 | 48.00 | 32.00 | 16.00 |
| 104 | times | | | 81.00 | 15.50 |
| 195 | times | 77.50 | 40.50 | 80.00 | |
| 260 | times | 75.00 | 45,00 | 80,00 | 15.00 |
| | ΛŅ | | ICMIONTH | | |
| | | CLASS | ."A'" | | |
| | (6:00 | p.m. to | 10:15 p.m. | | |
| | , | | | 1 min. | BB wds. |
| 1 | time | ********** | | 25.00 | 20.00 |
| 13 | times | | | | 10.00 |
| 26 | Simes, | | | | 18.00 |
| 30 | times | | | 21.87 | 17.50 |
| 52 | | | | | 17.00 |
| 10. | Here's amount | | | 20.00 | 10.00 |
| 195 | (BP) specialization | | | | 15.50 |
| 260 | II fareturenen | | | 18.75 | 15.00 |
| | | | | | |
| | | | | | |

| | | | CLASS " | | | |
|-----|----------|--------|---------------|----------|-----------|---------------|
| | (7:00 | a.m. | to 6:00 p.m | | 0:15 p.m. | |
| | | | to 11:30 p | (m.) | | |
| | | | | 1 min. | 35 words | (*) |
| 1 | timo | | | 17.00 | 14.00 | 11.00 |
| 13 | | | | | 13.30 | 10.45 |
| 26 | times. | | | | 12.60 | 9.90 |
| 39 | times. | ••••• | ···· | 14.87 | 12.25 | 9.62 |
| 52 | | | | | 11.90 | 9.35 |
| 104 | | | | | 11.20 | 8.80 |
| 195 | | | | | 10.85 | 8.52 |
| 260 | | | | | 10.50 | 8.25 |
| | | | | | | 8.20 |
| (, | .) IOO . | words, | participatio | | as. | |
| | | | CLASS ' | | | |
| | | (11 | :30 p.m. to 7 | 7:00 a.n | | |
| | | | | | 1 min. | 35 wds. |
| 1 | | | | | | 10 .00 |
| 13 | times | | | , | 11.40 | 9.50 |
| 26 | times | | | | 10.80 | . 9,00 |
| 39 | | | | | | 8.75 |

.. 10.20 times. 9.60 9.309.00 SPECIAL FEATURES

Time signals, weather reports and temperature reports quoted on request. When not available, reservation orders for future clearance accepted.

No extra charge for electrical transcriptions unless furnished by station.
Equipped with duplicate high quality transcription tables suitable for FM for 33-1/3 or 78 r.p.m. recordings, either vertical or lateral.
Equipped with high quality lateral recording equipment in duplicate capable of making continuous recordings either 33-1/3 or 78 r.p.m. suitable for processins. Recording rates on request.

Talent rates on application. Orchestras. bands, vocalists, entertainers and studio pipe 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 been not over 6% in alcoholic content. Rates are for facilities of the station only; talent and remote line charges are extra. Announcers, operating staff, program and continuity service within average service limits of local broadcasting where time permits. All programs subject to approval of station management. Station reserves right to reasons satisfactory to itself. Closing Time

Talent programs for reasons satisfactory to itself. Closing Time

Talent programs for reasons satisfactory to itself. Closing Time

Talent programs close one week in advance of broadcast. Meehantes! Program Equipment

Equipped to handle programs by electrical transcription, using double 33-1/3 and 78 r.p.m. turn-tablee.

Personnel

Managing Director—George W. Smith.

Production Manager—Paul J. Millier.

Representatives John Blair & Company.

Managing Director—George W. Smith. Production Manager—Paul J. Miller. Representatives John Blair & Company.

WILLIAMSON

(Mingo County)

100 words or 2.50' '2.40' 2.30' 2.20 2.10 2.00 SPECIAL FEATURES
Weather Reports and Time Signals Regular rates

Nous Service: Sold in the and fitteen minute periods; no service cost on news with minimum. 13 week contract, 6 days weekly.
Smoker's Club. Social Ht. Lights. Birthday Club. Dance Club: Particleating, hop-competitive features; 100 word announcements. 0. days weekly, nor month 60.00.

100 word announcements.
60.00. WHTH Jamboroc: 7:80 p.m. to 12:00 midnight Saturdays with yisual audionico.
Hill-billy proxyana: Rates on rompat.
EXECUTATIONAL TRANSCRIPTIONS.
Transcription library worntos, hyaliable at no extra cast. Service of approunders, and extra fight without cost.

cost. Service of spouncers, sind. script unto without cost.

Services of continuity and program debartment and staff announcers, drovided without charge.

Complete local merchandising servine. Advertisors are offered, without cost, newspaper, listings, theatre lobby displays, directional station announcements, letters to local dealers, ste.

Mechanical Program Equipment
Equipped to landle programs by electrical transcription, using \$8-1/8\$ and 78 r.p.m. double; surn-tables for vertical and lateral cit recordings.

Personnel and Manager Allee Shein.

WISCONSIN

WISCONSIN NETWORK, INC.

Executive Offices—Wisconsin Rapids, Wis. Comprised of:

WRJN-Racine, Wis.
WCLO-Janesville, Wis.
WIBU-MadisonPoynette, Wis.
WHBL-Sheboygan, Wis.
WHBL-Sheboygan, 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) WHBY

(Established 1925)



Rates effective September 1, 1937. (Card No. 6.)
Owned and operated by WHBY. Inc.
Business Office and Studio—Appleton. Wisconsin.
Transmitter—Appleton, Wisconsin.
Wave—Power—Time
Operating power—250 watts.
(190% 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
Agency commission 15%—10th of month. Commissions apply on time only. No cash discount. Contracts for less than 25:00. cash in advance.
General Advertising
For combination rates see listing of Mutual Breadcasting System. Affiliated with the Wisconsin Network.
Rates include charges by owners of music convictors.

Nork.
Rates include charges by owners of music copyrights.
The following rates are for national advertising.

wing fates are for national sureru CLASS "A" (6:00 p.m. to 9:00 p.m. daily) 1 hr. 1/2 hr. 1/4 hr. 10 min. - 70.00 42.50 25.00 17.50 - 66.50 39.33 23.75 16.63 - 63.00 37.25 22.50 15.75 (8:00 p.m. to 9: 1 hr. 1/2 hr. 1 time... 70.00 42.50 18 times. 66.50 39.33 26 times. 63.00 87.25 52 times or once weekly. 58.50 86.17 100 times or twice weekly. 56.00 \$4.00 200 times or four times weekly. 52.50 \$1.88 9.98 9.45 8,98 ' 21.25 14.88 8.40 20.00 14.00 7.887.0 18.15 18.75 300 times or five times weekly. 49.00 29.75 17.50 12.25 "B (12:00

49.00 29.75
CLASS "
noon to 1:00 p.m.,
m. and 9:00 p.m.,
50.00 30.00
47.50 28.50
27.00 78"
, 5:00 p.m. to 6
to 10:00 p.m.)
18.00 12.50
17.10 11.88
16.20 11.25 12:00 noon to 1:00 p.n.

p.m. and 9:00 p.m

1 time... 50.00 30.00

13 times. 47.50 28.50

26 times. 45.00 27.00

52 times or once
weekly. 42.50 25.50

100 times or twice
weekly. 40.00 24.00

200 times or four times
weekly. 37.50 22.50 6.38 15.30 10.83 6.00 f 10.00 14.40 5.61 13.50 9.38 times or five times 21.00 12.60 8.75 weekly... day time)

| 1 time... | 35.00 | 21.00 |
| 13 times... | 33.25 | 19.95 |
| 26 times... | 31.50 | 18.90 |
| 52 times or once |
| weekly... | 29.75 | 17.85 |
| 100 times or twice |
| weekly... | 26.25 | 15.75 |
| 300 times or five times |
| weekly... | 24.50 | 14.80 |
| ANNOUNCE 21.00 19.95 18.90 8.75 8.32 7.88 4.15 \$ 7.45 10.88 4.00 10.00 7.00 2.75 9.88 8.50 5 8.75 6.18

52 tt, 100 tt 7.45 7.01 4.25 4.01 3.17 3.01 2.13 2.04

to 6:00 CLASS "C"

Minute (A11 other week day

minute (A27 words ... 8.00 2.85

words ... 2.00 1.00

words ... 1.50 1.43

SPECIAL STATURES
Weather report, time signal, news flashes and special spotting of announcements, regular sunouncement rate plus 1.00. News: Rates an 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.

APPLETON—Continued W H B Y-Continued

WHBI—Continued
REMOTE CONTROL
Tograms will be broadcast from any location. Prices n application on points outside of regular studies.
SERVICE FACILITIES
terchandising department, trade contacts. display price—rates on request.
Itact and Other Requirements
[aximum length of contract—1 year, ates do not include talent. No extra charge for rivices of program and announcing staff.

laximates do a rvices of Time dat

Irrices of program and announcing stau.

ling Time
losing date is two weeks prior to starting date.

Phanical Program Equipment
bulpped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Isonnel annager—Haydn R. Evans.

Inmercial and Promotion Manager—J. L. Gallagher.

Togram Director—Rodger Mueller.

Tief Engineer—George Merkle.

It synolds-Fitzgerald. Inc.

ASHLAND

(Ashland County)

WATW (Established 1940)

ite card dated January 1, 1941. (Card No. 1.) vned and operated by Upper Michigan-Wisconsin Broadcasting Co. Inc. lainess Office and Studio-Northern State Bank Bullding, Ashland, Wisconsin.

Ansmitter—Highway 13 and 24th St. Ashland Wis.

"An-Power—Time
derating power—100 watts.

"La meters; 1400 kilocycles.

"Lensed to operate full time.
derates on Contral War Time.
tual operating schedule: Sundays 7:30 a.m. to

"LOO p.m. Week days 6:30 a.m. to 10:00 p.m.

Agey Commission
Aency commission 15% to recognized advertising
encies. Cash discount 2% if paid by 10th of month.

: !sertising.

1: Ites include charges by owners of music copyrights.

19:00 a.m. to 11:30 a.m. 1:30 p.m. to 2:30 p.m. to 2:30 p.m. and 7:30 p.m. to 9:30 p.m. and 7:30 p.m. to 9:30 p.m.)

2 l hour... 45.00 2 hour... 25.00 3 hour... 17.50 minutes 12.50 minutes 8.00 23.75 16.60 11.75 7.50 22.50 15.70 11.00 7.00

SPECIAL FFATURES

lews, sports events, Rates on request,
'ime signals, weather reports and temperature reports

t regular announcement rates,
lirthday programs, market reports. Rates on request.
laseball, Football and Basketball games. Sports
teviews, Children's Birthday Programs and Market
teports. Rates on request.

RECORDED AND TRANSCRIPTION PROGRAMS
Cranscription library services available. No service harge 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

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 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, advertisirs' desires will be followed as closely as possible.
Mechanical Program Foulcoment

this section of the s

Personnel Vice-President and General Mgr.-N. C. Ruddell.

Representatives Sears & Ayer, Inc.

EAU CLAIRE

(Eau Claire County)

WEAU

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.

Wisconsin.

Wave—Power—Time
Operating power—5.000 watts.
(100% modulation.)
379.7 meters: 790 kilocycles.
Operates on Central War Time.

Operates on Centers.

Agency Commission 15% to recognized advertising agencies. No commission on talent. All bills rendered and due weekly in advance. No cash discount.

General Advertising
For combination rates see listings of National Broadcasting Company (Basic Supplementaries) and North
Central Broadcasting System (Bridges Group).
Rates include charges by owners of music copyrights.

tes Include charges by owners of must CLASS (6:00 p.m. to 10:30 p.m.) 1 1/2 1/4 10 hour hour time... 120.00 70.00 35.00 25.00 times. 114.00 66.50 33.25 23.25 21.25 times. 105.00 61.25 30.63 21.88 times. 30.00 52.00 25.00 25.00 times. 30.00 52.00 25.00 20.00 times. 30.00 54.25 27.12 19.38 times. 30.00 54.25 27.12 19.38 times. 84.00 49.00 24.50 17.50 times. 84.00 49.00 24.50 17.50 min. 16.50 15.68 15.26 14.85 14.44 14.03 13.20 12.79 12.38 7.65 7.44 7.23 6.80 6.59 6.38 5.85 7.12 90.1 84.00 52.50 26.25 18.7 84.00 19.00 24.50 17.5 CLASS "B" 60.00 3.m. 10.17.50 12.5 57.00 32.23 16.30 11.88 57.00 32.23 16.30 11.88 52.58 30.63 15.32 10.94 61.00 29.75 14.88 10.63 48.00 28.00 14.00 10.00 45.50 26.25 13.13 9.25 45.00 26.25 13.13 9.25 45.00 26.25 13.13 9.25 45.00 26.25 13.13 9.25 45.00 26.25 13.13 9.25 time...
times..
times..
times..
times..
times..
times..
times.. 8.25 7.84 7.63 7.43 7.22 7.02 6.60 6.39 6.19 5.78 4.25 4.04 3.93 3.83 3.72 3.62 3.40 3.30 3.19 2.93 3.00 2.85 2.78 2.70 2.63 2.55 2.40 2.33

24.50 12.25 CLASS "C".
p.m. to 7.00 25.00 12.50 23.75 11.88 23.18 11.56 22.50 11.25 10.63 20.00 10.00 19.38 9.69 18.75 9.38 17.50 8.75 CCIAL FEATULE (10:30 time... 40.00 times. 38.00 times. 37.00 times. 35.00 times. 32.00 times. 32.00 times. 30.00 times. 28.00 5.50 5.23 5.09 4.95 4.81 7.50 7.29 7.08 6.67 68 40

News: Leased

25.00 17.50 5.16 5.35 5.85 2.10 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.

by type of presentation and will be duoted an request.

POLITICAL TALKS

Accepted at regular rates, payable in advance. No agency commission allowed.

ELECTRICAL TRANSCRIPTIONS

Transcription library service available—rates on re-

Facilities available; charges additional to station rates.

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.

Staff announcers serve all advertisers without additional charge. All broadcasting programs are subject to the approval of station management. Any program submitted may be revised or relected and any contract for broadcasting may be cancelled by the management 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 interfers with broadcasting of public message or announcements 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 transcription, 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. Hollingbery Company.

FOND DU LAC

(Fond du Lac County)

KFIZ (Established 1922)



Rates effective February 1, 1942. (Card No. 18.) Owned and operated by Reporter Frinting Company.

Business Office—18 West First St. Fond du Lac.
Wisconsin, telephone 356.

Studios—Lange Bidg., Fond du Lac. Wisconsin.

Transmitter—Lange Bidg., Fond du Lac. Wisconsin.

Wave—Powe—Time

Operating power—250 watts.

20(100 modulation—temperature control of crystal.) 20(100 modulation—temperature control of crystal.) 20(100 modulation—temperature control of crystal.) 20(100 modulation) 20(100 modul

Agency commission 15% to recognized advertising agencies. Cash discount 2%—10 days from date of invoice. Payment dates weekly or monthly on contract 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"

CLASS 'A'

(6:00 p.m. to 9:00 p.m.)

1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 300 tl.

1 hour..... 70.00 63.00 56.00 52.50 40.00 45.50

1/4 hour..... 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 9.80 9.10

100 words... 5.00 4.50 4.00 3.75 3.50 3.25

CLASS 'B'

(12:00 noon to 16:00 p.m.)

1 hour.... 50.00 45.00 40.00 37.50 35.00 32.50

1/2 hour.... 30.00 27.00 34.00 32.50 21.00 19.50

1/2 hour.... 30.00 27.00 34.00 35.50 35.00 32.50

1/4 hour.... 20.00 13.00 16.00 15.00 p.m. to

6:00 p.m.)

1/4 hour.... 20.00 13.00 16.00 15.00 14.00 13.00

10 minutes 12.50 11.25 10.00 9.37 8.75 8.12

5 minutes 10.00 9.00 8.00 7.50 7.00 6.50

1 minute 5.00 4.50 4.00 3.75 3.50 32.50

1 minutes 10.00 9.00 8.00 7.50 7.00 6.50

1 minutes 10.00 9.00 8.00 7.50 7.00 6.50

1 minutes 10.00 9.00 8.00 7.50 7.00 6.50

1 minutes 10.00 3.60 3.20 3.00 2.80 2.50

 $K_{i,j}$

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Manager Ma Manager Ma

100 words... 4.00 3.60 3.20 3.00 2.80 CLASS "CC"
(8:00 a.m. to 12:00 noon, 1:00 p.m. to 5:0 p.m. and 9:00 p.m. to 10:00 p.m.)
1 hour.... 35.00 31.50 28.00 26.25 24.50 1/2 hour... 21.00 19:00 16.80 16.75 14.70 1/2 hour... 14.00 12.60 11.20 11.50 47.00 10 minutes 8.75 7.87 7.00 6.56 6.25 4.90 1 minutes 4.00 3.60 8.20 8.00 28.00 28.00 10.00 words... 3.00 2.70 2.40 2.15 2.10

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.

Rates on application.

REMOTE CONTROL

Rates on request.

Contract and Other Requirements
Advertising of alcoholic beerages accepted.

Ail 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 tile management, maintain a level of
quality and character creditable alike to the station and the advertiser. No contract accepted for
longer than one year. Program position subject to
time available.

Ail 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 Time
Closing date for sponsored programs is one week in advance.
For announcements, talks, speeches, etc., the day provious.

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

ersonne: General Manager—A. H. Lange. Station Manager—Cile Fairbanks.

Representatives None.

CLASS "B"

WISCONSIN—Continued

GREEN BAY

WTAQ
(Established 1922)

Rates effective October 1, 1939. (Card No. 2.)
Owned and operated by WHBY. Inc.
Business Office—Bellin Bldg., Green Bay, Wisconsin.

Business Office—Bellin Bidg., Green Bay, Wisconsin.
Adams 1.
Studio (Main)—Bellin Bidg., Green Bay. Wisconsin.
Transmitter—West De Pere. Wisconsin.
Wave—Power—Time
Operating power—5,000 watts.
220.6 meters; 1360 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%. 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 Broadcasting System (Northwestern Group).
Commercial copy limited on musical and dramatio
programs.
CLASS "A"

| pro | grame. | | CLASS "A | •• | | |
|-----|--------|--------|--------------|---------|---------|-------|
| | | | p.m. to 9:00 | | | |
| | | 1 hr. | 1/2 hr. | 1/4 hr. | 10 min. | Бmin. |
| 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 | 128 00 | 78 50 | 45 00 | 81 50 | 18 90 |
| 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 |

| | | | 1.00 p.m | | | vv |
|-----|--------|--------|-----------|----------|---------|--------|
| | p., | m. and | 9:00 p.m. | to 10:00 | p.m.) | |
| | | I hr. | 1/2 hr. | 1/4 hr. | 10 min. | 5 min. |
| 1 | time. | 100.00 | 60.00 | 36.00 | 25.0u | 16.00 |
| 13 | tlmes | 95.00 | 57.00 | 34.20 | 23.75 | 14.25 |
| 28 | times. | የብ ብብ | 54 00 | 82 40 | 22 50 | 18 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 o | ther week | day tim | 0) | |
| 1 | time | 70.00 | 42.00 | 25.00 | 17.50 | 10.00 |
| 13 | times | 66.50 | 39.90 | 23.75 | 10.00 | 9.50 |

ANNOUNCEMENTS

Thirty word station break same as 100 word rate.

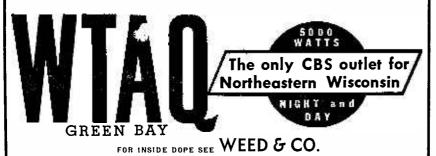
| | (6:00 | p.m. to | 9:00 p.m.) | | |
|---|-------|--|---|---|------------------------------------|
| 1 minute 100 words 50 words 25 words | | 13 ti. 16.40 10.00 7.10 4.75 | 26 t1. 15.65 9.00 6.75 4.50 | 52 ti. 14.90 8.50 6.35 4.25 | 100 t 14.0 8.0 6.0 4.0 |
| | | CLASS | "B" | | |

| (| | | | | m. to 6:00 | |
|----|--------|-------|-----------|----------|------------|------|
| | p.m. | bna | 9:00 p.m. | to 10:00 | p.m.) | |
| 1 | minute | 11.50 | 10.90 | 10.35 | 9.65 | 9.20 |
| | words | | 7.60 | 7.20 | 6.80 | 6.40 |
| | words | 5.00 | 4.75 | 4.50 | 4.25 | 4.00 |
| 25 | words | 4 00 | 3.80 | 3 60 | R 40 | 8 20 |

| AAA | |
|---------------------------|------|
| | Wake |
| HELLEN VI | 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.



| | (A) | | CLASS ' | C. | day) | |
|-----------|-------|---------------------------------------|--|--|---------------------------------------|--|
| 100 50 | words | 1 11. 9.00 6.00 4.00 3.00 | 13 ti. 8.55 5.70 3.80 2.85 | 26 11. 8.49 5.40 3.60 2.70 | 52 H. 7.95 5.10 3.40 2.55 | 1(0 t) 7,54 4,91 8 21 2,61 |
| •• | | | CIAL_FE | | | |

Participating features—Farm Hands, Women's Hogg News Periods—rates on request. Number of sponsor limited.

RECORDED PROGRAMS
No service charge on electrical transcription
shipping charges. Transcription library
available—details on request. riptions except brary services

TALENT
Station will furnish any type of local talent aresiable. Rates on application.

REMOTE CONTROL

Programs will be broadcast from any location. Price on application on points outside of regular studies.

Contract and Other Requirements
Maximum length of contract—one year.
Rates do not include talent. No extra charge far
services of program and announcing staff.

Closing Time
Closing date is two weeks prior to starting date Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-table.

Personnol
Mahaging Director—Rev. James A. Wagner.
General Manager—Haydn R. Evans.
General Sales Manager—Val E. Schneider.

Representatives Weed & Company.

JANESVILLE

(Rock County)

WCLO (Established 1980)



Rates effective April 1, 1942.

Owned and operated by Gazette Printing Company.

Business Office and Main Studio—240-2404 E. Minwaukee 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 mldnight.

Agency Commission Akency commission 15% allowed to recognized advertising agencies on station time only. Cash discount 2%—10 days.

General Advertising
For combination rates see listing of Mutual Bread-casting System. Affiliated with the Wisconsin Net-work.

sting System. Affiliated with the Wisconsin rk.

(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. 11

1 hour... 70.00 66.50 63.00 59.50

2 hour... 42.00 39.90 37.80 33.70

4 hour... 28.00 26.60 25.20 23.80 minutes 21.00 19.95 18.90 17.85 minutes 11.00 19.95 18.90 17.85 minutes 14.00 13.30 12.60 11.90 minute 7.00 6.65 6.30 5.95

CLASS "B"

(7:30 a.m. to 11:30 a.m.)

1 hour... 42.00 39.90 37.80 35.70

2 hour... 25.00 23.75 22.50 21.25

4 hour... 17.00 16.15 15.30 14.45 minutes 12.00 11.40 10.80 10.20 minutes 12.00 11.40 10.80 10.20 minutes 2.00 8.55 8.10 7.65 1 ti.
1 hour.... 70.00
1/2 hour.... 42.00
1/4 hour.... 28.00
10 minutes 21.00
5 minutes 14.00
1 minute 7.00 104 tl. 56.69 32.69 22.49 16.89 11.29 5.65 (7:30 1 hour.... 42.00 1/2 hour.... 25.00 1/4 hour.... 17.00 10 minutes 12.00 5 minutes 9.00 1 minute 6.00 33.60 20.00 13.60 9.60 7.20 4.80

CLASS "C"
(All other time)
26.60 24.20
0 15.20 14.40
0 11.40 10.80
0 7.60 7.20
0 5.70 5.40
0 4.28 4.05 1 hour.... 28.00 1/2 hour.... 16.00 1/4 hour.... 12.00 10 minutes 8.00 5 minutes 6.00 1 minute 4.50

POLITICAL RATES
One time Class "A" rates apply.
TRANSCRIPTIONS
Regular rates apply.
TALENT
Program suggestions, lists of talent, large studit i organ—rates on request.

organ—rates on request.

SERVICE FACILITIES

Station will assume entire responsibility for program production or preparation. Newspaper publicity, direct mail promotion and personal contacts.

Contract and Other Requirements
Programs must conform to the standards of the station and the rules of the F. C. C. Where addressive prepares own program, it should be submitted not less than three dars in advance for program director's approval. All proposals subject to prid booking of time.

Closing Time

Closing Time Contracts should be closed two weeks in advance t enable proper merchandising. Transcriptions and recordings must be delivered to studios 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-J. F. Kyler.

Representatives None.

WISCONSIN—Continued

LA CROSSE

(LaCrosse County) WKBH (Established 1928)



miltos effective August 1, 1941. (Card No. 6.)

ar ined and operated by WKBH, Incorporated,
isliness Offices and Main Studios—Radio Building.
LaCrosse. Wisconsin, telephone 450
in ansmitter—Three miles from La Crosse on Mornon Coulee Road.

p. —Power—Time
iferating power—1,000 watts.
[1100% modulation—crystal control.)
£.2.8 meters; 1410 kilocycles.
Lensed to operate full time on cleared regional
panel.

nnnel. Cerates on Central War Time.

tey Commission
Pency commission 15% allowed agencies recognized
b station. Payment dates weekly or monthly on
tract agreements, otherwise cash in advance.

ral Advertising

F combination rates see listings of Blue Network
Capany (Basic Supplementaries) and National
Endeasting Company (Basic Supplementaries).

ties do not include talent, but do include charges
it merchandising service department and transcripequipment. 12:00 noon to 1:00 p.m. and after 6:00 p.m.)

| | hour | 120.0 |
|---|---|-------|
| | hour | 70.0 |
| | hour | 45.0 |
| | | 22.0 |
| | minutes | 24.0 |
| | (Before 6:00 p.m. except 12:00 noon to 1:00 p.m.) | |
| | hour | 65.0 |
| | hour | 45.0 |
| | hour | 30.0 |
| • | minutes | 15.0 |
| | | |
| | DISCOUNTS | |
| | following discounts apply to programs: | |
| ı | imes 5% 52 times | 202 |
| ì | imes 10% 104 times | 250 |
| | imes | ~, |
| 1 | | |
| | STRIP RATES | |

(Consecutive weeks)
(Yes days weekly for 13 weeks:
(After 6:00 p.m.)
(I) hour, per week.... (Before 6:00 p.m.)
1, hour, per week...
1 minutes, per week...
Tee days weekly for 13 weeks: (Before 6:00 p.m.)

ii. DISCOUNTS
ii T following discounts apply to Strip Rates:
2treeks 5% 52 weeks 10%

ELECTRICAL TRANSCRIPTIONS

TALENT

LUS IN STRUCTURE SUPPLY

LUS IN S. 80 S. 80 S. 60

LUS IN STRUCTURE SUPPLY

LUS IN S. 80 S. 80 S. 60

LUS IN STRUCTURE SUPPLY

LUS IN S. 80 S. 80 S. 60

LUS IN STRUCTURE SUPPLY

LUS IN S. 80 S. 80 S. 60

LUS IN STRUCTURE SUPPLY

LUS IN S. 80 S. 80 S. 60

LUS IN STRUCTURE SUPPLY

LUS IN S. 80 S. 80 S. 60

LUS IN STRUCTURE SUPPLY

LUS I REMOTE CONTROL

203. We and mechanical charge for remote control in-stitutions may be required in advance. Estimates (2nd be given. Facilities for hook-ups on direct (2) jin lines.

bract and Other Requirements

Bract and Other Requirements

Be quoted are for the number of broadcasts used

shin one year.

Station management, Right is reserved to refuse

so rany part of announcements which do not, in

station management, Right is reserved to refuse

so rany part of announcements which do not, in

station management, maintain a level

construction of the management, maintain a level

construction of the management, maintain a level

construction of the management, maintain a level

construction and the advertiser. Time discounts apply on

the station charges only. All entertainment talent is

fra and charges only. All entertainment talent is

fra and charges only subject to time discount.

The management is a station subject to time available.

beram position subject to time available.

"eing Ifme
"ising date for sponsored programs one week in
rance; three weeks in advance for inclusion in
inclusion the state of the

onnel
desident—Otto M. Schlabach.
mmercial Manager—Howard Dahl.
ogram Director—Bernice Callaway.
def Engineer—Al Leeman. esentatives iward H. Wilson Company.

MADISON

(Dane County)
WHA

(Established 1917)

Owned by the State of Wisconsin and operated by the State University.

Wave—Pewer—Time
Operating power—5.000 watts.
309.3 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 I, 1942. (Card No. 5.)

Owned and operated by the Bauker Broadcasting Company.

Business Office and Studio—Tenney Building, Madison. Wisconsin, Fairchild 8800.

Transmitter—Four miles south of Madison. Wisconsin. Wave—Pewer—Time
Operating power—5,000 watts.

1000% modulation—errytal 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
Agency Commission 15% to recognized advertising agencies. No cash discount. Commission applies on talent unless otherwise snecified invoices mailed list of month, due and payable tenth of month.
General Advertisino
For combination rates see listings of National Broadcasting Company (Basic Supplementary) and Blue Network Company (Basic Supplementary).

CLASS "A"

(6:00 p.in. to 10:30 p.nn. week days and 4:00

twork Company (Basic Supplementary).

CLASS "A"

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

1 1/2 1/4 10 5

hour hour min. min. (*)

1 time... 159.00 80.00 45.00 35.00 20.00 11.00

3 times.. 142.50 76.00 42.75 33.25 19.00 10.45

6 times.. 188.75 74.00 41.63 32.38 1850 10.17

9 times.. 135.00 72.00 40.50 31.50 18.00 9.90

2 times.. 131.25 70.00 39.38 30.63 17.50 9.63

6 times.. 127.50 68.00 38.25 29.75 17.00 9.35

6 times... 120.00 64.00 36.00 28.00 16.08 8.80

6 times... 105.00 56.00 31.50 24.50 14.00 7.70

CLASS "B" mes. 105.00 00.00 CLASS 'B' (12:00 noon to 1:00 p.m. week days) 1/4 10 10 mit

min. 18.00 17.10 16.65 16.20 15.75 13.30 14.40

(*) One minute or less.

REMOTE CONTROL

Can arrangs 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 maths. All distances subject to Prior sale.

All contracts subject to prior sale.

Station reserves right to refuse or discontinue any distributions program or announcement for reasons sufficient to lessel.

Bedical accounts are accepted only with the approach

Station reserves right to refuse of discontinue any advertising program or announcement for reasons sufficient to itself.

Medical accounts are accepted only with the approval of station manakement.

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 88-1/8 and 78 r.p.m. double turn-tables.

Closing time

Twenty four hours before broadcast.

Persannel
General Manager—Edwin C. Allen.

Program Manager—Kenneth F. Schmitt.

Chief Engineet—Norman Hahn

Representatives

Howard H. Wilson Company.

MANITOWOC

(Manitowoe County)

WOMT

(Established 1926)

Rates effective June 1, 1348.

Owned and operated by Francis M. Kadow.

Business Offices and Studios—Radio Building, Mantowoc. Wisconsin,

Transmitter—Mikadow Theatre Building, Manitowoc.

Wave—Power—Time
Operating power 100 watts.
21.9 meters; 1240 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Actual operatins schedule: 0:35 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" CLASS "A"
(11:30 a.m. to 1:30 p.m. and 6:00 p.m. to
9:30 p.m.) request. Newscastsrequest.

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 TALENT charge Complete production department also available; special production entailing research is subject to additional charges. charges.

Contract and Other Regulrements
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
Equipmed to handle programs by electrical transcrip-tion using 33-1/3 and 78 r.p.m. double turn-tables

MARINETTE

Proon using 33-1/3 and 78 r.p.m. double turn-Personnel General Manager—F M. Kadow. Program Director—D. Wodak. Production and Promotion Mkr.—L. J. Kadow. Chief Engineer—W F. Duben

(Marinette County)

WMAM
(Established 1939)

hour minutes

A regular one times. 10%

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 1:30 p.m., and during regularly scheduled nowscasts as participating. Time schedule cannot be guaranteed. However, advertiser's desires will be followed as closely as possible.

Per broadcast... 5:70 5.40 4.80 4.20 3.60 (This listing continued on part grape)

WISCONSIN-Continued

MARINETTE--Continued

WMAM—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:

13 wks. 26 wks.

400 3,000

l daily 400 3 wks. 25 wks. 20 daily, each. 3.75 2.75 3 daily, each. 3.75 2.75 3 daily, each. 3.50 2.50 Weather or temperature reports, with a 50 word commercial announcement, one minute rates apply. 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.

No contract accepted to a commonths.

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.

Personnal

tion. Using 35-1/3 and 10 typin down 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)

WIGM (Established 1941)

Rates received August 15, 1941.
Owned and operated by George F. Meyer.
Business Office and Studio-Highway 13, southern city limits, Medford, Wis.
Transmitter—On Highway 13, southern city limits.
Medford, Wis.

Mediota, wis.

Wave—Power—Time
Operting 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.

Actual operation — p.m. Week days 7:30 a.m. to 10.00.

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.

300 or more 26 ti. 52 ti. 104 ti. ti. 28,500

52 ti. 104 ti. 33.50 30.00 28.50 21.50 20.00 18.50 11.50 11.00 10.50 9.50 9.00 8.50 7.00 6.50 6.00 26 t1. 35.00 22.00 12.00 10.00 7.50 1 hour..... 40.00
1/2 hour..... 24.00
1/4 hour..... 15.00
10 minutes 11.00
5 minutes 8.50

5 minutes 8.50 8.00 7.50 7.00 6.50 6.00

ANNOUNCEMENTS

100 words... 5 NOO 4.50 4.25 3.75 3.50 3.25

75 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 ress accepted at the 100 word announcement rate Rates include use of transcription library seriful Rates include use of transcription library seriful REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agenc

Commission. POLITICAL
Regular rates apply, payable in advance. Copy a political talks must be aubmitted prior to broadcast. Light Talent charge on 15 minute news broadcast, 1.00.

SERVICE FACILITIES
Station will assume entire responsibility for program preparation. Merchandising division available to ad commission.

SERVICE FACILITIES
Station will assume entire responsibility for program preparation. Merchandising division available to ad vertisers.
Contract and Other Requirements
Advertising of alcoholic beverages accepted.
Contracts subject to cancellation by two weeks written notice accompanied by certified check at the rate to date of last program. Programs and announgments in a governmental regulations. Station reserves the right to refuse or discontinue any advertising for reason satisfactory to itself. Station reserves the first aniast 30 seconds of all programs for its use. Contract limited to one year. Renewals subject to rate it 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 Woelfi.
Representatives
None.

MILWAUKEE

(Vilwaukee County)

WEMP



BLUE NETWORK STATION

| 9 |
|---|
| Rates effective March 1, 1941. (Card No. 6.) |
| Owned and operated by Milwaukee Broadcasting O. Business Office and Studio—711 Empire Bldg., Milwaukee, Wisconsin, Marquette 7722. Transmitter—711 Empire Bldg., Milwaukea. Wig. 7 |
| 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. |
| cash discount. |
| General Advertising For combination rates see listings of Blue Network |
| Company (Basic Rine Supplementaries) and hy- |
| Central Broadcasting System (Southeastern Wiscon |
| sin Group). Rates include charges by owners of music copyright. |
| (5:00 p.m. to 10:00 p.m. week days and all |
| (5:00 p.m. to 10:00 p.m. week days and all day Sundays) |
| 1 hr. 1/2 hr. 1/4 nr. 5 mg |
| 13 times 110.00 67.00 46.00 23j |
| 26 times 100.00 62.00 44.00 21 |
| 52 times 90.00 57.00 42.00 197 |
| 33-136 times 80.00 32.00 30.00 16. |
| 003 200 stmos 70 00 42 00 37 00 120 1 |
| 301 or more times 65.00 45.00 35.00 13:11 |
| (8:00 a.m. to 5:00 p.m. week days) |
| 12 times 95.00 52.50 33.75 16. |
| 26 times 80.00 50.00 32.50 15. |
| 52 times 75.00 47.50 31.25 13 |
| 33-136 times 70.00 43.00 00.75 11.0 |
| 001 000 11-11-11-11-11-11-11-11-11-11-11-11-11- |
| 301 or more times 55.00 \$7.50 26.25 3.1 |
| (10:00 p.m. to 8:00 a.m. week days) 1 time |
| 1 time |
| 26 times 55.00 37.50 23.50 11 |
| 52 times 52.50 86.25 22.25 11 53-156 times 50.00 35.00 21.00 |
| 53-156 times 50.00 35.00 21.00 9 157-200 times 47.50 33.75 20.50 8 |
| 201-300 (11488 43.00 32.30 10.00 7 |
| 301 or more times 42.50 31.25 15.13 |
| (Fine - Arthon Children and all |
| day Sundaya) (*) 3 is |
| 1 time |

| | ANNOUNCEMENTS | | |
|----|-----------------------------------|--------------|---|
| | (5:00 p.m. to 10:00 p.m. week day | g and | 8 |
| | day Sundays) | (*) 25.00 | |
| 1 | time | | |
| 18 | times | 22.50 | |
| | times | 20,00 | |
| 52 | times | 18.50 | |
| | | dattal | |

(8:00 a.m. to 5:00 p.m. week

(This listing continued on next page)

For Milwaukee **BLUE NETWORK**

MILWAUKEE—Continued WEMP-Continued

WEMP—Continued

POLITICAL RATES
the time Class 'A' rate applies.
RECORDED PROGRAMS
centra charge for handling of recorded or electrally transcribed programs.

TALENT
Ingram suggestions, lists of talent and prices furmed on request.
SERVICE FACILITIES
Stion will assume the entire responsibility for promotion preparation. Merchandising service available.
Application of the Requirements
Apprograms must conform to the standards of standards and other Requirements
Apprograms must conform to the standards of standards programs, it still be abbmitted not less than three days in advice for program director's approval. All propagation is subject to prior booking of time.

Ciracts should be closed three weeks in advance to mee printed program schedules. Records must be incred to studios at least one week in advance.

Edipped to handle programs by electrical transcriptions, using 33-1/3 and 78 r.pm. turn-tables for edical and lateral cut recordings.

The control of the promotion Manager—Charles Langhier.

WISN (Established 1922)



ties effective March 1, 1942. (Card No. 18.)

(G) ed and operated by Hearst Radio, Inc.

(I) eness Office and Studio—123 W. Michigan St.,

Ilwaukee, Wis., Daly 3900.

Ersmitter—Town of Greenfield, Milwaukee County.

Transitter—Town of Greenfield, Milwaukee County, tuv-Power—Time
Orating power—5,000 watts, 126) meters; 1150 kilocycies, Linsed to operate full time. Orates on Central War Time, Acal Operating schedule: 6:00 a.m. to 12:00 midinit.

init.

jern Commission

Bit payable on 15th day of month following broadtee: No cash discount.

renel Advertising

Precombination rates see listing of Columbia Broadcaing System (Hasic Supplementary Group).

Inrder to earn not rates quoted, contracts must be

repleted within 12 months.

Programs of five minutes or more may not be com-bined with announcements of one minute or less to obtain frequency discounts.

CLASS "A"

| | (6:00 | p.m. to | 10:00 p.: | m.) | |
|-----|---------------|---------|-----------|---------|---------|
| | | 1 hr. | 1/2 hr. | 1/4 hr. | 5 m in. |
| 1 | time | 265.00 | 165.63 | 106.00 | 79.5€ |
| 13 | times | 251.75 | 157.35 | 100.70 | 75.53 |
| 26 | times | | 153.21 | 98.05 | 73.54 |
| 39 | times | 238.50 | 149.07 | 95.40 | 71.53 |
| 52 | times | 225.25 | 140.79 | 90.10 | 67.58 |
| 101 | times | 212,00 | 132.50 | 84.80 | 63.60 |
| 201 | times | | 124,22 | 79,50 | 59.63 |
| 301 | or more times | | 115.94 | 74.20 | 55.65 |
| | | CLASS | B.,, | | |
| | | 4.00 | 1 10 | .00 | •• |

| | | CLASS | 13 | | |
|-----|---------------|----------|-----------|---------|-------|
| | (8:30 a.m. to | 6:00 p.m | . and 10: | 00 p.m. | to |
| | | 11:00 p | | | |
| 1 | time | 132,50 | 82.82 | 53.00 | 29.75 |
| 13 | times | | 78.68 | 50.35 | 37.76 |
| 26 | times | | 76.61 | 49.03 | 36.77 |
| 39 | times | 119.25 | 74.54 | 47.70 | 35.78 |
| 52 | | 112.63 | 70.40 | 45.05 | 33.79 |
| 101 | times | | 66.26 | 42.40 | 31.80 |
| 201 | times | | 62.12 | 39.75 | 29.81 |
| 301 | or more times | | 57.97 | 37.10 | 27.83 |
| | or more times | CLASS | "C" | 010 | 21100 |

(11:00 p.m. to 12:00 midnight and 7:00 a.m

| | TI.OU P.III. IQ I | , uu mi | CHILDRE WILL | 1 1.00 4.1 | μ. |
|-----|-------------------|---------|--------------|------------|-------|
| | | to 8:30 | | | |
| 1 | time | 106.00 | 66.25 | 42,40 | 31.80 |
| 13 | times | 100.70 | 62.94 | 40.28 | 30.21 |
| 26 | times | 98.05 | 61.28 | 39.22 | 29.42 |
| 39 | times | 93.40 | 59.63 | 38.16 | 28.62 |
| 52 | times | 90.10 | 56.31 | 36.04 | 27.03 |
| 101 | times | 84.80 | 53.00 | 33.92 | 25.44 |
| 201 | times | 79.50 | 49.69 | 31.80 | 23.85 |
| 301 | or more times | 74.20 | 46.38 | 29.68 | 22.26 |
| | | CLASS | "D" | | |
| | | | 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 | 45.98 | 29.42 | 22.06 |
| 39 | times | 71.55 | 44.72 | 28.62 | 21.47 |
| | | | | | |

| 1 minute (or less) | tl. | 26 tl. | 52 tl. 10 | I ti. m | 301 or ore tt. |
|----------------------------------|-------|--------|-------------------------|-------------------------|-------------------------|
| transcription 30 word station | 40.00 | 38.00 | 36.00 | 34.00 | 30.00 |
| break | | | 29.25 26.33 17.55 | 27.63 24.86 16.58 | 24.38 21.94 14.63 |

CLASS "B" (8:30 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.)

301 or 1 ti. 26 ti. 52 ti. 101 ti. more ti. 20.00 19.00 18.00 17.00 15.00 14.63 13.17 8.78 16.25 15.44 14.63 13.90 9.75 9.26 CLASS "C" 13.81 12.44 8.29

CLASS "C"
(11:00 p.m. to 12:00 midnight and 7:00 a.m.

| to 8:30 | a.m.) | | | |
|---------------------|---------|---------|-------|-------|
| l minute (or less) | | | | |
| transcription 16.00 | 15.20 | 14.40 | 13.60 | 12.00 |
| 30 word station | | | | |
| | 12.35 | 11.70 | 11.05 | 9.75 |
| 100 words 11.70 | | 10.53 | 9.95 | 8.78 |
| 50 words 7.80 | 7.41 | 7.02 | 6.63 | 5.85 |
| CLASS | D | | | |
| (12:00 midnight | to 7:00 |) a.m.) | | |

| 12:00 midnisht to 7:00 s.m. | 6 days | 7 days

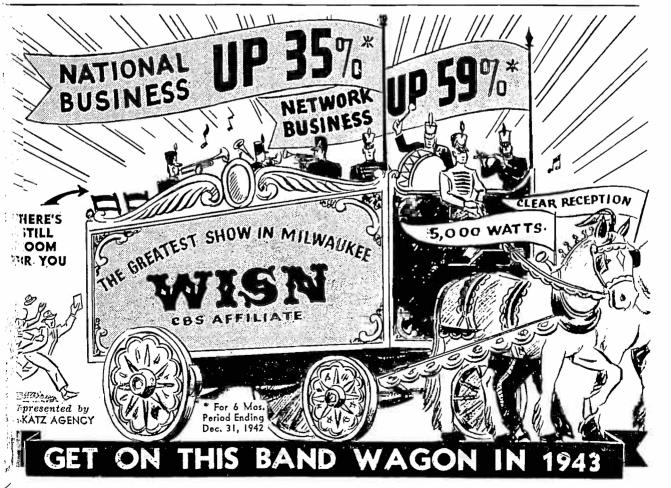
individually.

SPECIAL FEATURES

Temperature, Time and Weather Reports, Copy limited to 25 words, Station break rates apply.

Ann Lesite'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 littling actioned as navi mean)



WISCONSIN--Continued

MILWAUKEE—Continued

W I S N—Continued POLITICAL RATES

On request.

TALENT

Rates on request.
REMOTE CONTROL
Arrangements can be made for remote control broadcasts at actual cost.

Artangements 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 uless 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

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—G: W. Grignon.

Representatives
The Katz Agency, Inc.

WTMJ (Established 1927)

Rates effective October 1, 1942. (Card No. 34.)

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 817. 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 Timo.
Actual operating schedule: Sundays 8:00 a.m. to
12:00 midnisht. Week days 6:00 a.m. to 12:00 midnisht.

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.

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 a Company (Basic Network).

Rates a construct company (Basic Network).

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 advertising 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 hona fide retailers, in which merchandise or service is offered for sale direct to the consumer, solely through-none or more retail stores which the advertiser owners or controls.

General rates also apply to all cooperative advertising where both retail and general advertisors are denoted as a part of the same manufacturer. General rates also apply to all cooperative advertising offering the product of the same manufacturer. General rates also apply to all cooperative downers or control of the same manufacturer. General rates also apply to all none and advertising such as banks, loan associations, investment companies, and real estate; also to all accounts classified under "transportation."

General rates apply to all programs prepared for national or sectional releases and placed by local representatives or dealors.

GENDERAL 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, dall | у). | |
|------------|----------|---------|---------|----------|----------|--------|-------|
| | | 1 ti. | | | .156·t1. | | |
| 1 | hour | | | | 300,00 | | |
| . 172 | hour | | | | 183.60 | | |
| 1/4 | hour | 144.00 | 136.80 | | 122.40 | | |
| *100 | words | 50.00 | 47.50 | 40.25 | 42.50 | | 35.00 |
| #50 | words | 35.00 | 33.25 | 32.40 | 29.75 | 26.25 | 24.50 |
| 125 | words | 55.00 | 52.25 | 50.90 | 46.75 | 41.25 | 38.50 |
| ‡1 | minute | 90.00 | 85.50 | 83.25 | 76.50 | 87.50 | 63.00 |
| § 1 | minute | 60,00 | 57.00 | 55.50 | 51.90 | 45,90 | 42.00 |
| | (8:00 n. | m, to t | 3:00 p. | m. and | 10:00 | p.m. t | 0 |
| | | | | | | | |

| 12:00 mldn, Tit) | | | | | | | | |
|------------------|---------|--------|--------|--------|--------|--------|--------|--|
| 1 | hour | 180.00 | 171.00 | 166.50 | 153.00 | 135.00 | 126.00 | |
| 1/2 | hour | 108.00 | 102.60 | 99.90 | 91.80 | 81.00 | 75.60 | |
| 1/4 | hour | 72.00 | 68.40 | 00.60 | 61.20 | 54,00 | 50.40 | |
| *100 | words | 25.00 | 23.75 | 23,15 | 21.25 | 18.75 | 17.50 | |
| *50 | words | 17,50 | 16,65 | 16,20 | 14.00 | 13.15 | 12.25 | |
| †25 | words | 27.50 | 26.15 | 25.45 | 23.40 | 20.85 | 19.25 | |
| #1 | minute | 45.00 | 42.75 | 41.65 | 88.25 | 88.75 | 31.50 | |
| 81 | toloute | 80.00 | 28.50 | 27.75 | 25.50 | 22.50 | 21.00 | |

| | | 1 tl. | 26 tl. | 52 ti. | 156 ti. | 260 tl. | 312 tl. |
|------|----------|---------|---------|--------|---------|---------|---------|
| 1 | hour | 120.00 | 114.00 | 111.00 | 102.00 | 90.00 | 84.00 |
| 1/2 | hour | 72.00 | 68.40 | 66.60 | 61.20 | 54.00 | 50.40 |
| 1/4 | hour | 48.00 | 45.60 | 44.40 | 40.80 | 36.00 | 33.60 |
| *100 | words | | 16.65 | 16.20 | 14.90 | 13.15 | 12.25 |
| *50 | words | 12.50 | 11.90 | 11.55 | 10.65 | 9.40 | 8.75 |
| †25 | words | 19.00 | 18.05 | 17.60 | 16.15 | 14.25 | 13.30 |
| ‡1 | minute | 31.00 | 29.45 | 28.70 | 26.35 | 23.25 | 21.70 |
| ŞΙ | minute | 20.65 | 19.60 | 19.10 | 17.55 | 15.50 | .14.45 |
| | (6:00 a. | m. to 7 | :00 a.m | | 12:00 | nidnigh | ıt |
| | | | | | | | |

| | | t | 00:00 | a.m.) | | | |
|------|-----------|-------|--------|--------|-------|-------|-------|
| 1 | hour | 90.00 | 85, 50 | 83.25 | 76.50 | 67.50 | 63.00 |
| 1/2 | liour | 54.00 | 51.30 | 49.95 | 45.90 | 40.50 | 37.80 |
| 1/4 | hour | 36.00 | 34.20 | 33,30 | 30.60 | 27,00 | 25.20 |
| 100 | words | 12,50 | 11.90 | 11.55 | 10.65 | 9.40 | 8.75 |
| *50 | words | 8.75 | 8.30 | 8.10 | 7.45 | 6.55 | 8.15 |
| 125 | words | 13.75 | 13.05 | 12.70 | 11.70 | 10.30 | 9.65 |
| 11 | minute | 22,50 | 21.40 | 20.80 | 19.15 | 16.90 | 15.75 |
| \$1 | minute | 15.00 | 14.25 | 13.90 | 12.75 | 11.25 | 10.50 |
| - (1 | 1) Partic | | | cement | | | |

(*) Participating announcements.
 (†) Twenty-fire word station break, 100 words preceding or following news, or 100 words preceding or following special events.
 (‡) Transcriptions, inxed 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 for announcements. announcements.

or announcements.

A bonus discount on total net billings will be paid as follows for 52 consecutive weeks service on any contract:

SPECIAL FEATURES

News—Five minutes, week days:
(6:00 p.m. to 10:00 p.m.)

| 1 10 1 | |
|---|-------|
| | wks. |
| Time cost | 59.20 |
| Service cost 52.50 52.50 52.50 | 52.50 |
| (8:00 a.m. to 6:00 p.m.) | |
| Time cost | 29.60 |
| Service cost 52.50 52.50 52.50 | 52.50 |
| (7:00 a.m. to 8:00 a.m.) | |
| | BG.40 |
| Service cost 52.50 52.50 52.50 | 52.50 |
| (6:00 a.m. to 7:00 a.m.) | |
| | 34.80 |
| Service cost | 52.50 |
| No agency commission on service cost. | |

to agency commission on service cost.

Rates for public service features, such as Chees
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 numhers. TALENT
Announcers and talent extra. Hates on request.

Announcers and talent extra. Rates on request.

REMOTE CONTROL

Additional special charkes made for programs originating outside of station studios.

Contract and Other Requirements

Awertising of hard liutur but accepted.

Medicinal accounts accepted only on approval of station management. Talks accepted only when subject matter is, 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 announcer's services cover only straight announcing. An additional talent charge will be made it 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 Closting date for continuers, one manufacture 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

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,
Oslikosh, Wis.
Transmitter—2-1/2 miles north of business district
on 'toute No. 5, Oslikosh, Wis.
Wave—Power—Time
Operating power—250 watts.
201.3 meters: 1490 killocyclos.
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. Rates offective December 1, 1941. (Card No. 1.)

Agency Commission
Agency commission
Agency commission
Agency commission
Ingency commission
Agency commission
Ingency Commission
Ingency Company
Ingency Commission
Ingen

| Rates do not include charges by owners of mage copyrights.
| CI.ASS "A" | CI.ASS "A" | CI.130 a.m. to 1:00 p.m. and 6:00 p.m. seed of 1:00 p.m. and 6:00 p.m. seed days and 12:00 noon to 6:00 p.m. seed p.m. and 1:00 p.m. to 8:00 p.m. seed days and 12:00 noon to 6:00 p.m. seed p.m. and 6:00 p.m. and 6:

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.)

30 words..... 6.00 5.70 5.40 5.15 4.90 4.20 (S.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) 100 words.... 6.00 5.75 5.40 5.15 4.90 4.30 words.... 4.00 3.80 3.60 3.40 3.20 3

SPECIAL FEATURES
News: Leased wire service available, Regular applus talent and news charges.
Sports: Regular rates apply plus talent and news charges.

REMOTE CONTROL Facilities subject to extra charge for line and 1

chanical costs.
Contract and Other Requirements
Advertising of alcoholic beverages not accepted, cepting beer and light wine. Contracts subject cancellation by 14 day written notice accomparaby certified check at short rate to date of last Faran. Resale of time not permitted. All program transcriptions and announcements are subject to proval of station management. Announcements of words or less may not be combined with program flyo minutes or more to earn frequency discounts

Clesing Time
All contracts, copy, talks and other program make should be in the hands of the station as far in vance as possible.

Mechanical Program Equipment Equipmed to handle programs by electrical transct tion using 33-1/3 and 78 r.p.m. double turn-tal for vertical and lateral cut recordings.

Personnel

Personnel Station Manager—Ray E. Schwartz.

Henrescutatives
Howard H. Wilson Company.

Commbie County

WIBU

hed and operated by Wm. C. Forrest.

Siness Office and Studio—Commercial State Bank
Idg., Madison, Wis., and Poynette, Wis.

Per Studios—Mayr Seed and Feed Bldg., Beaver
am. Wis; First National Bank Bldg., Portage,
Vis.; Baraboo News Republic Office, Baraboo,
Vis.; Kenosha, Wis.

Shamitter—Two miles south of Poynette, Wis. Mail
Idress RFD No. 2, Poynette, Wis.

- W-Power.—Time
- Varing power.—250 watts.
- Varing power.—250 watts.
- 100% modulation.—crystal control.)
- 1199 meters; 1240 kilocycles.
- Whised to operate full time.
- Opates on Central War Time.
- ical operating schedule: 7:00 a.m. to 10:00 p.m.

in an Commission 15% to recognized advertising commission 15% to recognized advertising agree. Agency commissions on time charges only.

Had alsoent 28—15 days from invoice date.

Hadel Advertising gracombination rates see listing of Mutual Broad
Lang System. Affillated with the Wisconsin Net-

The state of the s (Nighttime) 1 ti. 13 ti. 26 ti. 52 ti. 156 ti. 260 ti.

| lhour | 70.00 | 66.50 | 63.00 | 59.50 | 56.00 | 52,50 | | | |
|-----------|-------|-------|-------|-------|-------|-------|--|--|--|
| 2hour | 42.00 | 39.90 | 37.80 | 35.70 | 33.60 | 31,50 | | | |
| /.ihour | | 26.60 | 25.20 | 23.80 | 22.40 | 21.00 | | | |
| 0 linutes | 21.00 | 19.95 | 18.90 | 17.85 | 16.80 | 15.75 | | | |
| o ninutes | 14.00 | 13.30 | 12.60 | 11.90 | 11.20 | 10,50 | | | |
| (Daytime) | | | | | | | | | |
| lhour | 35.00 | 33.25 | 31.50 | 29.75 | 28.00 | 26,25 | | | |
| /2hour | | 19.95 | 18.90 | 17.85 | 16.80 | 15.75 | | | |
| /4hour | | 13.30 | 12.60 | 11.90 | 11.20 | 10.50 | | | |
| 0 unutes | 10.50 | 9.98 | 9.45 | 8.95 | 8.42 | 7.89 | | | |
| ő linutes | | 6.65 | 6.30 | 5.95 | 5.60 | 5.25 | | | |
| | SPOT | ANNO | INCEN | TENTS | | | | | |

TALENT

REMOTE CONTROL

higher on application.

Editr and Other Requirements

Additional subject to approval of station director

Additional subject to approval of station director

Additional subject to approval of station director

Editional subject to approval of station director

Editional discontinue any advertising for reasons

Additional subject to the subject to th

Isin Time 1 day to itself.

Isin Time 1 doing date for programs for inclusion in general inbitty and printed program announcements is 14 rryin advance of broadcast on all but special public in Announcements accepted one week in advance or badosst.

Ashacal Program Equipment
Clayped to handle programs by electrical transcriptionsing 33-1/3 and 78 r.p.m. double turn-tables.

tomi Actrercial Manager-Ralph O'Connor.

rentatives inlicolman Company,

RACINE

(Racine County)

WRJN (Established 1926)



er at: effective January 1, 1940,

Peyrl and operated by Racine Broadcasting Corp.
Siness Office and (Main) Studios—American Bank
Bilding, Racine, Wisconsin, Jackson 290.
Suly Studios—West Allis, Kenosha and Burlington.

amitter-Mt. Pleasant, Wisconsin.

Tamtter—Mt. Fleasant. Wisconsin.
TePower—Time
Pacting power—250 watts.
10% modulation.
14 meters; 1400 kilocycles.
1csed to operate full time.
pates on Central War Time.
1cbl operating schedule: 6:30 a.m. to 10:00 p.m.

rein (Commission 15% to recognized agencies on thanks for station time only. No cash discount.

Advertising brombination rates see listing of Mutual Broading System. Affiliated with the Wisconsin Net-GENERAL RATES

eral rates apply to all advertising other than that an fide relatiers, in which merchandise or serves offered for saie direct to the consumer, solely and one or more retail stores which the advertiser nor controls.

| · hou | | | 10:00 | p.m.) | 80.00 |
|-------|------|------|-------|-------|----------------|
| nou | T | | | | 46.00 27.00 |
| min | utes | | | | 20.00 |

| (8:30 a.m. to 1:30 p.m.) 1 hour | (0:00 1:00) | |
|--|--|-------|
| 1/2 hour | | 70.00 |
| 1/4 hour | | |
| 18.00 | | |
| (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.) 1 bour | | |
| p.m. and 10:00 p.m. to 11:00 p.m.) 1 hour | | |
| 1 hour | | |
| 1/2 hout | | 56.00 |
| 1/4 hour | | |
| 14.40 DISCOUNTS | | |
| An original contract is subject to the following discounts. Additional broadcasts up to one year from date of first broadcasts will continue to earn the same discount until the next hisher discount shall have been earned and then this hisher discount shall apply to all preceding broadcasts. Less than 13 times. Net 13 to 25 times. 5% 26 to 51 times. 15% 25 to 149 times. 25% 360 or more times. 35% 300 or more times. 35% 35% 300 or more times. 35% 35% 35% 35% 35% 35% 35% 35% 35% 35% | | 14.40 |
| An original contract is subject to the following discounts. Additional broadcasts up to one year from date of first broadcasts will continue to earn the same discount until the next hisher discount shall have been earned and then this hisher discount shall apply to all preceding broadcasts. Less than 13 times. Net 13 to 25 times. 5% 26 to 51 times. 15% 25 to 149 times. 25% 360 or more times. 35% 300 or more times. 35% 35% 300 or more times. 35% 35% 35% 35% 35% 35% 35% 35% 35% 35% | DISCOUNTS | |
| counts. 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 have been earned and then this higher discount shall apply to all preceding broadcasts. Net 13 to 25 times. 5% 26 to 51 times. 15% 52 to 149 times. 25% 150 to 299 times. 35% 300 or more times. 50% ANNOUNCEMENTS (6:00 p.m. to 10:00 p.m.) 75 words. 7.00 40 word station break. 6.00 0 words. 7.00 75 words. 8.15 40 word station break. 8.15 40 word station break. 8.15 40 word station break. 5.25 (7:30 a.m. to 3:30 a.m. 1:30 p.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.) 100 words. 5.60 | An original contract is subject to the following | die. |
| 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. Net 13 to 25 times. 5% 26 to 51 times. 15% 25 to 149 times. 25% 300 or more times. 50% ANNOUNCEMENTS (6:00 p.m. to 10:00 p.m.) 100 words. 8.00 75 words 7.00 40 word station break. 6.00 75 words 7.00 40 word station break. 8.15 40 word station break. 8.15 100 words. 8.15 7,730 a.m. to 8:30 s.m. 1:30 p.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.) 5.60 | counts Additional broadcasts up to one Vest | from |
| discount until the next higher discount shall have been earned and then this higher discount shall apply to all preceding broadcasts. Less than 13 times | | |
| been earned and then this higher discount shall apply to all preceding broadcasts. Less than 13 times | discount until the next higher discount shall | have |
| to all preceding broadcasts. Less than 13 times. 13 to 25 times. 15% 26 to 51 times. 52 to 149 times. 500 or more times. 50% ANNOUNCEMENTS (6:00 p.m. to 10:00 p.m.) 75 words. 76 word station break. 6:00 words. 77 word station break. 70 words. 71 word station break. 71 word station break. 72 word station break. 73 word station break. 74 word station break. 75 word station break. 75 word station break. 76 word station break. 77 word station break. 78 word station break. 79 word station break. 79 word station break. 70 word station break. 70 word station break. 71 word station break. 71 word station break. 72 word station break. 73 word station break. 74 word station break. 75 word station break. 75 word station break. 76 word station break. 77 word station break. 78 word station break. 79 word station break. 70 word station break. | heen earned and then this higher discount shall | aDDly |
| 13 to 25 times | to all preceding broadcasts. | |
| 26 to 51 times | | |
| 52 to 149 times. 25% 150 to 299 times. 35% 300 or more times. 50% ANNOUNCEMENTS (6:00 p.m. to 10:00 p.m.) 75 words. 7.00 40 word station break. 6.00 words. 7.00 75 words. 5.25 (7:30 a.m. to 1:30 p.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.) 100 words. 5.60 | 13 to 25 times | 5% |
| 150 to 299 times. 35% 300 or more times. 50% ANNOUNCEMENTS (6:00 p.m. to 10:00 p.m.) 100 words. 7.00 40 word station break. 6.00 75 words. 7.00 40 word station break. 5.25 (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.) 100 words. 5.60 | 26 to 51 times | 15% |
| 150 to 299 times. 35% 35% 350 or more times. 50% ANNOUNCEMENTS (6:00 p.m. to 10:00 p.m.) 100 words. 7.00 40 word station break. 7.00 40 word station break. 7.00 7.5 words. 7.00 7.5 words. 7.00 7.5 words. 7.00 7.5 words. 8.15 7.25 | 52 to 149 times | 25% |
| ANNOUNCEMENTS (6:00 p.m. to 10:00 p.m.) 100 words. | 150 to 299 times | 35% |
| (6:00 p.m. to 10:00 p.m.) 100 words. 8.00 75 words 7.00 40 word station break. 6.00 100 words. 7.00 (8:30 a.m. to 1:30 p.m.) 75 words 8.15 40 word station break. 8.15 (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.) 100 words. 5.60 | | 50% |
| 100 words. | ANNOUNCEMENTS | |
| 75 words 7.00 40 word station break 6.00 100 words 7.00 75 words 8.10 100 words 8.10 100 words 8.10 100 words 8.10 100 word 9.10 | | |
| 40 word station break 6.00 (8:30 a.m. to 1:30 p.m.) 100 words 7.00 75 words 6.15 40 word station break 5.25 (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.) 100 words 5.60 | | |
| (8:30 a.m. to 1:30 p.m.) 70 words 75 words 8150 p.m. 150 p.m. 150 p.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m. 5.60 | | |
| 100 words. 7.00 75 words. 8.15 40 word station break. 5.25 (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.) 100 words. 5.60 | | 6.00 |
| 75 words 8.15 40 word station break 5.25 (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.) 100 words 5.60 | (8:30 a.m. to 1:30 p.m.) | |
| 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.) 100 words | | |
| 100 words | | |
| 100 words | (7:30 a.m. to 8:30 a.m., 1:30 p.m. to 6:00 | |
| 100 words 5.60 | p.m. and 10:00 p.m. to 11:00 p.m.) | |
| 7E manda | 100 words | 5.60 |
| 15 Words | 75 words | 4.92 |
| 40 word station break 4.20 | 40 word station break | 4.20 |
| DISCOUNTS | DISCOUNTS | |

See discounts under period rates.

Contract and Other Requirements

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 etart 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 subtlect matter is, in opinition 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

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables

General Manager-Harry R. LePoidevin. Station Manager-H. J. Newcomb.

Representatives

The Walker Company.

RICE LAKE (Barron County)

WIMC

(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, Wis-

Wave-Power-Time

/ave—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 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.

| 1 hour 1/2 hour 1/4 hour 10 minutes 5 minutes 100 words | 30.00 20.00 14.00 9.00 5.00 | 13 ti. 42.50 29.00 19.00 13.25 8.50 4.75 | 26 t1. 40.00 28.00 18.00 12.50 8.00 4.25 | 52 t1. 87.50 27.00 17.00 11.75 7.50 8.75 | 100 t1. 85.00 25.00 16.00 10.25 6.75 8.25 |
|--|---|--|--|--|---|
| 100 words 50 words | $\frac{5.00}{3.90}$ | 4.75 3.75 | 4.25 3.50 | 3.75 3.25 | |
| | | | | | |

WEEKLY FREQUENCY RATES
To apply on contracts of 18 weeks duration or more.

| | | —rer | week |
|-----|---------|--------|--------|
| _ | | 3 tl. | 6 tl. |
| _ 1 | hour | 120,00 | 205.00 |
| 1/2 | hour | | 140.00 |
| 1/4 | hour. | 50.00 | 90.00 |
| 10 | minutes | 85.00 | 55.00 |
| 5 | minutes | 25.00 | 40.00 |
| | | | |

SPECIAL DISCOUNTS

| Discounts will be | | | | | |
|---------------------|-----------|------|------------|---------|-------|
| 13 weeks | . 5% | 39 | weeks | | 15% |
| 26 weeks | . 10% | 52 | weeks | | 20% |
| Weekly and addition | | | | | |
| mote control charge | es, talen | nt c | harges, ar | nouncem | ents. |

mote 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

| 1 ti. | 13 ti. | 26 ti. | 52 ti. | 100 ti. |
|-------------------|--------|--------|--------|---------|
| 1 minute 5.00 | 4.75 | 4.25 | 3.75 | 3.25 |
| 15 second station | | | | |
| break 1.75 | 1.65 | 1.50 | 1.35 | 1.20 |

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

ontract and Other Requirements
Advertising of alcoholto 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.

Closina Time

losing 11me
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.

General Manager—J. J. McGenty. Station Manager—Eddie Lee. Commercial Manager—R. W. Thompson.

Representatives Cox & Tanz.

SHEBOYGAN

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.

Transmitter—1-1/2 miles south of Sheboygan.

/ave—Power—Time
Operating power—1.000 watts days; 250 watts nights.
//100% modulation—crystal control,)
295.6 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.

11:00 p.m. Week days 7:00 a.m. to 11:00 p.m.
Agency commission 15% of net station time to creditable advertising agencies. No cash discount.
Bills rendered 1st of the month.
General Advertising
For combination rates see listing of Mutual 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 requency discounts.

General rates apply to all other than bona fide retallers 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.

WISCONSIN—Continued

SHEBOYGAN—Continued

W H B L-Continued

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

| | | Sunda | ys) | | |
|----------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|--------------------------|
| 1 time | 1 hr. 90.00 85,50 | 1/2 hr. 54.00 51,30 | 1/4 hr. 36.00 34.20 | 10 min. 30.00 28,50 | 5 min. 24.00 22.80 |
| 26 times 30 times 52 times | 81.00 76.50 or once | 48.60 45.00 | 32.40 30.60 | $\frac{27.00}{25.50}$ | 21,60 20,40 |
| weekly 104 times | 72,00 or twice | 43.20 | 28.80 | 24.00 | 10.20 |
| weekly | 67.50 | 40.50 | 27.00 | 22.50 | 18.00 |

(7:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m., 10:00 p.m. to 11:00 p.m. daily; 12:00 noon to 1:00 p.m. and 10:00 p.m. to 11:00 p.m. Sundays)

| | v | · iii · iyuiii | uuyay | | |
|-----------|----------|----------------|-------|-------|-------|
| 1 time | 60.00 | 36.00 | 24.00 | 20.00 | 16.00 |
| 13 times | 57.00 | 34.20 | 22.80 | 19.00 | 15.20 |
| 26 times | 54.00 | 32.40 | 21.60 | 18.00 | 14.40 |
| 39 times | 51,00 | 30.60 | 20.40 | 17.00 | 13.60 |
| 52 times | or once | | | | |
| weekly | 48.00 | 28.80 | 19.20 | 16.00 | 12.80 |
| 104 times | or twice | | | | |
| weekly | 45.00 | 27.00 | 18.00 | 15.00 | 12.00 |
| | (| CLASS | "c. | | |
| | (A | 11 other | time) | | |
| 1 tline | 40.00 | 24.00 | 16.00 | 12.00 | 10.00 |
| 13 times | 38.00 | 22.80 | 15.20 | 11.40 | 9.50 |
| 26 times | 36.00 | 21.60 | 14.40 | 10.80 | 9.00 |
| 39 times | 34.00 | 20.40 | 13.60 | 10.20 | 8.50 |
| 52 times | or once | | | | |
| weekly | 32.00 | 19.20 | 12.80 | 9.60 | 8.00 |
| 104 times | or twice | | | | |
| weekly | 30.00 | 18.00 | 12.00 | 0.00 | 7.50 |
| | S | TRIP R | ATES | | |

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

| | 1 hr. | 1/2 hr. | 1/4 hr. | 10 min. | 5 min. |
|-----------|----------|---------|---------|---------|--------|
| Three day | s weekly | : | | | |
| 13 wks. | 175.00 | 105.00 | 70.00 | 60.00 | 50.00 |
| 26 wks. | 160,00 | 96,00 | 64,00 | 54.00 | 45.00 |
| 52 wks. | 150.00 | 90.00 | 60,00 | 50.00 | 40.00 |
| Five days | weekly: | | | | |
| 13 wks. | 280.00 | 168.00 | 112.00 | 100.00 | 90.00 |
| 26 wks. | 255.00 | 153.00 | 102,00 | 92,00 | 82,00 |
| 52 wks. | 230.00 | 138.00 | 02.00 | 82.00 | 72.00 |
| Six days | weckly: | | | | |
| 13 wks. | 310.00 | 186.00 | 124.00 | 115.00 | 105.00 |
| 26 wks. | 200.00 | 174.00 | 116.00 | 108.00 | 95.00 |
| 52 wks. | 265.00 | 159.00 | 106.00 | 96.00 | 85.00 |
| | | CLASS | "B" | | |

(7:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m., 10:00 p.m. to 11:00 p.m. daily; 12:00 noon to 1:00 p.m. and 10:00 p.m. to 11:00

| | p.m. Sun | uays) | | |
|-------------------|----------|-------|-------|-------|
| Three days weekly | : | | | |
| 13 wks. 110.00 | 66.00 | 44.00 | 34.00 | 30.00 |
| 26 wks. 106.00 | 63.60 | 42.40 | 32.00 | 28.00 |
| 52 wks. 100.00 | 60.00 | 40.00 | 30.00 | 26.00 |
| Five days weekly: | | | | |
| 13 wks. 186,00 | 111.60 | 74.40 | 64.40 | 50.00 |
| 26 wks. 170.00 | 102.00 | 68.00 | 58.00 | 45.00 |
| 52 wks. 150.00 | 90.00 | 60.00 | 50.00 | 42.50 |
| Six days weekly: | | | | |
| 13 wks, 208.00 | 124.80 | 83,20 | 72.00 | 58.00 |
| 20 wks. 200.00 | 120.00 | 80.00 | 64.00 | 52.00 |
| 52 wks. 190.00 | 114.00 | 76.00 | 58.00 | 49.00 |
| | | | | |

Advertiser desiring to use program seven days a week may purchase seventh day for 1/6 rate earned on a six time weekly schedule,

ANNOUNCEMENTS

CLASS "A"
(12:00 noon to 1:00 p.m. and 0:00 p.m. to 10:00 p.m. to 10:00 p.m. to 10:00 p.m. Sundays)

| | | (*) | 50 wds. | 25 wds. | | | |
|-----------|---------------|--------|---------|---------|--|--|--|
| 1 | tline | 10.00 | 8.00 | 6.00 | | | |
| 13 | tlmes | 0.50 | 7.60 | 5.70 | | | |
| 26 | tlines | 9.00 | 7.20 | 5.40 | | | |
| 39 | tlines | 8.50 | 6.80 | 5.10 | | | |
| 52 | tines | 8.00 | 6.40 | 4.80 | | | |
| 104 | tlmes | 7.50 | 6.00 | 4.50 | | | |
| 156 | tlmes | 7.00 | 5.G0 | 4.20 | | | |
| 260 | times | 6.50 | 5.20 | 3.90 | | | |
| 300 | or more times | ő.00 . | 4.80 | 3.60 | | | |
| CLASS "B" | | | | | | | |

(7:00 a.m. to 12:00 noon, 1:00 p.m. to 0:00 p.m., 10:00 p.m. to 11:00 p.m. daily; 12:00 noon to 1:00 p.m. and 10:00 p.m. to 11:00 p.m. to 11:00

| | p.m. Sunda | ys) | | |
|-------|---------------|------|------|------|
| 1 | (line | 6.00 | 5.00 | 4.00 |
| 13 | times | 5.70 | 4.75 | 3.80 |
| 26 | tiraos | 5.40 | 4.50 | 3.60 |
| 30 | times | 5.10 | 4.25 | 3.40 |
| 52 | tlmes | 4.80 | 4.00 | 3.20 |
| 104 | tlmes | 4.50 | 3.75 | 8.00 |
| 156 | tlines | 4.20 | 8.50 | 2.80 |
| 260 | times | 3.00 | 8.25 | 2.60 |
| 800 | | 3.00 | 8.00 | |
| กบบ | or more times | | 0.00 | 2,40 |
| | CLASS " | c | | |
| | (All other t | lme) | | |
| 1 | Ume | 4.00 | 3.00 | 2.00 |
| 13 | Litnes | 3.80 | 2.85 | 1.90 |
| 28 | tlings | 3.60 | 2.70 | 1.80 |
| 39 | Limes | 8.40 | 2.55 | 1.70 |
| 52 | tlines | 3.20 | 2.40 | 1.60 |
| 104 | Unes | 3.00 | 2.25 | 1.50 |
| 150 | tines | 2.80 | 2.10 | 1.40 |
| 200 | Lines | 2.60 | 1.05 | 1.30 |
| 300 | | 2.40 | 1.80 | 1.20 |
| างกก้ | or more times | | 1,50 | 1,20 |

one minute transcription or 125

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.

FIGANSCRIPTION PROGRAMS
Transcriptions are permitted at all noirs. Transcription library service available, rates on request.

TALENT
Dramatic, instrumental, vocal solos, trios and dustrettes, rates on application to talent bureau.

MENIOTE CONTROL.
Complete facilities for handling programs originating outside of the studies.
Facilities established for handling programs originating in churches, hotels, night clubs, and convention halls.

SERVICE FACULTURE.

Ing in churches, hotels, night clubs, and convention halls.

SERVICE FACILITIES

The station maintains a merchandising department operating in conjunction with the Shebnygan Press. the services of which are available to clients. Contract and Other Requirements

Rates do not include talont. Services of announcer are included without extra cost. All orders for advortising subject to station's approval as to continuity music, program arrangement etc. All contracts must be completed within one year of first broadcast. No contract accepted for a longer period than one year.

All contracts subject to government regulations. Station reserves the right to refuse or discontinue any advertising program for reasons satisfactory to station reserves the right to refuse or discontinue any advertising program for reasons satisfactory to station management.

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 33-1/3 and 78 r.p.m. single or double turns.

Personnel

Station Director—Warne W. A.T.

Personnel Station Director—Wayne W. Crihb. Representatives

The Foreman Company.

STEVENS POINT

(Portage County)

WLBL

Owned and operated by State of Wisconsin Department of Agriculture.

Wave—Power—Time
Operating power—5 900 watts days.
322.6 meters; 930 kilocycles.

Licensed to operate days

Does not sell time.

SUPERIOR

(Douglas County)

KDAL

Considered by the Columbia Broadcasting System as their Duluth-Superior outlet. For rates and data see listing under Duluth. Minnesota.

WDSM (Established 1930)

Rates offective August 1, 1942. Owned and operated by WDSM. Inc.
Business Offices and Studios—Board of Trade Bldg.,
Superior, Wis.; Spalding Hotel, Duluth, Minn.
Transmitter—Connor's Point, Superior, Wisconsin.

Transmitter—Connor's Point, Superior, Wisconsin.

Wave—Power—Time
Operating power—100 watts.
243.0 meters; 1230 kilosycles.
Licensed to operate full time on local channel.
Operatos 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.

a.m. Week days 5100 s.m. to 2100 s.m. Agency Commission 15% to recognized advertising agencies. No cash discount. Bills due 1st of each month, payable 10th of each month following service.

month, payable 10th of cash means.

General Advertising
For combination rates see listings of Mutual Broadcasting System (Key Markots Group).

Rates include charges by owners of music copyrights.

| | | | CLASS | 13 | | | |
|-----|--------|--------|--------|---------|-------|------|-------|
| | (12:00 | noon (| to 0:0 | 00 p.m. | Sund | nyr) | |
| 1 | timo | 45.00 | 27,00 | 18.00 | 18.50 | 9.00 | 5.00 |
| 13 | times | 40.50 | 24.30 | 16.20 | 12.15 | 8.10 | 4.50 |
| 26 | times | 38.25 | 22.95 | 15.30 | 11.50 | 7.65 | 4.25 |
| 52 | timos | 86.00 | 21.60 | 14.40 | 10.80 | 7.20 | 4.00 |
| 78 | tlmos | 33.75 | 20.25 | 13.50 | 10.15 | 6.75 | 3.75 |
| 104 | timos | 31.50 | 18.00 | 12.60 | 9.45 | 6.80 | 3,50 |
| 180 | times | 29.25 | 17.55 | 11.70 | 8,80 | 5.85 | .3.25 |
| 156 | tlmes | 27.00 | 16.20 | 10.80 | 8.10 | 5.40 | 3.00 |
| 208 | times | 24.75 | 14.85 | 0.90 | 7.45 | 4.95 | 2.75 |
| 260 | timos | 22.50 | 13.50 | 0.00 | 6.75 | 4.50 | 2.50 |
| 312 | times | 20.25 | 12.15 | 8.10 | 8.10 | 4.05 | 2.25 |

CLASS "C"
in, to 6:00 p.m. week days. 10:30
sign-off daily, and 7:00 a.m. to
12:60 noon Sundays) (6:00 a.m.

| | | ı | 1/2 | 1/3 | 10 | ** | |
|---------------------|-------|-------|-------|-------|-------|------|----|
| | | hour | liour | hour | min. | min. | - |
| 1 | time | 35.00 | 21.00 | 14.00 | 10.50 | 7.00 | -7 |
| 13 | times | 31.50 | 18.00 | 12.60 | 9.45 | 6.30 | |
| 26 | times | 29.75 | 17.85 | 11.90 | 8.95 | 5.95 | 1 |
| 52 | times | 28.00 | 16.80 | 11.20 | 8.40 | 5.60 | ī |
| 78 | times | 26.25 | 15.75 | 10.50 | 7.90 | 5.25 | ĭ |
| 104 | times | 24.50 | 14.70 | 9.80 | 7.35 | 4.90 | |
| 130 | times | 22.75 | 13.65 | 9.10 | 6.85 | 4.55 | 1 |
| 156 | tlmes | 21.00 | 12.60 | 8.40 | 6.30 | 4.20 | ÷ |
| 208 | times | 10.25 | 11.55 | 7.70 | 5.80 | 3.85 | 2 |
| 200 | times | 17.50 | 10.50 | 7.00 | 5.25 | 3.50 | ī |
| 312 | times | 15.75 | 9.45 | 0.30 | 4.75 | 3.15 | î |
| OTHERA I MELINITARI | | | | | | • | |

WEBC Considered by the National Broadcasting Company their Duluth-Superior outlet. For rates and data listing under Duluth. Minnesota.

WAUSAU

(Marathon County)

WSAU (Established 1937)

(Established 1937)
itates effective July 1, 1940. (Card No. 3.)
Owned and operated by the Northern Broadcasth
Company. Inc.
Business Office and Studio—125 Third St., Wauss
Wisconsin.
Transmitter—113-115 Third Street. Waussu, Wisvave—Power—Time
Operating power—250 watts.
1/100% modulation.
1/100% modulation.
1/100% modulation.
1/100% central Wat Time.
Actual operating schedule: Sunday 8:00 a.m. to 10.
D.m. Week days 6:00 a.m. to 10:15 p.m.
Igency Commission

D. II. Week days of the complete advertise agency Commission 15% to recognized advertise agencies. No eash discount. All commissions in station time only; cost of talent is net under all cumstances. Invoices mailed let of month follow month in which service is rendered.

General Advertising
For combination rates see listing of Mutual Brocasting System. Affiliated with the Wisconsin work, Rates include charges by owners of music copyright. The following rates are for national advertision. In local advertising rates consult station management.

| | | | CLASS | | | |
|-----|---------|---------|--------|----------|--------|---|
| | | (7 · a0 |) | | | |
| | | I ti. | 13 tl. | . 20 tl. | 52 tl. | 1 |
| 1 | hour | 70.00 | 66.50 | 63.00 | 59.50 | |
| 1/9 | hour | 42.00 | 39.00 | 37.80 | 33.70 | |
| | | 28.00 | 26.60 | 25,20 | 23.80 | |
| 10 | minutes | | 19.95 | 18,90 | 17.85 | |
| 5 | minutes | | 13.30 | 12.80 | 11.90 | |
| ĩ | minute | 7.00 | 8.65 | 6.80 | 5.95 | |
| | | | CLASS | "B" | | |

| | | | CLASS ' | 'B'' | | |
|-----|---------|-------|-------------|-------|----------|-----|
| | | | 1:00 p.m. | | m, to 7: | 00 |
| | | | 10:00 p.in. | | p.m.) | |
| 1 | liour | 42,00 | 39,90 | 87.80 | 35.70 | |
| 1/2 | hour | 25,00 | 23.75 | 22.50 | 21,25 | - 3 |
| | bour | | 16.15 | 15.30 | 14.45 | |
| | minutes | | 11.40 | 10.80 | 10.20 | |
| | minutes | | 8.55 | 8.10 | 7.85 | |
| | minute | 6.00 | 5.70 | 5.40 | 5.10 | |
| - | | | CLASS ' | יריי | | |
| | | | | | | |

| Sundays | Sundays | 1 | hour.... 28.00 | 26.60 | 25.20 | 23.80 | 1/2 | hour... 16.00 | 15.20 | 14.40 | 13.60 | 1/4 | hour... 12.00 | 11.40 | 10.80 | 10.20 | 10 | minutes | 8.00 | 7.00 | 7.20 | 6.80 | 5 | minutes | 6.00 | 5.70 | 5.40 | 5.10 | 1 | minute | 4.50 | 4.28 | 4.05 | 3.83 | (12.00 | noon to 7:00 | p.m. Sundays | Class "A" rates loss 25%.

WAUSAU---Continued W S A U--Continued

STRIP RATES

ltes do not include transcription service. Strip rate pgrams may not be grouped with General Adver-ing rates to earn frequency discounts.

| CLASS "B" | | | | | | |
|-----------|--|------|--|------|------|----|
| to | | D.M. | | 5:30 | p.m. | to |

7:00 p.m.)

13 wks. 26 wks. 52 wks.

12.00 11.40 10.80

11.40 10.84 10.28 CLASS "C"

SPECIAL FEATURES

%/s service—75 word participation announcements; 30 of news service 25% of following rates:

(12:00 noon to 12:15 p.m.) Per week for

| lys | | ************************* | 15.00 25.00 | 26 WRS. 14.25 23.75 | 13.50 22.50 |
|-----------------|------------------|---------------------------|----------------|---------------------------|----------------|
| J. | (All oti | er periods be | ore 6:00 | p.m.) | |
| i∯i 5 iHi 15 | minute minute | periods | 35.00 50.00 | $\frac{32.90}{47.50}$ | 30.90 45.00 |

(All other periods after 6:00 p.m.)

40.50

RELIGIOUS ORGANIZATIONS

alites on application.

POLITICAL BROADCASTS
(On time rates apply, no discounts. Payable in

ELECTRICAL TRANSCRIPTIONS

illorestricted to certain hours. Regular time rates inpy. All carrying charges must be prepaid.

TALENT tites on application.

REMOTE CONTROL

Skion is equipped to handle remote control broad-lens covering any purpose. Wire and mechanical chages for remote control installations must be paid in dyance. Estimates will be given on application. Failties for hook-ups on direct chain lines.

triotet and Other Requirements

Antising of alcoholic beverages, except beer and with not accepted.
Why an advertiser prepares own program it should be abmitted not less than three days in advance for incam director's approval.

12(contract accepted for a period longer than one less than the state of the present of the pr

For example, the second of the second of the second of station management.

It is not include talent. No extra charge for delices of program and announcing staff.

ies'y Time

"Inty-four hours before broadcast Elitrical transcriptions should be delivered to stilos at least ten days in advance to permit check-liniand shipment of replacements.

Stachical Program Equipment

FEdpped to handle programs by electrical transcrip-tic using 33-1/3 and 78 r.p.m. double turn-tables forertical and lateral cut recordings.

de Gomercial Manager—B. F. Hovel.

is psentatives

! Reolds-Fitzgerald, Inc.

WISCONSIN RAPIDS

WFHR

(Established 1940)

he card received October 9, 1940. (Card No. 1.)

"Oned and operated by William F. Buffman.
"Biness Office and Studio—143-1/2 West Grand venue, Wisconsin Rapids, Wisconsin.
"Oer Studios—Stevens Point and Marshfield, Wis.
"Thamitter—County Trunk Highway F (Bonow Ave-ue) 1-1/2 miles from business district, Wisconsin lapids, Wisconsin.

'a-Power-Time

'a--Power---Time
Crating power--250 watts.
2.9 meters; 1340 kilocycles.
Lensed to operate full time on local channel,
(erates on Central War Time.
Atual operating schedule: Sundays 8:00 a.m. to
130 p.m. Week days 7:00 a.m. to 10:30 p.m.

ency commission 15% to recognized advertising encies on time only. No cash discount. Bills renered first of month following service; due 20th of onth.

General Advertising
For combination rates see listing of Mutual Broadcasting System. Affiliated with the Wisconsin Net-

work.
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.)

1 ti. 1 hour.... 70.00 1/2 hour.... 42.00 1/4 hour.... 28.00 10 minutes 21.00 5 minutes 14.00 1 minute 7.00 52 tl. 59.50 33.70 23.80 17.85 11.90 5.95 26 ti. 63.00 37.80 13 t1. 66.50 39.90 26.60 19.95

CLASS "B"

(8:30 a.m. to 11:30 a.m.)

| 1 hour 1/2 hour 1/4 hour 10 minutes 5 minutes 1 minute | 25.00 17.00 12.00 | 39.90 23.75 16.15 11.40 8.55 5.70 | 37.80 22.50 15.30 10.80 8.10 5.40 | 35.70 21.25 14.45 10.20 7.65 5.10 | 33.60 20.00 13.60 9.60 7.20 4.80 |
|--|-------------------------|--|--|--|---|
| t minute | 0.00 | 0.10 | 0.10 | 0.20 | |
| | | | | | |

CLASS "C" (Ali other time)

| 1 hour 1/2 hour 1/4 hour 10 minutes 5 minutes 1 minute | 16.00 12.00 | 26.60 15.20 11.40 7.60 5.70 4.28 | 24.20 14.40 10.80 7.20 5.40 4.05 | 28.80 13.60 10.20 6.80 5.10 3.83 | 22.40 12.80 9.60 6.40 4.80 3.60 |
|--|----------------|---|---|---|--|
|--|----------------|---|---|---|--|

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.s | | |
|---|---------|--------|------|----|-----------|---------|---------|
| | hour: | | | | 13 wks. | 26 wks. | 52 wks. |
| 3 | weekly. | each | | | 12.00 | 11.40 | 10.80 |
| 5 | weekly, | each | | | 11.40 | 10.84 | 10.28 |

CLASS "C"

(1:00 p.m. to 5:00 p.m and 9:00 p.m. to 10:30 p.m.) 1/4 hour:

3 weekly, each.... 5 weekly, each....

SPECIAL FEATURES

-25% of following rates represents cost of news

(All other periods before 6:00 p.m.) Per week:
Six 5 minute periods....... 35.00
Six 15 minute periods....... 50.00

(All other periods after 6:00 p.m.)
Per week:
Six 5 minute periods....... 45.00 42.7
Six 15 minute periods....... 60.00 57.0
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.

are to be paid by the advectiser.

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. All contracts subject to present and future State and Federal regulations. Station reserves the right to discontinue or to refuse any advertising program for reasons satisfactory to themselves except in cases governed by the Federal Regulations. All proposals subject to prior booking of time.

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. 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 transcriptions using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Station Manager—George T. Frechette. Commercial Manager—Bruce G Beichl.

Representatives

WYOMING

CASPER

(Natrona County) KDFN (Established 1980)



Hattes received October 19: 1937.

Uwned and operated by Donaid L. Hathaway, tustiness Office and Studio—First and Lennox. Casper, Wyoming, telephone 407.

Tansatter—First and Lennox. Casper. Wyoming.

Water-Power of the stand Lennox. Casper. Wyoming.

Water-Power of the stand Lennox. Casper. Wyoming.

20:4.1 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 2:35 p.m. to 10:00 p.m.

Agency Commission 15% on net charges for station time only to recognized advertising agencies. No cusmission on talent or production charges. No cash discount. All bills due and psyable 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 into 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.

of one year).

1) secounts 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.

| | w.e | ek days | and all | Sunday | | | | |
|-----|--------|---------|----------|--------|--------|---------|--|--|
| | | 1 ti. | 13 ti. | 26 ti. | 52 ti. | 100 ti. | | |
| 1 | hout | 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 | bour | 15.00 | 14.25 | 13.50 | 12.75 | 12.00 | | |
| 5 m | inutes | 8.75 | 8.30 | 7.85 | 7.45 | 7.00 | | |
| | | (A | Il other | hours) | | | | |
| 1 | hour | 28.00 | 26.60 | 25.10 | 23.80 | 22.40 | | |
| 1/2 | hour | 17.50 | 16.60 | 15.75 | 14.90 | 14.00 | | |

1000年

| 1 hour... 28.00 | 26.80 | 25.10 | 23.80 | 22.40 | 1/2 hour... 17.50 | 16.80 | 15.76 | 14.90 | 14.00 | 1/4 hour... 17.50 | 16.80 | 15.76 | 14.90 | 14.00 | 1/4 hour... 17.50 | 16.80 | 15.76 | 14.90 | 4.00 | 5 minutes | 1.5 | 5.85 | 5.55 | 5.25 | 4.90 | 2.05 | minutes | 1.5 | 5.85 | 5.55 | 5.25 | 4.90 | ADDITIONAL DISCOUNTS |

To be deducted from program rates given when tenor more periods are contructed for, and several programs are used each week as follows: 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25% | 25%

minute rate. Five minute announcements, three times the one minute rate. Discounts apply only on consecutive broadcasts not more than one week apart.

POLITICAL TALKS
POSITICAL SEATURES FOR COMPLETE SPONNORSHIP

News—Leased wire service available. Rates and details on request.

Time Signals. 12:00 noon and 8:00 p.m.. 75 words in additional 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 announcement rate, and at 1:15 p.m. take the regular unon day announcement rate, and at 1:15 p.m. take the regular day time announcement rate. SPECIAL FEATURES FOR PARTICIPATING SPONSORSHIP

Vomen 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.

Dirner Hour Announcement Period: 6:30 p.m. to 8:45 p.m., advertiser allowed one or two minutes. Regular announcement rates applies.

LECCTRICAL TRANSCRIPTIONS

No additional charse for transcribed programs or announcements.

TALENTY

Rates on application.

Contract and Other Requirements

No additional charge for transcribed programs or announcements.

Rates on application.

Contract and Other Requirements

No periods sold in bulk for resale.

Rates apply on the state of t

Personnel
Owner-Manager—Donald L. Hathaway.
Representatives
New York. Chicago—Sears and Ayer. Inc.
Pacific Coast—Homer Griffith Company.

WYOMING—Continued

CHEYENNE

(Laramie County) KFBC (Established 1940)



Rates effective September 15, 1940. (Card No. 1.) Owned and operated by Frontier Broadcasting Co. Business Office and Studio-Plains Hotel, Cheyenne,

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time on local channel.
Operates on Mauntain War Time.
Actual operating schedule: Sundays 8:00 a.m. to
11:15 p.m. Week days 6:00 a.m. to 11:30 p.m.

Agency Commission
Agency commission 15% to recognized agencies on
station time only. No cash discount. Bills rendered
monthly; due the tenth of the following month.

General Advertising
The following rates are for national advertising.
Rates include charges by owners of music copyrights.
For combination rates see listing of Blue Network
Company (Blue Mountain Group).

CLASS "A"

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

| (6:00 p.m. to 10:00 p.m.) |
|--|
| 1 hour 60.0 |
| 1/2 hour |
| 1/4 hour 18.7 |
| 5 minutes 12.50 |
| CLASS "B" |
| (6:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:30 a.m.) |
| 1 hour |
| 1/2 hour |
| 1/4 hour |
| 5 minutes |
| ANNOUNCEMENTS |
| One minute transcription, 100 words, independent an |
| nouncements, chain breaks or announcements next to |
| |
| news: CLASS "A" |
| Each |
| CLASS "B" |
| |
| Announcements during participative periods: |
| |
| CLASS "A" |
| Each 6.6 |

CLASS "B"

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. Times of broadcast subject to change to other periods on 28 days totice, to accommodate network broadcasts. Extra charge will be made when announcements are required to be given by other than one station announcer. All contracts subject to cancellation unloss program starts within slavy days. All contracts subject to station owner's approval and governmental regulations. The station owner reserves the right to retuse or discontinue any advertising and/or programs for reasons subjectory to station owner.

Closing Time vontracts 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 of recitical and lateral cut recordings.

Personnel Station Manager-W. C. Grove.

Representatives
Burn-Smith Company, Incorporated.

POWELL (Park County KPOW

(Established 1941)

Rata card undated; received September 21, 1942. (Card No. 3.)
(wined and operated by Albert J. Meyer.
Rusiness Office—North Clark Street, Powell, Wyoming, telephone 222.
Rudio-Reventh and Hamilton Streets, Powell, Wyo.
Transmitter—Seventh and Hamilton Streets, four blocks north and one-half mile east of business district, Powell, Wyoming.

Vave—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 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. | hour. | 35.00 | 1/2 | hour. | 21.00 | 1/4 | hour. | 12.50 | 5 | minutes | 6.00 | DISCOUNTS ANNOUNCEMENTS
1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 260 tl.
100 words... 3.25 3.10 2.95 2.70 2.50 2.10
50 words... 2.25 2.10 2.00 1.85 1.60 1.35
One minute transcriptions, once daily:

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.

Rates on request.

ELECTRICAL TRANSCRIPTIONS
Resular 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.

Clesing Time
Contracts close two weeks in advance of first program.
Announcement copy, transcriptions and talks close
36 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical trans-criptions, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral recordings.

Manager-Albert J. Meyer. Program Director-Rosemary C. Meyer. Representatives

Sears & Ayer. Inc. Pacific Coast-Homer Griffith Company.

ROCK SPRINGS

(Sweetwater County) KVRS (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. Intermittent 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.
CLASS "A"

ANNOUNCEMENTS CLASS "A"

SPECIAL FEATURES
Newscasts: Rates on request.
Audience tested programs available for sponse

TALENT
Talent bureau maintained by station.
All talent used on program, except announcer, able by sponsor.

All rates used on program, except announcer, able by sponaor.

REMOTE CONTROL

Remote broadcasts take night rate plus talent line charges.

SERVICE FACILITIES

Merchandising department available to advertificant and Other Requirements

All rates quoted are contract prices. Contract casions are not transferable. Rates apply to all a able accounts of a general advertising status.

All programs must comply with the rules and it lations of the Federal Communications Commonand the Federal Trade Commission. Material republic interest may be refused. Station will be liable for failure to broadcast hours schewwhere failure is due to causes beyond controct cases of emergency, unusual events, the broad may command and occupy all time granted contract, but in so doing will reimburse the station equivalent time or a pro rata sum.

Personnel
Manager-H. L. McCracken,

SHERIDAN

(Sheridan County)

KWYO

(Established 1934)



Rates effective January 20, 1940. Rates effective January 20, 1940.
Owned and operated by Big Horn Broadcasting
Business Office and Studio—19 N. Main Si
Sheridan, Wyomins, telephone 601.
Transmitter—two miles northwest of Sheridan.
Wave—Power—Time
Operating power—250 watts.
(160% 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 idence Commission

Agency Commission
Agency commission 15% to recognized agencies, a commission on talent or production charges. No adjacount.

General Advertising CLASS "A"

(10:00 s.m. to 2:00 p.m. and 6:00 p.m. to 10:00 p.m.)

1 ti. 13 ti. 26:1. 52 ti. 104 ti. 26 l
1/2 hour..... 25:00 23:00 21:00 19:00 17:00 13
1/4 hour.... 15:00 14:00 13:00 12:00 11:00 17:00 11
10 minutes 12:00 11:25 10:50 9:75 9:00 11:00 11
10 minutes 7:50 7:00 6:50 6:00 5:50

CLASS 'B"

(7:00 a.m. to 10:00 a.m. and 2:00 p.m. to to 6:00 p.m.)

1 hour..... 30:00 28:50 27:00 25:50 24:00 2

1/2 hour..... 18:00 17:10 16:20 15:30 14:40 1

1/4 hour..... 10:00 9:50 9:00 8:50 8:00 10 minutes 7:50 7:00 6:50 6:00 5:50 5 minutes 5:00 4.75 4.50 4.25 4.00 ANNOUNCEMENTS

CLASS "A"

(10:00 a.m. to 2:00 p.m. and 6:00 p.m. to 10:00 p.m.)

10:00 p.m.)

10:00 p.m.)

10:00 words... 3.00 2.85 2.70 2.55 2.40 50 words... 2.00 1.90 1.80 1.70 1.60 CLASS "B"

(7:00 a.m. to 10:00 a.m. and 2:00 p.m. to 10:00 p.m.)
100 words... 2.50 2.35 2.20 2.05 1.90
50 words... 1.75 1.65 1.55 1.45 1.35

SPECIAL FEATURES
Time signals, stock and market reports, farm flass
news—rates and details on request.

POLITICAL BROADCASTS
Rates on application.
TALENT

REMOTE CONTROL

Service and facilities for handling programs original outside of studio are available and prices for such mote control broadcasts will be quoted upon requ: Contract and Other Requirements

ontract and unner sequirements.

The station reserves the right to refuse or distinct any advertising or program for reasons of factory to the station. All time and service subject to all terms and conditions of station's relation to the station of station's relation to the station of the s

Closing Time

Talent programs close one week in advance. nouncements close 48 hours in advance. Mechanical Program Equipment

Equipped to handle programs by electrical transo-tion, using 83-1/3 and 78 r.p.m. double turn-to-for lateral recordings.

Personnet

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

KFOD
(Established 1924)
(Figure 1, 1940, (Card No. 5.)
(Established 1924)
(Figure 1, 1940, (Card No. 5.)
(Figure 1, 1940, (Card No. 1)
(Figure 2, 1940, (Card No. 1)
(Figure 3, 1940, (Car

stylishess Office and Studio—KFQD Bidk., Anchorage stylishess Office and Studio—KFQD Bidk., Anchorage that I lasks the finantiter—412 Fourth Avenue, Anchorage, Alasks the finantiter—256 watts.

100% modulation—crystal control.)

11.77 meters; 709 kilocycles.

12.17 Time.

13.17 meters; 709 kilocycles.

14.14 cares on regional chalulei. Uperates on Alaska that the control operation of the control operation of the control operation of the control operation. The control operation of the control operation operation

| 1 hr. | 1/2 hr. | 1/4 hr. | 10 min. | 5 min. |
|-----------------|---------|---------|---------|--------|
| time 40.00 | 24.00 | 12.50 | 10.00 | 7.50 |
| times 36.00 | 21.60 | 11.25 | 9.00 | 6.75 |
| : times 34.00 | 20.40 | 10.60 | 8.50 | 6.35 |
| | 19.20 | 10.00 | 8.00 | 6.00 |
| | | | | |
| times., 30.00 | 18.00 | 9.35 | 7.50 | 5.60 |
| 7 times. 28.00 | 16.80 | 8.75 | 7.00 | 5,25 |
| 16 times 26.00 | 15.60 | 8.15 | 6.50 | 4.80 |
| 15 times. 24.00 | 14.40 | 7.50 | 6.00 | 4.50 |
| 31 times 22.00 | 13.20 | 6.85 | 5.50 | 4.10 |
| | 100 wds | *50 wds | 100 wds | 50 wds |
| , time | 7.00 | 5.00 | 6.00 | 4.00 |
| t 11 times | 6.30 | 4.50 | 5.40 | 3.60 |
| L., 22 times | 5.95 | 4.25 | 5.10 | 3.40 |
| | | 4,00 | 4.80 | 3.20 |
| 5 times | 5.25 | 3.75 | 4.50 | 3.00 |
| . 7 times | 4.90 | 8.50 | 4.20 | 2.80 |
| 10 times | 4.55 | 3.25 | 8.90 | 2.60 |
| ,15 times | 4.20 | 8.00 | 3.60 | 2.40 |
| 31 times | | 2.75 | 3.30 | 2.20 |
|) Announcement | | | scasts. | 2.20 |
| | | | | |

SPECIAL FEATURES

294 Nst. 15 minute newscasts: Per program 2.50.

Also Magazine of the Air; All Alaska news completed from Alaska newspapers and station corrections for 2.50 minutes: Per program 2.50.

ELECTRICAL TRANSCRIPTIONS iffuscription library services available: 15 minutes: 2.1 extra per Program and up. Special library of the program of the pro

TALENT

Bishts on application.

REMOTE CONTROL

SERVICE FACILITIES

SERVICE FACILITIES

SERVICE FACILITIES

chied.

String of the service available. No service chied and Other Requirements

Aertising of alcoholic heverages accepted subject to acoval.

String of the service and subject to acoval.

String of the service and service accepted subject to acoval.

String of the service accepted subject to accepted subject to accept the service accepted subject to accepted subject to accepted subj

KFAR (Established 1939)

Itis effective October 1, 1042.

Inted and operated by The Midnight Sun Broadstone Company.

Whitesa Office and Studio—Lathrop Building, Fairment Company.

Whitesa Office and Studio—Lathrop Building, Fairmentter—Fairbanks. Alaska.

The Midnight Studio—Lathrop Building, Fairmentter—Fairbanks. Alaska.

The History Commission 167 of 100 p.m. to 1100 p.m. to

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 re-

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.
All contracts subject to approval of station management and operations of the commission.
Contracts subject to approval of station management and governmental regulations.
Contracts schedules must be completed within one year.

year.
Closing Time
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. Equipped to Manager Lion, using 33-1/3 and 78 r.p.m. double turn-tactor. tion, using 33-1/3 and 78 r.p.m. double turn-tactor. President—A. E. Lathrop.
Manager—W. K. "Bud" Poster.
Chief Engineer—Stanton Bennett.
Representatives
Sentite—Thomas L. Emory. 1411 Fourth Ave. Bldg..

JUNEAU KINY (Established 1935)

| 1/2 HOUT 4V. |
|---|
| 1/4 hour 25.0 |
| 5 minutes 15.0 |
| 100 words 6. |
| |
| (7:30 a.m. to 6:00 p.m.) |
| 1 hour |
| 1/2 hour 25.0 |
| 1/4 hour |
| 5 minutes 9.1 |
| |
| 100 words |
| DISCOUNTS |
| Not applicable to monthly rates. |
| Less than 13 periods N |
| 13 to 25 periods |
| |
| |
| 39 to 51 periods15 |
| 52 to 99 periods |
| 100 to 149 periods 25 |
| 150 to 299 periods 30 |
| |
| ove or divide posterous minimum commission of |
| MONTHLY RATES |
| (6:00 p.m. to 11:00 p.m.) |
| 15 minutes, daily except Sunday, per month. 200.0 |
| 15 minutes, waity except Sunday, per month 200.1 |
| 15 minutes, unity except Sunday, per month. 200.0 |

| | MUNITED 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 |
| | minutes, three times, weekly, per month | |
| | words, daily except Sunday, per month | |
| | words, three times weekly, per month | \$6.00 |
| | (7:30 a.m. to 6:00 p.m.) | |
| 15 | minutes, daily except Sunday, per month | 150.00 |
| | minutes, three times weekly, per month | 90.00 |
| | minutes, daily except Sunday, per month. | |
| | minutes, three times weekly, per month | 54.00 |
| | words, daily except Sunday, per month | 45.00 |
| | words, three times weekly per month | 27.00 |
| | SPECIAL FEATURES | |
| | | |

Time Signals and Weather Reports: Limited to 75 words, dally except Sunday, Rates on request. Raseball, football, baskethall, or other sport events—rates on request. REBIROADCASTS

Short wave charges for direct program rebroadcasts, per minute 1.00, Minmum 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

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 te
broadcast date me
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables.
Personnel
Manager—Walter Carl.
Representatives Joseph Hershey McGillivia, Inc.
Seattle—Northwest itadio Advertising Company, Inc.

KETCHIKAN KTKN (Established 1942)



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 Bidg., Seattle. Wash.)
Wash.)
Wash.
Wave—Power—Ilme
Operating power—1,000 wats.
322.6 meters; 930 kilocycles.
Licensed to operate full time.
Operation of 135th Meridian War Time.
Operation 155th Operation 15th Operation 1

3 minutes. 1.50 JISCO JINTS
100 words. JISCO JINTS
100 words. 18 conthly rates.
100 words. 18 conthly rates.
100 words. 18 conthly rates.
101 to 25 periods. 5.4
102 to 25 periods. 10.7
103 to 51 periods. 10.7
104 or more periods. 20.7
105 or more periods. 20.7
106 or more periods. 20.7
107 minutes, daily except Sunday. 125.00
108 minutes, three times weekly. 75.00
109 minutes, three times weekly. 75.00
100 words, daily except Sunday. 45.00
100 words, daily except Sunday. 45.00
100 words, three times weekly. 27.00
15 minutes, three times weekly. 27.00
15 minutes, daily except Sunday. 100.00
15 minutes, daily except Sunday. 35.00
100 words, three times weekly. 20.00
15 minutes, daily except Sunday. 35.00
100 words, three times weekly. 36.00
100 words, three times weekly. 36.00
100 words, three times weekly. 35.00
100 words, three times weekly. 36.00
10

HAWAII

HILO KHBC

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 Hawalian Broadcasting System, Ltd.

Business Office and Studio:

KGME—Kaplolani Blvd., P. O. Box 581, Honoluh. Hawali

Transmitter.

ransmitter

KGMB—Kapiolani Blvd., Honolulu, Hawati.

KHBC—Kalaniansole Avenue, Hilo, Hawati.

ye—Power—Time

KHBC—Kalaniansole Avenue, Hilo, Hawaii.

Wave—Power—Time
Operating power:

KGMB—5.00 watts (100% modulation).

KHBC—250 watts (100% modulation).

KGMB—5.08.5 meters; 500 kilocycles.

KHBC—243.9 meters; 1230 kilocycles.

Licensed to operate unlimited time.

Agency Commission

Agency Commission

Agency commission 15% to occedited advertising agencies to cash discount. Invoices mailed monthly or after broadcast if contract for less than one month

General Advertising

General Advertising
For combination rates (KGMB) see listings of Columbia Broadcasting System (Hawaftan Group),
Mutual Broadcasting System and Columbia Pacific
Network (Supplementary Stations).
Rates shown are for KGMB (Honolulu) and KHBC
(Hila) in combination. For KGMB only, deduct 10%;
for KHBC only, deduct 70%.

HONOLULU—Continued K G M B — K H B C — Continued (5:80 p.m. to 9:30 p.m.) 1 time. 100.00 60.00 40.00 20.00 13 times 95.00 67.00 38.00 19.00 26 times 90.00 64.00 36.00 19.00 52 times 90.00 64.00 36.00 18.00 52 times 98.00 64.00 36.00 17.00 164 times 75.00 45.00 30.00 15.00 156 times 70.00 42.00 28.00 16.00 156 times 70.00 42.00 28.00 16.00 156 times 70.00 42.00 28.00 18.00 (6:00 a.m. to 5:30 p.m. and 9:30 p.m. to 12:00 midnight) 1 time. 50.00 30.00 20.00 10.00 13 times 45.00 27.00 18.00 9.50 26 times 45.00 27.00 18.00 9.50 156 times 45.00 27.00 18.00 9.50 156 times 45.00 27.00 18.00 9.50 156 times 55.00 40.00 20.00 10.00 150 times 55.00 10.00 20.00 10.00 150 times 55.00 10.00 20.00 10.00 150 times 55.00 10.00 20.00 10.00 150 times 65.00 10.00 20.00 10.00 150 times 75.00 21.00 14.00 7.50 260 times 85.00 21.00 14.00 7.50 260 times 85.00 21.00 14.00 7.50 261 times 95.00 812 times 70.00 262 times 85.00 21.00 14.00 7.00 263 times 95.00 70.00 10.00 8.50 104 times 95.00 70.00 10.00 8.00 105 times 95.00 70.00 10.00 8.00 106 times 95.00 70.00 10.00 8.00 107 times 95.00 70.00 10.00 8.00 108 times 95.00 70.00 10.00 8.00 109 words or 10 minute transcription: 1 time 85.00 81.20 times 95.00 104 times 95.00 70.00 10.00 8.00 105 times 95.00 70.00 10.00 8.00 106 times 95.00 70.00 10.00 8.00 107 times 95.00 70.00 10.00 8.00 108 times 95.00 70.00 10.00 8.00 109 words or 25 word time signal: 1 10.00 85.00 10.00 85.00 10.00 85.00 10.00 85.00 10.00 85.00 10.00 85.00 **HONOLULU—Continued** ments. SPECIAL FEATURES Rates and details on request. ELECTRICAL TRANSCRIPTIONS Electrical transcriptions procured at actual cost plue transportation charges. TALENT Orchestras, singers, actors, speakers, etc., supplied cilents 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. All copy must meet the standards of the National Association of Broadcasters Code of Ethics, Faderal Trade Commission, Federal Communications Commission, and is subject at all times to the approval of station management. Rates apply to station time only. Clesins Time Twenty-four hours is generally adequate for all arrangements except programs requiring extensive rehearsal. Mechanical Program Equipment

hearsal. Program Equipment
Hearsal. Program Equipment
Hearsal. Program Equipment
Hearsal. Program St. P. D. Hearsal. Program
Hearsal St. 1/3 and 78 r. D. H. double turn-tables
Vertical and lateral equipment.
Personnel
I'resident—J. Howard Worrall.
Station Manager (KGMB)—Webley Edwards.
Station Manager (KHBC—Al Green.
National Advertising Manager—Henry C, Putnam.
Rep. caentatives John Blair & Company.

(Establisher, 1922)
Rates effective December 1, 1941. (Card No. 6.) Hates effective December 1, 1941. (Card No. 8.)
Owned and operated by Advertiser Publishing Company. Ltd.
Studio—3rd floor, Advertiser Bidg., Honolulu, Hawaii.
Fransmitter—3rd floor, Advertiser Bidg., Honolulu.
Hawaii.
Mave—Power—Time
Operating nower—2,500 watts.
394.7 meters; 760 kilocycles.
(190% modulation.)
Licensed to operate limited time on cleared channel.
Operating schedule: 6:00 a.m. to 11:00 p.m.,
Agency Commission
Agency commission 15% allowed to recognized agencies. No cash discount. Commission and discount
less not apply on taient or transcription costs.
General Advertising
For combination rates see listing of Blue Network
Company (Overseas Service).
1-rograms and announcements may not be combined to
earn frequency discounts.
(5:00 p.m. to 11:00 p.m.)

| | HENGENCS UI | | | | |
|-----|-------------|---------|-----------|---------|--------|
| | (0:00 | | 11:00 p.n | n.) | |
| | | 1 hr. | 1/2 hr. | 1/4 hr. | 5 min. |
| 1 | tlme | 85.00 | 51.00 | 34.00 | 17.00 |
| 13 | times | | 48.45 | 32.30 | 16.15 |
| 26 | times | 76.50 | 45.90 | 30.60 | 15.80 |
| 52 | times | 72.25 | 43.35 | 28.90 | 14.45 |
| 101 | times | 68.00 | 40.80 | 27.20 | 13.60 |
| 156 | times | | 88.25 | 25.50 | 12.75 |
| 260 | times | 50.50 | 85.70 | 23.80 | 11.00 |
| 312 | times | | 33.15 | 22.10 | 11.05 |
| | (6:0) | a.m. to | 5:00 p.m. |) | |
| 1 | tlme | 49.00 | 27.00 | 17.00 | 10.00 |
| 13 | times | 40.85 | 25.65 | 16.15 | 9.50 |
| 26 | t1mes | | 24.80 | 15.80 | 9.00 |
| 52 | Limes | 86.55 | 22.95 | 14.45 | 8.50 |
| 104 | times | | 21.60 | 18.00 | 8.00 |
| 156 | times | | 20.25 | 12.75 | 7.50 |
| 260 | times | | 18.90 | 11.90 | 7.00 |
| 312 | times | | 17.55 | 11.05 | 0.50 |

ANNOUNCEMENTS
souncements at times adjacent to higher rate
affications are charged at rate of higher classi-Announcements

| (#.00 | | | | | |
|----------------------|----------|-------|----------|-----------|-------|
| (5:00 p | m. to | | 0 pm.) | | |
| One minute transcrip | | 100 1 | vorus; | | |
| 1 tlme | | 260 | | | 6.38 |
| 26 times | | 312 | | | 5.95 |
| 52 times | . 7.65 | 520 | | | |
| 104 times | | 780 | times | | 5.10 |
| 156 times | . 6.80 | | | | |
| Fifty words or less | ; | | | | |
| 1 time | | 260 | | | 5.63 |
| 26 times | . 7.13 | 312 | times | | 5.25 |
| 52 times | 6.75 | 520 | | | 4.88 |
| 104 times | 6.38 | 780 | times | | 4.50 |
| 156 times | 6.00 | | | | |
| (6:90 | a.m. to | 5:00 |) p.m.) | | |
| One minute transcri | ption or | 100 1 | vords: | | |
| 1 time | 5.75 | 260 | times | | 4.31 |
| 26 times | 5.46 | 312 | times | ···· | 4.03 |
| 52 times | . 5.18 | 520 | times | | 3.74 |
| 104 times | 4.89 | 780 | times | | 3.45 |
| 156 times | 4.60 | | | | |
| Fifty words or less | : | | | | |
| 1 time | | 260 | times | | 3,23 |
| 26 times | | 312 | times | | 3.01 |
| 52 times | | 520 | times | | 2.80 |
| 104 times | | 780 | | | |
| 156 times | | | | | |
| SPEC | | TAT | URES | | |
| Time. Weather Re | Dorts. | News | Bulletin | ns. etc.— | rates |
| on request. | | | | | |
| | | ENT | | 4 | 6016 |
| Musicians are avai | HBDIÐ 8 | . 6. | uu eacn | for first | 11811 |

Musicians are available at 0,00 can hour. Hawaiian musicians and entertainers are available. REMOTE CONTROL
Facilities available for handling programs originating outside of studios. Rates on request.

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. All program material and commercial copy subject to final approval by station program department.

subject to that approval by station program department.
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. Mulrony
Assistant Manager—Stewart Ballinger.
Director National Advertising—H. 8. Thurston.
Representatives The Katz Agency.

LIHUE KTOH

(Established 1940)

(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.
Licensed to operate full time on local channel.
Actual operating schedule: Sunday 8:00 a.m. to 9:30 b.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. 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.
(Night time)
Per week

| | | (| | | Per week- | |
|-----|---------------|--------------|---------|-------|--------------|--------|
| | | | | 1 ti. | | 5 tl. |
| | | | | | 8 tl. | |
| _ 1 | | | | 0.00 | 22.50 | 18.00 |
| 1/2 | | | | 8.00 | 18.50 | 10.80 |
| 1/4 | hour | ******* | 1 | 0.80 | 7.70 | 6.50 |
| , | | (Day | time) | | | |
| 1 | hour | | | 8.50 | 18.90 | 11.00 |
| 1/2 | | | | 1.00 | 8.80 | 6.60 |
| 1/4 | | | | 6.60 | 5.28 | 4.00 |
| 1/1 | 11001 | DISCO | | | 3.20 | 3.00 |
| | | | | | • | |
| | scounts appl | | | | ly | |
| 3 | months | | | | | -1/2% |
| 6 | | | | | | 15% |
| 12 | months | | | | | 80% |
| | | ANNOUN | CEME | NTS | | |
| | | (Night | | | | |
| 100 | tone brow | announcem | | , | | |
| ĭ | time | | | time | 8 | . 2.00 |
| 13 | times | | | | 8 | |
| 26 | | | | | | |
| 39 | times | | | | B | |
| | times | | | | 8 | |
| 52 | times | | | time | 8 | - 1.40 |
| | | | time) | | | |
| |) word spot | | | | | |
| 1 | time | | | time | 8 | . 1.30 |
| 13 | times | 1.70 | 130 | time | B | . 1.20 |
| 26 | times | 1.60 | 156 | time | B | 1.10 |
| 30 | times | | | | 8 | |
| 52 | times | | | | 5 | |
| • | ET.E.C | TRICAL TI | | OPID | TTONE | |
| D. | gular rates | | | | | aceln. |
| | n library se | | 08 1110 | luue | use of train | scrip- |
| 110 | II IIDERLY BO | REMOTE | CONT | *** | | |
| - | | | | | | |
| | | | | | s for line | |
| | chanical cos | ta. Extra c | nolkes | not | subject to s | igency |
| | umission. | | | | | |
| ont | ract and Oth | ber Rettilre | ments | | | |

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.
Clesing Time
Contracts close one week in advence of first broadcast. Announcement copy, transcriptions and talks
close two hours in advance,

Mechanical Program Equipment
Equipped to handle programs by electrical transcrition, using 33-1/2 and 78 r.p.m. turn-tables f.,
lateral cut recordings.
Personnel
Station Manager—Charles J. Fern.
Representatives
Homer Griffith Company.

PHILIPPINE ISLANDS

CEBU CITY

KZRC (Established 1940)

Service TEMPORARILY suspended.

(Established 1940)

Service TEMPORARILY suspended.

Rates effective January 1, 1941.
Owned and operated by H. E. Heacock Company.
Business Office—Oc KZRIII, Manila, Phillippines.
Studio—3rd floor, Heacock Bidæ., Cebu. Phillippines.
Transmitter—Basak, Cebu, Phillippines.
Wave—Power—Time
Operating power—1,000 watts.
250 meters; 1200 kilocycles,
Short wave 49.1 meters; 6110 kilocycles; operating
power 1,000 watts.
Licensed to operate full time on clear nations
channel.
Actual operating schedule: 6:00 a.m. to 8:00 s.m.
12:00 noon to 1:00 p.m., and 5:00 p.m. to 11:00 p.m.,
Agency Commission
15% to recognized agencies on station time only. N.
cash discount. Bills rendered fifth of month follow
ing broadcast and due 20th of month.
General Advertising
For combination rates see listing of Blue Networl
Company (Overseas Service).
Time also sold in combination with KZRH.
All national advertising rates are one third of KZRI;
rates.

SERVICE FACILITIES
Complete continuity. program planning and directions.

rates.

SERVICE FACILITIES

Complete continuity, program planning and director included on all programs except those under clair rates. Studio announcer furnished at no extra chargunless 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. Service LEMPORARILY suspended.

Rates effective January 1, 1941.

Owned and operated by L. Beck, Inc.

Business Offices—88-91 Escolta, Manila, P. I.

Studio—Maritima Bidg., Manila, P. I.

Transmitter—Novaliches (8 miles from Manila).

Wave—Power—Time

Operating power—460 watts (licensed power 1,500)

Operating power—460 watts (licensed power 1.50 watts).
(100% modulation—crystal control.)
333.3 meters; 900 kilocycles.
Simultaneous broadcast over short wave transmitters.
49.55 meters; 6055 kilocycles; operating power 4% watts (licensed power 500 watts).
31.58 meters; 9500 kilocycles; operating power 75 watts (licensed power 1.000 watts).
Licensed to operate on cleared national channel, Essi Meridian Time.
Agency Commission
15% to recognized agencies on net charges for sixting time only. Cash discount 2% on net, 10 day from invoice date. All bills rendered 1st and 15th 0 month.

month.

General Advertising
The following rates are for national advertising. Failocal advertising rates consult station management.

CLASS "A."

| | LASS | A | | |
|----------------------|---------|-------------|---------------|--------|
| (6:30 г | o.m. to | 9:30 p.m.) | | |
| | 1 ti. | 13 ti. | 26 tl. | 52 ti |
| 1 hour | 45.00 | 40.00 | 35.00 | 30.0 |
| 3/4 hour | 40.00 | 33.00 | 30.00 | 25.0 |
| 1/2 hour | | 27.00 | 25.00 | 23.0 |
| 1/4 hour | 20.00 | 19.00 | 18.00 | 17.0 |
| 5 minutes | 6.00 | 5.50 | 5.00 | 4.5 |
| | LASS | "B" | 3.00 | |
| | | | | to |
| | | n. and 9:30 | p,m. | 10 |
| | | .m.) | | 25.8 |
| 1 hour | | 32.00 | 30.00 | 21.0 |
| 3/4 hour | 28.00 | 26.00 | 24.00 | 17.0 |
| 1/2 hour | 20.00 | 19.00 | 18.00 | 12.0 |
| 1/4 hour | 15.00 | 14.00 | 13.00 | 12.0 |
| 5 minutes | 4.00 | 3,75 | 8,50 | 3.2 |
| C | CLASS | "C" | | |
| (8:00 a.m. to 12 | on 00:5 | on and 2:01 | D. m . | to |
| (0.00 41141 (0 20 | 5:00 p. | m) | | |
| 1 hour | | 9.00 | 8:00 | 7.0 |
| | 8.00 | 7.00 | 8.00 | 5.0 |
| | 6.00 | 5.50 | 4.50 | 3.0 |
| | 4.00 | 3.00 | 2.50 | 2.0 |
| 1/4 hour | | | 2,00 | |
| ANN | OUNCE | EMENTS | | |
| One minute transcrip | | | words | 1.7 |
| Class "B" | 3.00 | 2.25 | 2.00 | 1,1 |
| Class "B" | 1.75 | 1.25 | 1.00 | .5 |
| Class "C" | 1.50 | 1.00 | .75 | |
| At least these spro | IIII | nte must he | ached | mieg o |

Class C. 1.50 1.00 .75
At least three announcements must be scheduled of weekly basis.
Discounts: 3 months contract 15%: 6 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.
TALENT
Rates and details on request.
REMOTE CONTROL.
Station is equipped to handle remote control brost casts.

casts.

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

sonnol
resident—I. Beck.
eneral Manager—Harry Naftaly.
udio Manager—Albert Naftaly.
llipino Programs—S. Hernandez.
udio Technician—Al Francisco. Office

nch Office Beck, Inc., 331 Fourth Ave.. New York City.

KZRF

rvice TEMPORARILY suspended.
the effective August 1, 1939.
thed and operated by Far Eastern Broadcasting

ith ites effective August 1, 1939.

tined and operated by Far Eastern Broadcasting for Company.

statings Office and Studios—Insular Life Bldg.,

Manila, P. I.

Manila, P. I.

Manila, P. I.

Kenner Time of the Company of the Compan

KZRH

(Established 1939)

U'Svice TEMPORARILY suspended.

i Svice TEMPORARILY suspended.

Description July 15, 1940.

Dened and operated by H. E. Heacock Company.
Silness Office and Studios — 7th floor, Hencock lidgs, Manila P. I.

Suspended From Studios — 1th floor, Hencock lidgs, Manila P. I.

Suspended From Studios — 1th floor, Hencock lidgs, Manila P. I., seven miles outh of Manila P. I., seven miles out of Man

n. Aual operating schedule: 6:00 a.m. to 12:00 mid-

the control of the co

| | | CHASS | Δ. | | |
|-----|---------------|-----------|------------|----------|--------|
| | (6:30 | p.m. to | 10:00 p.r | n.) | |
| | | 1 ti. | 13 ti. | 26 tl. | 52 ti. |
| - | hour | 150.00 | 142.00 | 135.00 | 120.00 |
| 3 | hour | 120.00 | 113.00 | 108.00 | 96,00 |
| 1 | hour | 90.00 | 86.00 | 81.00 | 72.00 |
| 1 | hour | | 57.00 | 54.00 | 48.00 |
| | | CLASS | "B" | | |
| - 1 | (7:00 a.m. to | 7:30 a.m. | ., 6:00 p. | m. to 6: | 30 |
| | p.m. and | 12:30 p.m | | p.m.) | |
| 1 | hour | . 120.00 | 113.00 | 108.00 | 96.00 |
| .3 | bour | . 96.00 | 90.00 | 86.00 | 77.00 |
| .1 | hour | 72.00 | 69.00 | 65.00 | 57.00 |

1 hour.....

| 1 | | | | | | 1/4 hr. | 1/2 br. |
|-------|--------|---------|------|---------|-----|------------|---------|
| * 285 | "A" | time, | per | month. | | None | None |
| 1133 | 13. | ume. | ner | montn | | . 400.00 | 600.00 |
| 888 | "C" | time. | per | month | | 300.00 | 450.00 |
| 238 | "D" | time. | per | month | | 200.00 | 300.00 |
| * ass | E | time. | per | month. | | None | None |
| (*) | Clas | s ''A'' | an | d Class | "E" | time avail | able by |
| 8pec | cial a | rrange | ment | | | | |
| | | | | **** | | | |

ANNOUNCEMENTS

60 or

| | er minute: | | 1 ti. | 7 ti. | 4 30 £1. | more ti. |
|----|------------|-------|-------|--------|----------|-------------|
| ١ | | tlme | | .12.00 | 10.00 | 8.00 |
| | lass "B" t | ime | 12.00 | 10.00 | 8.50 | 7.00 |
| | lass "C" t | ime | 9,00 | 7.50 | 6.00 | 5.00 |
| ٠. | lass "D" t | Ime | 6.00 | 5.00 | 4.00 | 3,00 |
| Ü | lass "E" t | ime | 2.00 | 1.50 | 1.00 ~ | .75 |
| | | SPECI | | TURES | | |
| | nowton-ot- | | | | | |

portscasts, civic non-commercial and other special r unusual programs by arrangement.

ELECTRICAL TRANSCRIPTIONS
Transcription library services available. Rates on request.

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 clubrates. Studio announcer furnished at no extra charke 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.

12 nours 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

Owned and operated by Far Eastern Bloudensing Company, Business Office and Studio — Insular Life Ridge, Manila, P. I.
Transmitter—Manila, P. I.
Wave—Power—Time
Operating power—10,000 watts (licensed power 50,000

Operating power—10,000 watts (licensed power 50,000 watts) (100% modulation—crystal control.)

100% medulation—crystal control.)

Licensed to operate on clear channel on standard 120 degrees East Meridian Time.

Short wave facilities, operating power 1,000 watts; 48.86 meters; 6140 kilocycles—31.35 meters; 95.70 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 1:15 p.m.

5:00 p.m. to 11:10 p.m.

Agency Commission
15% to authorized agencies. Commission applies only on time. No cash discount. Bills parable by the 5th of following month. Charge accounts must be approved by station management.

hourly basis for time used.

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

1 ti. 7 ti 14 ti. 30 ti. 100 ti.
50 words.... 7.08 6.71 6.35 5.65 4.94
(5:30 a.m. to 6:30 p.m. and 10:00 p.m.)

50 words.... 4.24 4.02 3.81 3.39 2.97
Preferred spot ads extra according to position.

ated. 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.

selections on any one program.

REMOTE CONTROL

Cost of remote control brandcasts to be regular rates plus cost of telephone line, all incidental expenses and fee for special announcer if reduired.

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 WPRA

Rates effective April 1, 1940.

Owned and operated by Puerto Rico Advertising Company.

Russness Office—Box 271, Mayaguez, Puerto Rico.

Studio—McKinley, corner del Rio Street, Mayaguez, Little Mayaguez, Little

Business Office—Box 411, maximized—McKinley, corner del Rio Street, Mayaguez, Tuerto Rich, Sabanestas, Kilometer 179, Intransmitter—Barrio Sabanestas, Kilometer 179, Inway—Power—Time 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 tell. No cash discount. Bills due and payable when rendered.

| No. | Control | Control

On contract for 13 comport periods, less than six programs weekly—Class "B" tates 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.) i.w. rat 13 ws. 26 ws. 39 ws. 52 ws. 14 hour daily, six times weekly. 30.00 28.50 27.00 25.50 24.00 Special Range Programs of the second se

ANNOUNCEMENTS

Spot Announcements:
Spot sanouncements for transmission when time is available.

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

1 til. 13 til. 26 til. 52 til. 104 til. 312 til.

or 5.00 4.75 4.50 4.25 4.00 3.75 (7:00 a.m. to 6:00 p.m.) less.....

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 WPAB (Established 1940)-

Owned and operated by Porto Rican American Broad-casting Co. Business Office and Studio—Leon St., Ponee, Puerto Rico.

Business Office and Studio—Leon St., Ponce. Puerto Business Office and Studio—Leon St., Ponce. Puerto Rico.

Wave—Power—Time
Operating power—1,000 watts.
223.0 meters; 1840 kilocycles.
Licensed to operator 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 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 mechandeal costs. Extra charges not subject to agency commission.

(This listing continued on next page)

PUERTO RICO— -Continued

PONCE--Continued

PONCE—Continued

WP A B—Continued

Contract and Other Requirements
Advertising of alcoholic beverages accepted.
Contracts subject to cancellation on two weeks' written notice accompanied by certified check at short rate to date of last program.

Closing Time
Contracts close one week in advance of first 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.

Personnet
Station Manager—Miguel Soltero.
Representatives
Felix Muniz.

SAN JUAN WIAC (Established 1941)

Rates revised July 1, 1942. Owned and operated by Enrique Abarca. Business Office and Studio—Ordonez 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,

Transmitter—Km. 3.8 Isla Verde Road, Santurce, Tuerto Rico.

Wave—Power—Time Operating power—5,000 watts.
517.2 meters; 580 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 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"

G:00 p.m. to 10:00 p.m. and after 12:00 midnight) 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) 1 hour. 1/2 hour. 1/4 hour. CLASS "C"
(8:00 a.m. to 11:00 a.m., †2:00 p.m. to 5:00 p.m.)

Regular rates apply on time only. Transcription library service available at 2.00 per 1/4 light; 3.00 for 1/2 hour and 4.00 per hour. Phonograph records at same rates.

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

BERVICE reservations.

commission.

HERVICE FACILITIES

Station production department will cooperate with all sponsors and advertising agencies as to local prob-

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 prostam. Programs. scripts, information, etc., to be submitted in advance and subject to approval of station. All commercials must conform with PCC. TTC and station's regulations.

Closing Time Announcement copy, transcriptions and talks close 24 liours in advance of broadcast.

Mechanical Program Equipment Equipment Equipment and the station of the station

ersonnei Manager—Felix Muniz. Production—Manuel Mendez Ballester. Technical—Alfonso Sanchez.

WKAQ (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.

Rico, subsidiary of international Telephone and Telegraph Corporation.

Business Office and Studio—Telephone Bidg.. 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
Commission 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
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.

(LASS "A"

| | 10,0 10 | 14400 | | ** * ** | | | |
|-------|------------|---|-----------|---------|---------|--------------|---------|
| | | | CLASS | | | | |
| | | - (2 | iftor 6:0 | υ p.m. | , | | 312 0 |
| | | | | | | | more |
| | | I ti. | 13 ti. | 26 ti. | 52 ti. | 104 ti. | time |
| 1 | hour | 75.00 | 71.25 | 67.50 | 63.75 | 60.00 | 56.23 |
| 1/2 | hour | 37.50 | 35.65 | 33.75 | 31.00 | 30.00 | 28.13 |
| 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" | 0.00 | 0.00 | |
| | (7:00 a | m. to | 2:00 D.J | n. and | 5:00 p | .m. to | |
| | 11.00 | | 6:00 p | | 0100 1 | | |
| 1 | hour | 37.50 | 35.65 | 33.75 | 31.90 | 30.00 | 28.13 |
| 1/2 | hour | 18.75 | | 16.90 | 15.95 | 15.00 | 14.10 |
| i/4 | hour | 10.00 | | 0.00 | 8.50 | 8.00 | 7.50 |
| 5 | minutes | 5.00 | 4.75 | 4.50 | 4.25 | 4.00 | 3.75 |
| | umutes | 0.00 | CLASS | | 7.20 | 4.00 | 3.10 |
| | | (2:00 | p.m. to | | p.m.) | | |
| 1 | hour | | | 22.50 | 21.25 | 20.00 | 18.75 |
| | | | 11.88 | 11 05 | 10.63 | 10.00 | 9.38 |
| | hour | 12.30 | 7.13 | 11.20 | | | 5.63 |
| 1/4 | | | | | 6.38 | 6.00 3.00 | |
| 5 | minutes | 3.75 | 3.57 | 3.38 | 3.10 | 5.00 | 2.87 |
| | | | EEKLY | RATE | 8 | | 4404 |
| SIX | times wh | (Iy.; | Class "7 | r. Cii | NAB IZ. | Clus | 9 "C" |
| 1 | hour | ****** | . 360.00 | | 180.00 | | 0.00 |
| 1/2 | hour | | . 180.00 | | 90,00 | | 0.00 |
| 1/4 | liour | • | . 108.00 | | 54.00 | 3 | 6,00 |
| | | Discou | nts on V | Veckly | Rates | | |
| 13 (| to 25 wee | eks | 5% | 30 to | 51 wee | ks | . 15% |
| 20 .1 | to 38 wee | :ks | 10% | 52 we | екя, | | . 20% |
| | | SPOT | ANNOU | NCEM | ENTS | | |
| Stat | tion break | k anno | uncement | ts: | | | |
| | | | Class ' | 'A'' C | lass "B | '' Clas | 9 ''("' |
| 25 | words | ******* | | | 5.00 | | 2.50 |
| | | | Discou | ints | | | |
| | | | | | | | |

Class "A"... 7.00 0.65 6.30 5.95 5.00 5.25 Class "B"... 3.50 3.33 3.15 2.98 2.80 2.63 Class "C"... 2.75 2.00 2.45 2.30 2.15 2.00 SPECIAL FEATURES

News. Women's Hour. Children's Hour—rates on request

RECORDED PROGRAMS
Transcription Hibrary services available, rates on an plication, Instantaneous recording equipment available.

REMOTE CONTROL
Station is equipped to handle remote control broad-

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 nonlinal charge is made by like
station for the preparation of miscellaneous proyrams and of programs placed through an advertising
agency. One announcer is supplied free to each et clusive sponsored program originating in the studies
of the station.

Contract and other Requirements
Station reserves the right to reject any program not
conforming to orders and policy of Federal Comnumerations 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. Zerne.

Personnel
Vice-President and General Mgr.—John A. Zerbe. Branch Office New York-67 Broad Street

WNEL



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-H-7).

Vave—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.

Actual operating contains a figure of the first commission Agency commission 15% to recognized agencies. No eash discount.

Here a discount contains a first co

| (6;00 p.m. | to 12: | 00 mida | night) | _ |
|-------------|--------|------------|----------|---|
| l hour | | | | |
| 2 hour | | | | 8 |
| 4 hour | | | | |
| 5 minutes | | | | |
| l minute | | | | |
| (7:00 a. | | | | |
| | | | | 3 |
| 1 hour | | | | |
| 2 hour | | | | |
| 4 hour | | ********** | | 1 |
| 5 minutes | | | | |
| 1 minute | | | | |
| | ISCOUR | | | _ |
| | | | 00.41 | |
| to 12 times | Net | 52 to 1 | us times | |
| to 25 times | 5% 1 | 04 to 3 | 11 times | |

ANNOUNCEMENTS
Spot announcements accepted for broadcast when time is available.

SPECIAL FEATURES
Horse races, News (English and Spanish), HomeHour, and Church of the Air, Rates and details on request. RECORDED PROGRAMS
Transcription library services available. Rates on

REMOTE CONTROL
Station to equipped to handle remote control broad-

Station is equipped to handle remote control broadcasts.

SERVICE FACILITIES

The service of station's studios and office management
is at the disnosal of advertisers without charke for
engaging musical or other taient. Emergency power
plant available.

Courtract and Other Requirements
Station reserves the right to relect any program not
conforming to orders and policy of the FCC and
general rules and regulations of the station.

Closing Time to submitted 24 hours in advance. Station managements for general broadensts
Mechanical Pregram Equipment
Equipped to handle programs by electrical transcription, 18th 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
General Manager—Juan Ptza.

Commercial Manager—Augustin R. Camunas.

Commercial Manager—Juan Pizza.
Commercial Manager—Augustin R. Camunas.
Production Manager—Tuan Maldonado.
Technical Supervisor—William N. Greer.

CANADIAN SECTION

Radio stations in the Dominion of Canada. See listings for

| CBA | CFCY. Charlottetown, P.E.1 |
|-----------------------|-----------------------------|
| Clif Monitreal, Que | 'POP Grand Prairie, Alta |
| CBJ Chiroutimi, Que | "FJC Kamboons, B. C. |
| CHR Watrous, Bank | CPLC Brockville, Ont. |
| CBLToronto, Onl | CENH Fredericton, N. H. |
| CBMMontreal, Que | CEOR Owen Round, Ont |
| CILO Ollawa, Oll | 1977 Landon Ont |
| CHIL Vancouver, 11, (| Cirita Prince Rupert, 15 C. |
| CHY Quelien, Que | CICCC Hankatonia, Mank |
| CHY Toronto, Ont | CERB Toronto Ont |
| CEAG Calpary, Alla | CPIC Kingston, Out |
| CPAR Plin Flon, Man | CITIN Edmonton, Alta |
| CFCH North Bay, Ont | CHAIL Moose Jaw. Hask |
| CPCH Calvary, Alla | PITAD Anns, Ons. |
| creo Chatham Ont | CHISX Peterborough, Ont. |
| | |

| cum Ste Anne de le | CJCAIdmonton, Alta |
|--------------------------|---------------------------|
| CHOB Poestlers, Our | (!J(!!! |
| CHOSBummerside, P. E. 1 | CJCJ Calgary, Alti |
| "HLN Three Hivers, Que | CJCS Stratford, On |
| CHLP Montreal, Que | CJGX Yorkton, Bash |
| CHLT Shertironke, Que | "JIC Hauli Sto. Marlo, On |
| CHMI Hamilton, Ont | CHICL Kirkland Lake On |
| CHNCNew Carllale, Que | CJLS Yarmouth, N. F |
| CHNH Hallfax N H | CJOCLethbridge, Alti |
| | "JOH Vancouver, II. |
| | CJRC Winnipeg, Mai |
| CHBJ., Baint John, N. H. | Clith Reginn, Sinsi |
| CHWIC Chilliwack, H. C. | CJVI. Victoria, B. C |
| CJAT,Trall, B. C. | CKAO Montreal, Que |
| CiliffRimonski, Que. | CKBI, Prince Albert, Sask |

| or . | location of transmitte | er |
|----------------------|--|--------|
| Alta. I. B. | OKCA | [0 |
| Alta. Ont task | CKCKRegina, Sask CKCLToronto, Oni CKCOOttawa, Ont | 000 |
| Ont Onf | CICCR Waterloo, Ont | ľ |
| Alta L C | CKCWMoneton, N. B CKGBThinmins, Out CKLNNelson, B. C | C C |
| Man. Innk. | CKLWWindsor, Out. | C |
| , C. | CICNB Campbellton, N. B. | v |
| nak. | | V |

| t | CICOVICelowna, B. C. VKPCBrantford, Ont. |
|---|---|
| | INCODE BY WILLIAM, UNE |
| i | ICIERN ROHVE, Que. |
| | CKSO Sudbury. Ont. |
| | CKTB St. Catharines. Ont |
| • | CKUA Edmonton, Alte. |
| | CKVDVal d' Or. Que. |
| , | CKWS Kingston, Ont. |
| | CKWXVancouver, B. C. |
| ٠ | CICY Brandon, Man. |
| • | CKY Winnipeg. Man. |
| | |
| | VOCMBt. John's, New! nd.", |
| | VOCMSt. John's, Newf'nds, VONFSt. John's, Newf'nd. |

| TATIONS ARRANGED AC- | NILOCYCLES Days Nights 1000 KILOCYCL | Days Nights ES 1380 KILOCYCLES |
|--|--|--|
| ORDING TO ERECHENCY Ont.—Sudbury | (CKSO) 1000 Alta—Lethbridge (CJOC) | ES 1400 KILOCYCLES |
| isk.—Watrous (CBK)50000 50000 Sask _Moose J | CHRC) 1000 1000 1130 KILOCYCL | ES N. B.—Moneton (CICCW) 250 250 |
| | CETTE TOOM 10000 1150 KILOCYCL | ES Que.—Rouyn (CKRN) 250 250 |
| fit.—Kirkland Lake (CJKL) 1000 1000 Que.—Rimouski 580 KILOCYCLES Ont.—Hamilton | (CHML) 1000 1000 Ont.—Hamilton (CROC) | 1000 1000 B C.—Vancouver (CKMO) 100 100 |
| (iFt. William (CKPR) 1000 1000 BuskFrince (iFt. William (CKPR) 1000 1000 B CKamloo | RILOCYCLES Alta.—Calgary (CJCI) | 100 100 Ont.—Peterborough (CHEX) 1000 1000 |
| 600 KILOCYCLES | CB(1) (CB(2)) Que,—Ste Anne de la Pocati | ere Ont.—Kenora (CKCA) 250 100 250 Ont.—Brockville (CFLC) 100 100 100 Lue.—Three Rivers (CHLN) 100 100 |
| | RILOCYCLES (240 KILOCYCL | ES (460 KILOCYCLES |
| | (Chair annual and annual Ont.—Cobair (CKMC) | 50 501 |
| Fk.—Regina (CKCK) 1000 1000 N. B.—Campbe | llton (CKNB), 1000 1000 (lue,—Sherbrooke (CILT),— KILOCYCLES Ont,—Stratford (CJCS) | 250 250 1490 KILOCYCLES 50 50 B. C.—Victoria (CJVI) |
| (CKOV) 1000 1000 Alta.—Calgary Mn.—Winnipes (CJRC) 1000 1000 Ns.—Hallfax Ont.—Kingston 900 900 900 900 900 | (CHNS) 1000 1000 Alta.—Edmonton (CPRN) 1000 KILOCYCLE 1000 N H String (CPRN) 1000 N H STRIN | 1000 1000 Summerside (CHGS) 100 100 |
| harlottetown (CFCY) 1000 1000 B. C. Vancou | CBV 1000 1000 1000 1310 KILOCYCL (CJRM) 1000 10 | 1000 1000 int.—Kingston (CFRC) 100 100 FS Ont.—Sault Stc. Marie (CJIC) 250 250 |
| N/foundland—St. John's Sask.—Regina 990 | KILOCYCLES 1340 KILOCYCL | ES Que.—Montreal (CHE/) 100 100 |
| Newfoundland | KILOCYCLES B. C.—Chilliwack (CHWK) St. John's N. S.—Varmouth (CHS) | 100 1001 |
| 730 KILOCYCLES Q:—Montreal (CKAC) | KILOCYCLES (CFCN) | 1570 KILOCYCLES 50 50 50 50 0nt.—London (CFPL) 1000 1000 1580 KILOCYCLES |
| iOr—Toronto (CBL)50000 50000 Ont.—Toronto | (CFCN)10000 10000 Que.—Amos (CILAI)) | 100 ton Que.—Chicoutinii (CBJ) 1000 1000 |
| Wetwork and Group Listings | PRAIRIE REGIONAL NETWORK | is (in lieu of line costs) a minimum charge of 2.50 per occasion for each station. This charge |
| A CANADIAN BROADCASTING | | is in addition to the cost of station time. DISCOUNTS |
| CORPORATION | Winnipes (CKY) C 120.00 72.00 42.00 Brandon (CKX) C 33.00 20.00 13.00 Regina (CKCK) M 70.00 42.00 28.00 Watrous (CBK) M 30.00 18.00 12.00 | For frequency and regional discounts, commissions and all other conditions see basic network. Time Zones |
| 2! York Street. Toronto. Ontario. 131 St. Catherine St., West. Montreal. Quebec. | Meose Jaw (CHAB) M 25.00 15.00 10.00 Saskatoon (CFQC) M 60.00 36.00 24.00 Prince Albert (CHRIA & 20.00 18.00 18.00 | A-Atlantic Time Zone; E-Eastern Time Zone; C-Central Time Zone; M-Mountain Time Zone; P-Pacific Timo Zone. |
| twite card dated April 1, 1941. (Card No. 4.) | Calgary (CFAC) M 80.00 48.00 32.00 Calgary (CFAC) M 80.00 48.00 32.00 | Contract and Other Requirements No contract accepted for less than one occasion per |
| (Agey Commission | Total for group 558.00 335.00 223.00 | week for 13 consecutive weeks, except in cases of special events. No periods sold in bulk for re-sale. |
| in sency commission 15% on net billing (gross station settle less frequency and regional discounts, if any, it is wire line costs). No commission on program | Kamloops (CFIC) P 30,00 18,00 12,00 Kelowne (CKOV) P 35,00 21,00 14,00 | All contracts are accepted subject to the Broadcast- ing Act. Broadcasting Regulations and approval of the Canadian Broadcasting Corporation. |
| arkes. No cash discounts. Bills due and payable | Vancouver (CBR) P 120.00 72.00 48.00 | Personnel Commercial Manager—E. A. Weir (Toronto). |
| iGeral Advertising | Total for group 220.00 132.00 88.00 Total for National Service: 35 outlets | Commercial Manager (Quebec Div.)—J. A. Dupont. (Montreal). |
| **Coss station rates apply to periods from 6:00 p.m. to 11:00 p.m. local time. Rates after 11:00 p.m. and three 6:00 p.m. local time are 60% of the regular free and from 12:00 noon to 6:00 p.m. local time | 35 outlets | NORTHERN QUEBEC |
| i, anday, 75% of the regular rates. | WIRE LINE RATES | BROADCASTING SYSTEM |
| rect proportion to the corresponding one hour rate, Elnimum period accepted is 15 minutes. | Network: 1 hr. 1/2 hr. 1/4 hr. | Business Office and Studios—Reilly Block, Rouyn. Que, Rates effective September 1, 1942, (Card No. 1.) |
| DISCOUNTS | Prairie | CKRN—Rousn, Que. CKVD—Val d'Or.Que. CHAD—Amos, Que. |
| 1 1t of periods under contract within 12 months: 1 the than 13 times | Total line cost | Chab—Amos. Que. Wave—Power—Timo See individual listings. |
| to 51 times 10% for more times 15% for more times 1 | to the national network or to individual regions providing point of program pick-up is within such region. A special line charge is made when point of | Operates on Eastern Daylight Saving Time. Actual operating schedule: 8:00 a.m. to 12:00 mid- |
| Igional discount on station costs after frequency count has been deducted and applicable to constants for 13 or more consecutive periods: | proxiam pick-up does not conform to the above con- ditions, and where additional facilities are required. When line rates are not per occasion and applicable | night. Agency Commission 15%; no cash discount. General Advertising |
| * 2 egions 10% 15% | to day or evening periods; subject to 15% agency commission | Time periods and spot announcements may not be |
| regions 20% 25% | Wire line rates for periods longer than one hour available on request. SUPPLEMENTARY STATIONS | combined for increased quantity discounts. CLASS 'A' (6:00 p.m. to 11:00 p.m.) |
| STATION RATES ONLY MARITIME REGIONAL NETWORK | Rates effective December 15, 1041. Available with CBC National and Regional Networks. | CTASS "A" (6:00 p.m. to 11:00 p.in.) 1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 260 tl. 1 hour 70.00 66.50 63.00 59.50 56.00 52.50 1/2 hour 42.00 39.00 37.80 35.70 33.60 31.50 1/4 hour 28.00 26.60 25.20 23.80 29.240 21.00 10 minutes 21.00 19.05 18.00 17.85 16.80 15.75 5 minutes 14.00 13.30 12.60 11.00 11.20 10.50 CLASS "H" (5:00 p.m. to 6:00 mm. to 11.00 p.m. to 6:00 mm. t |
| 1) Splect to frequency and regional discounts listed pre. | MARITIME REGION Time Zone 1 hr. 1/2 hr. 1/4 hr. | 1/4 hour 28.00 26.60 25.20 23.80 22.40 21.00 10 minutes 21.00 10.95 18.00 17.85 16.80 15.75 5 minutes 14.00 13.30 12.60 11.00 11.20 10.50 |
| Zone 1 hr. 1/2 hr. 1/4 hr. 1/3 hr. 1/4 hr. 1/5 | Yarmouth (CJLS) | 19:00 mldmlaht |
| \(\frac{1}{4}\text{ farlottetown (CFCY)_A} 45.00 27.00 18.00 \\ \frac{1}{2}\text{ fakville (CBA)} A 25.00 18.00 12.00 \\ | Wire line rates | 1 hour 42.00 30.00 37.80 35.70 33.60 31.50 1/2 hour 25.20 23.04 22.68 21.42 20.16 18.90 1/4 hour 16.80 15.00 15.12 14.28 13.44 12.60 |
| fekville (CBA) | Stc. Anne de la Pocatiere 7.00 6.00 5.00 | 10 minutes 12.60 11.07 11.34 10.71 10.08 0.45 5 minutes 8.40 7.98 7.56 7.14 6.72 6.30 SPOT ANNOUNCEMENTS CLASS "A" |
| ¹ Fotal for group | (CHGB) | SPOT ANNOUNCEMENTS CLASS "A" (6:00 p.m. to 11:00 p.m.) |
| QUEBEC REGIONAL NETWORK The Carlisle (CHNC) E 45.00 27.00 18.00 20.00 20.00 | London (CFPL) E 45,00 27,00 18,00 Wire line rates 2,50 2,50 2,50 | 1 tf. 52 tf. 100 tf. 7 00 6 65 6 36 |
| icoutimi (CBJ) E 40.00 24.00 16.00 16.00 16.00 28.00 | Vire line rates | 25 words |
| Total for group 530.00 318.00 212.00 | Wire line rates | |
| (*) When only one Montreal station is included in Quebec Region the following rates apply: ("BH (French outlet) | Kenorá (CKCA) | 25 words |
| DIE: Autouncements are made in French on pro- | Rouyn, Que. (CKRN). E 30.00 18.00 12.00 Wire line rates | Ninoteen hour leased wire news service available. TRANSCHIPTIONS Only one transcription to be sent to CKRN, Rouyn, |
| ams transmitted from CBF. No charge to sponsor r translation of continuity. | Wire line rates 25.00 15.00 16.00 16.00 Wire line rates 2.50 2.50 2.50 *2.50 | Que. Transcription library service available at following |
| ONTARIO REGIONAL NETWORK 1 tawa (CRO) S 80.00 48.00 32.00 | (CFGP) M 25.00 15.00 10.00 Wire line rates 2.50 *2.50 *2.50 *2.50 RRITISH COLUMNIA REGION Chilliwack (CHWK) P 25.00 15.00 10.00 | rates (cemmissionable): 1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 300 tt. 1/2 hour 5.00 4.75 4.50 4.25 4.00 3.75 1/4 hour 3.00 2.85 2.70 2.55 2.40 2.25 |
| Ingston (CKWS) | Chilliwack (CHWK) P 25,00 16,00 10.00 Wire line rates 2,50 2,50 2,50 | Facilities for picking up broadcasts from any point |
| Ingston (CKWS) E 80.00 35.00 24.00 | Chiliwack (CHIVIC) P 25,00 15,00 10.00 Wire line rates | SERVICE FACILITIES Merchandising services available: Dealer letters, pre-campaign spot announcements, and newspaper |
| ort William (CKPR) E 45,00 27,00 18,00 Total for group | stations GPAH and CFGP may be added to the Prairic Regional Network on a rebroadcast basis from CBK. Watrous, When this is possible there | pre-campaign spot announcements, and newspaper listings. (This listing continued on next mage) |
| | | The state of light ballot |

www.americanradiohistory.com

NORTHERN OUEBEC BROAD-CASTING SYSTEM-Cont'd

Line Charges
All local line charges between CKRN, CKVD and
CHAD are absorbed.
Personnel

Personnel
General Manager—Jack K. Cooke,
Manager—Jean Legantt.
Commercial Manager—Dan Carr.
Clufe Engineer—George Pope.
Branch Offices
Toronto—307 Victory Bidg., El. 2464,
Montreal—310 Keefer Bidg., 12, 3051.
Representatives
Canada—All-Canadian Radio Facilities.
United States—Weed & Company.

ALBERTA

CALGARY CFAC (Established 1922)

Rates effective July 1, 1938. (Card No. 6.)

Owned by South Western Publishers, Ltd.
Operated by Taylor. Pearson & Carson Broadcasting
Company, Ltd.
Business Office and Studio—Southsm Bldk.. Calkary
Alberta, telephone R1036.
Transmittor—City limits.

Alberta, Carpleson Transmittor—City limita.

fave—Power—Time
Uporating power—1.000 wetts.
(100% modulation—compressor amplifier, crystal
control,
312.5 ineters; 980 kilocycles.
Licensed to operate full time on cleared local channel.
Oberates 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.

night, Week days 6:30 n.m. to 12-00 minimic.

Agency Commission 15% to recognized advertising agencies. Commission does not apply to talent or line fees. Invoices are malled first of each month Bills due and payable as rendered. No each discount.

General Advertising
For combination rates see listing of Canadian Broadcasting Corporation (Prairie Regional Network).
Itates include charges by owners of music copyrights.
Also sold in combination with CJOC. Lethbridge.
Alborta—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 10:39 p.m.)

| | (6:00 | p.m. to | 10:80 D.H | a.) | |
|------------|--------|----------|-----------|----------|--------|
| | 13 ti. | 26 t1. | 52 tt. | 100 ti. | 20n ti |
| 1 hour | 80.00 | 76.00 | 72.00 | 68.00 | 64.00 |
| 3/4 hour | 64.00 | 60.80 | 57.60 | 54.40 | 51.20 |
| 1/2 hour | 48.00 | 45.60 | 43.20 | 40.80 | 38.40 |
| 1/4 hour | 82.00 | 30.40 | 28.80 | 27.20 | 25.60 |
| 10 minutes | 24.00 | 22.80 | 21.60 | 20.40 | 19.20 |
| 5 minutes | 16.00 | 15.20 | 14.40 | 13.60 | 12.80 |
| | | CLASS | "B" | | |
| (6:30 a.: | | 6.00 p.m | | :30 p.m. | to |
| | | | | | |

COMBINATION RATES (CFAC, Calgary, and CJOC, Lethhridge,) Effective September 1, 1038.

| | | CLASS ' | ''A'' | | |
|----------------------------------|-------------------------|----------------------------------|----------------------------------|-------------------------|-------------------------|
| | (6:00 | p.m. to 1 | 0:30 p.m | 1.) | |
| | 1 ti. | 26 ti. | 52 ti. | 100 tt. | 200 ti. |
| 1 hour 1 | 100.00 | 95.00 | 90.00 | 85.00 | 80.00 |
| 3/4 hour | 80.00 | 78.00 | 72.00 | 68.00 | 64.00 |
| 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 |
| | | | "B" | | |
| (6:30 a.i | m. to | 6:00 p.m. | and 10 | :30 p.m. | to |
| | | 12:00 mid: | night) | | |
| | | | 1161117 | | |
| 1 hour | 60.00 | 57.00 | 54.00 | 51.00 | 48.00 |
| | | 57.00 | | 51.00 40.80 | 48.00 38.40 |
| 3/4 hour | 48.00 | 57.00 45.60 | 54.00 43.20 | 40.80 | 38.40 |
| 3/4 hour 1/2 hour | 48.00 80.00 | 57.00 45.60 84.20 | 54.00 | | |
| 3/4 hour 1/2 hour 1/4 hour | 48.00 80.00 24.00 | 57.00 45.60 84.20 22.80 | 54.00 43.20 32.40 21.60 | 40.80 80.60 20.40 | 38.40 28.80 19.20 |
| 3/4 hour 1/2 hour | 48.00 80.00 | 57.00 45.60 84.20 | 54.00 43.20 32.40 | 40.80 30.60 | 38.40 28.80 |

POLITICAL SPEECHES
One time rates (6:00 p.m. to 10:30 n.m.) abuly No
frequency discounts
REMOTE CONTIOL
Wherever telephone lines are available remote con
trol broadcasts can be stranged. Rates on request

The broadcasts can be arranged, manes in remove a provided and a process and a process and a publicity, merciandistan, program and continuity departments, and staff announcers whose 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

furnished on request. Street car cards and banners included in increhandishing.
Contract and Other Requirements
All contracts subject to approval of the management of the station; also subject to all rules and regulations governing throadcasting exerted on under Dominion of Canada Federal licenses and to Provincial regulations. tekliktions.

regulations.

Hates quoted are for station broadcasting only.

Musical programs will be arranged upon request by
the Program Director of the studio, and will be

the Program Director of the studio, and will be charked for. Indirect advertising, in the form of publicity ammouncements, will be accepted subject always to the approval of manuscript, and no deviation from manuscript after approval will be permitted. Heating operators will serve broadcasters without charge for announcing. Closing Time

If prukrams are to be included in regular publicity mailed to radid publications, three weeks should be allowed. Talent programs close one week in advance of monadeast. Announcements and talks close 44 nours in advance. Recorded Drokrams close 24 hours in advance of broadcast
Mechanical Program Equipment Equipped to handle Drokrams by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings
Personnel

for vertical and lateral cut recordings
Personnel
Manager—A. M. Cairns.
Commercial Manager—F. R. Shaw.
Production Manager—It. II. C. Straker.
Merch. and Pub.—Gail Egan.
Chief Engineer—Earle Connor.
Representatives
Toronto—All-Canada Radio Facilities. Ltd
United Statee—Weed & Company

CFCN (Established 1922)

Rates effective May 1, 1939.

Rates effective May 1, 1939.

Owned and operated by The Voice of the Prairies Limited Business Office and Studio—Toronto General Trust-Building, Calgary, Alberta Transmitter—Strathmore, Alberta Transmitter—Strathmore, Alberta Transmitter—Strathmore, Alberta Control.)

287.0 meters; 1010 kilocycles.

Operates on Mountain Daylight Saving Time, Actual operating schedule: Sunday 7:30 a.m. to 12:00 midnight. Agency Commission

Actual operating schedule: Sunday 7:30 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 midnight. Agency Commission on falent (unless stranged), line charges or remote control pick-ups. Invoice unsiled 1st of each month - Rills due and nayable when rendered.

General Advertising

All programs broadcast over CFVP (6030 kilocycles) at no additional charge.

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

1 th. 26 tl. 52 tl. 100 tl. 200 tl. 1 yr.

1 hour... 100.00 95.00 90.00 85.00 80.00 75.00

1/4 hour... 40.00 38.00 36.00 34.00 22.00 30.00

10 minutes 20.00 28.50 27.00 25.50 24.00 22.50

5 minutes 20.00 19.00 18.00 15.00 16.00 15.00

1 minutes 20.00 9.50 9.00 8.50 8.00 7.50 1 "A" 10:30 p.m.) 52 tl. 100 tl. 200 tl. 90:00 85:00 80:00 54:00 51:00 48:00 36:00 34:00 32:00 27:00 25:50 24:00 18:00 17:00 16:00 1 minute (100 words) 10.00 50 words..... 7.50 25 words..... 5.00

25.50 24.
25.50 24.
25.50 24.
25.50 24.
25.50 24.
25.50 24.
25.50 24.
25.50 24.
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25.50 1 hour.... 80.00 1/2 hour.... 48.00 1/4 hour... 32.00 10 minutes 24.00 5 minutes 16.00 1 minute (100 words) 8.00 50 words 8.00 7.60 5.70 3.80

words..... 4,00 3,80 3,60 CLASS "C"
(7:45 a.m. to 11:45 a.m., 2:30 p.m. and 10:30 p.m. to lour.... 60.00 57.00 54.00 hour.... 24.00 22.80 21.60 minutes 18.00 17.10 18.20 minutes 12.00 11.40 10.80 lilute 1:30 p.m. 11:30 p.m. 51.00 48 30.60 28 20.40 19 15.80 14 10.20 9 p.m. to p.m.) 48.00 28.80 19.20 14.40 9.60 5.70 5.40 4:45 p.m.

32.00 19.20 12.80

I minute (100 words) 4.00 25 words..... 2.50 8.80 3.60 TALENT

25 words..... 2.50

TALENT

Rates on application.

REMOTE CONTROL
Where telephone lines are 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 Radic Broadcasting Corp.
Mechanical Proferam Equipment
Equipment equipment
Equipment and lateral cut recordings
for vertical and lateral cut recordings
Personnel
President and Managine Director—H G Love.
Commercial Manager—E, H, McGuire.
Proferam Director—Ed Maloney.
Chief Engineer—Walt McLaughlin.
Representatives
Winnings—The Inland Broadcasting Company
Winnings—The Inland Broadcasting Company

Chief Engineer-Walt McLaughlin.
Representatives
Winniner-The Inland Broadcasting Company.
Taronto-Radio Representatives Ltd., 4 Albert St.
Montreal-Radio Representatives Ltd., Dominion Sq.
Bullding.
United States-Howard H. Wilson Company.

Rates effective Beptember 1. 1937. Owned and operated by Albertan Publishing Co., Ltd. Studio—Renfrew Bldg., Caigary, Alberta, telephone Transmitter-Grandview Heights. East Calgary, Al-

CJCJ

Transmitter—Grandview Heighta. East Caigary, Albotta
Wave—Power—Time
Uperating Dower—100 watta
100% modulation,
243.9 meters; 1230 kilocycles,
Licensed to operate on local channel. Operates on
Mountain Daylight Saving Time.
Attuas operating acticulus. Sundays 9:00 a.m. to
11:00 p.m., week days 7:00 a.m. to 11:00 p.m.
Agelcy Commission
Agelcy Commission

Agency Commission
Akened commission 15% to recognized advertising assessives. Invoices are mailed first of each month that the month

| | | 1 t1. | 13 ti. | 26 ti. | 52 tL |
|-----|------------------|---------|------------|-----------|-------|
| ı | hour | 40.00 | 38.00 | 36.00 | 34.00 |
| 12 | hour | 24.00 | 22.80 | 21.60 | 20.40 |
| 14 | hout twoif | 14.40 | 18.70 | 18.00 | 12.20 |
| - 5 | unituitee | 7.20 | 6.85 | 6,50 | 6.15 |
| | (7:00) | ı.m. to | 6:00 p.m.) | | |
| ı | hour | 30.00 | 28.50 | 27.00 | 25.50 |
| , 2 | hour | 18.00 | 17.10 | 16.20 | 15.30 |
| 14 | hour | 10.00 | 9.50 | 9.00 | 8.50 |
| 5 | minutes | 5.110 | 4.75 | 4.50 | 4.25 |
| | ANN | OUNC | EMENTS | | |
| Ž() | advertising spot | annou | ncements a | fter 7:30 | P.m. |
| ca. | price quoting no | rmitter | 1 All anno | uncement | |

TALENT

Rates on request.

REMOTE CONTROL

Wherever telephone lines are available, remote control broadcasts can be arranged.

Contract and Other Requirements
All continuities and announcements must conform with the requirements of the management and the rules and regulations of the Canadian Broadcasting Carpon tation.

ation.

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

Personnel
President—Gordon Bell.
Manaker—J. E. Gerke.
Representatives Joseph Hershey McGillyra, Inc.

EDMONTON CFRN

(Extablished 1984)

Rates effective October 1, 1939.
Owned and operated by Sunwanta Broadcasting Ca.

each months 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 Sundaya.

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

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

(6:31 p.m. to 10:30 p.m.)

| | - | (6:30 | p.m. to | 10:30 | p.m.) | | P |
|-----|----------|--------|---------|--------|----------|---------|------|
| | | 1 ti. | 26 ti. | 52 t1. | 100 ti. | 200 ti. | 1 y |
| 1 | hour | 50.00 | 47.50 | 45.00 | 42.50 | 40.00 | 37. |
| | hour | | 28.50 | 27.00 | 25.50 | 24.00 | 22. |
| 1/4 | hour | 20.00 | 19.00 | 18,00 | 17.00 | 16.00 | 15.0 |
| 10 | minutes | 15.00 | 14.25 | 13.50 | 12.75 | 12.00 | 11.2 |
| - 5 | minutes | 10.00 | 9.50 | 9.00 | 8.50 | 8.00 | 7. |
| | words | | 4.75 | 4.50 | 4,25 | 4.00 | 8.1 |
| | | | CLASS | "B" | | | |
| | (12:00 r | oon to | 1:30 p. | m. and | 1 5:00 1 | m. to | |

| 1 | hour | 40.00 | 38.00 | 36.00 | 84.00 | 32.00 | 30 |
|-----|---------|-------|-------|-------|-------|-------|----|
| 1/2 | hour | 24.00 | 22.80 | 21.60 | 20.40 | 19.20 | 18 |
| 1/4 | hour | 16.00 | 15.20 | 14.40 | 13.60 | 12.80 | 12 |
| 01 | minutes | 12.00 | | 10.80 | 10.20 | 9.60 | 9 |
| 5 | minutes | 8.00 | 7.60 | 7.20 | 6.80 | 6.40 | 5 |
| 100 | words | 5.00 | 4.75 | 4.50 | 4,25 | 4.00 | 8 |
| | | | CLASS | "c. | | _ | |
| | | | | | | | |

(6:30 s.m. to 12:00 noon, 1:30 p.m. to 5:20 noon, 1:30 p.m. to 5:30 p.m. to 12:00 midnight) 1 hour.... 38.00 28.50 27.00 25.50 24.00 25.60 24.00 25 hour.... 18.00 17.10 16.20 15.30 14.40 4 hour.... 12.00 11.40 10.80 10.20 9.60 0 mlnutes 9.00 8.55 8.10 7.65 7.20 5 mlnutes 6.00 5.70 5.40 5.10 4.80 10 words... 8.00 2.85 2.70 2.55 2.40 10 words... 8.00 2.85 2.70 2.55 2.40 13.1

1990 y.v.1

ALBERTA—Continued

EDMONTON—Continued

CFRN—Continued
SPECIAL FEATURES
Fime Signals: 7:30 p.m. to 11:00 p.m. Minimum
of 156 announcements, each 1.00. Mention of sponor's name only,
Fultrical Speeches
Accepted subject to approval of copy by station mangement. Copy must be submitted 24 hours in adlance of scheduled release time and once approved
to deviation from approved copy silowed. Class A
steel apply

mot Avenue.
inited States—Howard H. Wilson Company.

CJCA

(Established 1921)

ates effective April 1, 1939. (Card No. 6.)
whed by The Southam Company, Limited.
Derated by the Taylor and Pearson Broadcasting
Company, Ltd.
usiness Office and Studio—Birks Building, Edmonton. Alberta, telephone 26131.
ransmitter—Belmont. Alberta.
Wee—Power—Time
Derating power—1.000 watts.
1100% modulation—crystal control.)
22.4 meters; 930 kilocycles.
Perates on Mountain Daylight Saving Time.
Iccensed to operate rult time.
ctual operating schedule: Sundays 7:30 a.m. to
2:00 midnight. Week days 6:15 a.m. to 12:00 midlight.

teht.

Ancy Commission
spency commission
correct Advertising
or commination rates see listing of Canadian Broadsating Corporation (Prairie Regional Network).
It also include charges by owners of music copyrights.
It also include charges by owners of music copyrights.
It is also in gross rates for number of periods under
outract not to exceed one year's duration.

| | | | 'A'' | | | | |
|---------|-------|-----------|-----------|---------|----------|--|--|
| | (6:00 | p.m. to 1 | 0:30 p.m. |) | 200 or | | |
| | l ti. | 26 ti. | 52 ti. | 100 ti. | more ti. | | |
| i hour | 90.00 | 85.50 | 81.00 | 76.50 | 72.00 | | |
| 4 hour | 72.00 | 68.40 | 64.80 | 61.20 | 57.60 | | |
| 2 hour | 54.00 | 51.30 | 48.60 | 45.90 | 43.20 | | |
| 4 hour | 36.00 | 34.20 | 32.40 | 30.60 | 28.80 | | |
| | 27.00 | 25.65 | 24.30 | 22.95 | 21.60 | | |
| minutes | | 17.10 | 16.20 | 15.80 | 14.40 | | |
| | | | 'B'' | | | | |
| (A-30 a | m to | 8:00 p.m | and 10.00 |) n | to | | |

CLASS "B"

10 a.m, to 5:00 p.m. and 10:30 p.m. to
12:00 midnight)

11:00 midnight)

12:00 midnight)

11:00 midnight) hour... 60.00 hour... 48.00 hour... 36.00 hour 24.00 minutes 18.00 minutes 12.00

(12.00 noon to 6:00 p.m. Sundays)
1 hour. 67.50 c 64.18 60.75 57.38
3/4 hour. 54.00 51.30 48.80 45.00
1/2 hour. 40.50 38.48 36.45 34.43
1/4 hour. 27:00 28.48 36.45 34.43
No programs less then 1/4 hour on Sunday. p.m. 60.75 48.80 36.45 24.30 (12:00

Phonograph records charged for at the rate of 2.00 for each 15 minutes.

Fraincerption library services available
1 tl. 13 tl. 26 tl. 100 tl. 200 tl.
1/4 hour.... 6.00 5.70 5.40 5.10 1.00 1/2 hour... 10.00 9.50 8.00 8.50 8.00 1/4 hour.... 6.00 1/2 hour.... 10.00

TALENT

TALENT
Rates on request.

KEMOTE 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.

for vertical and lateral recordings.

Personnel

Manager—Gordon S. Henry.

Production Manager—Walter Dales.

Commercial Manager—Walter Blake.

Merchandising Director—A. R. MacKenzie.

Representatives

New York. Chicako. Detroit, San Francisco—Weed & Company.

All-Cansada Radio Facilities. Ltd

Mentreal—923 Dominion Square Ruilding

Toronto—Victory Ruilding

Winnipeg—Winnipeg Electric Chambers.

Calcary—Southan Mentitum

Vancouver—543 Seymour Street.

CKUA

(Established 1927)

(Established 1827)

Owned and operated by University of Alberta
Studio—Dept. of Extension. University of Alberta
Edmonton. Alberta
Edmonton. Alberta
Transmitter—South Edmonton. Alberta.

Wave—Pawer—Time
Operating power—1,000 watts.
517.2 meters. 580 ktioovois.
Operates on Mountain Daylight Saving Time.
Does not sell time.

GRANDE PRAIRIE

CFGP Established

Rates effective August I, 1941. (Card No. 4.)
Uwned and operated by Northern Broadcasting Corporation. Ltd
Studios—Northern Broadcasting Bidg., Grand Prairie.

Owned snu poration. Lid Studios—Northern Broadcasting Blue... Alberta. Alberta. Wave—Power—Time Operating power—250 watts. (Crystal control.) 223.9 melers, 1340 killocycles. Operates on Padfic War Time. Actual operating schedule: Sundays 8:45 a.m. to 9:00 p.m. Week days 6:55 a.m. to 10:00 p.m. Agency Commission 15% to recognized advertising agencies. No cash discount. Involces mailed lat of each month. Bills due and payable when rendered.

Agency commendation agencies. No eash discount.

agencies. No eash discount.

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.

(11:00 a.m. to 1:15 p.m. and 6:00 p.m. to 10:00 p.m.)

11:11. 26:11. 52:11. 100:11. 200:11.

28:75. 22:50. 21:25. 20:00.

| | 1 11. | 20 11. | 52 U. | 100 (1. | 200 11. |
|------------|-------|------------|-------|---------|---------|
| 1 hour | 25.00 | 23.75 | 22.50 | 21.25 | 20.00 |
| 3/4 hour | 20.00 | 19.00 | 18.00 | 17.00 | 16.00 |
| 1/2 hour | 15.00 | 14.25 | 13.50 | 12.75 | 12.00 |
| 1/4 hour | 10.00 | 9.50 | 9.00 | 8.50 | 8.00 |
| 10 minutes | 7.50 | 7.10 | 6.75 | 6.40 | 6.00 |
| 5 minutes | 6.25 | 5.95 | 5,60 | 5.30 | 5.00 |
| I minute | 3.50 | 3.35 | 3.15 | 3.00 | 2,80 |
| 50 words | 2.50 | 2.40 | 2.25 | 2.15 | 2.00 |
| 25 words | 1,50 | 1.45 | 1.35 | 1.25 | 1.20 |
| | | | 'B" | | |
| | | (All other | time) | | - |
| 1 hour | 15.00 | 14.25 | 13.50 | 12.75 | 12.00 |
| 3/4 hour | 12.00 | 11.40 | 10.80 | 10.20 | 9,60 |
| 1/2 hour | 9,00 | 8.55 | 8.10 | 7.65 | 7.20 |
| 1/4 nour | 6,00 | 5.70 | 5.40 | 5.10 | 4.80 |
| 10 minutes | 4.50 | 4.25 | 4.05 | 3.80 | 3.66 |
| 5 minutes | 3.75 | 3.55 | 3,35 | 3.20 | 3.00 |
| 1 minute | 2.25 | 9 15 | 2,00 | 1.90 | 1.80 |
| roda | 7 75 | 1 05 | 1 55 | * 4- | 1 40 |

Time signals: Rates on request.

News Service: Sundays 10:00 a.m., 12:00 noon, 3:00 noon

COMBINATION RATES
Also sold in combination with CICA. Edmonton.
For combination rates see listing of CJCA.

TALENT

TALENT

Hates up request.

KEMOTE CONTHOL

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.

Alt Canada Radio Facilities, Ltd.

Montrest—223 Dominion Square Bidg.: La. 8400.

Tinipper—Winninger Electric Chambers.

Caleary—Southam Hullding.

Vancouver—543 Seymour Street.

LETHBRIDGE

CJOC Established 1926)

Rates effective September 15, 1988,

Unused by Lettibridge Broadcasting, Ltd.
Operated by H. R. Carson, Ltd.
Ottotho-Roof of Alarquis Hotel, Lethbridge, Alberta,
telephone 3101.
Transmitter—Broxburn, Alberta.
ave—Power—1 ine
Operating power—1,000 watts.

Operating power—1,000 wates.
1,100 s modulation—crysta; control.)
283 meters; 1060 kilocycles.
1,000 to operate full time on local channel.
Operates on Mountain Daylight Saving Time. Actual operating schedule. Sundays 8.00 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 mid-

Agency Commission
Agency Commission
Agency commission
Agency commission
Agency commission
15% paid only to recognized advertising agencies. Invoices mailed lat of each month.
No cash discount. Bills due and payable when rendered.
General Advertising
For combination rates see tisting 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 D.m. to 10:30 p.m.)

| | (6.00 | p.m. to | 10:30 p.m. | .) | |
|------------|-------|-----------|------------|---------|--------|
| | 1 ti. | 26 ti. | 52 ti. | 100 ti. | 200 ti |
| 1 hour | 35.00 | 33.25 | 31.50 | 29.75 | 48.00 |
| 3/4 hour | 28.00 | 26.60 | 25.20 | 23.80 | 22.4 |
| 1/2 hour | 21.00 | 19.95 | 18.90 | 17.85 | 16.8 |
| 1/4 hour | 14.00 | 13.30 | 12.80 | 11.90 | 11.20 |
| 10 minutes | 10.50 | 9.98 | 9.45 | 8.93 | 8.4 |
| 5 minutes | 7.00 | 6.65 | 6.30 | 5.95 | 5.60 |
| 1 minute | 5.25 | 4.99 | 4.73 | 4.46 | 4.20 |
| 50 words | 3.50 | 3.32 | 3.15 | 2.97 | 2.80 |
| 25 words | 1.75 | 1.66 | 1.57 | 1.49 | 1.40 |
| | | All other | time) | | |
| l hour | 21.00 | 19.95 | 18.90 | 17.85 | 16.80 |
| 3/4 hour | 16.80 | 15.96 | 15.12 | 14.28 | 13.44 |
| 1/2 hour | 12.60 | 11.97 | 11.34 | 10.71 | 10.0 |
| 1/4 hour | 8.40 | 7.98 | 7.56 | 7.14 | 6.7 |
| 10 minutes | 6.30 | 5.99 | 5.67 | 5.35 | 5.04 |
| 5 mlnufes | 4.20 | 3.99 | 3.78 | 8.57 | 8.36 |
| 1 minute | 3.15 | 2.99 | 2.83 | 2.68 | 2.52 |
| 50 words | 2.10 | 1.99 | 1.89 | 1.78 | 1.6 |
| 25 words | 1.05 | 1 00 | 05 | 89 | 8 |

ANNOUNCEMENTS

Spot announcements take one minute rate. No spot announcements from 7:30 cm. to 11:00 p.m. or on Stundays.

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 FEATHERS

Good Morning, Neighbor: 10:30 a.m. to 11:00 a.m. Monday through Saturday; participating program. Limited to five sponsors. Regular five minute rates annly.

apply News Service: Rates on request.

| Color | California | Californ

COMBINATION RATES (CIOC. Lethbridge, and CFAC. Calkary...) Effective September 1 1838 CLASS 'A'

| | | (6.00 | p.m to | 10:30 p.p | n.) | |
|-----|------|--------|--------|-----------|--------|--------|
| | | 1 14 | 14 80 | 59 tl | 100 #1 | 200 #1 |
| 1 | hour | 100.00 | 95.00 | 90.00 | 85.00 | 80.00 |
| 3/4 | hour | 80.00 | 76.00 | 72.00 | 68.00 | 64.00 |
| 1/2 | hour | RO. 00 | 57.00 | 54.00 | 51 00 | 48.00 |
| 1/4 | hene | \$0 nn | 38.00 | 36.00 | 34 00 | 32 00 |

ALBERTA--Continued

LETHBRIDGE—Continued C J O C-Continued

| CLASS "B" | | | | | | | | |
|-----------------|---------|-----------|---------|----------|---------|--|--|--|
| (6:30 | a.m. to | 6:00 p.m. | and 10: | :30 p.m. | to | | | |
| 12:00 midnight) | | | | | | | | |
| | 1 ti. | 26 ti. | 52 ti. | 100 ti. | 200 tl. | | | |
| 1 hui | r bu.ud | 57.00 | 54.00 | a1.00 | 48.00 | | | |
| 3/4 hou | r 48.00 | 45.60 | 43.20 | 40.80 | 38.40 | | | |
| 1/2 hou | r 36.00 | 34.20 | 32.40 | 30.60 | 28.80 | | | |
| 1/4 hou | r 24.00 | 22.80 | 21.60 | 20.40 | 19.20 | | | |
| | | | | | | | | |

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.

Commercial Manager—Vic Staples.
Representatives
New York, Chicago, Detroit and San Francisco—Weed & Company.
All-Canada Radio Facilities. Ltd.
Toronto—Victory Building
Winnineg—Winnineg Electric Chambers.
Caigary—Southam Building.
Vancouver—541 West Georgia Street.

BRITISH COLUMBIA

CHILLIWACK

CHWK (Established 1927)

(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 8106

Transmitter—Turpin Block. Chilliwack. B. C.

Wave—Power—Time
Operating power—100 watts.

(C. P. 250 watts.)

1007/2 modulation—crystal control.

223.9 meters: 1340 kilocycles.

1 teensed to energiate full time
Operates on Facilic Daylight Saving Time.
Actual operating schedule: 7:00 a.m. to 10:30 p.m.

Agency Commission
Agency Commission
Agency Commission 15% to recognized advertising agencies on station time. No cash discount. Billadue and payable when rendered.

General Advertising
For combination rates see listing of Canadian Broad-

ombination rates see listing of Canadian Broad-ing Corp. (British Columbia Regional Supple-

| 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 | 8.40 | 6.00 | |
| 10 | minutes | 6.00 | 5.70 | 5.40 | 5.10 | 4.80 | 4.50 | |
| - 5 | minutes | 4.00 | 3.80 | 8.60 | 8.40 | 3.20 | 8.00 | |
| | minator | | CLASS | "B" | | | | |
| | | (A | | times |) | | | |
| | hour | 12.00 | 11,40 | 10.80 | 10.20 | 9.60 | 9.00 | |
| 3/4 | hour | 9.60 | 9.12 | 8.64 | 8.16 | 7.68 | 7.20 | |
| 1/2 | hour | 7.20 | 6.84 | 0.48 | 6.12 | 5.76 | 5.40 | |
| 1/4 | hour | 4.80 | 4.56 | 4.32 | 4.08 | 8.84 | 3.00 | |
| 10 | minutes | 3.60 | 3.42 | 8.24 | 8.08 | 2.88 | 2.70 | |
| 5 | minutes | 2.40 | 2 28 | 2 16 | 2.04 | 1.92 | 1.80 | |
| ANNOUNCEMENTS | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| - 1 | 12:00 no | on to | 1 10 to. | m. and | 00:A | p.m. to | | |

(12.00 noon to 1.70 p.m. and 6:00 p.m. to 1.10 p.m. and 6:00 p.m. to 1.10 p.m. and 6:00 p.m. to 11.00 p.m.)

100 words 2.00 1.00 1.00 1.70 1.60 1.50 50 words 1.40 1.33 1.28 1.19 1.12 1.05 25 words 1.40 1.33 1.28 1.19 1.12 1.05 (ARS 11) (CARS 11)

RECORD OF THE CONTROL OF THE CONTROL

wines.
Preferred positions governed by priority, type, and
availability on a contract basels.
He blanket contracts accepted, i.e., time for resule

and distribution to various advertisers; all programs subject to government regulations and to approval of station's bons file contract forme.

Station reserves the right to move to another period in the same time class any program of announcement be 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

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.

tion, using 33-1/3 and 78 r.p.m. usually state of the Personnel Directors—Casey Wells and Jack Pilling. Representatives
All-Canada Radio kacilities. Ltd:
Vinninges—Winninge Electric Chambers.
Toronto—Victory Building.
Montreal—923 Dominion Square Bldg.: Le. 6400
Calgary—Southam Building.
United States—Weed & Company.

KAMLOOPS

CFJC (Established 1926)

Rates effective July 1, 1941.

Rates effective July 1, 1941.
Onerated by Kamhoods Nentinel, Limited
Business Office and Studio—310 St. Paul St., Kamloods, British Columbia, telephone 1021.
Translantiter—North Ramioods, British Columbia,
Wave—Power—Time
Operating Power—1.000 watts.
(100% modulation—crystal control.)
329.7 mieters: 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
Agency commission 15% on station rates to advertising agencies recognized by operators. No commission on talent. Accounts mailed lat of 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;

Works, Also sold in combination with Cally Nelowna.

Nelowna.

For combination rates see listing of CJAT, Trail,

Fees charged by owners of music copyrights are not included in rates.

CLASS "A"

| | CDAGG | Δ, | | |
|----------------|---------|------------|---------|--------|
| | | .m. and 6: | | |
| 11:00 p.m. wee | | and all da | y Sunda | |
| | l ti. | 13 ti. | 26 t1. | 52 t1. |
| 1 bour | | 28.50 | 27.00 | 25.50 |
| 4 hour | | 22.80 | 21.60 | 20.40 |
| /2 hour | . 18.00 | 17.10 | 16.20 | 15.30 |
| 4 hour | | 11.40 | 10.80 | 10.20 |
| 0 minutes | | 8.55 | 8.10 | 7.65 |
| 5 minutes | 8.00 | 5.70 | 5.40 | 5.10 |
| I mirutes | 3.00 | 2.85 | 2.70 | 2.55 |
| | CLASS | "B" | | |
| 44.00 4- 5 | 0.00 - | | | |

(7:00 a.m. to 12:00 noon and 1:00 n.m. to

| | | G:00 p | .m.) | | |
|-----|---------|--------|-------|-------|-------|
| - 1 | hour | 18.00 | 17.10 | 16.20 | 15.30 |
| 1/4 | hour | 14.40 | 13.68 | 12.96 | 12,24 |
| /2 | hour | 10.80 | 10.26 | 9.72 | _9.18 |
| /4 | hour | 7.20 | 6.84 | 6.48 | 6.12 |
| 10 | minutes | 5.40 | 5.13 | 4.86 | 4.59 |
| 5 | minutes | 3.60 | 3.42 | 3.24 | 8.06 |
| 1 | minute | 1.80 | 1.71 | 1.62 | 1.53 |
| | | | | | |

100 words 2.00

50 words 2.00

CIANS "B"

(7:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)

100 words 1.20

Frequency Discounts 1.20

Si words Frequency Discounts 1.20

Frequency Discounts 1.20

WIFCIAL FEATURES

Twenty-seconds Nervice Spot Announcements or Time Signals, allowing sponsor's name and short announcement with added service of weather report, tomperature, time signal. Twenty second limit sold as swajiable, on monthly contract. If announcement is sold after 7:30 p.m., only shousor's name and weather report and time signal, etc., accepted. 25.00

2 signal daily per month. 25.00

Additional signals, per month. 12.50

ELECTRICAL TRANSCRIPTIONS

Transcription illicary service available. A brochure will be mailed on request. 1/2 hour, per program. 4.00

1/4 hour, per program. 4.00

1/6 indinutes, per program. 4.00

FOLITICAL TALKS AND PROGRAMS

RESULT: not thus reface; no serial discounts; navable

POLITICAL TALKS AND PROGRAMS
Regular one time rates; no serial discounts; payable
in advance

Regular one time rates; no serial discounts; payable in advance

TALENT

Rates on application.

REMOTIC CONTROL.

All necessary remote control equipment for broadcasting from any location. Public address system arranged if required.

Transportation charges on transcriptions, artists foes, wire and necessaries clarges for remote centrol programs, etc., to be charged to and paid for by the advertiser.

Contract and Other Regularments

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 II program is to be included in publicity releases.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip tion, using 38-1/3 and 78 r.p.m. double turn-tables for the service of the service of

KELOWNA CKOV (Established 1931)

(Established 1931)
Rates effective September 1, 1938.
Owned and operated by Okanagan Broadcasters, Ltd.
Business Office and Studio-Mill Avenue. Kelowns,
British Columbis.
Transmitter-Okanagan Mission, British Columbis.
Avev—Power—Time
Operating power—1,000 watts.
(100% modulation—crystal control.)
476.2 meters; 630 kilocycles.
Licensed to operate fufit time. Operates on Pacific
Standard Time.
Actual operating schedule: Sunday 8:00 a.m. to 11:30

Wave—rower—1100 watts.

(100% modulation—reystal control.)

476.2 meters; 630 kilocycles.
Licensed to operate full time. Operates on Pacific Standard Time.

Actual operating schedule: Sunday 8:00 a.m. to 11:30 / Agency commission 15% on station rates to advertising acencies recognized by station owners on attain time and transcription charges. No commission on talent. Accounts mailed first month following broadcast.

General Advertising
Also sold in combination with CJAT. Trail. and CFIC, Kamloops. For combination rates see listing of CJAT, Trail, B. C.

(12:00 noon to 1:30 p.m. and 6:00 p.m. to 11:00 p.m. week days and all day Sundays)

1 tour. 40.00 38.00 36.00 34.00 32.00 30.00 30.03 11.00 p.m. week days and all day Sundays)

1 hour. 40.00 38.00 36.00 34.00 32.00 30.00 30.03 34.00 32.00 30.00 34.00 34.

NELSON CKLN (Established 1989)

Hates effective October 1, 1942, (Card No. 2,)
Owined and obserated by The Noison Dally News,
Histores Office and Studio-Radio Account and
Fourth St. P. O. Box 250, Noison H. C.
Transhiltor—Hadlo Avenue and Fourth Street, Nelson, H. C.

British Columbia—Cont'd

NELSON—Continued CKLN—Continued

CKLN—Continued

Ave—Power—Time

| Derating power—250 watts.
| (100% modulation—crystal control.)
| 41.9 meters; 1240 kilocycles.
| Departing scheduler Sundays 12:00 noon to 11:00 perating scheduler scheduler

| ŧ, | | | CLASS | | | | |
|-------|---|-------|--------|----------|-------|----------|------|
| | (12:00 no | on to | 1:30 p | .m. and | 6:00 | p.m. to | |
| N. | 7:00 p.m. | week | days, | and all | day | Sundays) | |
| | | 1 | 3/4 | 1/2 | 1/4 | 10 | 5 |
| 1. | | hr. | hr. | hr. | hr. | min. | min. |
| u 1 | time | 35.00 | 28.00 | 21.00 | 14.00 | 10.50 | 7.00 |
| n 3 | times | 33,25 | 26.60 | 19.95 | 13.30 | 9.98 | 6.65 |
| | times | 31.50 | 25.20 | 18.90 | 12.60 | 9.45 | 6.30 |
| | times | 29.75 | 23.80 | 17.85 | 11.90 | 8.93 | 5.95 |
| | times | 28.00 | 22.40 | 16.80 | 11.20 | 8.40 | 5.60 |
| | times | 26.25 | 21.00 | 15.75 | 10.50 | 7.88 | 5.25 |
| ., ,, | *************************************** | | CLASS | "B" | | | |
| | | - 12 | ll oth | er time) | | | |
| n 17 | time | 21.00 | 16.80 | 12.60 | 8.40 | 6.30 | 4.20 |

| 2.0 | words | 3.00 | 2.85 | 2.70 | 2.55 | 2.40 | 2.25 |
|----------|--------------------------|--------|---|-------------|-------------|-----------|--------|
| 5 | words | 2.00 | 1.90 | 1.80 | 1.70 | 1.60 | 1,50 |
| | ., 01 00111111 | | LASS | "R" | | | |
| * | | | ll other | · time) | | | |
| | | | | | | 0.40 | 2.25 |
| 301 D | words | 3.00 | 2.85 | 2.70 | 2.55 | 2.40 | |
| 0 | monda | 9 95 | 9 14 | 9.09 | 1 91 | 1.79 | 1.68 |
| , 16.0 | WOLUS | 2.20 | | 2.02 | 1.01 | | |
| ain 5 | words | 1.50 | 1.43 | 1.35 | 1.28 | 1.20 | 1.13 |
| | | SPEC | MAL F | EATH | RES | | |
| Box 10 m | e Signals | -Befc | re 11:0 | n.m. | at str | tion b | reaks: |
| | | | | | | | 41 |
| . n: n: | ited to 25 v | rords. | Minim | ım con | tract. t | nree w | onuns: |
| : 41.1 | daily, per | r mont | h | | | | 25.00 |
| | | | | | | | |
| * .61 2 | uarry, per | r mon | []_,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | *********** | | ********* | 40.00 |
| ⊍ հե Ե | ach additi | ional. | Der moi | nth | | | 10.00 |
| 1 | daily, per lach addit | | Disco | unt | | | |
| | | | | | | | |
| | months on | | | | | | |

icl'anscription library services available. Details on quest.

POLITICAL TALKS

1. 938 "A" one time rate applies. No serial discounts.

REMOTE CONTROL

Includes to all types of pick-ups where lines are allable. Line charges and nerritors' expenses extra.

SERVICE FACTLITIES

It creat and other Requirements

10 I programs and announcements subject to Canadian by osdeasting Corporation regulations.

Colling Time

11 at increases the right to require submission of the recurrence of the recurrence of the program of the recurrence of the program of the programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

12 Resentations

Peonnel
- mager—Hume A. Lethbridge.
- descriptives
- ovin & Wright.

PRINCE RUPERT CFPR

CFPR
(Established 1938)

(It ites effective January 1, 1938.

(It wined and operated by Northwest Broadcast & Service Company, Limited.

(In the Company, Li

portism commons.

"Degrating power—50 watts,
"It 9 meters; 1240 kilocycles.
"In and 5:00 p.m. to 10 peration of 10 p.m. to 2:00 perating schedule: "Im and 5:00 p.m. to 7:30 p.m.
"Mency Commission 15% to recognized advertising gencies on station time only. Cash discount none, illis rendered first of month and are due 15th of 10 peratic p

| | tate | es include charge | S Dy | owners of | music con | yrights. |
|-----|------|-------------------|--------|-----------|-----------|----------|
| | | (Af | ter 6: | 00 p.m.) | | |
| | | | I ti. | 13 ti. | 26 t1. | 52 t1. |
| | _ 1 | hour | 25,00 | 23.75 | 22.50 | 21.25 |
| * | /2 | hour | 15.00 | 14.25 | 13.50 | 12.75 |
| 1. | ./4 | hour | | | 7.20 | 6.80 |
| P | 10 | minutes | 6.00 | | 5.40 | 5.10 |
| 12 | 5 | minutes | 4.00 | 8.80 | 3.60 | 3.40 |
| | | (Bet | fore 6 | :00 p.m.) | | |
| Y | 1 | hour | 20.00 | | 18.00 | 17.00 |
| 300 | 1/2 | hour | 12.00 | 11.40 | 10.80 | 10.20 |
| | 1/4 | hour | 7.00 | | 6.30 | 5.95 |
| 2.1 | 10 | minutes | 5.00 | | 4.50 | 4.25 |
| Ŝ | 5 | minutes | 3.00 | | 2.70 | 2.55 |

ANNOUNCEMENTS

| | 1 ti. | 13 ti. | 26 ti. | 52 ti. | |
|--------------------|-------------|------------|--------|--------|--|
| 100 words | 2.00 | 1.90 | 1.80 | 1.70 | |
| Daily, per month 3 | 5.00. | | | | |
| (B | efore 6:00 | p.m.) | | | |
| 100 words | 1.50 | 1.44 | 1.35 | 1.27 | |
| Daily, per month 2 | | | | | |
| Daily, per month 2 | A 1 TTD A 1 | ATC/CD IDA | MANIE | | |

ELECTRICAL TRANSCRIPTIONS
Regular rates apply to recordings only. Extra charge
made for transcriptions depending upon cost and type.
Instantaneous recording equipment available.
REMOTE CONTRIOL
Facilities subject to extra charges for line and
mechanical costs. Extra charges are not subject to
agency commission.

TALENTE

Retes on request.

TALENT

Rates on request.

Contract and Other Requirements
Contracts are subject to cancellation by four week
written notice accompanied by certified check at
short rate to date of last program.

Closing Time
Contracts close two weeks in advance of first program. Announcement copy and transcriptions close 12
hours in advance. Talks close 24 hours in advance.
Certain talks must be approved by CBC at Ottawa
and therefore must have two weeks.

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

Personnel

Station Manager—Clarence Variable 2.

ersonner Station Manager—Clarence Insulander. Commercial Manager—Sidney Anderson. Representatives
Toronto-Wright & Stovin.

TRAIL CLAT

Rates effective January 1, 1940.

Owned by Kootenay Broadcasting Co., Ltd.
Supervised by Taylor, Pearson and Carson, Ltd.
Husiness Office—15 victoria Street, Trail. B. C.
Transmitter—Warrield, British Columbia
Wave—Pewer—Time
Operating nower—1,000 watts
(100% modulation—crystal control.)
491.8 meters; 618 Rilocycles.
Licensed to operate full time on regional channel.
Operates on Pacific Daylight Saving Time.
Operating schedule: 6:45 a.m. to 11:30 p.m.
Agency commission
Agency commission 15% to recognized advertising agencies. No commission on talent or lines. No cash discount. Invoices mailed lat of month Bills durand nayable when rendered
General Advertising
Also solo in combination with CKOV. Kelowna, and CFJC. Kamloops. Combination rates are included in this listing.
Rates include charces by owners of music convrights.

(6:00 p.m. 10 11:00 p.m.) Rates effective January 1, 1940.

| | | CLASS | - A | | | |
|------------|---------|---------|--------|--------|---------|---------|
| | (6:00 p | .m. to | 11:00 | p.m.) | | |
| | 1 ti. | 13 ti. | 26 ti. | 52 ti. | 100 ti. | 300 ti. |
| l hour | 50.00 | 47.50 | 45.00 | 42.50 | 40.00 | 37.50 |
| 3/4 hour | 40.00 | 38.00 | 36.00 | 34.00 | 32.00 | 30.00 |
| 1/2 hour | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 | 22.50 |
| 1/4 hour | . 20.00 | 19.00 | 18 00 | 17.00 | 16.00 | 15.00 |
| 5 minutes | . 12.50 | 11.38 | 11.25 | 10.63 | 10.00 | 9.38 |
| 1 minute | | | | | | |
| (100 words | 7 50 | 7 12 | R 74 | 6.37 | 8 00 | 5 69 |
| 50 words | 5.00 | 4.75 | 4.50 | 4.25 | 4.00 | 3.75 |
| 25 words | 3.00 | 2.85 | 2.70 | 2.55 | 2,40 | 2, 25 |
| | | CLASS | "B" | | | |
| | | Il othe | r time |) | | |
| 1 hour | | 28.50 | 27.00 | 25.50 | 24.00 | 22.50 |

| | (1 | ll othe | r time |) | | |
|-------------|-------|---------|--------|-------|-------|-------|
| 1 hour | 30.00 | 28.50 | 27.00 | 25,50 | 24.00 | 22.50 |
| 3/4 hour | 24.00 | 22.80 | 21.60 | 20.40 | 19.20 | 18.00 |
| 1/2 hour | 18.00 | 17.10 | 16.20 | 15.30 | 14.40 | 13.50 |
| 1/4 hour | 12.00 | 11.40 | 10.80 | 10.20 | 9.60 | 9.00 |
| 5 minutes | 7 50 | 7.12 | 6.75 | 6.38 | 6.00 | 5.62 |
| 1 minute | | | | | | |
| (100 words) | 4,50 | 4.27 | 4 05 | 3 82 | 8 80 | 8 37 |
| 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 |
| | AN | NOUNC | EMEN | TS | | |
| | | | | | | |

No advertising spot announcements from 7:30 p.m. to 11:00 p.m. or on Sunday. No price quoting permitted. All announcements subject to station approval and limited to one minute. Sponsored programs given preference over such announcements Subtannouncements immediately preceding or following newscasts, premium charge of 10%.

Ing newscasts, premium charge of 10%.

COMBINATION RATES

The following rates are for the following stations in spot or network combination: CJAT. Trail: CKOV. Kelowns; CFIC, Kamloops. Wire line facilities available subject to permission from the Canadian Broadcasting Corporation.

late card dated June. 1941. (Card No. 1.)

CLASS ''.

(12:00 noon to 1:30 p.m., 6:00 p.m. to 10:30 p.m. and all day Sunday)

1 ti. 26 ti. 52 tii. 100 ti. 300 ti. 100 p.m. 10:30 p.m. 5:00 p.m. 5:00 p.m. 300 ti. 10:30 p.m. 300 ti. 10:30 p.m. 300 ti. 10:30 p.m. 30:30 p.m. 30:30 ti. 10:30 p.m. 30:30 p.m

1 hour 1/2 hour 1/4 hour

| TALENT |
|--|
| Rates on application. |
| ELECTRICAL TRANSCRIPTIONS |
| Transcription library services available at the fol- |
| 1 hour15.00 |
| 1/2 hour 10.00 |
| 1/4 hour 8.00 |
| REMOTE CONTROL |

Wherever telephone lines are available remote control broadcasts can be arranged.

Contract and Other Requirements
Kates are for station time only, talent is extra. All
programs and material are subject to approval of
station management.

Closing Time
Arrangements for broadcasts must be made one week
in advance.
Appouncements 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.

Parsonnet
Manager—A. H. Nicholl.

Representatives
Canada—Ail-Canada Radio Facilities. Ltd.
U. S.—Weed & Company.

VANCOUVER CBR (Established 1925)

Rates effective January I, 1942. (Card No. 2.)
Owned and operated by Canadist Broadcasting Corp.
Business Office and Studio—Motel Vancouver, Vancouver, British Columbia, telephone Marine 6121.
Transmitter — No. 4 Moad, Luiu Island, British

Country First Columbia, telephone Marine 5121.

Transmitter — No. 4 Mond, Luiu Island, British Columbia.

Wave—Power—Time

Operating power—5,000 watte.

(100% modulation—crystal control.)

205.5 meters; 1130 kilocycles.

Licensed to operate full time on regional channel.

Operates on Pacific Daylight Saving Time.

Operates on Pacific Daylight Saving Time.

Operating schedule: 7:30 a.m. to 11:30 p.m.

Agency Commission

Agency commission 15% allowed to recognized spencies 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 (British Columbia Regional Network).

Casting Colorina (Arthur Work).

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.)

11:11 26 26 tt. 50 tt. 100 tt.

| | | I ti. | 13 t | i. 26 tl | . 52 ti. | 100 ti. |
|------------|--|---|--|--|--|---|
| | 1 hou | r 120.00 | 114.0 | 0 108.00 | 102 00 | 96.00 |
| 1/ | 2 hou | | | | | 57.60 |
| | | | | | | 38.40 |
| | 1100 | 1 10.00 | | | 40.00 | 90.40 |
| | | | | | | |
| | | - 50 00 | | | | |
| | | | | | | 57.60 |
| | | | | | | 34.56 |
| 1/ | 4 hou | r 28.80 | 27.3 | 6 25.92 | 24.48 | 23.04 |
| | | SI | PECIAL | FEATURE | ES | |
| Ti | me S | Ignals | Day or | evening se | reice (Sun | day ex- |
| Ce | nted) | exclusiv | to one | odvertiser | acob corn | ice con- |
| 01 | atu of | three ti | me ciane | ic limits | d to OK and | ree con- |
| 01; | als of | tillee ti | the let | is. Indice | u to 20 Wi | rus anu |
| 71 | 20 - 1 | o words | , the lat | ter is not | аррисание | oetween |
| <i>i</i> : | 50 p.1 | n. and | | | | |
| | | | | | | |
| | | for 3 r | nonths. p | er month | | 400.00 |
| 4 | dally | for 6 t | nonths. p | er month | | 360.00 |
| 4 | daily | for 12 t | nontlis, r | er month | | . 320.00 |
| | | | | | | |
| 4 | daily | for 3 r | nonths, r | er month | | 300.00 |
| ā | dally | for 6 i | | | | . 275 00 |
| | 1/1/ 1/1/ Ti ce si: on 7: 4 4 4 | 1/2 hou 1/4 hou 1/2 hou 1/2 hou 1/2 hou 1/4 hou Time S cepted) sists of one of 7:30 p.1 4 daily 4 daily 4 daily 4 daily 4 daily | 1 hour 120.00 1/4 hour 72.00 1/4 hour 72.01 1/2 hour 48.00 1 heur 72.04 1/2 hour 43.21 1/4 hour 28.86 SI Time Signais—1 cepted) exclusive sists of three ti one of 50 words 7:30 p.m. and 4 daily for 3 m 4 daily for 12 u 4 daily for 12 u | 1 hour 120.00 114.0 1/2 hour 72.00 63.4 1/4 hour 48.00 45.6 CLAS 1/2 hour 72.00 68.4 1/2 hour 43.20 41.0 1/4 hour 28.80 27.3 Time Signals—Day or cepted) exclusive to one sits of three time signione of 50 words; the lat 7:30 p.m. and 11:00 p.i. 4 daily for 6 months, p. 4 daily for 12 months. p. 4 daily for 12 months. p. 4 daily for 3 months. p. 4 daily for 4 daily for 3 months. p. 4 daily for 3 | 1 hour 120.00 114.00 108.00 1/2 hour 72.00 68.40 64.80 1/4 hour 48.00 45.60 43.20 CALL ST. BELL ST. BE | 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 CALASN "B" (All other time) 1 hour 72.00 68.40 64.80 61.20 1/2 hour 43.20 41.04 38.88 36.72 1/4 hour 28.80 27.36 25.92 24.48 Time Signals—Day or evening service (Sun cepted) exclusive to one advertiser, each servists of three time signals. limited to 25 wone of 50 words; the latter is not applicable 7:30 p.m. and 11:00 p.m. (After 6:00 p.m.) 4 daily for 3 months. per month. 4 daily for 12 inonlin, per month. 4 daily for 12 inonlin, per month. 4 daily for 13 months. per month. (Before 6:00 p.m.) 4 daily for 3 months. per month. |

.... 213.00 250.00

TALENT

TALENT
Rutes on request.
Contract and Other Requirements
Alcoholic hererage advertising not accepted.
All programs subject to the regulations of the Canadian Broadcasting Corporation and the approval of the commercial department
Equipped to handle programs Requipment
Equipped to handle programs hy electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.
Personnel
British Columbia Regional Rep.—Ira Dilworth.

tion, using on 1/2 and Personnel Personnel British Columbia Regional Rep.—Ira Dilworth. Commercial Manager—H. W. Paulson.

CJOR Rates received May 23, 1938.

Ratos received May 23, 1938.

Owned and operated by CIOR, Lt., 846 Howe St., Vancouver, British Columbia.

Studio—Hatel Grosvenor. Vancouver B. C. Transmitter—Richmond, Municipality.

Wave—Power—Time
Operating power—1.000 watts.
(100% modulation—crystal control.)
500 meters; 400 kilocynles
Operatos on Pacific Daylight Saving Time.
Actual operating schedule: Sunday 8:00 a.m. to 10:00 p.m. Week days 6:30 a.m. to 12:00 midnight.
Agency Commission
Agency Commission
Agency Commission
Agency Commission

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.

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

1 11 13:11. 28 ti 38 ti 52 ti 810 ti
1 hour... 75.00 71 25 67.50 68.75 80.00 58.25
1/2 hour... 45.00 42.75 40.50 88.75 88.00 88.75
1/4 hour... 25.00 28.75 22.50 21.25 20.00 18.75
5 minutes 15.00 14.25 13.50 19.75 12.00 11.25
(Before 6:00 p.m. and after 10:00 p.m.)
1 hour... 40.00 38.00 80.00 31.00 32.00 30.00
1/2 hour... 24.00 22.80 21.60 20.40 10.20 18.00
1/2 hour... 14.00 18.380 12.64 11.80 11.20 18.00
5 minutes 8.00 7.60 7.20 68.0 64.0 60.0
5 minutes 8.00 7.60 7.20 68.0 64.0 60.0

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

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

100 words or | tl. | 13 tl. | 28 tl. | 39 tl. | 52 tl. | 300 tl. |

1 minute | 10 00 | 9 50 | 9 00 | 8 50 | 9 00 | 7 50

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

100 worth or

1 minute # 00 5 70 5 40 5 10 4 80 (This listing continued on next page)

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 released
ber day

| | | (6:00 | p.ni. | to | 10:00 | p.h | 1.) | |
|----|----------|----------|----------|------|---------|------|-----------|---------|
| | | | - | | з що | ь. | о даов. | 12 mos. |
| 1 | aignal | daily | ******** | | . 105.6 | 90 | 94.50 | 84.00 |
| Ź | signals | dally | | | 210.0 | υO | 189.00 | 168.00 |
| 3 | signals | daily | | | 315. | 00 | 283.50 | 252.00 |
| 4 | aignala | dally | | | 390. | 00 | 851.00 | 812.00 |
| | (Befo | re 6:00 | p.in. | and | after | 10 | .ni.q 00: | |
| 1 | BIRHAL | dally | | | . 00. | υu | 28.00 | 52.00 |
| z | signals | dally | -tt | | 130. | 00 | 117.00 | 104.00 |
| 3 | signala | daily | | | 195. | 00 | 175.50 | 156.00 |
| 4 | algnals | daily | | | 235. | 00 | 211.50 | 188.00 |
| SI | port Bro | nadcasts | (in | seas | on): | Box | Lacross | e. Pro- |
| fe | ssional | Hockey, | Softha | ıll, | Racin | g br | oadcasts. | Wrest - |
| Šī | ort Br | nadcasts | (in | seas | on): | Box | Lacross | e. Pro- |

Sport Broadcasts (In season): Box Lacrosse, Professional Hockey, Softball, Racing, broadcasts, Wrestling, Boxing. Rates and details on request.

RECUMDED PHOUGRAMS

Transcription ilbrary 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, and to terms and conditions of station management, and to terms and conditions of station's boom tide contract forms.

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 genery. And unless the programs are run adjacent to each other to that the combination forms one continuous broad cast.

Clasing Time

so that the combination torus one continuous arouncest.

Clasing Time
Material must be in at least one full business day
previous to broadcast.

Mechanical Program Euulpment
Enulpned to handle programs by electrical transcrintion, using 33-1/3 and 78 r.b.m. turntables for vertical and lateral cut recordings.

Personnel
General Manager—G. C. Chandler
Commercial Manager—D. E. Laws.

Program Director—W. Peters.

Regressentatives
United States—Joseph Hershey McGillyra, Inc.
Toronto, Montreal, Winnipeg—Stovin & Wright.

CKMO (Established 1923)

(Established 1923)

Rates effective June 1, 1941.

Owned and oberated by British Columbia Broadcasting System. Ltd.
Business Office and Studios—312 Robson Street, Vancouver, British Columbia, Marine 1271-2,
Transmitter—New Suh Bullding, Vancouver, B. C.

Wave—Power—Time
Operating power—100 watts
(Crystal Control)
212.8 meters: 1410 kilocycles.
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

gency Commission
Agency commission 15% to recognized advertising agencies. Cash discount—

General Advertising CLASS "A"

| | (8:00 | p.m. to | 11:00 | v.m., | | | | | |
|---|-------|---------|--------|--------|-------|--------|--|--|--|
| | 1 ti. | 13 ti. | 26 tl. | 89 tt. | 52 t1 | 100 15 | | | |
| 1 hour | 36.00 | 34.20 | 32.40 | 30.60 | 28.80 | 27.00 | | | |
| 1/2 hour | 19.00 | 18.20 | 17.10 | 16.30 | 15.20 | 14.40 | | | |
| 1/4 hour | 11.00 | 10.45 | 9.90 | 9.35 | 8.80 | 8,25 | | | |
| i minutes | | | 5.40 | 5.10 | 4.80 | 4.50 | | | |
| 1 minute | 3.25 | | 2.93 | 2.77 | 2.60 | 2.44 | | | |
| 50 words | | | 2.34 | 2.21 | 2.08 | 1.95 | | | |
| 00 1101 001 | | CLASS | "B" | | | | | | |
| | | | | | | | | | |
| (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to | | | | | | | | | |
| 12:00 midnight) | | | | | | | | | |
| 1 hour | 22.00 | 20.90 | 19.80 | 18.70 | 17.60 | 16.50 | | | |
| 1/2 hour | | 12.83 | 12.15 | 11.48 | 10.80 | 10.13 | | | |
| 1/4 1.000 | 7 50 | | C 75 | c 27 | 6 00 | K 69 | | | |

2.75 1.65 1 POLITICAL TALKS Rates on request.

TALKS OR SPEECHES
One time rate applies.

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 announces use of studios with commercial continuities. Merchandising cooperation extended.

Contract and Other Requirements

All advertising copy must comply with regulations of the Canadian Broadcasting Corboration and station policies

Mechanical Program Equipment

Equipped to handle programs by electrical transcription. using 83-1/8 and 78 r.p.m. double turn-tables

Perconnal

Manager—W. R. Gardner.

Personnal
Manager—W. R. Gardner,
Sales Manager—A. N. Goodwin.
Representatives
Montreal and Toronto—Radio Representatives. Ltd.
U. S.—Howard H. Wilson Company.

CKWX (Established 1928)

itates effective September 1, 1940.

Owned and operated by Western threadcasting Co., Ltd.

Owned and operated by Western threadcasting Co., Ltd.

Business Office and Studio—543 Seymour St., Vancouver, B. C., Marine 33-4.

Transmitter—Lulu Island, Hichmond Municipality.

Wave—Power—Time

Operating power—1,000 watts.

(trystal control.)

306.1 meters: 980 kilocycles.

Liceneed 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

Akency coumnission 15% to accredited advertising

agencies on both station time rates and islent rates
when talent is arranged by station. Invoices mailed
first of month. No cash discount.

General Advertising

Daily schedules broadcast over short wave station

CKINX. 49 meters, 6080 kilocycles).

Rates include charges by owners of music copyrights.

The following rates are for national advertising.

(After 6:00 p.m.)

1th. 18:1. 25:1. 39:1. 52:1. 300:t.

1 bour 17:50 07:19:5 675 08:875 88:10 58:1.

| | | 1 tí. | 13 ti. | 26 ti. | 39 ti. | 52 ti. | 300 tl. |
|-----|---------|-------|---------|---------|--------|--------|---------|
| 1 | hour | 75.00 | 71.25 | 67.50 | 63.75 | 80.00 | 56.25 |
| 1/2 | hour | 45.00 | 42.75 | 40.50 | 38.25 | 36.00 | 33.75 |
| 1/4 | hour | 25.00 | 23.75 | 22.50 | 21.25 | 20.00 | 18.75 |
| 5 | minutes | 15.00 | 14.25 | 13.50 | 12.75 | 12.00 | 11.25 |
| | | (Be | fore 6: | 00 p.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 | 14.00 | 13.30 | 12.60 | 11.90 | 11.20 | 10.50 |
| 5 | minutes | 8.00 | 7.60 | 7.20 | 6.80 | 6.40 | 6.00 |
| | | ANI | NOUNC | EMEN | TS | | |
| | | (A | fter 6: | 00 p.m. | .) | | |
| | | | | 00'11 | | #A | |

1 tl. 13 tl. 26 tl. 39 tl. 52 tl. 300 ti. 100 words or 1 minute. 10.00 9.50 9.00 8.50 8.00 25 words... 5.00 4.75 4.50 4.25 4.00 (Before 6.00 p.m.)

100 words or
1 minute. 6.00 5.70 5.40 5.10 4.80 4.50
25 words... 3.00 2.85 2.70 2.55 2.40 2.25
PARTICIPATING PROGRAMS
Good Morning, Neighbor—Monday through Friday.
9:00 a.m. to 9:30 a.m. Restricted to five non-conflicting participants. Rates on request.
POLITICAL TALKS
One time rate applies. No serial discounts.
ELECTRICAL TRANSCRIPTIONS
Transcription services available. Rates and details on request.

Transcription services available. Rates and details on request.

RECORDED PROGRAMS

Recorded programs available at straight station time subject to existing regulations of Canadian Broadcasting Corporation. Instantaneous recording equipment available.

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 visit evolves 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. Clasing Time
24 hours in advance of broadcast.

Mechanical Program Equipment
Equipment is developed to handle programs by electrical transcription, using 33-1/2 and 78 r.D.m. turn-tables for vertical and lateral cul records.

Personnal

Manager—Frank H. Elphicke.
Sales Manager—S.

Personnel
Manager—Frank H. Elphicke.
Sales Manager—S. W. Caldwell.
Program Manager—Stuart MacKay.
Representatives
New York, Chicago, Detroit, San Francisco—Weed & Cempany.
Canada—All-Canada Radio Facilities. Ltd.

VICTORIA

CJVI (Established 1923)

Rates effective October 1, 1941. (Card No. 1.)
Owned and operated by Island Broadcasting Company,
Ltd.

Owned and operated by Island Broadcasting Company, Ltd.

Business Office and Studio—7th floor, Central Bidg., 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, 1.deensed 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 not charges for station time No cash discount Invoices mailed first of month. Due and payable when rendered.

General Advertising

| General Adve | rtising | i | | | |
|--------------|---------|-------------|-----------|---------|-------|
| | (6:00 | p.m. to | 11:00 р.п | a.) | |
| | 1 ti. | 26 ti. | 52 tl. | 100 ti. | (†) |
| 1 hour | 50.00 | 47.50 | 45.00 | 42.50 | 40.00 |
| | 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 | | 14.25 | 13.50 | 12.75 | 12.00 |
| 5 minutes | | 9.50 | 9.00 | 8.50 | 8.00 |
| 1 minute | 5.00 | 4.75 | 4.50 | 4.25 | 4.00 |
| Plash annou | inceme | nts and tir | me | | |
| signals | 2.50 | 2.38 | 2.25 | 2.13 | 2.00 |
| | | All other | hours) | | |
| 1 hour | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 |
| | 18.00 | 17.10 | 16.20 | 15.30 | 14.40 |
| 1/4 hour | | 11.40 | 10.80 | 10.20 | 9.60 |
| 10 - 1 | 0.00 | 10. EF | 0.70 | F 05 | 7.00 |

1/4 hour... 12.00 11.20 5 10 minutes 9.00 8.55 5 minutes 6.00 5.70 1 minute 8.00 2.85 Flash announcements and time signals... 2.00 1.90 (†) 200 or more times. 1.60 1.80 .1.70

(1) 200 or more times.

Records charged for at the rate of 1.00 per 1/4 how TALENT

Rates on request.

REMOTE CONTRIOL

Equipment available for all types of pick-ups at any point served by telephone or telegraph lines.

Contract and Utner Requirements

All announcements subject to station approval any ilmited to one minute. Sponsored program given preference over spot announcements. Discounts on grout rates for number of periods under contract not k exceed one year's duration. All continuities most conform with the requirements of the management say rules and regulations of the Canadian Broadcaning to Corporation.

Closing Time

Talent programs close two days to a week in advance. Announcements, talks and recorded programs close 24 hours in advance.

Machanical program Equipment

Equipped to handle programs by electrical transcription, using both 33-1/8 and 78 r.p.m. double terrables. Cue system available by arrangement for special effects.

Personnel

Manager—M. V. Chestnut.

Commercial Manager—M. V. Chesnut.

Program Director—Barry Wood.

Representatives

Canada—Ali-Canada Radio Facilities, Ltd.

United States—Weed & Company.

MANITOBA

BRANDON

CKX (Established 1928)

Itates effective May 1, 1941.

Owned and operated by Manitobs Telephone System.
Business Office and Studio-City Hall Square, Eighth
and Princess Avenue, Brandon, Manitobs. telephone 4532,
Transmitter—First Street North, Brandon, Manitobs.

Transmitter—First Street Nor ave—Power—Time Operating power—1,000 watts. 260.9 meters; 1150 kilocycles.

Coperating over—1000 wates.

Operates on Central Daylisht Saving Time.
Operates on Central Daylisht Saving Time.
Operates on Clear channel.
Actual operating schedule: Sundays 10:00 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 Broad-agency Comporation (Prairie Regional Network).
Rates include charges by owners of music copyrights.

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

1 ti. 13 ti. 28 ti. 52 ti. 1

1 hour. 50:00 47:50 45:00 45:58 ti. 1

| 1 | hour | 50.00 | 47.50 | 45.00 | 42.50 | |
|-----|---|---------|-----------|---------|------------------------|---|
| 1/2 | hour | 30.00 | 28.50 | 27.00 | 25.50 | i |
| 1/4 | hour | | 19.00 | 18.00 | 17.001 9 | |
| ĺô | minutes | 14.00 | 18.30 | 12.60 | 11.90 | |
| 5 | | | | 9.00 | 8.50 | |
| 3 | minutes | 10.00 | 9.50 | | 8.04 , | ٠ |
| | (7:90 a | a.m. to | | | | : |
| 1 | hour, | 80.00 | 28.50 | 27.00 | 25.50 | í |
| 1/2 | hour | 18.00 | 17.10 | 16.20 | 15.30: 1 | |
| 1/4 | bour | | 11.40 | 10.80 | 10.20 \$ | ı |
| 10 | minutes | 8.50 | 8.08 | 7.65 | 7.28 1 | ì |
| - 5 | 111111111111111111111111111111111111111 | 0.00 | | 5.40 | 5.10 | ŧ |
| э | minutes | | 5.70 | | 0, 10 , | i |
| | COMMERCIA | | | | | ı |
| | (6:00 g | o.m. to | 7:30 p.m. | | | |
| 50 | words | 3.00 | 2.85 | 2.70 | 2.54 . 3 | ŧ |
| 100 | words | 4.50 | 4.28 | 4.05 | 8.881 1 | • |
| | | | 00 p.m.) | | | 4 |
| 50 | words | | | 1.80 | | |
| | | | | 2.70 | 2.55 | 2 |
| 100 | words | | | 2.10 | | ٤ |
| | | IAL FI | EATURES | | أوطعو | ŧ |
| Tim | e Signals: | | | 1 daily | 2 daily 15 75.00 .4 | Ţ |
| Per | month | | | 40.00 | 75.97 | ١ |
| | | | | | | |

Time Signals:

Per month.

Each additional signal, per month 80.00.

TALENT

Ratea and details on application.

On programs or announcements broadcast from any point within the city of Brandon other than CKI.

On programs or announcements broadcast from any point within the city of Brandon other than CKI.

On programs or ignating outside the city of Brandon a charge of 20.00 plus actual expense of handing pick-up equipment will apply, in addition to line charges at schedule rates.

Contract and Other Requirements

Rates do not include artists' fees. Rates apply to broadcasting during regular schedule time. Additions there is a made for off-schedule broadcast.

Ing
Mechanical Program Equipment
Mechanical Program Programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn tables
for vertical and lateral cut recordings.

for vertical and issues. Compension of the Manager—W P Sells.
Commercial Manager—Howard Clark.
Program Director—Eric Davies.
Representatives
United States—Joseph Hershey McGillyra, Inc.
Toronto, Montreal and Winniper—H. N. Stovin.

FLIN FLON

CFAR

Rates effective June 1, 1941. (Card No. 3.)
Owned and operated by Arctic Radio Corporation.
Limited.
Studio and Transmitter—120 Main Street. Flin Float
Manitoha.

MANITOBA--Continued

FLIN FLON—Continued CFAR—Continued

-Time

| 1 t | | 26 tl. | 52 tl. | 100 ti. |
|---------------|------------|--------|--------|---------|
| hour 25.0 | 0 23.75 | 22.50 | 21.50 | 20.00 |
| 1/hour 13.0 | 0 12.35 | 11.70 | 11.05 | 10.40 |
| 1/ hour 7.0 | 0 6.65 | 6.30 | 5.95 | 5.65 |
| i minutes 5.0 | | 4.50 | 4.25 | 4.00 |
| | CLASS | "B" | | |
| | (All other | | | |
| hour 16.0 | 0 15.20 | 14.20 | 13.60 | 12.80 |
| 1/hour 10.0 | 0 9.50 | 9.00 | 8.50 | 8.00 |
| 7/ihour 6.0 | 0 5.70 | 5.40 | 5.10 | 4.80 |
| minutes 3.0 | 0 2.85 | 2.70 | 2.55 | 2,40 |
| | ANNOUNC | EMENTS | | |
| | | | | |

ANNOUNCEMENTS
CLASS A

(12:00 noon to 1:00 p.m. and 5:00 p.m. to
7:30 p.m.)
11t. 13 tt. 26 tt. 52 tt. 100 tt.
150 words. 2.00 1.90 1.80 1.70 1.60

CLASS B

(All other time before 5:00 p.m.)
10 words. 1.50 1.43 1.35 1.28 1.20
135 ords or with time signal, daily, per month 30:00.

(All other time before 5:00 p.m.)
10 words. 1.50 1.43 1.35 1.28 1.20
135 ords or with time signal, daily, per month 25:00.
PGICTICAL RATES
1 Control of the signal daily per month 25:00.
Expense a signal daily per month 25:00.
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ichical costs. Extra charges not subject to agency consistion.

Initiat and Other Requirements in the requirements of its management and rules and regulations of the Cadian Broadcasting Corporation. Advertising of dicolle beverages not accepted. Contracts are subject cancellation by 30 days notice providing paying is received in accordance with programs or the sused. See the subject of the sub

ers nel
Mager-R. H. Wright,
Urram Director-Miss R. DeLaine,
Urf Engineer-R. Tate,
terrantatives
(Mreal, Toronto, Winnipeg-H, N. Stovin
Ured States-Joseph Hershey McGillvra, Inc.

WINNIPEG

CJRC

thes effective November 1, 1939.

10 0 and operated by Transcanada Communications, d.

1 Oved and operated by Transcanada Communications, d.

Buness Office and Studio—Free Press Bidg., Winnisg. Manitoba, telephone 92-266.
Themitter—Middlechurch, Manitoba, 8 miles north with the model of the model of

| (7:30 p.m. to 10:30 p.m. week days, and 9:00 | | | | | | |
|--|-------|---------|--------|--------|---------|---------|
| 8.m. | to 1 | 2:00 mi | dnight | Sunda | LY) | |
| | 1 ti. | | 28 ti. | | 100 ti. | 260 ti. |
| hour | | 85.50 | 81.00 | 76.50 | 72.00 | 67.50 |
| 1 hour | | 51.30 | 48.60 | 45.90 | 43.20 | 40.50 |
| 1 hour minutes | 86.00 | 84.20 | 32.40 | 30.60 | 28.80 | 27.00 |
| | | 25.65 | 24.30 | 22,95 | 21.60 | 20.25 |
| minutes | 18.00 | 17,10 | 16,20 | 15.30 | 14.40 | 13,50 |
| | | CLASS | "B" | | | |
| (12:00 no | of an | 1.80 n | m. en | 4 5.00 | n m i | h |

| (| 12:00 no | os ao | I:30 p.n | a., an | d 5:00 | p.m. to |) |
|---|----------|-------|----------|--------|---------|---------|-------|
| | | 7:30 | P.m. w | eek da | yg) | | |
| | hour | 70.00 | 86.50 | 63.00 | 59.50 | 58.00 | 52.50 |
| 1 | hour | 42.00 | 39.90 | 37.80 | 35.70 | 33.80 | 81.50 |
| 1 | hour | 28.00 | 26.50 | 25.20 | 23.80 | 22.40 | 21.00 |
| | minutes | 21.00 | 19.95 | 18.90 | 17.85 | 16.80 | 15.75 |
| i | minutes | 14.00 | 13.30 | 12.60 | 11.90 | 11.20 | 10.50 |
| | | | CLASS | **C** | | | |
| | (0.20 | | 12:00 | | maale . | danal | |

| | | | CLASS | *** | | | |
|---|---------|-------|----------|-------|--------|-------|-------|
| | (6:30 | a.m. | to 12:00 | | week d | lavs) | |
| l | hour | 50.00 | 47.50 | 45.00 | 42.50 | 40.00 | 87.50 |
| 2 | hour | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 | 22.50 |
| i | hour | 20.00 | 19.00 | 18.00 | 17.00 | 16.00 | 15.00 |
| | minutes | | 14.25 | 13,50 | 12.75 | 12.00 | 11.25 |
| 5 | minutes | 10.00 | 9.50 | 9.00 | 8.50 | 8.00 | 7.50 |
| | | | | | | | |

| | CLASS "D" | | | | | | |
|-----|-----------|-------|----------|---------|--------|---------|---------|
| | | - C | All othe | r time) | | | |
| | | 1 ti. | 13 ti. | 26 ti. | 52 ti. | 100 tf. | 260 tl. |
| 1 | hour | | 88.00 | 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 |
| | | SPOT | ANNOU | NCEM | ENTS | | |

Rates for recording facilities on application.
TALENT
TALENT
RESIOTE 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.
Services of program director, musical director, announcers and engineers for rehearsal and production
at no extra cost.
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.

agement.

Mechanical Program Equipment
Equipped to bandle programs by electrical transcrip-tion, using 33-1/8 and 78 r.p.m. double turn-tables.
Personnel

ersonnel Manager—Gerry Gaetz. Sales Manager—Weldo Holden. Merchandising & Publicity—Normau Chamberlain. Program Manager—Jack Kemp. Technical Manager—Albert Hooper. epresentatives

epresentatives
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., Winni-peg, Manitoba, telephone 92-191. Transmitter—St. Francis Xavier. Manitoba.

peg, Manitoba, telephone 92-141.
Transmitter-St. Francis Xavier. Manitoba.

Wave—Power—Time
Operating power 15,000 watta.
1100% modulation—cryvtal control)
303.0 meters: 990 kilosycles.
Licensed to operate on cleared channel.
Affiliated with station CFX.
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 Cornoration (Prafrie Ragional Network).

(6:00 p.m. to 11:35 p.m.)
1 to 11:35 p.m.)
1 to 11:35 p.m.)
1 to 11:36 p.m.)
1 to 11:36 p.m.)
1 to 11:36 p.m.)

| | | l ti. | 13 ti. | 26 ti. | 52 ti. |
|-----|----------------|-----------|-----------|--------|----------|
| 1 | hour | 120.00 | 114.00 | 108 00 | 102,00 |
| 1/2 | hour | 72.00 | 68.40 | 64.30 | 61.20 |
| 1/4 | hour | 48.00 | 45.60 | 43.20 | 88.40 |
| | (7:00 | a.m. to | 6:00 p.m. | .) | |
| 1 | hour | 84.00 | 79.80 | 75.60 | 71.40 |
| 1/2 | hour | 48.00 | 45.60 | 43.20 | 88.40 |
| 1/4 | hour | 80.00 | 28.50 | 27.00 | 25.50 |
| | A | NOUNG | CEMENTS | | |
| | | efore 7:0 | | | |
| | | | , , , | | 100 or |
| | 1 ti. | 13 ti. | 26 ti. | 52 ti. | more ti. |
| Tim | e 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 transcr | intion of | | 0.00 | |
| | | | | | |

| Time signal 3.50 50 words 7.00 1/2 minute tran | 3.33 6.30 | 26 ti. 3.15 5.95 | 52 ti. 2.98 5.60 | 100 or more ti. 2.80 5.25 |
|--|--------------------|------------------------|------------------------|------------------------------------|
| 100 words 12.0 | | 9.60 | 9.00 | 8.40 |
| scription 15.0 | 0 12.75 ORDED P | 12.00 ROGRAM | 11.25 | 10.50 |
| | bran- | | | |

Transcription library service available—details on request.

request.

TALENT

Rates and requirements on application.
iontract 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 Dominior regulations.

The station director reserves the right to refuse or
discontinue any advertising for reasons satisfactory
to himself.

All programs must conform to the conformation.

All programs must conform to the standards of the station; where advertiser prepares his own Drogram same must be submitted for director's approval two weeks in advance, and not departed from without

director's consent. The volcing 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.
Becaulped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables. Personnel Manager—W. H. Backhouse.

Personnel
Manager—W. H. Backhouse.
Frogram Director—R. H. Roberts.
Commercial Manager—A. J. Messner.
Publicity Director—W. G. J. Carpentier.
Representatives
Toronto. Montreal and Winnipeg—H. N. Stovin.
United States—Joseph Hershey McGillvra, Inc.

NEW BRUNSWICK

CAMPBELLTON CKNB

(Established 1939)

Rates effective April 1, 1942. Owned and operated by Restigouche Broadcasting Co.,

War.

Rates effective April 1. 1942.
Owned and operated by Restigouche Broadcasting Co.,
Ltd.
Bushiess Offices and Studios—Chateau Restigouche
Hotel, P. O. Drawer 840. Campbellion, New Brunswick, telephone 8.
Transmitter—Maple Green, New Brunswick.
Wave—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.
Actual 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
Agency commission of 15% on station rates to ali
recognized advertising agencies. No commission on
talent or line fees. Bills due and payable when rendered. No cash discount.
General Advertising
For complination 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

1:1. 15 tt. 28 tt. 52 tt. 104 tt. 250 tt.

| | | 1 ti. | 13 ti. | 26 tl. | 52 ti. | 104 ti. | 250 tl. | |
|---|---------|-------|--------|--------|--------|---------|---------|--|
| 1 | hour | 45.00 | 42.75 | 40.50 | 38.25 | 36.00 | 33.75 | |
| | hour | | | 24.30 | 22.95 | | 20.25 | |
| | hour | | | 16.20 | 15.30 | 14.40 | 13.50 | |
| 5 | minutes | 10.00 | | 9.00 | 8.50 | 8.00 | 7.50 | |
| | | | CT.ASS | "TR" | | | | |

CLASS "A"

(6:00 p.m. to 7:30 p.m. week days)

1 tl. 26 ti. 52 ti. 104 ti. One minute or 100 words

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 Zunadian Broadcasting Corporation. No charge for integration or adaptation of continuities.
The station is not bound to broadcast the program of the sponsor if prevented by weather conditions, strikes, fire, breakase, or any other reason over which the management has no costrol.
Mechanical Program Equipment
Equipment to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-table.

tables.
Personnel
Station Manager—C. S. Chapman.
Representatives
Canada—Ali-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 Reunewick Felenhone 200
Transmitter—Lincoln, New Brunswick.

New Brunswick—Cont'd

FREDERICTON—Continued C F N B-Continued

C I' IN B—CONTINUED

/ave—Power—Time

Oberatink power—1,000 watts.
(100% modulation—crystar control.)
545.5 meters; 550 kilocycies.
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.

Actual Maidight. Week days 1.00 mindight.

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.

(After 8:00 p.m.)

1 ti. 13 ti. 28 ti. 52 ti. 47 50 45.00 42.50

| | | 1 ti. | 13 ti. | 26 tl. | 52 ti. |
|-----|---------|----------|--------|--------|--------|
| 1 | hour | 50.00 | 47.50 | 45.00 | 42.50 |
| 3/4 | hour | 40.00 | 38.00 | 36.00 | 34.00 |
| 1/2 | hour | 30.00 | 28.50 | 27.00 | 25.50 |
| 1/4 | hour | 20.00 | 19.00 | 18.00 | 17.00 |
| 10 | minutes | 16.25 | 15.44 | 14.63 | 13.82 |
| 5 | minutes | 12.50 | 11.88 | 11.25 | 10.63 |
| 2 | minutes | 10.00 | 9.50 | 9.00 | 8.50 |
| 1 | minute | 7.50 | 7.12 | 6.75 | 6.38 |
| | (Bel | ore 6:00 | p.m.) | | |
| 1 | hour | 40.00 | 38.00 | 36.00 | 34.00 |
| 3/4 | hour | 32.00 | 30.40 | 28.80 | 27.20 |
| 1/2 | hour | 24.00 | 22.80 | 21.60 | 20.40 |
| 1/4 | hour | 16.00 | 15,20 | 14.40 | 13.60 |
| 10 | minutes | 13.00 | 12.35 | 11.70 | 11.05 |
| 5 | minutes | 10.00 | 9.50 | 9.00 | 8.50 |
| 2 | minutes | 8.00 | 7.60 | 7.20 | 6.80 |
| 1 | minute | 6.00 | 5.70 | 5.40 | 5.10 |
| | ANN | OUNCE | MENTS | | |

ANNOUNCEMENTS

No advertising spot announcements after 7:30 p.m. or on Sunday. No price ducting 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

Children's Bittnasy Farty, 8.00 a.m. to 8.30 a.m. daily.
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
No extra charge for use of station phonograph records. Regular rates apply to electrical transcriptions.

tions. Transcription library service available—details on

request.

Rates on application,
REMOTE CONTROL
Full facilities available, including public address

Full facilities available, including public address system.

Contract and Other Requirement's 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 releases Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables Representatives
United States—Weed & Company,

United States—Weed & Company, Canada—All-Canada Radio Facilities, Ltd.

MONCTON

CKCW

Rates effective ADril 15, 1937.

Owned and operated by Moncton Broadcasting Company, Ltd.

Business Office and Studio-K, of P. Building.

Moncton, New Brunswick.

Transmitter—Harrisville, New Brunewick. Transmitter—Harrisville. New Brunewick.

Wave—Power—Time
Unerating 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
Akency commission 15% to recognized agencies. No
cash distribution rates are listing of Canadian Broad-

eneral Advertising For combination rates see listing of Canadian Broad-casting Corporation (Maritime Regional Network).

| | (After 6:0 | u p.m., | | |
|---------------|--------------|-----------|---------|---------|
| 1 | ti. 26 ti. | 52 ti. | 100 tt. | 300 tl. |
| 1 hour 80 | .00 28.50 | 27.00 | 25.50 | 24.00 |
| | .00 17.10 | 16.20 | 15.80 | 14.40 |
| | .00 11.40 | 10.80 | 10.20 | 9.60 |
| 10 minutes 8 | | 8.84 | 8.16 | 7.68 |
| 5 minutes 6 | | 5.40 | 5.10 | 4.80 |
| о шиното с | (Before 6: | 00 p.m.) | | |
| 1 hour 20 | .00 19.00 | 18.00 | 17.00 | 18.00 |
| | .00 11.40 | 10.80 | 10.20 | 9.60 |
| | .00 7.60 | 7.20 | 6.80 | R 40 |
| 10 minutes 6 | | 5.70 | 5.44 | 5.12 |
| 5 minutes 4 | | 3.60 | 3.40 | 8.20 |
| 8 | POT ANNOU | NCEMENT | 8 | |
| No spot anno | uncements ac | cepted on | Sundays | Or ne- |
| tween 7:30 p. | m. and 11:00 | p.m. weel | с двуя | |
| | (After 6:0 | () p.m.) | | |
| 1 minute or 1 | 00 words | | .,, | 3.00 |
| | (Before 8: | 10 p.m.) | | |
| | | | | 0.00 |

1 ininute or 100 words. 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. ditional and t 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 eeparate contracts and may not be combined for lower rates unless this combination is included in one advertising contract, through one advertising aspecy, and unless the programs are run adjacent to each other so that the combination forms one continuous broadcast.

Clasing 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 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Program Director—Earl M. McCarron.

Chief Engineer—A J White

Renewentatives

United States—Joseph Hershey McGillyra, Inc.

Toronto, Montreal—Stoth & Wright.

SACKVILLE

CBA (Established 1939)

(Established 1939)

Rates effective Uctober 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 Daylisht Time.
Operatios on Atlantic Daylisht Time.
Operation Stephanology of the Commission Ascincy commission
Ascincy commission 15% allowed to recognized agencies on net charges for station time. No commission on talent or other program charges. No cash discount.
Blisting and payable when rendered.
General Advertising
Festion Corporation (Maritime Regional Network.)
Rates include charges by owners of music copyrights, except on meter changes for corporation.

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

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

10 p.m. to 1275 p. 370 p.m.

| | | 10.00 | р.ш. и | TT:00 P:M: | , | |
|-----|-------|--------|-----------|------------|---------|---------|
| | | 1 tt. | 13 ti. | 26 ti. | 52 ti. | 100 tl. |
| 1 | hour | 150.00 | 142.50 | 135.00 | 127.50 | 120.00 |
| 1/2 | hour | 90.00 | 85,50 | 81.00 | 76.50 | 72.00 |
| 1/4 | hour | 60.00 | 57.00 | 54.00 | 51.00 | 48.00 |
| | | | CLASS | "B" | | |
| - 1 | የተ-ሰብ | em to | 6 .00 p m | and 11. | 00 5 50 | to. |

(8:00 a.m. to 6:00 p.m. and 11:00 p.m. to

12:00 midnight)

1 hour 90.00 85.50 81.00 76.50 72.00

1/2 hour 54.00 51.30 48.60 45.90 43.20

1/4 hour 36.00 34.20 32.40 30.60 28.80

Time Signals—Each service consists of three time signals limited to 25 words and one of 50 words; the slater not applicable between 7:30 p.m. and 11:00 p.m. day or evening service (Sunday excepted) exclusive to one advertiser:

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

| (6:00 p.m. to 12:00 mignight) |
|--|
| Four daily for 3 months, per month |
| Four daily for 6 months, per month |
| Four daily for 12 months, per month 275.00 |
| (8:00 a.m. to 6:00 p.m.) |
| Four daily for 3 months, per month |
| Four daily for 6 months, per month 265,00 |
| Four daily for 12 months, per month 225.00 |
| 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 communercial department.

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

Personnel

Personnel Regional Dir. (Halifax, N. S.)—George R. Young. Regional Engineer (Sackville, N. B.) H. M. Smith.

SAINT JOHN CHSJ

CHS J

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 3-2307.
Transmitter—Coldburock. Saint John. New Brunswick.

Wave—Power—Time
Operating power—1.000 watts.
(190% modulation—crystal control.)
260.9 meters; 1156 kilocycles.
Onerating on Atlantic Standard Time
Daylight Saving Time observed from May 4 to September 27.
Actual operating schedule: Sundays 8:00 a.m. to

tember 21.
Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 mid-

night.

night.

Agency Commission 15%: cash discount none ComAgency Commission 15%: cash discount none ComAgency Commission 15%: cash discount none ComAgency Income and the Commission of the Fee Inwolces malled weekly and are due when rendered
General Advertision

For combination rates see listing of Canadian Broadcasting Corporation (Maritime Regional Network).

Rates include charges by owners of music convrigits.

Discounts apply on gross rates for number of nerlods
under contract not to exceed one year's duration.

| | (1 | :00 p. | m. to 12 | :00 m | idnight |) | |
|-----|---------|--------|----------|--------|---------|---------|----|
| | | 1 ti. | 13 ti. | 26 tl. | 52 tl. | 104 ti. | 2 |
| 1 | hour | 60.00 | 57.00 | 54.00 | 51.00 | 48.00 | Ξ. |
| 3/4 | hout | 48.00 | 45,60 | 43.20 | 40.80 | 38.40 | |
| 1/2 | hour | 36.00 | 34.20 | 82.40 | 30.80 | 28.80 | |
| 1/4 | hour | 24,00 | 22.80 | 21.60 | 20,40 | 19.20 | |
| 10 | minutes | 18.00 | 17.10 | 16.20 | 15.30 | 14.40 | |
| 5 | minutes | 12.50 | 11.87 | 11.25 | 10.62 | 10.00 | |
| | | (7:30 | a.m. to | 6:00 | 0.m.) | | |
| 1 | hour | 45.00 | 42.75 | 40.50 | 38.25 | 36.00 | |
| 3/4 | hour | 36,00 | 34.20 | 32,40 | 30.60 | 28,80 | |
| 1/2 | hour | 27,00 | 25.65 | 24.30 | 22.85 | 21.60 | |
| 1/4 | hour | 18.00 | 17, 10 | 16.20 | 15.30 | 14.40 | |
| 10 | minutes | 15 00 | 14.25 | 13.50 | 12.75 | 12.00 | |
| 5 | minutes | 10 00 | 6.50 | 9.00 | 8,50 | 8.00 | |
| | | AN | NOUNC | EMEN | TS | | |

No advertising spot announcements after 7:30 ; or on Stunday. No price quoting permitted, announcements subject to station approval.

(Atter 6:00 p.m.)

1 minute...... 7:50 7.12 6.75 6.37 6.00 (25 word flash 5.00 4.75 4.50 4.25 4.00 (Before 6:00 p.m.)

1 minute..... 6:00 5.70 5.40 5.10 4.82 5.00 (Before 6:00 p.m.)

25 word flash 4:00 3.80 3.60 3.40 3.20 PULITICAL SPEECHES

25 word fash 4.00 3.80 3.80 3.40 3.20 PULITICAL SPEECHES

One time rate subjies.

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. to 11:30 f.

Community Doings: 3:30 p.m. to 4:00 p.m.

Newscasts: 8:00 a.m. 9:00 a.m. 12:00 noon.

p.m. 5:15 p.m., 6:15 p.m., 7:45 p.m., 9:00 p.

11:00 p.m.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply.

TALENT

REMOTE CONTROL

Full facilities available including public add.

system.

Contract and Other Requirements

All advertising programs and announcements sub to the approval of the management and government Equipment

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

Representatives

United States—Joseph Hershey McGillvra, Inc.

Montreal, Toronto—H. N. Stovin.

United States—Joseph Hershey McGillyra, Inc. Montreal, Toronto—H. N. Stovin.

NOVA SCOTIA

HALIFAX CHNS (Established 1926)

(Established 1926)

Rates effective March 1, 1941.

Operated by Maritime Broadcasting Company, I Business Office and Studios—Broadcasting Hotolon Street. Hailfax, Nova Scotla.

Other Studios—Lord Nelson Hotel, Hailfax, Marchael Company, I Scotla.

Transmitter—Bedford. Nova Scotla.

Wave—Power—Time
Operating power—1,000 watts.

(100% modulation—crystal control.)

312.5 meters: 960 kilocycles.

Operates on Atlantic Standard Time. Observes B light Savings Time from first Sunday in May to:
Sunday in September.

Actual operating schedule: Sundays 9:00 a.m.

12:15 a.m. Week days 7:30 a.m. to 12:15 a.m.

Agency commission

Agency commission

Agency commission 15% to recognized advertis agencies. Commission does not apply to talent. voices are mailed monthly. Billis due and pa511 when rendered.

General Advertising

For combination rates see listing of Canadian Brocasting Corporation (Maritime Regional Networks)

1 tt. 26 tt. 52 tt. 104 tt. 156 tt. tt. 1 hour..... 55.00 52.25 49.50 46.75 44.00 4/ 3/4 hour..... 45.00 42.75 40.50 38.25 36.00 3/ 1/2 hour..... 35.00 38.25 315.00 2/ 1/2 hour.... 20.00 19.00 18.00 17.00 16.00 1/ 0 minutes. 15.00 14.25 13.50 12.75 12.00 1/ 5 minutes. 15.00 14.25 13.50 12.75 12.00 1/ 5 minutes. 10.00 9.50 9.00 8.50 8.00 ANNOUNCEMENTS OR TRANSCRIBED DRAMATIZED SPOTS

ANNOUNCEMENTS OR TRANSCRIBED Manuschement spots are broadcast during "sprcop"; music, during special breakfast, lunch and tea typeriods. Quotations are net, all term discounts having t deducted. Spot rates are for station was a spot of station and tea typeriods.

deducted.

Spot rates are for station run of schedule. If spe specified time is imperative, one time rate spot

1 minute or 1 ti. 26 ti. 52 ti. 104 ti. 156 ti. ti. 100 words 6.50 6.30 6.00 5.70 5.35 20 second flash or 25 words 4.00 3.90 3.70 3.55 3.25 . One time rate applies for spots adjacent to speriorstams or on definite hour.

Service Spot Announcements
Announcements of 20 seconds, allowing for spaname and short announcement with added service time sitnais, sold as available, on monthly contonly, at rates applicable to one minute spots. SPECIAL FEATURES

Newscasts: Includes spot before and after at regrates plus production charges. Reading of the fun (nightly), women's radio hour and mustcal cand other feature programs—rates and details on quest.

RECORDED PROGRAMS

quest. RECORDED PROGRAMS
Transcription library services available at 5.00 each 15 minute period above station time. Progravailable and other details furnished on request.

TALENT

11

 $\{y_{i,j}^{(i)}\}$

 y_{i-1}

1.3

IOVA SCOTIA-Continued

HALIFAX—Continued CHNS-Continued

CHNS—Continued

REMOTE CONTROL

(Vire and mechanical charges, travelling expenses and siemuneration of artists for remote control programs for charged to the advertiser and are payable, when plaquired, in advance, it race and other Requirements [1] programs and announcements must conform to rise regulations of the Canadian Broadcasting Cordonation. In addition, all programs are subject to ciation approval as to continuities, music, arrange-

citing Time (1 or no publicity releases, programs must by a booked at least two weeks in advance of service, sinkhanical Program Equipment (1 quipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables in the control of the control of

is saistant Director—J. F. Cont. is saistant Director—J. F. Cont. is saistant Director—J. F. Cont. is saistant Director—Weed Francisco—Weed F

SYDNEY

CJCB (Established 1929)

ates received September 19, 1938.

th I minute or - 0 100 words 7.00 8.85 8.30 6.00 5.60 CLASS 'B' - 6: (8:00 a.m. to 12:00 noon and 2:00 p.m. to 10:00 point 2:00 poin

-felirector—N. Nathanson. All-Canada Radio Facilities, Ltd.

YARMOUTH CJLS

ates effective April 1, 1940.

In a shear and operated by Gateway Broadcasting Countries of the shear and Studio—Radio Building, Main

Bax 684, Yarmouth, Nova Scotia, telephone 500.

In a shear a sh

ncy Commission

gency commission 15% to recognized agencies. No mainsion on talent or line charges. No cash dis-

General Advertising
For combination rates see listing of Canadian Broadcasting Corp. (Alaritime Regional Supplementaries).

(After 6:00 p.m.)
1 tt. 13 tt. 26 tt. 52 tt. 100 tt. 200 tt.
1 hour.... 30.00 22.50 27.00 25.50 24.00 22.50
3/4 hour.... 24.00 22.80 21.50 20.40 12.20 18.00
1/2 hour.... 18.00 17.10 18.20 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 6.10 4.80 4.80 4.50
(Before 6:00 p.m.)
1 hour... 20.00 19.00 18.00 17.00 16.00 15.00
3/4 hour... 12.00 11.40 10.80 10.20 9.60 9.00
1/4 hour... 12.00 7.60 7.20 6.80 6.40 6.00
10 minutes 6.00 5.70 5.40 6.10 4.80 4.50
5 minutes 4.00 8.30 3.60 3.40 8.20 8.00
ANNOUNCEMENTS
Spot Announcements: 100 word limit; all hours up to 7:30 p.m., per announcement 1.50.
One Minute Transcribed Spots 3.00.
Spotcasts: 36 weekly on station breaks; suy period before 7:30 p.m., 10 word announcements and firm identification 15.00.

Up to 26 times, net; 39 times 5%; 52 or more times 10%...

SPECIAL FEATURES
Newscasts: 8:00 am. 9:45 am., 12:15 p.m., 1:00

10%. SPECIAL FEATURES
Newscasts: 8:00 a.m., 9:45 a.m., 12:15 p.m., 1:00 p.m., 4:00 p.m., 6:30 p.m., 7:45 p.m., 9:00 p.m., 1:00 p.m. Newscard, p.m., 4:00 p.m., 6:30 p.m., 11:00 p.m. 11:00 p.m. 11:00 p.m. You're in the Army Now: 7:55 p.m. to 8:15 p.m. Wednesdays.
The Professor Ponders: 7:00 p.m. to 7:15 p.m.

The Professor Ponders: 7:00 p.m. to 7:15 p.m. Tuesdays. Words and Music: 6:00 p.m. to 6:15 p.m. Tuesdays. Words and Music: 6:00 p.m. to 6:15 p.m. Tuesdays. Words and Doems. Your County Program: 7:30 p.m. Tuesdays and Fridays: farm broadcast. Complete play-by-play baseball broadcasts. Participation Programs
Uncle Bob's Birthday Club: kiddles show, 5:30 p.m. to 6:00 p.m. Variety Show: 4:15 p.m. to 5:00 p.m. daily; all request program.
Luncheon and Dinner Dance Music: 12:00 noon to 12:15 p.m., 12:45 p.m. to 1:00 p.m. 6:15 p.m. to 6:30 p.m.
Ladies on the Home Front: 9:00 a.m. to 9:30 a.m. week days; women's program.
RECURDED PROGRAMS
Regular time charges apply.

RALENT RALES OF PROGRAMS
REPROGRES CONTROL

Regular time charges apply. TALENT
Rates on application.
REMOTE CONTROL
Full remote control facilities available.
Contract and Other Requirements
All continuity must conform with the requirements of the management and governmental regulations.
Mechanical Program Equipment
Equipmed 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—Laurie L. Smith.
Studio & Prom. Dir.—Ronald Fraser.
Chief Engineer—Donald Smith.
Director of Women's Programs—Barbara Smith.
Press Supervisor—Shirley Smith.
Operational Supervisor—Elsie Drew.

ONTARIO

BRANTFORD

CKPC (Established 1928)

Studio—49-51 Colborne City Brandcast, Ltd.
Studio—49-51 Colborne Street, Brantford, Ontario.
Transmitter—Glebe Property, Brantford, Ontario.
Wave—Power—Time
Operating power—100 watts.
(100% modulation—crystal control.)
217.4 meters; 1380 kilocycles.
Licensed to operate on cleared local channel, on Eastern Standard Time. Daylight Savings Time not observed.
Actual operating schedule: Sundays and

Agency Commission
Agency Commission 15% on station time rates
recognized advertising agencies. Commission does
apply on talent or line fees. Involces mailed
day of each month. Bills due and payable w
rerdered.

| 1/Z | nour | | 23.75 | 22.00 | 21.25 |
|----------|-----------------|----------|-------|----------|-------|
| 1/4 | hour | 12.50 | 11.88 | 11.25 | 10.63 |
| 5 | minutes | 6.25 | 5.94 | 5.63 | 5.80 |
| (| 7:00 a.m. to 12 | | and 1 | :00 p.m. | to |
| | | 6:00 p.m | .) | | |
| 1 | hour | 25.00 | 23.75 | 22.50 | 21.75 |
| 1/2 | hour | 15.00 | 14.25 | 13.50 | 12.75 |
| 1/4 | hour | 8.50 | 8.00 | 7.50 | 7.00 |
| 5 | minutes | 5.00 | 4.75 | 4.50 | 4.25 |
| | | | | | |

ANNOUNCEMENTS
No spot advertising after 7:30 p.m. No price duoting permitted. All announcements subject to etation approval. Sponsored programs given preference over spot announcements. 1t. 18 tt. 26 tt. 52 tt. 100 words................................. 3.00 2.85 2.70 2.85

Regular rates apply.

Resular rates apply.

RPECIAL FEATURES

Newscasts: 7:30 a.m. 8:00 a.m. 10:00 a.m. 12:30 p.m. 3:00 p.m. 7:00 p.m. and 9:00

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

for vertical and lateral cut.

Personnel Manager—Mrs. J. D. Buchanan.
Chief Engineer—A. Teaque.

Representatives

Toronto—J. L. Alexander, 100 Adelaide Street, West.

BROCKVILLE

CFLC Rates effective March 1, 1942.

Rates effective March 1, 1942.
Owned and operated by J. C. Whitby.
Business Office and Studio—Brockville. Ont.
Transmitter—No. 2 Highway. Leeds County. Ont.
yave—Power—Time
Operating power—100 watts.
206.9 metres; 1450 kilocycles.
Licensed to operate unlimited time.
Daylight Saving Time observed in accordance with order in Council.
Operating schedule: 2:00 a.m. to 11:00 p.m.

Daylight Saving Time observed in accounting order in Council.

Operating schedule: 8:00 a.m. to 11:00 p.m.

Agency Commission
Agency commission 15% allowed to recognized agencies on net charges for station time. No commission on talent or other profram charges. No cash discount. Bills due and payable when rendered.

General Advertising
The following rates are for national advertising.

(12:00 noon to 2:00 p.m. and 5:00 p.m. to 11:00 p.m.)

| | | | m.) | | |
|-----|------------------|-----------|--------------|-----------|----------|
| | 1 ti. | 26 ti. | 52 ti. | 104 tí. | 208 ti. |
| 1/2 | hour 14.00 | 12.60 | 11.90 | 11.20 | 10.50 |
| 1/4 | hour 9.00 | 8.10 | 7.65 | 7.20 | 6.75 |
| 10 | minutes 6.75 | ******* | ******* | ****** | ****** |
| 5 | minutes 4.50 | ******* | | | |
| 1 | minute | | | | |
| | spot 2.25 | | | | |
| 30 | second | 25-154444 | | ********* | |
| | spot 1.50 | | | | |
| | (7:00 a.m. to | 12:00 noo | n and 2: | 00 D.m. | to |
| | (111-0 -11111 00 | 5:00 P.I | | •• ».ш, | ••• |
| 1/2 | hour 10.00 | 9.00 | 8.50 | 8.00 | 7.50 |
| | hour 6.00 | 5.40 | 5.10 | 4.80 | 4.50 |
| | minutes 4.50 | | 0.10 | 4.00 | 2.00 |
| | minutes 3.00 | | ******* | | *, |
| ĭ | minute | ******* | **** | ****** | ******** |
| - | spot 2.00 | | | | |
| 20 | second | ******* | ** | ****** | ******* |
| 30 | | | | | |
| | spot 1.25 | | TOTAL STREET | | |
| | | | | | |

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. FEATURES

News broadcasts time signals, etc., rates on request. REMOTE CONTROL

Facilities for remote pick-ups at actual cost. Intract and Other Requirements

No alcoholic beverage advertising accepted. All proposals subject to prior booking of time; and price quotations subject to prior booking of time; and price quotations subject to prior booking of time; and price quotations subject to prior booking of time; and price quotations subject to prior booking of time; and price quotations subject to to fact the solid in bulks for re-sale. All contracts subject to cancellation unless Programs start within 90 days. All contracts and programs subject to station's approval and soveriment regulations. Maximum contract includ usual station service fundade usual station service fundade with time on the air.

the arr.

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.

for lateral and vertical cut recordings.

Personnel
Manager—J. C. Whitby.
Commercial Manager—H. D. Kirby.
Chief Engineer—W. G. Andrews.

Robresentatives
United States—Joseph Hershey McGillyra, Inc.
Toronto and Montreal—Stovin & Wright.

CHATHAM CFCO (Established 1925)

52 t1. 21.60 14.40 7.20

| Page 340 | RADIO |
|--|---------------------------------------|
| CHATHAM—Continued | ued |
| Cr CU—Continue | 1 |
| (12:00 noon to 1:30 p.m., 6:00 p.m. p.m. week days and all day Su | , to 11:00 nday) |
| 1 ti. 13 ti. 26 ti. 1 hour 30.00 29.25 28.50 | 52 ti. 100 ti. 27.75 27.00 |
| 1/2 hour 18.00 17.55 17.10 1/4 hour 12.00 11.70 11.40 | 16.65 16.20 11.10 10.80 |
| 1 hour 30.00 29.25 28.50 1/2 hour 18.00 17.55 17.10 1/4 hour 12.00 11.70 11.40 10 minutes 8.00 7.80 7.60 5 minutes 6.00 5.85 5.70 CLASS "B" | 11.10 10.80 7.40 7.20 5.55 5.40 |
| 1 hour 30.00 29.25 28.50 1/2 hour 12.00 17.55 17.10 1/4 hour 12.00 17.55 17.10 11.40 10 minutes 8.00 7.80 7.80 5 minutes 6.00 CLASS 5.70 CLASS (7:30 a.m. to 12:00 noon, 1:30 p.m. 1 hour 22.00 21.45 20.90 1/2 hour 13.20 12.87 12.54 1/4 hour 8.89 8.58 8.36 | a. to 6:00 |
| p.m. and after 11:00 p.m. 1 hour 22.00 21.45 20.90 |) 2 0.3 5 19.80 |
| 1 hour 22.00 21.45 20.90 1/2 hour 13.20 12.87 12.54 1/4 hour 8.80 8.58 8.36 | 12.21 11.88 8.14 7.92 |
| 10 minutes 5.80 5.65 5.51 5 minutes 4.00 3.00 3.00 | 5.36 5.22 |
| ANNOUNCEMENTS | p.m. to 11:00 |
| | |
| CLASS "A" (12:00 noon to 1:30 p.m., 6:00 p.m. p.m. week days and all day Su | to 11:00 |
| p.m. week days and all day Su Per announcement | nday) |
| CLASS "B" | |
| n.m. and after 11:00 h.m. | 3.00 |
| Per announcement | 0 a.m., 12:10 |
| p.m., 1:30 p.m., 3:00 p.m., 4:15 p.n 7:00 p.m., 8:00 p.m. and 10:00 p.m. | ı., 6:15 p.m., |
| Farmers' Hour: 11:45 a.m. to 1:80 p.m. ing). | a. (participat- |
| Good Morning, Farmer: 7:15 a.m. to 9 | :00 a.m. (par- |
| Time Signals-Rates on request. | Saturdays. |
| Good Mornins. Farmer: 7:15 a.m. to 9 ticipating. Time Signals—Rates on request. Old Time Harn Dance: Thursdays and POLITICAL SPEECHES One time night rates apply to all peri REMOTE CONTROL Programs broadcast from outside noin to special charges. Mobilo unit availal PELECTRICAL TRANSCRIPTI Recording equipment available, 78 and double turn-tables. Contract and Other Requirements | lode |
| REMOTE CONTROL | to are authori |
| to special charges. Mobile unit avallal | ile. |
| Recording equipment available, 78 and | 33-1/3 r.p.m. |
| double turn-tables. Contract and Other Requirements All programs and announcements are | unband to un |
| proval of station and must be in accor- | subject to ap- dance with all |
| Contracts not to exceed one year. P | rograms given |
| Mechanical Program Equipment | |
| Contracts not to exceed one year. P Dreference over announcements. Mechanical Program Equipment Equipped to handle programs by sleet- tion, using 33-1/3 and 78 r.p.m. doub Personnel | icai transcrip. le turn-tanle. |
| Manages John Davidall | |
| Commercial Director—P. A. Kirkey. Chief Engineer—Gordon Brooms | |
| FORT WILLIAM | 7 |
| | L |
| CKPR (Established 1931) | |
| Rate card undated; received April 14. | 1939. |
| Business Office and Studio—Radio Ha liam. Ontarlo South 315 Other Studios—Public Utilities Bidg | li, Fort Wil- |
| other Studios—Public Ullities Bidg Ont. | Port Arthur. |
| Ont. Transmitter—Memorial Boulevard. Port Wave—Power—Time Operating power—1,000 watts. 517.2 meters; 580 kilocycles. Operates on Central Daylight Saving Operating achiedule: 7:45 a.m. to 11: not restricted. | Arthur, Ont. |
| Operating power—1,000 watta, 517.2 meters; 580 kilocycles. | |
| Operates on Central Daylight Saving Operating schedule: 7:45 a.m. to 11: | Time. DU n.m. Time |
| Agency Commission | |
| agencies. No commission on talent. | ed advertising |
| General Advertising For combination rates see listing of Ca | nadian Broad. |
| Por combination rates see listing of Ca casting Corporation (Ontario Regional (12:00 noon to 1:30 p.m. and 5:00 11:00 p.m.) | Network). |
| | 20 11. 52 11. |
| 1 hour 50 00 47 50 | 4K 00 49 KO |

| (12:00 noon to 1:30 p.i | m. snd 8:00 | p.m. | to |
|---------------------------|-------------|----------|----------|
| | .m.) | | |
| 1 tf. | 13 ti. | 26 ti. | 52 ti, |
| 1 hour 50.00 | | 45.00 | 42.50 |
| 1/2 hour 80.00 | 28,50 | 27.00 | 25.00 |
| 1/4 hour 18.00 | 17.10 | 10.20 | 15.80 |
| 10 minutes 18.00 | 12,85 | 11.70 | 11.05 |
| o minutes 9.00 | 8.55 | 8.10 | 7.65 |
| (8:00 a.m. to 12:00 no | on and 1:80 | n.in. | to |
| ₽:00 p | | ,,,,,,,, | *** |
| 1 hour 85.00 | | 81.50 | 29.75 |
| 1/2 hour 22.00 | 20.00 | 10.80 | 18.70 |
| 1/4 hour 14.00 | 18.80 | 12.60 | 11.00 |
| 10 minutes 11.00 | 10.45 | 0.00 | 0.85 |
| 5 minutes 7.00 | 0.05 | 8.30 | 5.95 |
| ANNOUNCE | | .,, | () |
| Announcements other than | | not n | ha trues |
| between 7:80 p.m. to 11:0 | | | ocuprou. |
| (12:00 noon to 1:30 p. | | 0.00 | ta |
| 11:00 r | .in.) | pritte. | 141 |
| 100 words | | | 5.00 |
| 50 words | | | |
| (7:45 a.m. to 12:00 m | on and 1:30 | | to |

| p.m.) | |
|---------------------------------------|-------------|
| · · · · · · · · · · · · · · · · · · · | |
| neomouncem | ionta |
| | |
| | |
| | |
| | a Announced |

News Leased wire service available (17 hours daily): 8.00 m.m., 8.20 m.m., 6.00 m.m., 1100 m.m., 1300 p.m., 5.15 p.m., 6.30 p.m., 9.30 p.m., 10.45 p.m., 1300 m.m., 1300 m.m., 10.45 p.m., 10.30 m.m.

9:30 a.m.
RECORDISD PROGRAMH
Resular time charges apply to recorded prestrates.
Mervices of transcription library service available,
RESULTED TO THE CONTROLL

Full facilities, outrast and Other Requirements All birnadeasts subject to station management's ap-crossed and Causdian Droadcasting Corporation regu-

| • |
|---|
| O ADVERTISING—Canadian S |
| Mechanical Program Equipment Equipped to mandle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables. Personnel Manager—Raiph H. Parker. |
| Representatives—Howard H. Wilson Company. Montreal — Itadio Representatives Ltd., Dominion Square Bidg. Toronto—Radio Representatives Ltd., 4 Albert St. |
| HAMILTON CHM L |
| (Established 1927) |
| Rates effective September 1, 1941. |
| Owned and operated by Maple Leaf Radio Co., Ltd. Hamilton, Ontario. |
| Rusiness Office and Studio-Picott Ridg., 3ft James |
| St., South, Hamilton, Ontario, telephone 7-1539. Transmitter—Aidershot, Ontario. Wave—Power—Time |
| Wave-Power-Time |
| Operating power—1,000 watts. (100% modulation—crystal control.) |
| 333.3 meters; 900 kilocycles. |
| Operates on Eastern Daylight Saving Time. Actual operating schedule: Sundays 9:00 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 only. Commission does not apply on talent or production fees unless noted on contract. Invoices |
| are mailed weekly. Blis due and payable when |
| rendered. No cash discount. General Advertising |
| liutes include charges by owners of music convrights. |
| CLASS 'A' (6:00 p.m. to 10:30 p.m.) |
| 1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 300 ti. |
| 1/2 hour 50.00 47.50 45.00 42.50 40.00 37.50 1/4 hour 33.00 31.35 29.70 28.05 26.40 24.75 |
| 10 minutes 27.00 25.65 24.30 22.95 21.60 20.25 |
| 5 minutes 20.00 19.00 18.00 17.00 16.00 15.00 75 words 7.00 7.00 6.65 6.30 5.95 5.60 |
| CLASS "B" |
| (Sign-on to 6:00 p.m. Sundays and 5:00 p.m. to 6:00 p.m. and 12:00 noon to 1:30 p.m. |
| week days) |
| 1/2 heur 35.00 33.25 31.50 29.75 28.00 26.25 1/4 heur 23.00 21.85 20.70 19.55 18.40 17.25 |
| 10 minutes 19.00 18.05 17.10 16.15 15.20 14.25 |
| 5 minutes 14.00 13.30 12.60 11.90 11.20 10.50 75 words 5.00 5.00 4.75 4.50 4.25 4.00 |
| CLASS 'C' (6:00 a.m. to 12:00 noon and 10:30 p.m. to |
| 12:00 midnight) |
| 12:00 mldnfght) 1/2 hour 25:00 23:76 22:50 21:25 20:00 18:75 1/4 hour 17:00 16:15 15:30 14:45 13:60 12:75 |
| |

| 5 | minutes | 14.00 | 13.30 | 12.60 | 11.90 | 11.20 | 10.50 |
|-----|-------------|--------|----------|---------|---------|---------|---------|
| 75 | words | 5.00 | 5.00 | 4.75 | 4.50 | 4.25 | 4.00 |
| | | **** | CLASS | | | | |
| | (6:00 a.1 | m to 1 | | | 10.30 | nm to | |
| | (0.00 m.) | | 2:00 ml | | | р.щ. со | |
| | | | | | | | |
| 1/2 | hour | 25.00 | 23.75 | 22.50 | 21.25 | | 18.75 |
| 1/4 | hour | 17.00 | 16.15 | 15.30 | 14.45 | 13.60 | 12.75 |
| 10 | minutes | 14.00 | 13.30 | 12,60 | 11.90 | 11.20 | 10.50 |
| - 5 | minutes | 10.00 | 9.50 | 9.00 | 8.50 | 8.00 | 7.50 |
| | | | 4.00 | | | | 8.20 |
| ••• | 01 401111 | | CLASS | | | 0.20 | 0.40 |
| | 47.00 | | | | | | |
| | | p.m. | | | week da | | |
| 1/2 | | | 19.00 | | 17.00 | | |
| 1/4 | hour | 13.00 | 12.35 | 11.70 | 11.05 | 10.40 | 9.75 |
| ĪίŌ | minutes | 11.00 | 10.45 | 9.00 | 9.85 | 8.80 | 8.25 |
| 5 | | 8.00 | 7.60 | 7.20 | 6.80 | 6.40 | 6.00 |
| 75 | | | 8.00 | | | 2.55 | |
| ••• | 11 01 02 | | CIAL F | | | | 41.24 |
| | | | | | | | |
| New | 's—Every | | | | | reques | t. |
| | | BELOI | OFF | PHORE | MAN | | |
| Tra | userilition | libra | ry servi | ces ave | niabie. | rates (| iii fe- |
| que | | | - | | | | |
| 440 | ** | | TALE | ATO | | | |
| | | | IALE | 174.1 | | | |
| | | | | | | | |

REMOTE CONTIOL

Prokrams which are broadcast from points outside of main studies will be subject to special charked.

Mobile unit available.

Contract and Other Hequirements

All programs and announcements are subject to approval of station and must be in accordance with all Government regulations.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 38-1/8 and 78 r.p.m. double turn-tables.

Personnel

Mannace—Konneth D. Sobie.

Reretary-Transurer—F. P. Hardy.

Hoprosentatives

United States—Joseph Horshey McGlivra, Inc.

Chindle—Metropolitan Broadcasting Service, Ltd., 21

Dundas Square, Toronto, Ont.

CKOC (Estublished 1922)

(Established 1922)

Itates effective July 1, 1939, (Card No. 6.)

Owned and operated by Wentworth Radio Broadcasting Company, Ltd.

Rusiness Office and Studio — Wentworth Rudiding.

Hamilton, Ontario, telephone 7-4484,

Transmitter—Cherry Honch. Ontario.

Weve—Power—Theo
Operating power—1,000 watts days; 500 watts nights.

(100% modulation—crystal control.)

200.0 meters; 1100 killoyoles.
Licensed to operate full time on cleared local channel. Operates on Enstern Time.

Daylisht Savings Time observed on permanent schodnight; week days 7:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

Agency Commission 15% allowed to authorized advertising agencies only. No commission on talent.

Invoices inclied first of each month. Bills due and payable when rendered. No cash discount.

Caleral Advertising
Discounts on gross rates for minher of periods under contract not to ascend one year's duration. No annomicements on Runday or between 7:36 b.m. and

11:00 p.m. week days. No brageoms of lass them 18

minutes on Runday.

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

| ((| 8:00 p.m. | to 10:80 | b.m. de | illy) | |
|------|-----------|----------|---|---|---------------------------------------|
| | 1 11 | 96 tl. | 52 tl. | 100 (1. | 200 +1 |
| hour | 80,00 | 76.00 | 72.00 | 00,80 | 64,00 |
| | | | | | 51,20 |
| hour | 48.00 | 45,60 | 411, 20 | 40 80 | 88 40 |
| hour | 112,00 | 80.40 | 28.80 | 27.29 | 25.00 |
| | hour | | (6:00 p.m. to 10:80 1 tf 96 tf. Liour 80.00 76.00 hour 41.00 00.80 | 1 of 96 tl, 52 tl. 1 ottr 80.00 76.00 72.00 5 hottr 04.00 00.80 57.00 | (6:00 p.m. to 10:80 p.m. thilly) t tt |

| , minde | 9100 | 1.00 | 1.20 | 0.50 | 5. 6 |
|---------------------------------------|---------|-----------|-----------|----------|-------------|
| 50 words | | 4.56 | 4.32 | 4.08 | 8.8 |
| 25 words | 3.20 | 3.04 | 2.88 | 2.72 | 2.7 |
| • | | | 'B'' | | - 11 |
| (7:00 a | m. to | 6:00 P.m. | and 10: | 30 n.m. | to 👯 |
| | | 2:00 mian | (ght) | | 1,5 |
| l hour | | 45.60 | 43.20 | 40.80 | 88.4 |
| 3/4 hour | 38.40 | 36.48 | 34.56 | 32.64 | 30.7 |
| 1/2 hour | | 27.36 | 25.92 | 24.48 | 28.41 |
| 1/4 hour | | | 17.28 | 16.32 | 16. |
| 10 minutes | | | 12.96 | 12.24 | ii.e |
| 5 minutes | | | 8.64 | 8.16 | 7.6 |
| 1 minute | | 4.56 | 4.32 | 4.08 | 8.1 |
| 50 words | | 2.74 | 2.59 | 2.45 | 2.1 |
| 25 words | | 1.82 | 1.73 | 1.63 | |
| | | IPATING | | | 1.1 |
| l'articipatio | | LLAIING | ELATU | 11-12-2 | , * |
| | | 9.50 | 9.00 | 8.50 | |
| | | CAL TRAI | | | 8.(†1 |
| Dogular va | PULKIC | AL TRAI | ASCRIPT | TONS | 4. 11 |
| Regular ra | tea app | iy wnien | incinaes | pre-audi | Floar F |
| station eng | | | | | 4 . |
| Transcription | | | | | -4-1-5 |
| 1.70 1 | 1 ti. | 26 tl. | 52 ti. | 100 ti. | 200 t |
| 1/2 hour | | 9.50 | 9.00 | 8.50 | 8.0 |
| 1/4 hour | 6.00 | 5.70 | 5.40 | 5,10 | |
| | RECO | RDED PI | ROGRAM | S | -34 |
| itegular tir | ne char | ges apply | to recore | ded prog | TAIMS, k |
| | | TALEN | T | | '4 |
| U * * * * * * * * * * * * * * * * * * | | | | | |

itegular time charges apply to recorded programs.

Rates on request.

REMOTE CONTROL

Itemote control charged in addition to station time.

Centract and Other Requirements

Musical program rates are for the facilities of it station only. Talent is extra.

Announcing and writing continuity are included with out additional charge.

All programs and contracts are subject to the approper of the station.

All continuities must conform with the requirement of the management and with the rules and regulation 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-table personnel

Manager—W. T. Cranston.

Commercial Manager—W. M. Guild.

Representatives

Canada—All-Canada Radio Facilities, Ltd.

United States—Weed and Company.

KENORA CKCA

(Established 1999)
Rates received April 21, 1942.
Owned and operated by Kenora Broadcasting Carpany, Ltd.
Business Office and Studio—Kenricia Hotel, Kenox

Business Office and Studio—Kenricia Hotel, Kenox Ontario.

Transmitter—Jaffray Township. Ontario.

Wave—Power—Time
Operating power—250 watts days; 100 watts nightly 206.9 meters; 1450 kilocycles.
Operates on Central Daylight Saving Time.
Actual operating schedule: Sundays 10:00 a.m., 10:30 p.m. Week days 8:00 a.m. to 10:30 p.m.
Agency Commission
Agency commission 15%. No commission on tale!
Cash discount
Cash discount

Cash discount General Advertising For combination rates see listing of Canadian Brost casting Corp. (Ontario Regional Supplementaries CLASS "A" (6:00 p.m. to 10:30 p.m.)

1 th. 13 tl. 26 tt. 52 tt. 104 tt. 300: 1 th. 13 tt. 26 tt. 52 tt. 104 tt. 300: 1 th. 13 tt. 26 tt. 52 tt. 104 tt. 300: 1 th. 10 tt. 10 tt. 10 tt. 25 tt. 25 tt. 104 tt. 300: 1 tt. 10 tt. 1 "B"

CLASS "B"

(7:00 a.m. to 6:00 p.m. and 10:30 p.m. p.m. and 10 1 hour..... 15.00 1/2 hour..... 9.00 1/4 hour..... 6.00 10 minutes 4.50 5 minutes 3.00 ANNOUNCEMENTS

ANNOUNCEMENTS

CLASS "A"

(12:00 noon to 1:00 p.m. and 6:00 p.m. to

7:30 p.m.)

1 ti. 19 ti. 20 ti. 52 ti. 104 ti. 800 g.m.

100 words or 1 2

minuto...... 2.50 2.37 2.25 2.12 2.00 1.

50 words or 1/2

minuto...... 2.00 1.80 1.70 1.60 1

(7:00 a.m. to 12:00 noon and 1:00 p.m. to

100 words or 1

100 words or 1

100 words or 1 0:00 p.m.)

100 words or 1 0:00 p.m.)

100 words or 1/2 1.00 1.80 1.70 1.60 1

50 words or 1/2 1.10 1.42 1.85 1.27 1.20 1

ELECTRICAL TRANSCRIPTIONS

Full facilities for broadcasting all types of feed rings or electrical transcriptions. Transcription libriseries available. Details on request.

Machanical Program Equipment

Equipment to handle programs by electrical transcription, using 133-1/3 and 78 r.h.m. turn-tables vertical or lateral cut recordings.

Stovin & Wright.

KINGSTON CFRC

Owned by Queens University, Operated by Queens University and Kingston Standard. Does not sell time.

11.

UNTARIO—Continued

KINGSTON—Continued CKWS (Established 1942)



pites effective September 1, 1942. (Card No. 1.)
Fined and operated by Allied Broadcasting Corpopolation Limited.
Salness Office and Studio—Whig-Standard Bidg.,
prinspite—Wolfe Island, Frontenac County, 3-1/2
smiles from Kingston, Ont.

Miles from Kingston,

| Pancy commission 15% to recognized agencies. No | Rh discount. Accounts due and Dayable when ren| Stral Advertising | Strat Advertising |
| Stral Combination rates see listing of Canadian Broad| Deling Company (Ontario Regional Network). |
| Lido sold in combination with CHEX. Peterborough, |
| Angle Combination rates included in this listing. |
| Lido sold in combination with CHEX. Peterborough, |
| Angle Combination rates included in this listing. |
| Lido sold in combination with CHEX. Peterborough, |
| Angle Combination rates included in this listing. |
| Lido sold in combination with CHEX. Peterborough, |
| Angle Peterborough, |
| Angle Peterborough, |
| Lido sold in combination with CHEX. |
| Lido sold in

if handising facilities available. Details on request. in leaf program Equipment to be using 33-1/8 and 78 r.p.m. double turn-tables to retried and lateral cut recordings.

tri lei i i dent—W. Rupert Davies.

V-President—Roy H. Thomson.

tral Manager—Jack K. Cooke.

I ging Director—Arthur L. Davies.

Manager—Jack Davidson. Program Director—Bob Kesten. Engtheer—Geo. McCurdy.

Program Director
Engineer—Geo. McCurdy.
Branch Offices
Toronto—80 Richmond St., W., Elgin 2464 (R. A. Leslie).
Montreal—1440 St. Catharines St., Harbour 3051,

Montreal—1440 St. Catharines St., Heprespresentatives
United States—Weed & Company.
Canada—Ali-Canada Radio Facilities.

KIRKLAND LAKE

CJKL (Established 1933)

Rates effective October 1, 1939. Owned and operated by Northern Broadcasting &

CLASS "B" 5.40 (7:00 s.m. to 6:00 p.m.)

tract 3 months. Per month. 75.00; each additional, 88,00.

Breakfast Club—9:30 a.m. to 10:00 a.m., Monday through Saturday.

Parm Program—3:30 p.m. to 9:00 p.m., Monday through Saturday.

Make Believe Ballroom—7:30 p.m. to 8:00 p.m., Monday through Saturday.

Monday through Saturday.

French Program—7:15 p.m. to 7:45 p.m. Thursday.

ECOGLOED PROGRAMS

Transcription library services available—rates and details on request

REMOTE CONTROL

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 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.

Persannel

President—Roy H. Thomson.

General Manager—J. K. Cooke.

President—Roy H. Thomson.
General Manager—J. K. Cooke.
Manager—Allan Rogerson.
Program Director—Duke McLeod.
Chief Engineer—T. G. Watson.
Musleal Director—Jack Soars.
ranch Offices
Toronto—80 Richmond St., W., Elgin 2464 (R. A. Lodial.

Branch Offices
Taronto-80 Richmond St., W., Eigin 2464 (R. A. Leslie).
Montreal—1440 St. Catharines St., Harbour 3051.
Representatives All Canada Radio Facilities.
New York, Chicago & Detroit—Weed & Combany.

KITCHENER CKCR (Established 1929)

Rates effective August 1, 1942,
Owned and operated by W. C. Mitchell and G. Liddle.
Business Office and Studio-Waterloo Trust Bidg..
Kitchener. Ont.. Kitchener 2-1246.
Transmitter—Kitchener, Ontario.
Transmitter—Time
Operating power—250 watts.
[100% modulation—crystal control.]

(100% modulation—crystal control.) 201.3 meters; 1490 kilocycles. Licensed to operate full time on Eastern Standard Time Davilish Savinss Time not observed. 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 15% on station rates to recognized agrerising agencies. No commission on talent. Bills due and payable on rendering of invoice. No cash discount General Advertising

| CLASS | A | CLASS | CLASS | A | CLASS | 104 tl. 17.00 10.20 7.65 5.95

TALENT

Kates on application.

REMOTE CONTROL

full facilities available—rate and details on request.

Contract and Other Requirements

All contracts subject to station management approval and Change Broadcasting Corporation regulations.

Closing Time
Publicity and political

and Canadan Broadcasting Corporation Feature Closing Time Publicity and political apseches must be submitted day before broadcast. Mechanical Program Equipment Equipment on handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables. Regressentatives Toronto—Stovin & Wright, Victory Building, Montreal—H. N. Stovin, Keefer Building, Winnipeg—H. N. Stovin.

LONDON CFPL

Rates effective January 1, 1939.

Uwned and operated by the London Free Press Printing Company,
Business Office and Studio—Free Press Building,
London, Ontario.

Transmitter—oth Consession Westminster Road, Lon-

London, Untario.
Transmitter—6th Consession Westminster Road, London, Ontario.
Wave—Power—Time
Operating power—1,000 watts.
1911. 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.

night.
Agency Commission
Agency commission 15% paid only to recognized advertising agencies. No cash discount. No commission

Agency commission 15% pain only to recognized evertising agencies. No cash discount. No commission on talent.

General Advertising
For combination rates see listing of Canadian Broad-casting Corp. (Ontario Regional Supplementaries).

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

1 ti. 13:11: 28:11. 52:11. 78:11. 104 ti.
1 hour... 45.00 42.80 40.60 38.60 36.70 34.90 1/2 hour... 27.00 25.70 24.40 23.20 22.00 21.00 1/4 hour... 18.00 17.20 16.30 15.50 14.70 14.00 (Sunday Rates)

1 hour... 34.00 32.30 30.70 29.20 27.80 26.40 1/2 hour... 21.40 10.90 18.40 17.50 16.70 15.90 1/4 hour... 13.00 12.90 12.30 11.70 11.10 10.60 (Before 6:00 p.m.)

1 hour... 30.00 28.50 27.00 25.70 24.40 23.20 1/2 hour... 18.00 17.10 16.20 15.40 14.60 18.90 1/4 hour... 12.00 11.40 10.80 10.30 9.80 9.30 Five minute periods at one half the 15 minute rate. ANNOUNCEMENTS

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

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

Each 9.00 15 manute time on SD0 announce-

Each 3.50 a.m. to 5:00 p.m.)

Station does not Euarantee time on Spot announcements. Reserves right to give best alternative time. POLITICAL SPECHES

Night time rates apply to both day and night. ELECTRICAL TRANSCRIPTIONS

Transcription library service, subject to agency commission. per 15 minute period 2.00. Recordings and transcriptions may be broadcast up to 7:30 p.m. and for one-half hour at any later time.

TALENT

Rates on application.

Rates on application.

REMOTE CONTROL

Facilities available—details on request.
outract and Other Requirements
Advertising of alcoholic beverages not accepted.
Rates cover station charges only. Talent additional.
All programs subject to approval of station management and Federal and Provincial governmental regulations.

ations sing Time Talent programs close two weeks in advance of broad-

cast.
Announcements, talks and recorded Programs close three days in advance of broadcast.
Mechanical Program Equipment
Equipped to handle Programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

ONTARIO—Continued

LONDON—Continued C F P L-Continued

Personnei
General Manager—Charles Thomas.
Commercial Manager—Philip H. Morria.
Chlef Engineer—Cecil Yorke.
Representatives
Montreal, Toronto—H. N. Stovin
United States—Joseph Hershey McGillvra, Inc.

NORTH BAY

CFCH (Established 1931)

Rates effective July 1, 1949.
Owned and operated by Northern Broadcasting & Publishing, Ltd.
Business Office and Studio-Main Street, North Bay.
Ontario, telephone 2409.
Other Uffices—305 Victory Bidg., 80 Richmond St.,
W., Toronto, Ontario, telephone El. 2464; Dominion
Squaure Bidg., Montreal, Quebec, telephone La.

W., Toronto, Untario, Corpusion W., Toronto, Unitario, Squauere Bidg., Montreal, Quebeo, telephone La. 6400.

310 Keefer Building, 1440 S. Catharine St., W., Montreal, Quebeo, telephone Harbour 3051.
Transmitter—North Bay, Ontario.
Wave—Power—Time
Operating power—100 watta.
(100% modulation—crystal control.)
243.9 meters; 1230 kilocycles.
Licensed to operate full time on cleared local channel.
Operates on Eastern 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. Billis 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)
1tt. 18tt. 26tl. 52tl. 100 tl. 300 tl.
1/9 hour 21:00 19:95 18:90 17:85 16:80

| | | l ti. | | | | 100 ti. | |
|-----|----------|-------|---------|--------|-------|---------|-------|
| | hour | | 19.95 | 18.90 | | 16.80 | 15.75 |
| 1/4 | bour | 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. 1 | to |
| | | | 1:00 8 | | | | - |

1/2 hour...... 1:00 a.m.)
1/2 hour...... 12:00 11:40 10.80
1/4 hour...... 8:40 8.00 7.60 7.20
10 minutes 6.30 6.00 5.70 7.20
5 minutes 4.20 4.00 3.80 3.60
ANNOUNCEMENTS
Spot announcements and chain breaks—
less: (6:00 p.m. to 7:30 p.m.)

1 time

| 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 | 2.85 |
| 100 | times | 2.70 |

52 times. 2.85
100 times. 2.70
times SPECIAL FEATURES 2.70
Time Signals: Limited to 35 words; minimum contract three months; one signal daily. per month 15,00; additional signals daily. per month 35,00. Sunriso Serenade—8-115 a.m. to 9:00 a.m. Monday through Saturday.

Birthday Party—5:30 p.m. to 5:45 p.m. Monday through Saturday.

Make Believe Ballroom—12:00 midnight to 12:30 a.m. Monday through Saturday.

RECURDED PROGRAMS

Transcription. library services available—rates and details on request.

REMOTE CONTROL

Necessary line charges additional.

Contract and Other Requirements
Illuantity 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 33-1/3 and 78 r.p.m. double turn-tables.

Personnal

President—Roy H. Thomson

tion, using 35-1/3 and to r.v.m. doctor than the personnal President—Roy H. Thomson General Manager—J. K. Cooke, Vanager—Cliff Pickrem.

Commercial Manager—J. Garson, Program Director—E. Courtney, Chief Engineer—Jack Barnaby.

5 nch Offices
Toronto—80 Richmond St., W., Eigin 2404 (R. A. Lesile).

Montreal—1440 St. Catharines St., Harbour 3051.

R. resentatives All Canada Radio Facilities.

New York, Chicago & Detroit—Weed & Company

OTTAWA

CBO

(Established 1924)

(Established 1924)

Rates effective October 15. 1937. (Card No. 2)

owned and operated by the Canadian Broadcasting
Corporation.

Studio-Chateau Laurier Hotel, Ottawa. Ontario

ransmitter—Hawthorne, Ontario.

vave—Power—Time

'sperating power—1,000 waita.

(100% madulation—crystal control.)

329.7 meters; 910 kilocycles.

Licensed to operate full time on cleared Canadian
channel.

Operates on Eastern Standard Time Daylight Saving-Operates on Eastern Standard Time. Daylight Savings

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

AKency commission

AKEN AKEN

AKENCY COMMISSION

AK

| Thour... 80.00 | 78.00 | 72.00 | 58.00 | 64.00 |
1/2 hour... 50.00 | 47.50 | 45.00 | 42.50 | 40.00 |
1/4 hour... 50.00 | 28.50 | 27.00 | 25.50 | 24.00 |
(7:30 a.m. to 6:00 p.m. and 11:00 p.m. to sign and p. 25.50 | 24.00 |
1/2 hour... 30.00 | 28.50 | 27.00 | 25.50 | 24.00 |
1/2 hour... 30.00 | 18.00 | 27.00 | 25.50 | 24.00 |
1/4 hour... 20.00 | 18.00 | 27.00 | 25.50 | 24.00 |
1/4 hour... 20.00 | 18.00 | 17.00 | 18.00 |
18.10 | 18.00 | 18.00 | 17.00 | 18.00 |
19.10 | 18.00 | 18.00 | 17.00 | 18.00 |
19.10 | 19.10 | 19.10 | 19.10 |
19.11 | 19.10 | 19.10 | 19.10 |
19.11 | 19.10 | 19.10 | 19.10 |
19.11 | 19.10 | 19.10 | 19.10 |
19.11 | 19.11 | 19.10 | 19.10 |
19.11 | 19.11 | 19.11 | 19.10 |
19.11 | 19.11 | 19.11 | 19.11 |
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19.11 | 19.11 | 19.11 | 19.11 |
19.11 | 19.11 | 19.11 | 19.11 |
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19.11 | 19.11 | 19.11 | 19.11 |
19.11 | 19.11 | 19.11 | 19.11 |
19.11 | 19.11 | 19.11 | 19.11 |
19.11 | 19.11 | 19.11 | 19.

Transcription library services available—rates on re

TALENT

Rates on request.

Contract and Other Requirements
Alcoholic heverage advertising not sccepted.

All programs subject to the regulations of the Canadian Broadcasting Corporation and the approval of the commercia department.

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

orsonner Station Manager—C. P. Wright.

CKCO (Established 1924)

Rates effective September 8, 1941.
Owned and operated by Controller G. M. Geldert,
M.D.

Al.D. Studios—272 Somerset Street West, Ottawa, Ontario. Transmitter—Aylmer Road, Quebec.

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

Operates on Eastern Standard Time. Daylight Sav-ings 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 15% to all recognized advertising agencies. Commission does not apply to talent or line fees. Involces mailed 1st of each month. Terms: Bills due and Dayable when rendered.

SPECIAL FEATURES
News available for sponsorship in five and fifteen minute Deriods. Rates on request.

POLITICAL AND SUNDAY BROADCASTS
Night rates apply in all instances.
RECORDED PROGRAMS
Regular rates apply.

TALENT Rates on application.

Rates on application.

REMOTE CONTROL

Broadcasts can be arranged where telephone lines are available, subject to additional anecial charges.

Centract 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 38-1/8 r.p.m. double turn-tables.

Representatives

United States—Joseph Hershey McGillyra, Inc.

Toronto—C. W. Wright.

OWEN SOUND

(Grey County

CFOS

Rate card dated March 29, 1912.

Owned and operated by Grey & Bruce Broadcast Company, Ltd. Affiliated with the Sun-Times, Business Office and Studio—904 Second Avenue, E. Owen Sound. Ontario.

Transmitter—Highway 6 and 10, Sydenham To ship, Ontario.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time on local channel. De light Navings Time not observed.
Operating schedule: Sundays 8:45 a.m. to 9:45 p. week days 7:45 a.m. to 9:10 p.m.

for lateral and vertical cut recordings.

Personnel
Station Manager—Frank G. Radeliffe.
Commercial Manager—Bill Hawkins.

Representatives
United States—Joseph Hershey McGillvra, Inc.
Canada—Stovin & Wright.

PEMBROKE CHOV (Established 1942)

Owned and operated by Ottawa Valley Broadcai-Co., Ltd.
Business Office and Studios—Pembroke, Ont.
Transmitter—Ottawa litghway, 2-1/2 miles eas
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
dered.

90 words.... 4.00 3.80 3.60 3.40 3.20

SERVICE FACILITIES

Merchandising service available.

Contract and Other Requirements

Rates and discounts apply when contract or off placed for a period not to exceed one year, be no case does a series of discounts apply to less one broadcast per week. Continuities and announce are subject to approva of the management, the of the Canadian Broadcasting Corporation, an Department of War Services.

Personnel
President—D. A. Jones,
Sec'y & Treas.—C. J. Jones,
Managing Director—E. G. Archibald.
Represontatives Wright, Victory Bldg.
United States—Joseph Hershey McGillyrs, Inc.

6

ONTARIO—Continued

PETERBOROUGH

CHEX (Established 1942)

(Established 1942)

'ties effective January 15, 1942. (Card No. 1.)

'tied and operated by Peterborough Broadcasting incompany. Ltd.

'thiness Office and Studto—The Examiner Bildg., deterborough, Ont.

Jasmitter—Peterborough County, Otanabee Town
idp. two miles east of Peterborough, Ont.

Jan-Power—Time

'third power—1,000 watts,

july Baneters: 1430 kilocycles.

Jansed to operate full time on regional channel,

derates on Eastern Daylight Saving Time

therating schedule: Sundays 10:00 a.m. to 10:05

1939, week days 7:30 a.m. to 11:15 p.m.

Jacy Commission

Jucy commission

Jucy commission 15% to recognized agencies. No fell discount.

hipolnt.

Scaleal Program Equipment

Scaleal Program Equipment

Scaleal Programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for critical and lateral cut recordings.

in ertical and lateral cut recordings.

In the continuous and lateral cut recordings.

In the continuous and the continuous and

ST. CATHARINES CKTB (Established 1982)

Card No. 6:)

Onl and operated by Silver Spire Broadcasting I titop. Ltd.

Dives Office and Studio—St. Paul and Yates Sta., by Catharines, Ontario. telephone 3900.

Tr. mitter—Port Dalhousie. Ontario.

'Ac-Power—Time

'Alt-ting power—1,000 watts.

Bro '8 modulation—crystal control.)

Divesters; 1550 kilocycles.

'All sed to operate on clear channel. Operates on the m Standard Time. Daylight Saving Time ob-

tring schedule: Sundays 9:00 a.m. to 11:05 p.m.; bridges 7:45 a.m. to 11:05 p.m. and to 11:05 p.m. and

| | (6:00 | p.m. to | 11:00 p.m | .) | |
|------|-------|---------|-----------|--------|---------|
| | 1 ti. | 13 tl. | 26 ti. | 52 tl. | 100 ti. |
| our | 50.00 | 47.50 | 45.00 | 42.50 | 40.00 |
| our | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 |
| "our | 20.00 | 19.00 | ' 18.00 | 17.00 | 16.00 |

| 1 ti. | 13 ti. | 26 ti. | 52 ti. | 100 ti. |
|--------------------|-----------|---------|---------|---------|
| 10 minutes 14.00 | 13.30 | 12.60 | 11.90 | 11.20 |
| 5 minutes 8.00 | 7.60 | 7.20 | 6.80 | 6.40 |
| | 7.00 | 1140 | 0.00 | 0.40 |
| 100 word | | | | |
| spot 4.00 | ******* | ******* | ****** | |
| (7:45 a.m. to | 6:00 p.m. | and 11: | 00 p.m. | to |
| | 11:05 p. | m) | | |
| 1 hour 30.00 | | 27.00 | 25.50 | 24.00 |
| | 17.10 | 16.20 | 15.30 | 14.40 |
| 1/2 hour 18.00 | | | | |
| | 11.40 | | 10.20 | 9.60 |
| 10 minutes 9.75 | 9.26 | 8.78 | 8.29 | 7.80 |
| 5 minutes 7.00 | 6.65 | 6.30 | 5.95 | 5.60 |
| 100 word | ***** | | | |
| spot 3.50 | | | | |
| | | ******* | ******* | ******* |
| Spot announcemen | | | | |
| to news 4.50 | ****** | ****** | | ******* |
| FLASI | IANNOU | NCEMEN | TS | |
| Limited to 25 wor | | | | 2.50 |
| 15 flashes or more | | | | |
| | | | | 2.00 |
| | KDED P | | | |
| Buguise time ch | | | | |

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.

charges.
Contract and Other Requirements

Contract and Other Requirements
All contracts subject to the Canadian Broadcasting
Corporation tegulations 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
1'res. & Gen'l Mgr.—E. T. Sandell.

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 McGillvra, Inc.

SAULT STE. MARIE

CJIC (Established 1934)

(Established 1984)

Rates effective January 1, 1942.
Unvoid and perated by Hylam Broadcasting (10. Business Office and Studio-Windsor Hotel, P. O. Business Office 2018 green Block, Sault Ste. Marle. Mich., Transmitter—Township of Korah. Ontario.

Wave—Power—Time Uperating by Manager (10. Business)

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 taient. No cash diacount involces mailed 30th of month.

General Advertising

For combination rates see listing of Canadian Broadcasting Corp. (Ontario Regional Supplementaries). The following rates are for both local and national advertising.

CLASS "A"

(12:00 noon to 1:30 n.m. and 5:00 n.m. to

CLASS "A"
(12:00 noon to 1:30 p.m. and 5:00 p.m. to
12:00 midnight)

| | 1 ti. | 13 ti. | 26 tl. | 52 ti. | 100 ti. | 200 ti. |
|-----------|-------|--------|--------|--------|---------|---------|
| 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 | 10.20 | 18.00 |
| 1/4 hour | 14.00 | 13.30 | 12.60 | 11.90 | 11.20 | 10.50 |
| 5 minutes | 9.00 | 8.55 | 8.10 | 7.65 | 7.20 | 6.75 |
| Announce- | | | | | | **** |
| ments | 4.00 | 3.80 | 3,60 | 3.40 | 3.20 | 3.00 |
| | | CLASS | "13" | | | |

CLASS 'B' (7:00 a.m. to 12:00 noon and 1:30 p.m. to 5:00 p.m.)

1 hour..... 35:00 33.25 31.50 29.75 28:00 26.25 1/2 hour..... 10:00 10:00 18:00 17:00 16:00 15:00 1/4 hour..... 11:00 10:45 9:90 9:35 8:80 8:25 5 minutes 7:00 6:05 6:30 5:95 5:00 5:25 Announce-ments 7:50 2.25 21.5 0.00 6:00 10:00

on request.

REMOTE CONTROL

Arrangements can be made for remote control broadcasts from any place where alternating current is
available.

casts 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

advance.

Mechanical Program Edulpment
Edulpped to handle Programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables
Personnel
Valuager—J. G. Hyland.
Renresentatives
Toronto—J. L. Alexander, 100 Adelaide St., W.,
Montreal—J. L. Alexander, 1117 St. Catherine St., W.

STRATFORD

CJCS
Hates effective September 1, 1987.

Hates effective September 1, 1987.

Owned by F. M. Squires.

Oberated by the Central Broadcasting Company.

Itusiness Office and Studio—Windsor Hotel. Stratford,
Ontario. telephone 1675.

Praisimitter—Windsor Hotel, Stratford. Ontario.

Wave—Power—Time
Uncertaing power—100 watts.

11007 modulation—crystal control.)

241.9 meters: 1240 kilocycles.

Licensed to berate full time on cleared regional channel
Agency Commission

Agency Commission

Agency Commission 15% to all recognized advertising agencies. Commission does not apply to talent or line fees. Invoices are mailed ist of each month, Bills dine an dpayable when rendered. Cash discount none.

General Advertising

Piscount on gross rates for number of periods under contract not to exceed one year duration.

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

| contract not to exceed one year duration. | | | | | | |
|---|---------|------------|-----------|---------|----------|--|
| | (6:00 | p.m. to 11 | :00 p.m.) | | | |
| | 1 ti. | 13 ti. | 26 ti. | 52 ti. | 100 ti. | |
| I hour | . 25.00 | 23.75 | 22.50 | 21,25 | 20.00 | |
| 3/4 hour | 20.00 | 19.00 | 18.00 | 17.00 | 16.00 | |
| 1/2 hour | 15.00 | 14.25 | 12.83 | 12.75 | 12.00 | |
| 1/4 hour | 10.00 | 9.50 | 9.00 | 8.50 | 8_00 | |
| 10 mln | | 7.13 | 6.75 | 6.38 | 6.00 | |
| . 5 n≀ln | . 5.00 | 4.75 | 4.50 | 4.25 | 4.00 | |
| Spot annot | unce- | | | | | |
| ment | . 3.50 | 3.32 | 3.15 | 2.97 | 2.80 | |
| | (7:30 | 8.m. to 6; | 00 p.m.) | | | |
| 1 hour | . 20.00 | 19.00 | 18.00 | 17.00 | 16.00 | |
| 3.4 hour | 16.00 | 15.20 | 14.40 | 13.60 | 12.80 | |
| 1/2 nour | 12.00 | 11.40 | 10.80 | 10.20 | 9.60 | |
| 1/4 haur | . 8.00 | 7.60 | 7.20 | 6.80 | 6.40 | |
| 10 min | . 6.00 | 5.70 | 5.40 | 5,10 | 4.80 | |
| 5 min | | 3.80 | 3.60 | 3.40 | 3.10 | |
| Shot anno | unce- | | | | | |
| ment | | 2.85 | 2.70 | 2.55 | 2.40 | |
| (*) A11 | snot ar | nouecement | a oubject | to etal | ton sin- | |

(*) All spot announcements subject to station approval and ilmited to 75 words.

REYORDED PROGRAMS

REWUISIT TATES apply. Transcription library services available—rates and details on request.

Rates on application

Rates on application.

REMOTE CONTROL

Programs that originate outside station studios are subject to an extra charge to cover the cost of any sheetal lines required.

Contract and Other Requirements

Station rates include services of program department and English announcers in arranging and presentation of programs, and are for programs that originate in main studios.

of programs, and are for programs unat outgoined in main studies. All continuities and announcements must conform with the requirements of the management and the rules and regulations of the Canadian Broadcasting Corporation.

Mechanical Program Equipment Equipmed to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables. Personnel Manager—S. E. Tapley.

Chief Engineer—S. C. Eise.

Representatives United States—Weed & Company. Canada—All-Canada Radio Facilities. Ltd.

SUDBURY CKSO (Established 1935)

CKS O

(Established 1935)

Rates effective March 1, 1942.
Owned and operated by The Sudbury Daily Star.
Business Office and Studio—21 Elsin Street, sudbury, Ontarlo, telephone 77505.
Trainwitter—Neelon Township (three miles from studio).

Wave—Power—Time
Oberating power—1.000 watts.
1100% modulation—crystal control.)
379.7 meters: 790 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
Asency commission 15% to all recognized agencies.
No commission on linea, transcriptions or talent fees.
Billia due and bayable when rendered.
General Advertising
For combination rates see listing of Canadian Broadcasting Corporation (Ontarlo Regional Network).
Rates include charges by convers of music copyrights.
11. 1301.
1 aour 60.00 57.00 54.00 51.00 48.00 45.00
1/2 hour... 36.00 31.20 32.40 30.60 28.80 27.00
1/4 hour... 24.00 57.00 54.00 51.00 48.00 45.00
1/4 hour... 36.00 34.20 32.40 30.60 28.80 27.00
1/2 hour... 36.00 34.20 32.40 30.60 28.80 27.00
1/2 hour... 36.00 34.20 32.40 30.60 28.80 27.00
1/2 hour... 36.00 34.20 32.40 30.60 28.50 57.00
1/2 hour... 36.00 34.20 32.40 30.60 28.50 57.00
1/2 hour... 36.00 34.20 32.40 30.60 32.80 27.00
1/4 hour... 36.00 34.20 32.40 30.60 38.50 57.00
1/4 hour... 36.00 34.20 32.40 30.60 32.80 27.00
1/4 hour... 36.00 34.20 32.40 30.60 32.80 27.00
1/4 hour... 36.00 34.20 32.40 30.60 32.80 27.00
1/4 hour... 36.00 34.20 32.40

| | | 1 ti. | 13 ti. | 26 ti. | 52 ti |
|-----|---------|--------|--------------|--------|-------|
| 1 | bour | 45.00 | 42.75 | 40.50 | 38.2 |
| 1/2 | hour | 27.00 | 25.65 | 24.30 | 22.9 |
| 1/4 | hour | | 17.10 | 16.20 | 15.30 |
| 10 | minutes | 13.50 | 12.82 | 12.15 | 11.4 |
| 5 | minutes | 9.00 | 9.55 | 8.10 | 7.6 |
| | ODOM A | STREAM | ATOMES CYTAT | TIC! | |

ONTARIO—Continued

SUDBURY—Continued CKSO-Continued

SPECIAL FEATURES
Time Signals or Temperature Reports—Rates on request.

Time Signals or Temperature Reports—Rates on request.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply, which include pre-audition.

TALENT

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 33-1/3 and 78 r.p.m. double turn-tables, for lateral and vertical cut recordings.

Personnel

President—W. E. Mason.

Manager—W. J. Woodill.

Representatives

Toronto, Montreal, Winnipeg, Vancouver—All Canada Radio Facilities, Limited.

United States—Weed & Company.

TIMMINS

CKGB

(Established 1933)

(Established 1933)
Rates effective October 1, 1938.
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 El. 2464.
310 Keefer Building, 1440 St. Catharine St., W., Montreal, Quebec, telephone Harbour 3051.
Transmirler—2-1/2 miles west of Timmins.
Wave—Fower—Time
Operating power—1,000 watts.
1100'% modulation—crystal control.)
201.1 meters; 1470 kilocycles.
Licensed to operate full time on cleared regional

Licensed to operate full time on cleared regional

Licensed to operate full time on cleared regional channel, Oh-rates 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

gency Commission
Avency commission
For combination rates see listing of Canadian Broadcasting Corporation (Ontario Regional Network).

CLASS

Avency

(6:00 p.m. to 11:00 p.m. week days and all
day Sundays)

1 to 1.11 13 tt. 26 tt. 52 tt. 100 tt. 300 tt.
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 ′2 | | 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 | 18.50 |
| 5 | minutes | 12.00 | 11.40 | 10.80 | 10.20 | 9.60 | 9.00 |
| | | | CLASS | B., | | | |
| (| (7:00 a.n | 1. to 6 | 1:00 p.r | n. and | 11:00 | p.m. t | 0 |
| | | | 1:00 8 | ı.m.) | | • | |
| 1 | hour | 36.00 | 34.20 | 32.40 | 30.60 | 28.80 | 27.00 |
| 1/2 | hour | 21.60 | 20.52 | 19.44 | 18.36 | 17.28 | 16.20 |

CLASS "A"
(6:00 p.m. to 7:30 p.m.) 1 time 6.00 52 times 5.70 100 times 5.40 7:00 CLASS 'B'
(7:00 a.m. to 6:00 p.m.)
1 time...
52 times...
100 times...
100 times...

SPECIAL FEATURES
Time Signals: Limited to 35 words; minimum contract 3 months. For month, 75.00; each additional

SPECIAL FEATURES
Time Signals: Limited to 35 words; minimum contract 3 months. For month. 75.00; each additional format, 40.00.
"The Breakfast Club"—Monday through Saturday, 8:15 a.m. to 8:45 a.m.
Salute to Timmins"—Monday through Saturday, 10:15 p.m.
Melody Matince"—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 Saturday, 4:15 p.m. to 2:00 p.m.
"The 4:15 Club"—Monday through Friday, 4:15 p.m. to 2:00 p.m.
"The 4:15 Club"—Monday through Friday, 4:15 p.m. to 2:00 p.m.
"The 4:15 Club"—Monday through Friday, 4:15 p.m. to 2:00 p.m.
"The 4:15 Club"—Monday through Friday, 4:15 p.m. to 2:00 p.m.
"The 4:15 Club"—Monday through Friday, 4:15 p.m. to 3:00 p.m. The service additional.
Contract and Other Requirements
Chiantly rates apply where a contract is signed or no order siven for a period not to exceed one year.
All programs subject to approval of station management and Canadian Broadcast Comporation regulations. Sponsored programs and network time take preference over announcements.
Siation reserves the right to give announcements best alternative times available without notification.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/8 and 78 r.p.m. double turu-tables.
Personnei

ersonnel
President—Roy H, Thomson.
General Manager—J. K. Cooke.
Commercial Manager—H. C. Freeman.
Station Manager—H. R. Morrow.
Program Director—Harrison Filmt.
Chief Engineer—Ernest Mott.
Publicitiy Director—Joanne Ciochetto.
ranch Offices
Toronto—80 Richmond St., W., Eigin 2464 (R. A. Leslie).

Publicity Director—Joanne Clochetto.

Branch Offices

Toronto—80 Richmond St., W., Eigin 2464 (R. A. Leslie).

Montreal—1440 St. Catharines St., Harbour 3051.

Representatives
All Canada Radio Facilities.

New York, Chicago & Detroit—Weed & Company.

TORONTO

CBL (Established 1987)

(Established 1987)

Rates effective December 1, 1987.
Owned and operated by the Canadian Broadcastina Corporation.

Business Officers of Stork Street. Toronto, Ontario. Studio—805 Davenport Road, Toronto, Ontario. Studio—805 Davenport Road, Toronto, Ontario. Transmitter—Hornby, 22 miles west of Toronto.

Wave—Fower—Time Ontario, 1988.
Licensed to operate full time.
Agency Commission 55% allowed to recognized agencies on each of the commission on the commission 15% allowed to recognized agencies on each of the commission on the commission of the commission on the commission of the commission on the commission of the commission on the commission of the c

regular rates.
Transcription library services available-rates on re-quest. TALENT

TALENT
Rates on request.
Contract and Other Requirements
Alcoholic heverage 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. Clarinchull.

Personnel
Station Mgr. & Regional Rep.—D. Claringbuli.
Commercial Manager—E. A. Weir.

CBY (Established 1986)

(Established 1988)

Rates effective July 1, 1041. (Card No. 1.)

Owned and operated by the Canadian Broadcasting
Corporation.

Studios—805 Davenport Road. Toronto. Ontario.

ave—Power—Time
Operating power—1,000 watts.
207.0 meters; 1010 kilocycles.
Licensed to operate full time.

Actual operating schedule: 8:00 s.m. to 12:00 midnight.

Actual operation in the state of the state o

| | (1:30 p.m. to 1 | TION DI | D.) | |
|----|---|---------|---------|---------|
| | • | 1 hr. | 1/2 hr. | 1/4 hr. |
| 1 | tirne | 120.00 | 72,00 | 48.00 |
| 13 | times | 114.00 | 68,40 | 45.60 |
| 26 | tlmes | 108.00 | 64,80 | 43.20 |
| 52 | tlmes | 102.00 | 61.20 | 40.80 |
| no | times | | 57.60 | 38.40 |
| | | | | |

CFRB

Rates effective January 1, 1942.

Rates effective January 1, 1942.

Operated by Rogers Radio Broadcasting CompaLimited.

Business Office and Studio—37 Bloor St. We
Toronto (5), Ontario. Midway 3515.

Transmitter—Aurora, Ontario.

Wave—Power—Time
Actual operating power—10,000 watts.
(100% modulation.)

343.8 meters; 850 kilocycles.

Licensed to operate full time on cleared regio a
channel. Operates on Eastern Standard Time. Di
IISM Savinss Time observed.

Actual operating schedule: Sundays 9:00 a.m.
12:05 a.m. Week days 7:00 a.m. to 12:05 a.m.

Agency Commission
Agency commission 15% allowed recognized agency Commission does not apply to talent. Involces and mailed monthly. Bills due and payable when not dered. No cash discount.

dered. No cash discount.

General Advertising
For combination rates see listing of Columbia Bra casting System (Canadian Group).

(7:00 p.m. to 10:30 p.m. week daya and Sundays).

1tt. 13 tl. 26 tl. 52 tl. 100 tl. 30tl. 1/2 hour.... 110.00 104.50 99.00 93.50 88.00 81 1/4 hour.... 73.00 69.85 65.70 62.05 58.40 81 10 minutes 60.00 67.00 54.00 51.00 48.00 41 5 minutes 45.00 42.75 40.50 38.25 86.00 31 CLASS "B".

5 minutes 45.00 42.75 40.50 38.25 86.00 \$1 (6:00 p.m. to 7:00 p.m. and 10:30 p.m. to 11:00 p.m. week days and Sundays, and Sundays and Sundays and Sundays and Sundays and Sundays and Sundays 40 to 7:00 p.m.)

1/2 hour.... 80.00 76.00 72.00 68.00 64.00 \$1.00 hour...
1/4 hour.... 80.00 50.35 47.70 45.05 42.40 \$1.00 hour...
5 minutes 33.00 31.35 29.70 28.05 26.40 \$2.00 hour...

7:00 a.m. to 6:00 p.m. week days and 11:00 region of the property of the prope

b minutes 28.00 21.85 20.70 19.55 18.40 1

Times not guaranteed on spot announcements. Let i
of 1/2 hour preceding or following contracted i
must be allowed.

Announcements subject to approval of station t
agement. Quantity discounts do not apply on
announcements.

Each announcement of 20 seconds or less before
6:00 p.m. I have before 6:00 p.m.

less than 1 minute before 6:00 p.m.

Each announcement 7:20 seconds or less after
6:00 p.m. and up to 7:30 p.m. or after 11:00 p.m.

D. D. Band 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 record

ELECTRICAL TRANSCRIPTIONS
Transcription library service available. Detail is request.

request.

REMOTE CONTROL
Programs which are broadcast from points outsil main studios will be subject to special charge a Contract and Other Requirements
Advertising of alcoholic beverages not accepted. All programs and announcements are subject to proval of station and must be in accordance with the contract of the

Mechanical Program Equipment Equipment to handle programs by electrical tran-tion, using double turn-tables either 33-1/8 r.p.m.

Personnol
President—Harry Sodgwick.
Station Managor—Lloyd Moore.

Representatives
United States—Joseph Hershey McGillyra, Inc.

4,6

ONTARIO—Continued

TORONTO—Continued CKCL

Rates effective August 1, 1940.
Uwned and operated by Dominion Battery Co., Ltd Studio-444 University Ave., Toronto, Ont., Adelaide 1014.

i.
mitter—Scarborough, Ontario.
Power—Time
ting power—1,000 watts.

ave—Power—Time
Uperating power—1.000 watts.

(100% modulation.)

517.2 meters; 580 kilocycles.
Operates on Eastern Standard Time. Daylight Savling Time observed.
Actual operating schedule; Sundays 9:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.

| Actual operating schedule: Sundays 9:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight. Sense of the property of the p

Journal of the Communication o

Transcription library service available. Rates on reluest.

TALENT
Rates on application.

Programs which are broadcast from points outside of
main studies will be subject to special charges.

Intract and Other Requirements
All programs and announcements are subject to approval of station and must be in accordance with all
government regulations.

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

Transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Transcription using 33-1/3 and 78 r.p.m. double furn-tables.

WINDSOR

Rates effective March 29, 1941.

Owned and operated by Western Ontarlo Broadcasting Co. Ltd., Guaranty Trust Bidg., Windsor, Ont. United States Subridiary, Essex Broadcasters, Inc., Union Guardian Bidg., Detroit, Michigan.

Transmitter—Sandwich South Township, Ontario.

1200—Pawer—Time
Operating power—5,000 watts.

11000? modulation—crevial control.)

875.0 meters; 800 kilocycles.

Licensed to operate full time on international cleared channal.

Operates on Fastary Ware 22.

Licensed to operate full time on internations, control channel.
Operates on Eastern War Time.
Actual operating schedule: 6:00 a.m. to 4:00 a.m. to encounted advertising agencies on station time only. All bills rendered monthly: payable 10th prox. Cash discount none. (Cammission does not apply to talent.) teneral Avertising
For combination rates see listings of Muthal Broadcasting System and Canadian Broadcasting Corp. (Ontario Regional Supplementaries). These rates are for United States advertisers with headquarters in the United States.

CLASS "A."

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

111
28 tt. 50 tt. 100 tt.

| | 1 11 | 13 tf. | 26 tt. | 52 ti. | 100 tf. |
|-----------|--------|--------|--------|--------|---------|
| 1 hour | 820.00 | 804.00 | 288.00 | 272.00 | 256.00 |
| 1/2 hour | 200.00 | 190.00 | 180.00 | 170.00 | 160.00 |
| 1/4 hour | 125,00 | 118,75 | 119 50 | 108 25 | 100 00 |
| 5 minutes | 62.50 | 61.75 | 58.50 | 55.25 | 52.00 |
| | | | | | |

| | | CLASS | ь | | |
|----------|---------|---------|-----------|----------|---------|
| (10:30 | p.m. to | 11:00 g | .m. daliy | , and 1: | 00 |
| | p.m to | 6:00 1 | .m. Sund | | |
| | 1 ti. | 13 ti. | 26 ti. | 52 ti. | 100 ti. |
| 1 hour | 240.00 | 225.00 | 210.00 | 201.00 | 182.00 |
| 1/2 nour | 100.00 | 142.50 | L85.00 | 127.00 | 120.00 |
| 1/4 hour | 93.75 | 89.05 | 84.00 | 75.7U | 15.00 |
| minutes | | 44.65 | 42.30 | 39.95 | 37.60 |
| | | CLASS | .,(,, | | |

CLASS "C"

(9:15 a.m. to 6:90 p.m. week days and 8:00
a.m. to 1:00 p.m. Sundays)

1 nour 100.00 (32.00 144.00 185.00 128.00
1/2 hour 100.00 95.00 90.00 85.00 30.00
1/4 frour 82.50 59.35 56.25 53.10 50.00
5 minutes 31.25 30.85 29.25 27.80 28.80

400 word maximum allowed on evening chain breaks
cler 8:10 0.00

SPECIAL FEATURES
Happy Joe—6:100 a.m. to 9:15 a.m. week days: Per announcement 15.00.
Myrtle Labbitt's Home Chats—Approximately 9:30 a.m. week days: Per participation 15.00.

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

minutes, two-thirds of the quarter-hour rate in all classes.

CANADIAN ADVERTISING

(7:00 p.m. to 10:30 p.m. daily)

11. 13 ti. 26 ti. 52 ti. 100 ti. 300 ti.
1 hour... 160.00 150.00 140.00 130.00 120.00 110.00
1/2 inoir... 85.00 80.75 76.50 72.25 68.00 68.75
1/4 hour... 50.00 47.50 45.00 42.50 40.00 87.50

CLASS '3''

(6:00 p.m. to 7:00 p.m. daily and 10:30 p.m. to 11:00 p.m. daily and all day Sunday to 10:00 p.m.
1 hour... 120.00 114.00 108.00 102.00 98.00 90.00
1/2 hour... 65.00 61.75 58.50 55.25 52.00 48.75
1/4 hour... 35.00 33.25 32.50 29.75 28.00 26.25

CLASS 'C'

(6:45 a.m. to 2:00 p.m. and 1:00 p.m. to 6:00 p.m. and 1:100 p.m. daily except Sunday
1 hour... 85.00 80.75 76.50 72.25 68.00 68.75
1/2 hour... 45.00 42.75 40.50 38.25 30.00 38.75
1/4 hour... 25.00 23.75 22.50 21.25 20.00 18.75

ANNOUNCEMENTS

ANNOUNCEMENTS
announcements subject to approval of station

management.
Each announcement up to 6:00 p.m. 8.00
From 6:00 p.m. to 7:30 p.m. and after 11:00 p.m. 12:40
RECORDED PROGRAMS
Regular time charges apply. Restricted to certain hours.

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 taient. Rates include radio charges by owners of music copyrights. Program rate to be given from one of the station studios in Window by the programs to be given from one of the station studios in Window of publicity talks accepted only with the program of the station director. Talk may be delivered by advertiser's representative or announcer. No deviation from manuscript permitted. Staff announcers serve all advertisers without additional charks. No contract subject to cancellation unless program startuce accepted for lonker period than one year. All contracts subject to cancellation unless program startuces 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 programs for reasons satisfactory to itself. Rates subject to change without notice.

All programs must conform to the standards of Station; 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 solling or lotteries are not consistent with policies of station. The cervices of station production department are offered to broadcasters and advertising assencies, without additional cost, for the purpose of securing talent at the lowest possible prices. Program ideas, continuities, etc., prepared and submitted under the newspaper announcements. All proposals euhomous continuities, etc., prepared and submitted without charge by station production department.

Closing Timust be closed two weeks in advance to make newspaper announcements. All proposals euhomous department. Sequipped to han

President-Malcolm Campbell. General Manager-J. E. Campeau.

Branch Office United States—Joseph Hershey McGillyra, Inc.

WINGHAM CKNX

(Established 1926)

(Established 1926)
Rates effective July 15. 1041.
Owned and operated by W. T. Cruickshank and B. Howard Bedford.
Business Office and Studio—Josephine St., Wing-ham Ontario telephone 158
Transmitter—Belgrave, Ontario.
Wave—Power—Time
Operating power—1,000 watts,
(100% modulation—crystal control.)
326.1 meters; 292 kilocycles.
Oncrates on Eastern Standard Time
Actual operating schedule: 7:15 a.m. to 11:00 p.m.
Ageney Commission
Acency commission 15% to recognized agencies. All accounts must be settled by the 20th of month following service.

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.
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.
RENOTE CONTROL.
Stations mantains 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 nutice.

SERVICE FACILITIES

SERVICE FACILITIES
Complete service at no charge, including press publicity, station build-up, dealer letters and dealer

iicity. Hispiavs Contract and Other Requirements

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
Equipmed to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.
Personnel Manager W. T. Crutokebach

ersonnel 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

ransmitter—vest floyalty, F. E. 1., three finites northeast. Wave—Power—Time
Uberating power—1.000 watts.
(100% modulation—crystal control.)
476.2 meters; 630 Kilocycles.
Licensed to operate full time on clear regional channel.

(100% modulation—crystal control.)

476.2 meters; 630 kilocycles.
Licensed to operate full time on clear regional channel.
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 16% 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 Broad-eastline Corporation (Marithme Regional Network)
The following rates are for national and local advertising. Music copyright fees are included.
Programs broadcast in foreign language.
(5:00 p.m. to 12:00 midnight)

1 ti. 13:11. 26:11. 52 tt. 104 tt. (*)
1 hont..... 60:00 57:00 54:00 51:00 48:00 45:00
1/2 hour.... 23:00 57:00 54:00 51:00 48:00 45:00
1/4 hour... 22:00 20:90 19:80 18:70 17:00 16:50
10 minutes. 11:00 10:45 9:90 9:35 8:80 8:25
3 minutes. 8:15 8:00 7:85 7:70 7:55 7:40
(All other hours)
1 hour.... 28:00 36:20 34:40 32:60 30:80 20:00
1/2 hour.... 28:00 22:90 21:80 20:70 19:60 18:50
1/4 hour.... 21:00 22:90 21:80 20:70 19:60 18:50
1/4 hour... 21:00 22:90 21:80 20:70 19:60 18:50
1/4 hour... 21:00 22:90 21:80 20:70 19:60 18:50
1/4 hour... 21:00 midnight)

Spot announcement at any definite times.

Spot announcement simmediately preceding and/or following newscasts. premium charge 25%.
Accepted hefore 7:30 p.m. and as "spots" only, not subject to placement at any definite times.

(6:00 p.m. to 12:00 midnight)
1 minute (approximately 100 words) 6:00 6:50 6:30 6:00 5:70 6:35 5:00
1 minute approximately 100 words) 6:00 6:50 6:30 6:00 5:70 6:35 5:00
1 minute (approximately 100 words) 6:00 6:50 6:30 6:00 5:70 6:35 5:00
1 minute (approximately 100 midnight)
2 minute (approximately 100 midnight)
3 minute (approximately 100 a.m. to 11:15 a.m. to 11:00 a.m. Home Forum: 11:00 a.m. to 11:15 a.m. to 11:00 a.m. New

apply. Recording equipment available.

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.

request.

Portable and mobile units available.

Portable and mobile units available.

Contract and other Hequivements
Advertising of alcoholic beverages not accepted.

Contract subject to cancellation on three weeks' written notice accompanied by certified check at short rate to date of last program.

Separate programs advertising separate products of the same company shall be considered as separate contracts and may not be combined for lower rates unless this combination is included in one advertising contract, through one advertising agency, and unless the programs are run adlacent to each other so that the combination forms one continuous broadcast.

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 \$3-1/3 or 78 r.D.m. double turn-tailes for lateral and vertical recordings.

Personnel

Managing Director—Lt. Col. Reith S. Rogers.

Prox. & Com'l Mgr.—L. A. McDonald.

Chief Engineer.—R. F. Large

Representatives

Canada—All-Canada Radio Facilities. Ltd.

United States—Weed & Company.

SUMMERSIDE

CHGS

(Established 1926)

(Established 1926)

Hates effective July 1, 1931
Owned and operated by R. T. Holman, Ltd.
Busyness Office and Studies—Holman Signs. 190 Water
Street. Summerside, P. E. 1. telephone 134
Transmitter—Holman Bidgs. Summerside. P. E. 1
Wave—Power—Time
Operating power—100 watts.
202.7 meters; 1480 kilocycles.
(100% modulation—crystal control.)
Litenaed to operate run time on rexional channel.
Operates on Atlantic Standard Time. Daylight Savings Time observed.
Actual operating schedule: Sunday 1:100 a.m. to 1:00
p.m., 4:00 p.m. to 9:00 p.m. Week days 7:30 a.m.
to 8:30 a.m., 10:30 a.m. to 2:30 p.m., 4:00 p.m. to
9:00 p.m.

to 8:30 a.m., 10.50 a.m., 9:00 p.m.
9:00 p.m.
Agency Commission
Commission 15% to recognized advertising agencies. Commission does not apply on talent. No agencies. Commission does not apply on talent. No agencies. Involces mailed 1st of each month. agencies. Commission acrea discount. Invoices mailed 1st of each m General Advertising
MUSICAL ENTERTAINMENT PROGRAMS
(After 6:00 p.m.)

| | (A) | ter 6:00 | p.m.) | | |
|-----|----------|-----------|--------|--------|--------|
| | • | 1 t1. | 13 ti. | 26 t1. | 52 t1. |
| 1 | hour | 25.00 | 23.75 | 22.50 | 21.25 |
| 1/2 | hour | 15.00 | 14.25 | 13.50 | 12.75 |
| 1/4 | hour | | 9.50 | 9.00 | 8.50 |
| 10 | minutes | | 7.12 | 6.75 | 6.38 |
| 5 | minutes | | 4.75 | 4.50 | 4.25 |
| | (Be | fore 6:00 | p.m.) | | |
| 1 | hour | | 14.25 | 13.50 | 12.75 |
| 1/2 | hour | 9.00 | 8.55 | 8.10 | 7.65 |
| 1/4 | hour | | 5.70 | 5.40 | 5.10 |
| 10 | minutes | 4.50 | 4.27 | 4.05 | 3.83 |
| 5 | minutes | | 2.85 | 2,70 | 2.55 |
| | ANNOUNCE | EMENTS | AND T | ALKS | |

ANNOUNCEMENTS ANI TALKS
Announcements accepted before 7:00 p.m. Price quoting not permitted. Maximum 100 words.

Per minutes. 2.00 1.90 1.80
SPECIAL FEATURES FOR COMPLETE
SPONSORSHIP
Domestic Science. Time Signals. News. Agricultural
News and Markets—rates and details on request.
SPECIAL FEATURES FOR PARTICIPATING
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.

All wire and mechanical charges for remote courtous are additional.

Contract and Other Resultements
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.
All proposals subject to prior booking of time, All contracts subject to the station owner's approval and governmental regulations. The right is reserved to refuse or discontinue any advertising for reasons astisfactory to the management.

All programs must conform to the standards of the station. Music and continuity subject to the station. Supproval.

Closins Time

Talent programs close two weeks in advance of progicant for inclusion in publicity releases. Final

Talent programs close two weeks in advance of broadcast for inclusion in publicity releases. Final closing one week. Announcements, talks and re-cordied programs close one week in advance of broad-

cast.

Mechanical Program Engipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/8 and 78 r.p.m. double turn-tables.

Personnel

arannel Manager—R. L. Mollison.

QUEBEC

AMOS CHAD

(Established 1942) Owned and operated by Northern Quebec Broadcasting

Owned and operated by Northern Quebec Broadcasting System.

Business Office—Reilly Bidg., Rouyn, Que.
Studio—Royal Theatre Bidg., Amos. Que.
Transmitter—One mile west of Amos. Que.
Wave—Power—Time
Operating power—100 watts.
223.9 meters; 1340 kllocycles.
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.

Hates effective September 1, 1942.

Operated by the Canadian Broaucasting Corporation
Business Office and Studios—Chicoutian. Quebec.
telephone 155.
Transmitter—Chicoutian. Quebec.
/ave—Power—Time
Operating power—1,000 watts.
1100% medulation—crystan control.
189.9 meters: 1580 kilocycles.

Operates on Eastern Standard Time. Daytikin Savings Time Observed.

Actual operating schedule: 8:00 a.m. to 12:00 mid.

| 1 | hour. | | | | | ******* | | | 40.00 |
|------|-------|-------|-----|------|--------------|---------|---------------|------|-------|
| 1/2 | hour. | | | | | | | | 24.00 |
| 1/4 | | | | | | | ************ | | |
| | | | | CLAS | S "B | •• | | | |
| | (8:00 | a.m. | | | p.m. midn | | 11:00 | p.m. | |
| 1 | hour. | | | | | | | | 24.00 |
| 1/2 | | | | | | | | | |
| 1/4 | hour. | | | | | | | | 9.60 |
| -, - | | | | DISC | OUNT | S | | | 0.00 |
| 13 | times | | | | | | S | | 15% |
| 26 | times | | | 109 | 104 | time | S | | 20% |
| | | | | | PRO | | | | 20 /2 |
| Acc | epted | until | 7:3 | D.m. | | | ere Prensi | | |
| | | | | | | | | | |

Accepted until 7:30 p.m. at regular rates.

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 heverage advertising not accepted.

Broadcast rates do not include artists' fees.

All programs subject to the regulations of the Canadian Broadcasting Corporation and approval of the Commercial Department.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription using 33-1/3 and 78 r.D.m. double turn-tables

Personnel

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.

Transmitter—One mile outside Hun. Survee.

Wave—Power—Time
Operating power—250 watts.

'tont's modulation—crystal control.)

241.9 meters; 1240 kilocycles.

Licensed to operate on regional channel. Operatee on Fastern 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
Agency commission
to recognized advertising
agencies on station time only. No cash discount,
No commission on talent.
Invoice matted let of
month following broadcart.

month following orosana.

General Advertising
For combination rates see listing of Canadian Broadcasting Corp. (Quebec Regional Supplementaries).

CLASS "A"

11:00 p.m.)

| | | (6:00 | p.m. to 1 | | .) | |
|-----|--------|-------|-----------|---------|---------|--------|
| | | 1 hr. | 1/2 hr. | 1/4 hr. | 10 min. | 5 min. |
| 1 | time | 50.00 | 30.00 | 20.00 | 15.00 | 10.00 |
| 13 | times | 47.50 | 28.50 | 19.00 | 14.25 | 9.50 |
| 26 | times | 45,00 | 27.00 | 18.00 | 18.50 | 9,00 |
| 52 | times | 42.50 | 25.50 | 17.00 | 12.75 | 8.50 |
| 100 | times | 40.00 | 24.00 | 16.00 | 12.00 | 8.00 |
| 200 | times | 37.50 | 22.50 | 15.00 | 11.25 | 7,50 |
| 300 | or mor | e | | | | |
| tl | mos | 85.00 | 21.00 | 14.00 | 10.50 | 7.00 |
| | | | | | | |

| | p.n | | Sunday bef | | | |
|-----|--------|--------|-------------|----------|----------|--------|
| | | I hr. | ↑ 1/2 hr. | 1/4 fir. | 10 min. | 5 min. |
| i | time | 40.00 | 24.00 | 16.00 | 12.00 | 8.00 |
| 13 | times | 38.00 | 22.80 | 15.20 | 11.40 | 7.64 |
| 26 | times | 36.00 | 21.60 | 14.40 | 10.80 | 7,20 |
| 52 | times | 34.00 | 20.40 | 13.60 | 10.20 | 6,80 |
| 100 | times | 32.00 | 19.20 | 12.80 | 9,60 | 8.40 |
| 200 | times | 30 00 | 18.00 | 12.00 | 9.00 | 6.00 |
| 300 | or me | re | | | | 3.00 |
| tiı | mes | 28.00 | 16.80 | 11.20 | 8.40 | 5,60 |
| | | | CLASS " | .c | | -,00 |
| (7 | :45 a. | m. to | 12:00 noon, | | p.m. to | 5:00 |
| | p.in. | and 11 | :00 p.m. to | 12:00 | midnight | |
| 1 | time | 30.00 | 18.00 | 12.00 | 9.00 | 6.06 |
| 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 |
| 100 | times | 24 00 | 14.40 | 9,60 | 7.20 | 1.80 |
| 200 | times | 22.50 | 13.50 | 9.00 | 6.75 | 4.50 |
| 300 | or mo | | 10.00 | 5.00 | 0.15 | 1.00 |
| | mes | 21.00 | 12.60 | 8.40 | 6.30 | 4.20 |
| ••• | | | NNOUNCE | | 0.50 | 1.20 |
| | | Α, | CLASS " | | | |
| | | (8:00 | p.m. to 11 | | . 1 | 300 or |
| | 5 | 13 | | | 100 20 | |
| | ń | | 20 | +4 | 100 20 | 0 more |
| | | | | | | |

CLASS "B" (12:00 noon to 1:30 p.m., 5:00 p.m. to 8:00

Information on request. Transcription library available.

Itates on application.

REMOTE CONTROL

Facilities available including public address system.
Line cliarges extra; also operator's expenses if out of town. Rates on application.

Contract and Other Requirements
All contracts subject to the Canadian Radio Broadcastine 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
Iloward H. Wilson Company.

MONTREAL · CBF

tutes effective October 1, 1938. (Card No. 8.)
Operated by the Canadian Broadcasting Corporation
as outlet for French programs.
Business Office and Studios-King's Hall Buildins.
1231 St. Catharine Street West. Montreal, Quebec,
Marquette 8021.
Transuniter—Vercheres, Quebec.

Alarquette 8021.
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

(100% modulation—crystal control.)
435 meters, 630 kilocycles.
Licensed to operate full time on cleared Canadian channel.
Uperates on Eastern Standard Time. Daylight Savings Time observed.
Operating schedule: 8:00 a.m. to 11:30 p.m.
Agency Commission
Agency 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.
Proyrams broadcast in French.
CLASS "A"
(7:00 p.m. to 1:00 p.m.)
1:1. 13:1. 26:1. 52:1. 104:1.
1 hour. 25:0.00 23:7.50 22:5.00 21:2.50 200.00
1/2 hour. 130:00 123:50 117:00 110:50 194:00
1/4 hour. 130:00 123:50 117:00 110:50 194:00
1/4 hour. 150:00 14:2.50 135:00 127:50 120:00
1/2 hour. 150:00 124:55 135:00 127:50 120:00
1/2 hour. 150:00 14:2.50 135:00 127:50 120:00
1/2 hour. 150:00 14:2.50 135:00 127:50 120:00
1/2 hour. 45:00 42:75 40:50 38:25 38:00
1/2 hour. 45:00 18:75 12:50 106:25 100:00
1/2 hour. 50:00 p.m. and 11:00 p.m. to
11:30 p.m.)
1 hour. 125:00 18:75 12:50 106:25 100:00
1/2 hour. 50:00 p.m. and 11:00 p.m. to
11:30 p.m.)
1 hour. 100:00 95:00 90:00 88:00 80:00
1/2 hour. 50:00 p.m. and 11:00 p.m. to
11:30 p.m.)
1 hour. 100:00 90:00 90:00 88:00 80:00
1/2 hour. 50:00 p.m. an

 $\{(A_{i,n}^{(i)}\}$

. J. .

OUEBEC—Continued

MONTREAL—Continued CBF-Continued

Day service consists of four time signals limited to c70 words. Evening service consists of four time signals and, when given after 7:30 p.m. and prior to fil. 300 p.m., are limited to the mention of the sponsor product advertised.

Service as a signal s near differential signals near differential signa

| in | daily | for | 8 | months, | per per | monthmonth | 680.00 |
|----------|-------|-----|----|-------------------------------|-------------------|------------|------------------|
| le le | daily | for | 3 | (Before months, months. | 6:0 per per | month | 600.00 510.00 |
| 18 | daily | for | 12 | months. | per | month | 450.00 |

COMBINATION RATES

n:Vhen CBF, Montreal (French), and CBM, Montreal
#32English), are used in combination the following
sates apply: CLASS "A"

| | | (7:00 | | 11:00 p.m | .) | | |
|---|-------|--------|-----------|-----------|----------|---------|--|
| | | l ti. | 13 t1. | 26 t1. | 52 ti. | 104 ti. | |
| 1 | hour | 325.00 | 308.75 | 292.50 | 276.25 | 260.00 | |
| | | 175.00 | 166.75 | 158.50 | 150.25 | 142.00 | |
| 4 | hour | 90.00 | 85.50 | 81.00 | 76.50 | 72.00 | |
| | | | | | | | |
| | (5:00 | p.m. 1 | to 7:00 p | .m. week | days and | | |
| | | 0.00 | | C | · domol | | |

12:00 noon
1 1 hour... 225.00
1 /2 hour... 115.00
1 /4 hour... 60.00 to 5:00 213.75 109.25 57.00

74 hour. 60.00 57.00 54.00 51.00 48.00 CLASS "C"

(8:00 a.m. to 2:00 p.m. and 11:00 p.m. to 11:30 p.m.)

1 hour. 175.00 186.75 158.50 150.25 142.00 6/2 hour. 90.00 85.50 81.00 76.50 72.00 6/4 hour. 50.00 47.50 45.00 42.50 40.00 3:00t Announcements and Time Signals are not sold one combination.

ELECTRICAL TRANSCRIPTIONS 10t Lecepted during classes "B," "C," and "D "

TALENT TALENT

isansonnel na commercial Manager—J. Art Dupont.

CBM

**tates effective October 1, 1938. (Card No. 8.)

**Deparated by The Canadian Radio Broadcasting Cortroporation as an outlet for English programs.

**Tausiness Office and Studios—King's Hall Bids., 1231.

St. Catharine Street West, Montreal, Quebec.

**Marquette 8021.

**Other studios, Associated Screen News, and Tudor Hall, Montreal.

**Other studios, Associated Screen News, and Tudor Hall, Montreal.

**Other Studios Associated Screen News, and Tudor Hall, Montreal.

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**Other Studios Associated Screen News, and Tudor Hall, Montreal.

**Other Studios Associated Screen News, and Tudor Hall, Montreal.

**Other Studios Associated

relency Commission
Agency commission
Agency commission
Agency commission
Agency commission
Description
Of the Commission

| Programs t | roaucasi | THE THEFT | 811. | | |
|------------|----------|-----------|----------|----------|---------|
| | | CLASS ' | 'A'' | | |
| | (7:00 | p.m. to 1 | | .) | |
| | Ì ti. | 13 tl. | 26 tî. | 52 t1. | 104 t1. |
| 1 hour | 150.00 | 142.50 | 135.00 | 127.50 | 120.00 |
| 1/2 hour | | 76.00 | | 68.00 | 64.00 |
| 1/4 hour | | 42.75 | 40.56 | 38.25 | 36.00 |
| 1/1 11001 | 20.00 | CLASS ' | | 00.20 | |
| (5.00 | nm to | 7:00 p.: | | dave and | |
| | | to 5:00 | | | |
| | | 95.00 | | 85.00 | 80.00 |
| | | | | | |
| 1/2 hour | | 52.25 | | | 44.00 |
| 1/4 hour | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 |
| | | CLASS | "C" | | |
| (8:00 a | .m. to | 2:00 p.m. | and 11: | :00 p.m. | to |
| | | 11:30 p. | m.) | | |
| 1 hour | 75.00 | 71.25 | 67.50 | 63.75 | 60.00 |
| 1/2 hour | 40.00 | 38.00 | 36.00 | 34.00 | 82.00 |
| 1/4 hour | 25.00 | 23.75 | | | 20.00 |
| | | CLASS | | | |
| | (2:00 | | 5:00 p.m | 1 | |
| 1 hour | 60.00 | 57.00 | 54.00 | 51.00 | 48.0 |
| 1/2 hour | | 33.25 | | 29.75 | 28.0 |
| | | | | | |
| 1/4 hour | | 19.00 | | 17.00 | 16.00 |
| | | | | | |

| | | | 5:00 p.m.) | | | |
|-------------|---------|------------|------------|---------|----------|--|
| 1 hour | 60,00 | 57.00 | 54.00 | 51.00 | 48.00 | |
| /2 hour | 35.00 | 33.25 | 31.50 | 29.75 | 28.00 | |
| l/4 hour | 20.00 | 19.00 | 18.00 | 17.00 | 16.00 | |
| | SPE | CIAL FE | CATURES | | | |
| lime Sign | als: (A | fter 8:00 | n.m.) | | | |
| daily for | 3 mor | ths, per | month | | 600.00 | |
| daily for | 6 moi | nths, per | month | | 510.00 | |
| daily for | 12 mor | the, per | month | | 450.00 | |
| | (P | tefore R.f | 10 nm) ' | | | |
| daily for | 3 moi | nths. ner | month | • | 450.00 | |
| daily for | 6 mo | oths, per | month | | 382.50 | |
| daily for | 12 mor | nths, ner | month | | 337.50 | |
| Day or eve | ening a | ervice ex | clusive to | one adv | crtiser: | |
| each servic | e consi | sting of | four time | signals | limited | |
| | | | | | | |

to 20 words. Time announcements on Sundays re-stricted to the mention of sponsor's "men.

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. Evening signals heard prior to $7:30~\rm p.m.$ and after 11:00 p.m. are limited to $20~\rm words.$

ELECTRICAL TRANSCRIPTIONS
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.
Mechanical Program Equipmet.
Mechanical Program Equipmet Top units of the Canadian Program Equipmet Top units 33-1/3 and 78 r.p.m. deuble turn-tables Permetal Mechanical Programs.

Commercial Manager—J. Art Dupont.

CFCF (Established 1919)



BLUE NETWORK STATION



Rates effective March 1, 1941.

Owned and operated by Canadian Marconi Company.
Business Office and Studio-King's Hall Building.
1231 St. Catherine Street. West, Montreal, Quebec.
Transmitter—Nount Royal Hotel. Montreal, Quebec.
Vave—Power—Time
Operating power—500 watts.
(100% modulation—crystal control.)
500 meters; 600 kilocycles.
Licensed to operate on cleared channel. Operates on Eastern Daylight Saving Time throughout the year.
Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.

Actual operating Sciteuries.

12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.

Agency Commission
Agency Commission 15%. Commission does not apply on talent. No cash discount. Bills due and payable when rendered.

General Advertising
For combination rates see listing of Blue Network Company (Basic Blue Supplementaries).

Fees charked by owners of music copyrights are not included in rates.

Daily broadcast schedules broadcast over short wave station CFCX (6:005 kilocycles).

Rates are based on total number of broadcasts taken consecutively within one year.

(7:00 p.m. to 11:30 p.m. Sunday)

1tt. 13:tt. 26:tt. 52:tt. 100:tt.

1 hour 125:00 118:75 112:50 106:25 100:00

1/2 hour 70:00 66:50 63:00 59:50 56:00

1/4 hour 40:00 38:00 36:00 34:00 32:00

| 1/2 hour | 70.00 | 66.50 | 63.00 | 59.50 | 56.00 |
|------------|-------|-------------|----------|--------|-------|
| 1/4 hour | 40.00 | 38.00 | 36.00 | 34.00 | 32.00 |
| 10 minutes | 32.50 | 30.85 | 29.25 | 27.60 | 26.00 |
| 5 minutes | | 23.75 | 22.50 | 21.25 | 20.00 |
| | | | 'B'' | | |
| (5:00 p.i | m. to | | week da | vs and | 9:00 |
| | | to 5:00 p.m | . Sunday | | |
| 1 hour | 75.00 | 71.25 | 67.50 | 63.75 | 60.00 |
| 1/2 hour | 45.00 | 42.75 | 40.50 | 38.25 | 36.00 |
| 1/4 hour | 27.50 | 26.10 | 24.75 | 23.35 | 22.00 |
| 10 minutes | 23.00 | 21.85 | 20.70 | 19.55 | 18.40 |
| To minutes | 10.00 | 21.00 | 20.10 | 10.00 | 10.10 |

| minutes | 18.00 | 21.85 | 24.75 | 23.35 | 23.35 | 17.10 | 16.20 | 15.30 | 17.10 | 16.20 | 15.30 | 17.10 | 16.20 | 15.30 | 17.10 | 16.20 | 15.30 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17.40 | 17

nouncement 10.00
Flash Announcements—20 words maximum at special positions in daily schedule:
8:00 a.m. to 5:00 p.m. daily, each. 7.50
After 5:00 D.m. daily, each. 11.00
Announcements not accepted for broadcasting on Sundays. and between 7:30 p.m. and 11:00 p.m. week Discounts on Announcements 26 times. 52 times.

100 times... 260 times...

POLITICAL SPEECHES
Rates on request.

ELECTRICAL TRANSCRIPTIONS
Electrical transcription library service available to advertisers at the following rates:

30 minutes.

5.00
Less 15te autonome 5.00 Less 15% agency commission and the following discounts: 13 times 5%; 26 times 10%; 52 times 15%: 100 times 20%. TALENT

TALENT
Rates on request.

REMOTE CONTROL.
Remote control line and pick-up charges on request.

SERVICE FACILITIES
Service of program department and announcers in arranging and presenting programs are included without extra charge. Services of Engineering Department available to advertisers.

Cantract 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 Canadian Marconi Company and to conditions and terms detailed on contract.

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—James A. Shaw.

Prosonal Manager James A. Shaw.

Fromation Director—E. H. Smith.

Commercial Director—M. J. Humphreys.

Respectives Respective

CHLP

(Established 1933)

(Established 1983)
Rates effective September 1, 1941.
Owned and operated by LaPatrie, Montreal, Quebeo.
Business Office & Studio—Sun Life Bldg., Montreal.
Quebec. Plateau 5225.
Transmitter—Ville St. Michel, Quebeo.
Wave—Power—Time
Operating power—250 watts.
1001 modulation—crystal control.)
201.3 meters; 1490, kilocycles.
Licensed to operate full time on cleared channel.
Operates on Eastern Daylight Saving Time.
Actual operating schedule: Sundays 5:00 p.m. to
12:00 midnight. Week days 8:00 a.m. to 12:00 midnight.

night.
Agency Commission
Advance, according to contract. Invoices mailed
weekly. Commission does not apply to talent, line
charges or remote control charges.
General Advertising
CLASS "A"

CLASS "A"
(7:00 p.m. to 12:00 midnight)

| | | 1 ti. | 13 ti. | | | 104 tl. | 250 ti. |
|-----|---------|-------|---------|-------|-------|---------|---------|
| 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 |
| 5 | minutes | 15.00 | 14.25 | 13.50 | 12.75 | 12.00 | 11.25 |
| - | | | CLASS | "B" | | | |
| | | (5:00 | p.m. to | 7:00 | D.m.) | | |
| 1 | hour | | 57 00 | | | 48.00 | 45 00 |

1/2 hour..... 35.00 1/4 hour..... 22.00 5 minutes 10.00 33.25 20.90 9.50 CLASS (7:00 p.m.) 38.25 25.50 2:00

Each announcement of one minute or less 10.00 (After 6:00 p.m.) 9.00

charge, on the Requirements
Advertising of beer and wine accepted. Commercial talks not accepted. islike not accepted.

Broadcast advertising rates do not include artiste' fees. All programs subject to the approval of the inition director Itadio advertising contracts subject to the terms of the company's several licenses and to all Dominion and Provincial laws or regulations now or hereafter in force. Contracts not to exceed one year Mechanical Program Equipment Equipment to handle Programs by electrical transcription using 33-1/8 and 78 r.p.m. double turn-tables. Persannel Circulater Marcel Lefebyre.

Representatives
United States—Joseph Hershey McGillyra, Inc.
Toronto—James L. Alexander, 100 Adelaide St.

You must get The **Family**

in Québec!

Audience



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. Here the family constitutes its own purchasing board.

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

CKA

MONTREAL COLUMBIA BROADCASTING SYSTEM

Representatives—Canada C. W. Wright, Victory Building, Toronto

> United States Joseph H. McGillvra

QUEBEC—Continued

MONTREAL—Continued

CKAL Established 1922



Rates effective April 1, 1942.

**To new and operated by Le Compagnic De Publication De La Presse. Lite.

**Husiness Office and Studion—980 st. l'atharine St. West. Montreal, Quebec, Marquette 3611.

**Transmitter—8t. Hyacinthe, Quetice Wave—Power—Time Operating power—5.000 watts.

**(100 modulation.)

**It meters; 730 kiloveles
Operates on Eastern Daylight Saving Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight.

**Agency Commission
Agency Commission
Agency Commission 1576. 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. but 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 minute.

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.

CLASS 'A'
(7:00 p.m. to 10:30 p.m. week days and
Sundays)

| | 1 tl. | 26 tl. | 52 tl. | 104 tl. | 250 ti. |
|----------|----------|--------|------------|---------|---------|
| 1/2 hour | 100.00 | 95.00 | 90.00 | 85.00 | 80.00 |
| 1/4 hour | 60.00 | 57.00 | 54.00 | 51.00 | 48.00 |
| 10 minut | es 45.00 | 42.75 | 40.50 | 38.25 | 36.00 |
| 5 minut | es 35.00 | 33,25 | 31,50 | 29.75 | 28.00 |
| | | CLASS | "B | | |
| (6:00 | p.m. to | 7:00 | p.m., 10:3 | 0 p.m. | to |
| 11:30 | | | ind Sunday | | :00 |
| | | | | | |

(6:00 p.m. to 7:00 p.m. 10:30 p.m. to 11:30 p.m. to 6:00 p.m. Sundays, and 1:00 p.m. to 6:00 p.m. to

(Sign-on to 0:00 p.m. week days) Class "C" rates apply.

(Sign-on to Gion p.m. work days)

(Class "C" rates apply.

Rates on request.

Talent can be furnished by client when desired. With furnished by station, a fee of 15% of the talent of is charged, which includes production, engaginated that the control of the control of the talent of the charged, which includes production, engaginated that the control of the control

NEW CARLISLE

CHNC (Established 1983)

250. tl. ø

10.00 9.50 9.00 8.50 8.00 CLASS "B"
a.m. to 5:30 p.m. week days)
30.00 28.50 27.00 25.50 24.00
18.00 17.10 16.20 15.30 14.40
12.00 11.40 10.80 10.20 9.60
6.00 5.70 5.40 5.10 4.80
ANNOUNCEMENTS
(5:30 p.m. to 7:30 p.m.) CLASS
(7:30 a.m. to 5:30
1 hour.... 30.90 28.50
1/2 hour.... 18.90 17.10
1/4 hour ... 12.90 11.40
5 minutes 6.00 5.70

Rates are based on the total number of broadcasts under contract within one year but in no case does to series of discounts apply to less than one broadcast per week.

dist.

VEW CARLISLE—Continued

CHNC—Continued

the station is not bound to brungesst the program of the sponsor due to weather conditions, strikes tire, researce or for any other reusen over which the manipulation of the state of the strikes tire, the strikes of the strikes

QUEBEC CBV

CB V

Ites effective October 1, 1938. (Card No. 3.)

Liverateu uy rine Canadian Broadcasting Corporation.

Lisiness Office and Studies—Chateau Frontenac.

Luchec, Que, telephone 8155.

Linsmitter—Charlesbourg, Queeee

Lorenting power—1 nine

Carating power—1 nine

Lorenting power—1,000 watts.

Living power—1,000 watts.

self time.

Jerating schedule: 8:00 a.m. to 11:30 p.m.

Jergy Commission

Jeney Commission

Denote the commission of the

| | | CLA | | Δ. | | |
|------------|--------|------|-------|---------|---------|---------|
| | (7:00) | p.m. | to 11 | l:00 p. | .m.) | |
| | 1 t1. | 13 | ti. | 26 11. | 52 ti. | 104 tt. |
| hour | 70.00 | 66. | .50 | 63.00 | 59.50 | 56.00 |
| 1. hour | | 39. | 90 | 37.80 | 35.70 | 33.60 |
| 1. hour | 28.00 | 26. | .60 | 25.20 | 23.80 | 22.40 |
| | | CLA | ss '' | ъ" | | |
| s 12:00 no | oon to | 2:00 | p.m., | 5:00 | p.m. to | 7:00 |
| 3m. wee | k days | and | 12:00 | noon | to 7:00 | p.m. |
| | | | ndays | | | |
| hour | 40.00 | 38 | .00 | 36.00 | 34.00 | 32.00 |
| 1. hour | 24.00 | 22. | .80 | 21.60 | 20.40 | 19.20 |
| 1. bour- | | 15. | .20 | 14.40 | 13.60 | 12.80 |
| | | CT.A | 99 " | ,C | | |

CLASS "C"
p. 12:00 neon and 11:00 p.m. to
12:00 midnight)

| r' Fir | daily | for | | | | | *************************************** | |
|--------|-------|-------|----|-----------|-----|--------|---|--------|
| | daily | | 6 | months, | per | month. | | 275.00 |
| a Fir | daily | for | 12 | months, | per | month. | | 250.00 |
| | | | | Before 6: | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | ****** | |
| | | | | | | | selected | |
| | | | | | | | p.m.) a | |
| int | | | | | | | z daytime | hours. |
| | EL. | I: CT | RI | CAL TH | AN | SCRIP | PIONN | |

Pepted during Class "B." "C" and "D" periods TALENT

of.

Bes on request.

Choicle beviact and Other Requirements

Aboliolic beverage advertising not accepted.

A programs subject to the regulations of the Canatic Corporation and the approval of the Commercial department.

Indipped to handle programs by electrical transcription. using 33-1/3 and 78 r.D.m. double turn-tables.

* Stion Manager-Maurice Valiquette.

CHRC

(Established 1926)

ites effective October 1, 1942.

Aned and operated by UHRL. Limites.

Udlos—Victoria Hotel, Quebec. Quebec, telephone

2.8178

ydios—Victoria Hotel, Quebec, Quebec, telephone 1.8178 ber Studios—Chateau Frontenac, Capitol Theatre, Chrishts of Columbus Hall and St. Peter's Hall. Quebec, Que, ansmtter—St. Louis Road, St. Foy, Quebec.

1.—Pawar—Time rerating power—1,000 watts, 100% modifiation—crystat control.)

5 meters; 800 kilocycles.

censed to operate full time. Operates on Easternadard Time, Daylight Saving Time observed. Hual operating schedule: Week days 7:30 a.m. to 100 midnight. Sundays 11:30 a.m. to 12:00 midnight. Sundays 11:30 a.m. to 1

eral Advertising ates 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.

| | | CLASS | "A" | | |
|------------|-------|-----------|-------------|----------|---------|
| | (6:00 | p.m. to | 10:30 p.m | ı.) | |
| | 1 tt. | 26 ti. | 52 ti. | 104 ti. | 260 ti. |
| 1/2 hour | 45.00 | 42.75 | 40,50 | 38.25 | 36.00 |
| 1/4 hour | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 |
| 10 minutes | 22.50 | 21.38 | 20.25 | 19.13 | 18.00 |
| 5 minutes | 15.00 | 14.25 | 13.50 | 12.75 | 12.00 |
| | | CLASS | "B" | | |
| | | | ı., 5:00 p. | | |
| p.m. we | ek da | ys: 12:00 | noon to | 6:00 p.1 | m. |
| | | Sunda | ys) | | |
| 1/2 hour | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 |
| 1/4 hour | | 19.00 | 18.00 | 17.00 | 16.00 |
| 10 | 15.00 | 1.1.95 | 19 50 | 10 75 | 10 00 |

| 1/4 hour... | 20.00 | 19.00 | 18.00 | 17.00 | 16.00 |
| 0 minutes | 15.00 | 14.25 | 13.50 | 12.75 | 12.00 |
| 5 minutes | 10.00 | 9.50 | 9.00 | 8.50 | 8.00 |
| CLASS | "C" | (7:00 a.m. to 10:00 a.m., 2:00 p.m. to 5:00 p.m. and 10:30 p.m. to 12:00 midnlght dally) |
| 1/2 hour... | 24.00 | 22.80 | 21.60 | 20.40 | 10.20 |
| 1/4 hour... | 16.00 | 15.20 | 14.40 | 13.60 | 12.80 |
| 10 minutes | 12.00 | 11.40 | 10.80 | 10.20 | 9.60 |
| 5 minutes | 8.00 | 7.00 | 7.20 | 6.80 | 6.40 |
| ANNOUNCEMBENTS | (After 6:00 p.m.) |

words......words....... 7.50 6.00 5.00 (Before 6:00 p.m.) words.....words

7.50 6.50 5.50 4.50 50 words 4.50
25 words. Trequency 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

may not be combined with time periods to earn larger discounts.

GROS DOLLAR VOLUME DISCOUNTS

GROSS OF THE STATE OF TH

Rates on request.

NGRIVICE FACILITIES
Program department equipped to produce programs in
French with live talent.

HEMOTE CONTROL

French with live talent.

REMOTE CONTROL

Rates on request.

Contract as uther Requirements 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

Equipmed to handle programs by electrical transcription. using 33-1/3 and 78 r.p.m. double turn-tables

Personnel

Managing Director—I. N. Thirterge

Secretary Treasurer—Henri Lenare

Studio—Director—J. D. Boudreau.

Chief Engineer—Arsens Nadeau

Sales Director—I. A. Hardy

Chief of Artist Bureau—A. Pellotier.

Representatives

United States—Joseph Hershey McGillyra, Inc.

United States-Joseph Hershey McGillyra, Inc.

CKCV

Rates effective August 1, 1938.

Uwned and operated by CRtV. Ltd.
Business Office and Studio—Capitol Theatre Building.
142 St. John, Quebec, Quebec, Lelephone 2-1585
Transmitter—264 Marquerite 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. Davilght Navings Time observed.
Actual operating schedule: Sundays 11:30 s.m. to
11:30 p.m. Week days 7:30 a.m. to 11:30 p.m.
Agency Commission
Agency commission
Agency commission on talent, line charges or remote control pick-ups. Invoices are mailed let of each month. Bills due and payable when rendered No cash discount.
General Advertising
(6:00 p.m. to 12:00 midnight week days and all day Sunday)

| | | unday) | | |
|----------------|------------|-----------|--------|---------|
| 1 : | | 26 ti. | 52 ti. | 104 ti. |
| 1 hour 40. | 00.88.00 | 36,00 | 84.00 | 82,00 |
| 1/2 hour 25. | 00 23.75 | 22.50 | 21.25 | 20.00 |
| 1/4 hour 15. | | 13.50 | 12.75 | 12.00 |
| 5 ininutes 10. | 00 9.50 | 9.00 | 8.50 | 8.00 |
| (8:00 a | m. to 6:00 | p.m. week | days) | |
| 1 hour 30. | 00 28.50 | 27.00 | 25.50 | 24.00 |
| 1/2 hour 15. | 00 14.25 | 13.50 | 12.75 | 12.00 |
| 1/4 hour 10. | 00 9.50 | 9.00 | 8.50 | 8.00 |
| 5 minutes 6. | 50 A.17 | 5.85 | 5.53 | 5, 20 |
| | ANNOUNC | EMENTS | | |

ANNOUNCEMENTS
Spot announcements not accepted after 7:30 p.m. (6:00 p.m. to 11:30 p.m.)
1 tit. 13 tit. 26 tit. 52 tit. 104
100 words... 6:00 s.m. to 6:00 p.m.)
100 words... 4:00 3.80 3.60 8.40 8

52 tt. 104 ti. 5.10 4.80 8.20 POLITICAL TALKS

Per mirate. L.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 TRAISS APPLICATION
TALENT

tates 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 must comply with the rules and must comply the continuities and programs are programs and programs by electrical transcription. Print 33-1/3 and 78 r.b.m. double turn-tables.

Personnel

Manager—Paul LePara

ersonnei Manager—Paul LePage. Sales Manager—Lucien A. Bernier. engesantatives

Representatives
Montreal—Radio Representatives Ltd.
Toronto—Radio Representatives Ltd.

RIMOUSKI CJBR (Established 1937)

Rates effective April 1, 1941. (Card No. 3.)

Uwned and operated by Lower St. Lawrence Power

COMDANY.

Business Office and Studio—Power Bidg., St. John

Street, Rimouski, Quebeo, telephone 395

Transmitter—Notre-Dame du Sacre-Coeur. Quebeo.

vave—Power—Time

Operating power—1,000 watte.

(Crystal control.)

333.3 meters; 300 kilocycles.

Licensed to operate full time.

Operates on Eastern Standard Time. Daylight Nav
lng Time observed.

Actual operating schedule: Sunday 8:45 am. to

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

Operates on Eastern Standard Time. Daylight NavIng Time observed.
Actual operating schedule: Sunday \$: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 Rexional 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.

CLASS 'A'

(11:30 a.m. to 1:30 p.m. and 5:30 p.m.

to 1:30 p.m.)

Less than 13 times 50.00 30.00 20.00

13 to 25 times 50.00 30.00 20.00

20.00

13 to 25 times 50.00 30.00 20.00

20.00

13 to 25 times 50.00 30.00 20.00

20.00

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ROUYN

CKRN

(Established 1939)

Owned and operated by Northern Broadcasting & Publishing Ltd.
Business Office and Studio—Reilly Building. Rouvn.
Quebec.
Transmitter—Rouyn, Quebec.
Yave—Power—Time
Operating nover—250 watts.
214.3 meters: 1400 kilocycles.
Operates on Eastern Time.
Actual operating schodule: 7:30 a.m. to 12:00 midnight.

(This licting positions)

OUEBEC--Continued

ROUYN—Continued CKRN—Continued

CKRN—Continued

Agency Commission
Agency commission 15% to all recognized advertising agencies on time and talent. Bills due and payable when rendered. Involces mailed 1st of each month.

General Advertising
Time soid only in combination with Northern Quebec Broadcasting System and Canadian Broadcasting Cerp. (Ontario Regional Supplementaries).

STE ANNE de la POCATIERE

STE ANNE de la POCATIERE

C H G B

(Established 1938)

Rates effective Septembor 1, 1941.
Owned and operated by CHGB. Enra.
Studio—Ste Anne de la Pocatiere, Quebec.
Transmitter—Ste Anne de la Pocatiere, Quebec.
Wave—Power—Time
Operating power—250 waits.
243.9 metera; 1230 kiloeveles.
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).
CLASS "A"

(6:00 p.m. to 10:00 p.m. and all day
Sunday)

1 ti. 13 ti. 36 ti. 52 ti. 100 ti. 300 ti.
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
1/2 hour. 15:00 14:25 13:50 12:75 12:00 11:25
1/3 minutes 7:50 713 d.75 6:38 6,00 5:63
5 minutes 7:50 4:75 6:38 6,00 5:63
5 minutes 5:00 4:75 4:50 4:5 4:00 3.75

(Before 6:00 p.m. and 10:00 p.m. to 12:00
midnight week days)

1 hour. 5:00 14:25 13:50 12:75 12:00 11:25
1/2 hour. 5:00 14:25 13:50 12:75 12:00 11:25
1/2 hour. 5:00 14:25 13:50 12:75 2:00 11:25
1/2 hour. 5:00 8:55 8:10 7:65 7:20 6:75
1/4 hour. 6:00 5:76 5:40 5:10 4:80 4:50
1 minutes 4:50 4:28 4:05 3:83 3:60 3:83
5 minutes 3:00 4:38 4:05 3:83 3:60 3:83
5 minutes 3:00 4:38 4:05 3:83 3:60 3:83
5 minutes 3:00 4:38 4:05 3:85 2:40 2:25
SPOT ANOUNCEMENTS

(6:00 p.m. to 10:00 m. and all day Sunday)
100 words or 1ti. 13 ti. 26 ti. 52 ti. 106 ti. 300 ti.
1 minute. 2:00 1:00 1:80 1:70 1:60 1:50
CLASS "B"
(Before 6:00 p.m. and 10:00 p.m. to 12:00

100 words or 12:00 1:00 1:80 1:70 1:60 1:50

1 hour. 5:00 1:00 1:80 1:70 1:60 1:50

1 hour. 6:00 p.m. and 10:00 p.m. to 12:00

10 words or 1:25 1:42 1:35 1:27 1:20 1:12

SPECIAL FEATURES

Time Strains, Weather Reports. etc., with 30 word commercial announcement. daily except Sunday:
1 time. Per month. 30:00
3 times, per month. 30:00

management.
Personniel
Station Manager—G. Thomas Desiardins.
Program Director—Adrien Dube.
Sales Department—Antoine Frere.
Representatives
United States—Joseph Hershey McGillvra, Inc.
Montreal and Toronto—H. N. Stovin.

SHERBROOKE

CHLT

(Established 1937)

Rates effective April 1, 1937.

Owned and operated by La Tribune, Limitee.

Business Office and Studio—La Tribune Butiding.

Sherbrooke, Quebec, telephone 2071.

Transmitter—Three miles from the center of the city of Sherbrooke.

(100% modulation—crystal control.)

241.9 meters; 1240 kilocycles.

Licensed to operated on local channel, Operates on Eastern Standard Time. Daylight Savings Time observed.

Eastern Standard Time. Daylight Savings Time observed.
Actual operating schedule: Sundays 8:00 a.m. to 11:30 p.m. Week days 7:30 a.m. to 11:30 p.m. Agency Commission
Agency commission 15%. Commission does out apply on talent. No cash discount.
General Advertising
Supplementary outlet with English Network of the Canadlan Broadcasting Corporation.

| (6:00 p.m. | to 11:00 | p.m. | daily) | |
|-------------------------------|----------|---------|--------|--------------------------------|
| • | 1 tl. | 18 ti. | 26 ti. | 52 ti. |
| 1 hour | 35.00 | 33.25 | 81.50 | 29.85 |
| 1/2 bour | 20.00 | 19.00 | 18.00 | 17 00 |
| 1/4 hour | 12.50 | 11.89 | 11.25 | 10.62 |
| 10 minutes | 10.00 | 9.50 | 9.00 | 8.50 |
| 5 minutes | 7.50 | 7.12 | 6 75 | 8.37 |
| | | o.m. Šu | | 0.01 |
| (1:00 p.m. | | | | |
| 1 bour | 30.00 | 28.50 | 27.00 | 25.50 |
| 7/2 hour | 17.50 | 16.62 | 15.75 | 14 87 |
| 1/4 hour | 11.00 | 10.45 | 9.90 | 9.35 |
| 10 minutes | 9.00 | 8.55 | 8.10 | 7.65 |
| | | | | |
| | | | | |
| (8:00 a.m. to 6: | | | | |
| 1 hour | 25.00 | 23 75 | | |
| | 15.00 | 14.25 | 13,50 | 12.75 |
| | 10 00 | 9.50 | B 00 | 8.50 |
| | | 7.60 | 7 20 | 6.80 |
| | | | 4.50 | 4.25 |
| 5 minutes (8:00 a.m. to 6: | 25.00 | | 7 20 | 21 25 12.75 8.50 6.80 |

| | AND | OUNC | EMEN | rs | | | |
|-------------|-------------|-------------|-------------|--------------|--------------|--------------|--|
| After 8:00 | 25 words | 50 words | 75 words | 100 worde | 125 words | 150 words | |
| Before 6:00 | 5.00 | 6,00 | 6.50 | 7.00 | 1.00 | 8,00 | |
| n m | 2.50 | 9.50 | 4.00 | 4 80 | 5.00 | K 50 | |

p.m. 2.50 3.50 4.00 4.50 5.00 5.50 News Periods: (English) 8:00 a.m., 10:00 a.m., 12:45 p.m., 2:57 p.m., 5:45 p.m., d:30 p.m., 11:00 p.m. and 11:57 p.m. (French) 7:45 a.m. and 5:03 p.m.

p.m. REMOTE CONTROL

Line charkes are extra. Rates for out-of-town pickups on request.

Contract and Other Requirements
Reor 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
Equipment to handle programs by electrical transcription, using 33-1/3 and 78 r.pm. double turn-tables
for vertical or lateral cut recordings.

Personnel Manager-A. Gauthler.

THREE RIVERS

CHLN (Established 1937)

Rates effective October 1, 1942. (Card No. 2.)

twenth and operated by LeNouveitiate.

Studio—Hotel Cinetau de Blois. Three Rivers, Que.,
telephone 4500.

Other Studios—Capitol Theatre. Imperial Theatre.

City Hall. Salle Notre Dame and De La Salle
Auditorium. Salle Notre Dame and the La Salle
Transmitter—3 miles from the center of the city of
Three Rivers.

Auditorium.

Transmitter—3 miles from the center of the cus ...

Three Rivers.

Wave—Fower—Time
Operating power—100 watts.
206.9 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 malled 1st
of each month unless otherwise required by client.
Bills due and payable when rendered. No cash discount.

General Advertising

CLASS "A"

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

| (6:00 | p.m. to | 11:30 p.i | m.) | |
|--------------------|------------|-----------|---------|--------|
| 1 ti. | 26 ti. | 52 tl. | 104 tl. | 208 ti |
| 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 | 11.87 | 11.25 | 10.62 | 10.00 |
| 5 minutes 7.50 | 7.12 | 6.75 | 6.37 | 6.00 |
| | CLASS | "B" | | |
| (7:30 | a.m. to | 6:00 p.r | n.) | |
| 1 hour 25.00 | 23.75 | | 21.25 | 20.00 |
| 1/2 hour 15.00 | 14.25 | 13.50 | 12.75 | 12.00 |
| 1/4 hour 10.00 | 9.50 | 9.00 | 8.50 | 8,00 |
| 5 minutes 5.00 | 4.75 | 4.50 | 4.25 | 4.00 |
| SPOT | ANNOU | NCEMEN | TS | |
| (| After 6:0 | 0 p.m.) | | |
| Flash or 25 words. | | | | 2.50 |
| One minute or 100 | words | | | 4.50 |
| -(1 | Before 6:0 | 00 p.m.) | | |
| Flash or 25 words | S | | | 1.50 |
| One minute or 10 | words | | | 9 50 |

TALENT
Live talent for English or French broadcasts available—rates on request.

REMOTE CONTROL

nble—rates on request.

Rates on request.

Remote Control

Rates on request.

Service of program department available. Translations or re-daptations of scrips from French into English or vice versa at no extra charge.

Contract and Other Requirements.

Advertising of alcoholic heverages not accepted, excepting heer and wine.

Programs are additional to broadcasting rates and are too subject to diacount.

All programs are subject to the approval of the director and to the terms and anoducements subject 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 \$3.1/R and 7F r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel

Personnel
Station Director—Leon Treranter.

Reference altives
Montreal—Radio Representatives, Ltd., 493 Dominion
Square Bidg.
Toronto—Radio Representatives, Ltd., 4 Albert St.

VAL d' OR CKVD

(Established 1939)

(Established 1939)
Rates effective July 1, 1940.
Ovned and operated by Northern Broadcasting & Publishing Limited.
Business Office and Studio—Val d' Or, Quebec. telephone 500.
Toronto Office—307 Victory Bidg., EL. 2464.
Montreal Office—310 Keefer Bidg., 1440 St. Catharine St. W., Harbour 3051.
Transmitter—Val d' Or, Quebec.
Vave—Powe—Time
Onerating power—100 watts.
243.9 meters: 1230 kilocycles.
Operates on Eastern Daylight Saving Time.
Actual operating schedule: 7:45 a.m. to 9:00 p.m.

| Agency Commission | |
|---|-----|
| Agency commission 15% to recognized agency No cash discount, invoices mailed first of each me | • |
| Bills due and payable when rendered. | 1 |
| General Advertising | |
| For combination rates see listing of Northern Que | 4 |
| Broadcasting System. | |
| The fullowing quantity rates apply where a consis signed or an order given for a period not | , |
| exceed one year. CIV88 "V." | 1 |
| (C:00 p.m. to 11:00 p.m.) | - 7 |
| (6:00 p.m. to 11:00 p.m.) 1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 300 | |
| 1/2 Bour 18.00 17.10 16.20 15.30 14.40 1 | ì |
| 1/4 hour 12.00 11.40 10.80 10.20 9.60 | |
| 10 minutes 9.00 8.55 8.10 7.65 7.20 (| L. |
| 5 minutes 6.00 5.70 5.40 5.10 4.80 (| Ŀ, |
| CLASS "B" | |
| (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m.) | |
| 1/2 hour 10.80 10.30 9.80 9.30 8.80 1/4 hour 7.20 6.85 6.50 6.15 5.80 1 0 minutes 5.40 6.15 4.40 4.55 4.40 6 minutes 3.60 3.40 3.20 3.00 2.80 | |
| 1/2 hour 10.80 10.30 9.80 9.30 8.80 1/4 hour 7.20 6.85 6.50 6.15 5.80 10 minutes 5.40 5.15 4.90 4.65 4.40 | 1 |
| 10 minutes 5.40 5.15 4.90 4.65 4.40 | |
| 5 minutes 8.60 3.40 3.20 8.00 2.80 9 One hour rate 68-2/3% increase over half hour r | L i |
| One nour rate 05-2/3% increase over half hour g | • |
| ANNOUNCEMENTS | |
| Spot announcements and chain breaks-25 words | 3 1 |
| *VIII * | |
| Ot 100 Hill | 1 |
| CLASS "A" | į |
| (6:00 p.m. to 7:30 p.m.) | |
| (6:00 p.m. to 7:30 p.m.) 1 times | |
| (6:00 p.m. to 7:30 p.m.) 1 time | |
| (6:00 p.m. to 7:30 p.m.) 1 time | |
| (6:00 p.m. to 7:30 p.m.) 1 time | |
| (6:00 p.m. to 7:30 p.m.) 1 time | |
| (6:00 p.m. to 7:30 p.m.) 1 time | |
| (6:00 p.m. to 7:30 p.m.) 1 time | |
| (6:00 p.m. to 7:30 p.m.) 1 time | |
| (6:00 p.m. to 7:30 p.m.) 1 time | |
| (6:00 p.m. to 7:30 p.m.) 1 time | |
| (8:00 p.m. to 7:30 p.m.) 1 time | |
| (6:00 p.m. to 7:30 p.m.) 1 time | |
| (6:00 p.m. to 7:30 p.m.) 1 time | |
| (6:00 p.m. to 7:30 p.m.) 1 time | |
| (6:00 p.m. to 7:30 p.m.) 1 time | |
| (6:00 p.m. to 7:30 p.m.) 1 time | |
| (6:00 p.m. to 7:30 p.m.) 1 time | |

Contract and Other Reculrements
Broadcastina subject to government regulations, Rail cover station charges only. All programs subject approval of station management.

Machanical 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 Offices
Toronto—80 Richmond St., W., Elgin 2464 (B. Leslie),
Montreal—1440 St. Catharines St., Harbour 3051/41

Refresentatives
All-Canada Radio Facilities.

New York, Chicago & Detroit—Weed & Company.

SASKATCHEWAN

MOOSE JAW CHAB

(Established 1922)

(Established 1922)

itates effective July 1, 1941.

Owned and operated by CHAB, Ltd.

Studio—Grant Hall Hotel. Moose Jaw, Saskatchesistelephone 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 htm.
Actual operating schedule: 6:30 a.m. to 12:00 m 4:
night.
Agency Commission

Agency Commission 15% to recognized advertise agencies. No commission on talent. No cash decount. Accounts rendered the lat of the month I lowing broadcast. General Advertising For combination rates see listing of Canadian Broadcast (Corporation (Prairie Regional Network). Bates include charges by owners of music copyright.

| itates incid | ide char | ges by o | wners of | music cor | 31.5 |
|--------------|----------|-----------|----------|-----------|----------------|
| | | CLASS | | | |
| | (6:00 p. | m. to 12: | :00 midn | lght) | |
| | 1 ti. | 26 ti. | 52 tl. | 100 ti. | 200 |
| l hour | | 57.00 | 54.00 | 51.00 | 42 32 21 |
| 3/4 hour | 48.00 | 45.60 | 43.20 | 40.80 | 3£ |
| 1/2 hour | 36.00 | 34.20 | 32,40 | 30.60 | 25 |
| 1/4 hour | | 22.80 | 21.60 | 20.40 | 15 |
| 10 minutes | | 17.10 | 16.20 | 15.30 | 11 |
| | | 11.40 | | 10.20 | - 1 |
| | | | 10.80 | | i |
| 1 minute | 6.00 | 5.70 | 5.40 | 5.10 | · |
| 50 words | 4.00 | 3.80 | 3.60 | 8.40 | • |
| 25 words | 2.40 | 2.28 | 2.16 | 2.04 | , |
| | | | "B" | | |
| | (6:30 | a.m. to | 6:00 p.m | .) | |
| 1 hour | 36.00 | 34.20 | 32.40 | 30.60 | 21 1: 1: |
| 3/4 hour | 28.80 | 27.36 | 25.92 | 24.48 | 2: |
| 1/2 hour | 21,60 | 20.52 | 19.44 | 18.36 | - 1 |
| 1/4 hour | 14.40 | 13.68 | 12.96 | 12.24 | 13 |
| 10 minutes | | 10.26 | 9.72 | 9.18 | - 1 |
| 5 minutes | 7.20 | 6.84 | 6.48 | 6.12 | 1 |
| o minutes | | 0.01 | 0.40 | 0.12 | • |

ninute 4.50 4.28 4.05 3.83 vords... 3.00 2.85 2.70 2.55 vords... 1.80 1.71 1.62 1.53 announcements immediately preceding or fell news broadcasts. premium charge 25%. (This listing continued on next page)

www.americanradiohistory.com

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. (e/. 1

& SASKATCHEWAN—Cont'd

MOOSE JAW—Continued

C II A B—Continued
SPECIAL FEATURES
Sarbara Wells—Woman's feature, Monday through
Filday, 10:30 a.m. to 11:00 a.m.
The Woman's News Front." Monday through Friday
rom 3:45 p.m. to 4:00 p.m.
iews—Rates on request.

TALENT lates on application.

REMOTE CONTROL
aclittles available for remote control pick-up. Rates
a application.

the application.

Atract and Other Requirements
All contracts and continuity subject to the Canadian
All contracts and continuity subject to the Canadian
All contracts and continuity subject to the Canadian
All contracts and continuity subject to the All continuity must meet with the approval of the state of management.

All contracts on gross rates for number of periods under polymeract not to exceed one year's duration.

Sthanical Program Equipment
quipped to handle programs by electrical transcripon, using either 33-1/3 or 78 r.p.m. double turnbles for vertical or lateral cut recordings

hles for vertical or lateral cut recordings
reannel
lation Manager—H. C. Buchanan.
rorram Director—J. S. Boviling
cting Sales Manager—W. E. Cameron.
tusive Hepresentatives
ill-Canada Radio Facilities. Ltd.:
('Nancouver—548 Seymour Street.
i **Rigary—Southam Building.
Winnipeg-Raliway Electric Chambers.
Toronto—Victory Building.
Montreal—923 Dominion Square Building.
alted States—Weed & Company.

PRINCE ALBERT

CKBI

CKB I

And ties effective January 1, 1942. (Card No. 2.)
In vised and operated by Central Broadcasting Sysm, Ltd.
I islness Offices and Studios—Sanderson Bidg.. Central Ave., Prince Albert, Saskatchewan.
In ansmitter—Highway No. 2, seven miles south of
Prince Albert. Saskatchewan.
In the Albert Saskatchewan.
In the Saskatchewan.
I the Saskatche

| | | 10:30 p.r | n.) | | 200 or |
|-----------|--------|-------------|----------|---------|----------|
| | 1 tl. | 26 ti. | 52 t1. | 100 tl. | more ti. |
| I hour | 50.00 | 47.50 | 45.00 | 42.50 | 40.00 |
| d hour | 40.00 | 38.00 | 36,00 | 34.00 | 32,00 |
| 2 hour | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 |
| 1 hour | 20.00 | 19.00 | 18.00 | 17.00 | 16.00 |
| minutes | 15.00 | 14.25 | 13.50 | 12.75 | 12.00 |
| minutes | 10.00 | 9.50 | 9.00 | 8.50 | 8.00 |
| minute | 5.00 | 4.75 | 4.50 | 4.25 | 4 00 |
| words | 3.50 | 3.33 | 3.15 | 2.98 | 2.80 |
| words | 2,40 | 2.28 | 2.16 | 2.04 | 1.93 |
| . 1101115 | -, | CLASS ' | B" | 2.01 | 2 |
| 1 | | (Ali other | time) | | |
| 1 hour | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 |
| 1 hour | 24.00 | 22.80 | 21.60 | 20.40 | 19.20 |
| 2 hour | | 17.10 | 16.20 | 15.30 | 14.40 |
| 4 hour | 12.00 | 11.40 | 10.80 | 10.20 | 9.60 |
| minutes | | 8.55 | 8.10 | 7.65 | 7.20 |
| mlnutes | | 5.70 | 5.40 | 5.10 | 4,80 |
| minute | | 3,80 | 3.60 | 3.40 | 3,20 |
| words | | 2.61 | 2.48 | 2,34 | 2.20 |
| words | | 1.71 | 1.62 | 1.53 | 1.44 |
| | unceme | | lately p | | or fol- |
| | | desets been | | | |

words... 1.80

words... 1.80

who anisonancements immediately preceding or folwing news broadcasts, premium charge 25%.

SPECIAL FEATURES

arily lifer Program"—Morning program. Monday
rough Saturday.

At Home with the Ladles"—Women's feature. Monwithrough Friday.

TRANSCRIPTIONS 200 or

ates on request upon receipt of type of program

ates on request upon security indured.
Iract and Other Requirements
Il programs are subject to the approval of station
anagement and regulations of the Canadian Broadsting Corporation.
Ahanical Program Equipment
Guipped to handle programs by electrical transcripon using 33-1/3 and 78 r.p.m. double turn-tables
're vertical or lateral cut recordings.'

"annel "Ianager—Lloyd Moffat.

[ational Sales Manager—G. E. (Gerry) Tonkin.

[agional Sales Manager—H. E. Parr.

"resentatives

[few York. Chicazo, Detroit, San Francisco—

Weed & Company.

[ontreal, Toronto, Winnipeg, Calgary, Vancouver—

All-Canada Radio Facilities. Ltd.

REGINA

CJRM
(Established 1928)
Rates effective September 1, 1941.
Owned and operated by Transcanada Communications.
Ltd.
Rivinger Communications.

Owned and operated by Transcanada Communications. Ltd.
Business Office—Saskatchewan Life Bidg., Regina Saskatchewan, telephone 3424.
Studios—Saskatchewan Life Bidg., Regina, Saska.
Transmitter—Victoria Plains, Saskatchewan.
Wave—Power—Time
Uperating power—1.000 watts.
(100% modulation—crystal control.)
306.1 meters; 380 kilocycles.
Licensed to operate full time. Operates on Mountain Daylight Saving 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. Commissions do not apply to talent or production fees unless noted on contract. No cash discount, Invoices mailed monthly. Accounts due and payable when rendered.

count, Invoices mailed monthly, accounts the payable when rendered.

General Advertising Rates include charges by owners of music copyrights. Frequency discounts earned only when broadcasting contracted for and presented within twelve month po-OT 100 "A"

| | | CLASS | Α. | | | |
|----------|-----------|--------|---------|--------|---------|---------|
| (7:30 | p.m. to | | p.m. w | eek da | ys. an | .d |
| 9:00 | a.m. to | 12:00 | midni | | inday) | |
| | l ti. | 13 ti. | 26 tl. | 52 ti. | 100 tl. | 260 ti. |
| 1 hour | 70.00 | 66.50 | 63.00 | 59.50 | 56.00 | 52,50 |
| 1/2 hour | | 39.90 | 37.80 | 35.70 | 33,60 | 31.50 |
| 1/4 hour | | 26.60 | 25.20 | 23.80 | 22.40 | 21.00 |
| 10 minut | | 19.95 | 18.90 | 17.85 | 16.80 | 15.75 |
| 5 minut | | 13.30 | 12.60 | 11.90 | 11.20 | 10.50 |
| 1 minut | | 7.60 | 7.20 | 6.80 | 6.40 | 6.00 |
| 50 words | | 4.75 | 4.50 | 4.25 | 4.00 | 3.75 |
| 25 words | | 2.85 | 2.70 | 2.55 | 2.40 | 2.25 |
| 25 WOLUS | | CLASS | "B" | 2.00 | 2.70 | 2.20 |
| (20.00 | | | | | | |
| (12:00 | | | m. and | | p.m. 1 | 10 |
| | 7:30 | | veek d: | | | |
| 1 hour | | 47.50 | 45.00 | 42.50 | 40.00 | 37.50 |
| 1/2 hour | | 28.50 | 27.00 | 25,50 | 24.00 | 22.50 |
| 1/4 hour | | 19.00 | 18.00 | 17.00 | 16.00 | 15.00 |
| 10 minut | tes 15.00 | 14.25 | 13.50 | 12.75 | 12,00 | 11.25 |
| 5 minut | tes 10 nn | 9.50 | 9 00 | 8 50 | ደ ብብ | 7 50 |
| 1 minute | | 7.60 | 7.20 | 6.80 | 6.40 | 6.00 |
| 50 mords | 5.00 | 4 75 | 4.50 | 4 95 | 4 00 | 3 75 |

| 50 words | . 5.00 | 4.75 | 4.50 | 4.25 | 4.00 | 3.75 |
|------------|--------|----------|-------|-------|-------|-------|
| 25 words | 3.00 | 2,85 | 2.70 | 2,55 | 2.40 | 2, 25 |
| | | CLASS | C | | | |
| (7:00 | a.m. | to 12:00 | noon | 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 minutes | 12.00 | 11.40 | 10.80 | 10.20 | 9.60 | 9.00 |
| 5 minutes | R 00 | 7,60 | 7.20 | 8 80 | A 40 | 6.00 |
| l minute | 7.00 | | 6.30 | 5.95 | 5.60 | 5, 25 |
| 50 words | 4.00 | 3.80 | 3,60 | 3.40 | 3.20 | 3.00 |
| 25 words | 3.00 | 2.85 | 2.70 | 2.55 | 2.40 | 2, 25 |
| | | CLASS | "D., | | | |
| | | | | | | |

| | (A | Il othe | r time |) | | |
|------------|-------|---------|--------|-------|-------|-------|
| 1 hour | 30.00 | 28,50 | 27.00 | 25.50 | 24.00 | 22,50 |
| /2 hour | 18.00 | 17.10 | 16.20 | 15,30 | 14,40 | 13,50 |
| /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 | 7.00 | 6.65 | 6.30 | 5.95 | 5,60 | 5,25 |
| 1 minute | 6.00 | 5.70 | 5.40 | 5.10 | 4.80 | 4.50 |
| 0 words | 3.50 | 3.32 | 3.15 | 2.98 | 2,80 | 2.62 |
| 25 words | 3.00 | 2.85 | 2,70 | -2.55 | 2.40 | 2.25 |
| | | | | | | |

1 minute.... 6.00 5.70 5.40 5.10 4.80 4.50 50 words.... 3.50 3.32 3.15 2.98 2.80 2.62 25 words... 3.00 2.85 2.70 2.55 2.40 2.25 ELECTRICAL TRANNCRIPTIONS
Five minute transcription charged same rate and according to the control of the same rate and rate and the same rate and rate and the same rate and rate and accordance of all material is at the cretion of the station management. No program less than 1/4 hour on Sunday. Such sorred networks and programs take preference over shot announcements.

Machanical Program Equipment
Equipment Lateral and vertical cut recordings.

Personnel
Manager—B. V. Scanlan.
Sales Manager—B. Pirle.

Representatives
United States—Joseph Hershey McGillyra, Inc.
Montrol. Toronto. Winnipeg. Calgary and Vancouver—All-Canada Radio Facilities. Ltd.

CKCK

Rates effective April 1, 1941, (Card No. 7.)

Rates effective April 1, 1941. (Card No. 7.)
Owned and operated by the Leader-Post, Ltd.
Business Office and Studios—Leader Bilgs. Regina.
Saskatchewan, telephone 8525.
Transmitter—Rosgy Creek, Saskatchewan
Wave—Power—Time
Operating power—1,000 watts.
1100% modulation—crevital control.)
483.9 meters; \$20 kilocycles.
Licerated to operate or cleared recional channel.
Operates of Mountain Darlight Saving Time.
Actual operations schedule: Sunday 8:00 a.m. to 12:00
Agency Commission
Agency Commission 15% on station rates only to advertisins agencies recompled by station overeta.
Commission does not apply on talent. No cash discount. Involces rendered monthly. Bills due and payable when rendered. ount. Involces remained.

| | | | | _ | | _ |
|---------------|-----------------|--------|--------|--------|----------|---------|
| ner: | | CLASS | | | | |
| | 10.00 | .m. to | 11:00 | p.m.) | | |
| | | 1 ti. | 26 ti. | 52 ti. | IOU ti. | 200 tl. |
| 7 | hour | 80.00 | 76.00 | 72.00 | 68.00 | 64.00 |
| $\frac{1}{4}$ | | | 60.80 | 57.60 | 54.40 | 51.20 |
| | | | | | | |
| 1/2 | hour | | 45.60 | 43.20 | 40.80 | 38.40 |
| 1/4 | | | 30.40 | 28.80 | 27.20 | 25.60 |
| 10 | minutes | 24.00 | 22.80 | 21.60 | 20.40 | 19.20 |
| 5 | minutes | 16.00 | 15.20 | 14.40 | 13.60 | 12.80 |
| ī | minute | | 9.50 | 9.00 | 8.50 | 8.00 |
| 5û | words | | 5.70 | 5.40 | 5.10 | 4.80 |
| | | | | | | |
| 25 | | | 3.80 | 3.60 | 3.40 | 3.20 |
| | | CLASS | | | | |
| | (All other hour | s exce | pt Su | nday a | fternoor | 1) |
| 1 | 110UF | 48.00 | 45.60 | 48.20 | 40.80 | 38.40 |
| 3/4 | | | 36,48 | 34.56 | 32.64 | 30.72 |
| 1/2 | | | 27.36 | 25.92 | | |
| 1/4 | hour | 10.00 | 18.24 | 17.28 | | |
| | | | | | | |
| 10 | | 14.40 | 13.68 | 12.96 | 12.24 | 11.52 |
| | mInutes | | 9.12 | | | |
| 1 | minute | 7.00 | 6.65 | 6.30 | | |
| 50 | | 5.00 | 4.75 | 4.50 | 4.25 | 4.00 |
| | .rouda | | 9 05 | 9.70 | 0 55 | 0.40 |

| 25 | Words | | 2.85 | 2.70 | 2.55 | 2.40 |
|----|----------------|----------|---------|--------|--------|-------|
| | | CLASS | "c., | | | |
| | (12:00 noor | 1 to 6:0 | 00 p.m. | Sunda | y) | |
| 1 | hour | 60.00 | 57.00 | 54.00 | 51.00 | 48,00 |
| /4 | hour | 48.00 | 45.60 | 43.20 | 40.80 | 38.40 |
| /2 | hour | 36.00 | 34.20 | 32.40 | 30.60 | 28.80 |
| /4 | hour | 24.00 | 22.80 | 21.60 | 20.40 | 19.20 |
| To | announcements | on Sun | day or | betwee | n 7:30 | p.m. |
| nd | 11:00 p.m. wee | k days. | | | | |
| | DIMON | DET. | maan | | | |

complete facilities as to portable amplifying pick-up equipment.

Contract and Other Reduirements

1/verificity of alcoholic beverages not accepted.

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 with the rules of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements.

1/rue quotations not permitted by government regulations.

Closing Time

Complete manuscript must be submitted two weeks in advance. Publicity release date three weeks in advance.

in advance.
advance.
Mechanical Program Equipment
Equipment to handle programs by electrical transcription, using 78 or 33-1/3 r.p.m. double turn-tables,
for vertical and lateral cut recordings.
Personnel
Manager—Harold Crittenden.
Sales Manager—R. Buss.
Evclusive Representatives
Toronto—All-Canada Radio Facilities, Ltd., Victory
Bldg.

Dildr.
Calgary—All-Canada Radio Facilities, Ltd., Sounter.
Ridg.
Winnegs—All-Canada Radio Facilities, Ltd., c/o
Station CJRC. Winnipec. Manitoba
Yancouver—All-Canada Radio Facilities. Ltd., 543
Seymour St.
Montreal—All-Canada Radio Facilities, Ltd., Dominion Square Building.
New York Chicago, Detroit. San Francisco—Weed
& Company.

SASKATOON CFQC (Established 1928)

Rates effective April 1, 1939.

Gwned and operated by A. A. Murphy and Sone, Ltd. Business Office and Study—216 First Avenue North. Saskaton. Sask

not observed.
Actual operating schedule: Week daya 7:00 a.m. to 12:40 midnight. Sundays 8:45 a.m. to 11:30 b.m. to Agency Commission
Agency commission 15% on station rates to advertialing agencies recognized by operators. No commission on talent. Accounts mailed 1st of month following broadcast.

on taignt.

broadcast.

eneral Advertising

For combination rates see listing of Canadian Broad
easting Corporation (Prafris Regional Network).

(6:00 p.m. to 11.00 p.m.)

26 tl. 52 tl. 100 tl. 200 tl.

200 64.00

| | 13 ti. | 26 ti. | 52 t1. | 100 tl. | 200 tl. |
|------------|---------|---------|-----------|----------|---------|
| l hour | 80 00 | 78.00 | 72.00 | 68.00 | 64.00 |
| 1/2 hour | 48 00 | 45.60 | 43.20 | 40.80 | 38.40 |
| 1/4 hour | 32.00 | 30.40 | 28.80 | 27,20 | 25,60 |
| 10 minute- | 24.00 | 22.80 | 21.60 | 20.40 | 19.20 |
| : minute: | 16.00 | 15 20 | 14.40 | 18.60 | 12.80 |
| (7:00 a r | n. to 6 | :00 pm. | and after | 11:00 n. | m) |
| 1 hour | 48.00 | 45 60 | 43.20 | 40.80 | 38.40 |
| 1/2 hour | 28.80 | 27.36 | 25.92 | 24.48 | 23.04 |
| 1/4 hour | 19.20 | 18.24 | 17.28 | 16.32 | 15.36 |
| 10 minutes | 14.40 | 13.68 | 12.96 | 12.24 | 11.52 |
| 5 minutes | 9.60 | 9 12 | 8.64 | 8.16 | 7.68 |
| | | NOTING | | 0.10 | 1.00 |

ANNOUNCEMENTS

No spot announcements between 7:30 p.m. and 11:00 p.m. week days or anytime Sundays.

Sononsored Drograms and networks take preference over spot programs and announcements. Station reserves right to give announcements next best time available without notification.

| \\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\ | n p.m. to 1 | 1:00 p.m. |) | |
|---------------------------------------|-------------|-----------|--------|--------|
| 100 words or 18 t | | 52 ti. | 100 #1 | 200 #1 |
| T minute 10.00 | | 9.00 | 8.50 | 8.06 |
| 50 words 7.00 | | 6.30 | 5,95 | 5,60 |
| 25 words 4 no | 3.8n | 3.60 | 3.40 | 3.20 |

SASKATCHEWAN—Cont'd

SASKATOON—Continued CFQC-Continued

| (7.00 a.tr | 00.8 A1 | n m | sny efter | 11 M n 1 | en i |
|--------------|------------|----------|-------------|----------|----------|
| 100 words or | 13 (). | 26 11 | 52 11. | 160 11 | 269 11. |
| 1 minute | 7.00 | 6 65 | 8 30 | 5.75 | 5, 60 |
| 50 words | 5 00 | 4.75 | 4.50 | 4.25 | 4.00 |
| 25 words | \$ 00 | 7.85 | 2 70 | 2.55 | 2.40 |
| | SPECL | AL PI | ATURES | | |
| Good Morn | dug. Nel | shhoe - | - Particip | ating p | roetam : |
| limited to | Dre non-ce | onflicti | ne partici: | anta. | |
| | 13 tt. | 26 ti. | 52 11. | 100 ti. | 200 ti. |
| Per announ | Ce. | | | | |
| ment | 8.00 | 7.60 | 7.20 | 6.80 | 6.40 |
| The Hayba | ers. Hoor | ts Iter | tew. Calre | a Capete | -rate |
| on request. | | | | | |
| | | | | | |

WATROUS CBK (Established 1939)

Rates effective October 1, 1939.

Owned and operated by Canadian Broadcasting Corp. Business office and Studio — Manitoba Telephone Building. Portage Avenue East, Winnipeg. Transmitter—Watrous. Saskatchewan.

Transmitter—Watrous. Saskatchewan.

Wave—Power—Time
Operating power—50.000 waits,
[100% modulation—crystal control.)
555.6 meters; 540 kilocycles.

Licensed to operate on clear channel full time.
Operates on Mountain Standard Time.
Actual operating schedule: Sundays 7:30 a.m. to
11:30 p.m. Week days 7:00 a.m. to 11:30 p.m.

11:30 p.m. Week days (100 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.

count. Bills due and payance mines and canadian BroadGeneral 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.

CLASS "A"

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

1 tl. 13 tl. 25 tl. 52 tl. 100 tl.

| | | 1 t.L. | 13 ti. | 26 tl. | 52 tl. | 100 ti. |
|-----|--------|---------|-------------|-----------|-----------|----------|
| 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 |
| | | | CLASS | "R" | | |
| | (8:00 | a.m. to | 6:00 p.m. | | :00 p.m. | to |
| | | | 12:00 mld | night) | | |
| 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 |
| | | SPI | CIAL FE | ATURES | 3 | |
| Tit | ne Sis | | sch servic | | | ee time |
| | | | o 25 word | | | |
| the | Intter | not app | licable bet | ween 7:30 | 0 p.m. ar | ıd 11:00 |

the latter not applicable between 7:30 p.m. and 11:00 p.m. day or evening service (Sunday excepted) exclusive to one advertiser. (Sunday excepted) exclusive to one advertiser. (6:00 p.m. to 11:30 p.m.)

4 daily for 3 months, per month 550.00

4 daily for 12 months, per month 400.00

5 daily for 12 months, per month 400.00

4 daily for 3 months, per month 355.00

4 daily for 6 months, per month 355.00

4 daily for 6 months, per month 355.00

4 daily for 12 months, per month 355.00

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

TALENT Rates on request.

Contract and Other Requirements
Advertising of alcoholic bererages 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 73 r.p.m. double turn-tables.

Personnel
Regional Director (Winnipeg)—H. Walker.
Regional Engineer in Charge (Watrous)—L. J. Marshall.

suall.
Regional Press and Information Representative (Winnipes)—C. E. L'Ami.

YORKTON CIGX

(Estabilited 1977)

Rates effective Nevember 1, 1939

Rates effective Normber 1, 1939
Owned by Trekton Broadrasting Company, Limited Bouleast 1970; and Philips-Mmitth-Markey Bild, Vickton, No.Astricesan, Humino-Verkins, H

CLARR "A"

| | | (7.30 | p.m. to | 10:30 | p.m.) | | |
|------|----------|-------|-----------|-----------|--------|---------|-------|
| | | 1 ti. | 13 11. | 26 11. | 52 ti. | 100 tl. | 240 t |
| 1 | hour | 50.00 | 47.50 | 45.00 | 42,50 | 40.00 | 34.5 |
| 1/1 | hour | 30.00 | 28.50 | 27.00 | 25.50 | 21.00 | 32.5 |
| 1/4 | hour | 20.00 | 19.00 | 18.00 | 17.00 | 16.00 | 15.0 |
| 10 | minutes | 16.25 | 15.44 | 14.62 | 12.81 | 13.00 | 12.1 |
| 5 | minutes | 12.50 | 11.97 | 11.25 | 10.62 | 10.00 | 9.3 |
| | | | CLASS | "B" | | | |
| | (12:00 n | or to | | | 4 5:00 | p.m. | la al |
| | | | | D. 111. 1 | | | |
| 1 | heur | 30.00 | | 27.00 | 25,50 | 24.00 | 22.5 |
| 1/2 | bour | | | 16.20 | 15.20 | | 13.5 |
| 1/4 | hour | 12.00 | | 10 50 | 10.20 | 9.60 | 9.0 |
| 10 | minutes | | | 8.78 | 8.29 | | 7.3 |
| 5 | minutes | | | 6.75 | 6.35 | 6.00 | 5.6 |
| | | | CLASS. | ٠٠٠. | | | |
| | | (7:00 | a.m. to | 12:00 | noon) | | |
| 1 | hour | 25.00 | 23.75 | 22.50 | 21.25 | 20.00 | 18.7 |
| 1/2 | hour | | | 13.50 | 12.75 | 12.00 | 11.2 |
| 1. 1 | hour | | | 9.00 | 8.50 | 8.00 | 7.5 |
| 10 | minutes | | | 7.32 | 6.91 | 6.50 | 6.1 |
| 5 | minutes | | 5.94 | 5.63 | 5.31 | 5.00 | 4.6 |
| | | | CLASS | "D" | | | |
| | | (2 | ill other | time) |) | | |
| 1 | hour | 20.00 | 19.00 | 18,00 | 17.00 | 16.00 | 15.0 |
| 1/2 | hour | | | 10.80 | 10.20 | 9.60 | 8.0 |
| | h | | | | | 4 4 | |

In favor of networks.
Maximum 100 words; not accepted between 7:30 p.m.
and 11:00 p.m.

| | | CLASS | B | | | |
|-----|----------------|----------|--------|--------|---------|--------|
| | (12:00 noon to | 1:30 p. | m. an | d 5:00 | p.m. 1 | LO OL |
| | 7:30 | p.m. w | | | | |
| | 1 tt. | 18 ti. | 26 tl. | 52 tl. | 100 tt. | 260 11 |
| 100 | words 4.00 | 3.80 | 3.60 | 3.40 | 3.20 | 3.0 |
| 50 | words 3.00 | 2.85 | | 2.55 | 2.40 | 2.2 |
| | | CLASS | | | | |
| | (7:00 a.m. | to 12:00 | noon | week . | days) | |
| 100 | words 3.50 | 3.33 | 3.15 | 2.93 | 2.80 | 2.6 |
| 50 | words 2.50 | 2.35 | 2,25 | 2.13 | 2.00 | 1.8 |
| | | CLASS | D | | | |
| | (1:30 p.m. | to 5:00 | p.m. | week c | ays) | |
| 100 | words 3.00 | 2.85 | 2.70 | 2.55 | 2.40 | 2.2 |
| | | | 1 00 | 1.11 | | 1 7 |

Recular rates for time apply

Rates on application.

REMOTE CONTROL

Equipment available for all types of pick-ups at any point seried by telecraph or telephone lines. Lines will be equalized. Rates on request.

SERVICE FACILITIES

Services of program director, musical director, announcer and engineers for rehearsing and production at no extra cost.

Contract and Other Requirements

No program of less than fifteen minutes on Sunday. All continuities and announcements must conform to the rules and regulations of the Canadian Broadcasting Corporation. No material of contracterial nature will be broadcast and acceptance of material acceptance of material resulting the discretion of the station management.

Methanical Program Equipment

Equipment of handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables for an announcement of the contraction of the station management.

Personnel

Menager—A L. Garside
Sales Manager—John Hayden.

Representatives

United States—Howard H. Wilson Company.

Canada—Radio Representatives Ltd.

NEWFOUNDLAND

ST. JOHN'S

VOCM

(Established 1936)
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.

prom-Proper-Time

troverstag power-100 watta
you no meders; (food historystee
leritival Paristee Time absenced
Actual specialing schoolster Funitay 1988 p.m.
on p.m. Noed days 9 3n no. to 10 2t n.m.
p.m. 10 100 p.m., and 4.20 p.m. to 10 2t n.m.
p.m. 10 100 p.m., and 4.20 p.m. to 10 2t n.m. Agency Commission Agency rummination 15%. Cash Stumment some resident something Sun 31 days after date

reserved Advertising
The following fairs are for satisfied a Secretizing
The following fairs are for satisfied a Secretizing
Include thereis he owners of muste supprepriate
(6.00 pm. to 11.50 pm.)

1 hour
1/4 hour 1/4 hear... Darline rates 21% less than evering rates; he rates 50% ligher.

fates 50% ligher.

PEDQUENCY DISCOUNTS

IS mirates, 2 three weekly, 3 months contract

Is mirates, 2 three weekly, 3 months contract

Is mirates, 3 three weekly, 3 months contract

Is mirates, 3 three weekly, 6 months contract

Is mirates, 2 three weekly, 6 months contract

Is mirates, 2 three weekly, 6 months contract

PARTICIPATING PROGRAM

Tarticipating prigrams open for not less than 3
months contract providing daily acconcented months contract

per month 15.00; teler daily, per month 43 %; months contract

three daily, per month 56 & Almarkishle is money.

ELECTRICAL THANSCHIETHONS

ELECTRICAL TRANSCRIPTIONS Regular rates arrily. Transcription literry against the control of the

REMOTE CONTROL.
Remote control facilities available. Rates and an request.

on request.
Centract and Other Requirements
Advertising of alcoholic leverages not accepted a cepting light wines and heer.
Contracts subfect to cancellation on two weeks with notice accompanied by certified check at short r to date of last program.

to date in the property of the property of the local property of the cast; announcement copy two hours in advance; but ecriptions and talks four bours in advance, but the property of the pro

Rechanical Program Equipment Equipment Equipment tion, using 33-1/3 and 78 r.p.m. double translation, using 33-1/3 and recreated the second translation of the second translat

Persennel Director-I. L. Butler. Representativas None.

VONF (Established 1929)

Rates received June 27, 1941.
Owned and operated by Broadcasting Cerporalms, Newfoundland.
Business Office and Studio—Newfoundland Bell.
P. O. Box E5372, Et. John's, Newfoundland, Wiphone 1947.
Transmitter—Five miles west of St. John's, Newfoundland.

oundand.

Wave—Power—Time
Operating power—10,000 watts.
468.8 meters; 640 kilocycles.
Licensed to operate full time on regional channel
Daylight Saving Time observed.
Actual operating schedule: Sundays 11:00 am;
3:00 p.m. and 6:00 p.m. to 10:20 pm. Word 6
9:00 a.m. to 3:00 p.m. and 6:00 p.m. to 11:20 p

Agency Commission
Agency commission not included in rates
cash discount, Bills rendered and are de-

eath discount. Data security of the control of the

| time monthly | 1/2 tz. 10,54 |
|---------------------|------------------|
| time, per two weeks | 17.00 |
| times, per week | 16.00 |
| (Day rates) | 19.50 |

One-half of night rates.

One-half of night rates.

ANNOUNCEMENTS

Limited to ten sponsors. Nightime, daily, per \$2,000; Caytime, cally, per month \$1,00.

ELECTRICAL TRANSCRIPTIONS

Rates include use of transcription library serliniantaneous recording equipment available.

REMOTE CONTROL

Facilities subject to extra charges for incentual costs. Extra charges not subject to subject and commission. Mobile unit available.

Centract and Other Resultressess and controls and other Resultresses and controls subject to circulation by two week services accompanied by certified theek at about to date of last program.

Clisting Time

Contracts close one week in advance of first services and accompanied by certified theek at about costs. Announcement copy, transcriptions and colose \$21\$ hours in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcript and interal cut recordings.

Personnel

Station Manager—William F, Galgay.

ersonnel Station Manager—William F. Galexy. Commercial Manager—Gordon D. Halley.

Representatives
All-Canada Badio Facilities, Ltd.

requency Modulation (FM) and Television Stations

INDEX EM STATIONS STATIONS Los Angeles, Calif. Mt. Washington, N. H. Mt. Mitchell, N. C. Boston, Mass. Detroit, Mich. Detroit. Mich. Eransylle. Ind. Schenectady, N. Y. Detroit, Mich. Philadelphia, Pa. Rochester, N. Y. Philadelphia, Pa. Milwaukee, Wis. Chlease, III. Hartford. Conn. New York, N. Y. Philadelphia, Pa. New York, N. Y. Schenectady, N. Y. 0 H 3H.

CALIFORNIA

New York. N. Y.

LOS ANGELES

K 45 LA

K 45 LA

It effective August 11, 1941 (Card No. 1.)

It of and operated by Don Lee Broadcasting System.

It is office and Studio-5515 Melrose Ave..

(illywood Calif.

In militer—On top of Mount Lee. Hollywood Hills,

It office Time

It office August 10,000 watts.

It office August 10,0

60.00 40.00 10.00 1 our 5.00 5.00 5.00 but soon time of announcements. SPECIAL FEATURES 5.00 5.00 counts on program time of announcements. SPECIAL FEATURES 5.00 6.00 6.00 for one of the first of the first

onl inertes. & Gen'l Mgr.—Lewis Ailen Weiss, end Sales Manager—Sidney Gaynor. restatives hallar & Company.

CONNECTICUT

HARTFORD

W 65 H (Established 1940)

(Established 1940)

(Established 1940)

(Interfective October 1, 1941, (Card No. 1A.)

(Inderfective October 1, 1942, (

nemote control lete facilities for remote pick-ups. Line in-and line charges extra.

SERVICE FACILITIES

Complete program and production department available to plan prepare and present program. Merchandishs service, data on request, for contracts of size to warrant.

Details and costs on request.
Contract and Other Requirements
Advertising of alcoholio 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. Transcriptions and talks close 24 hours in advance.

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—141 N. Michigan Avo., Chicago, Ill. Transmitter-Atop Tribune Tower, Chicago, Ill.

Wave—Power—After Proceed for Operating Power—Frequency—15900 kilocycles. Licensed to operate full time. General Advertising

| General Advertising | |
|------------------------------|-------------------------|
| (6:30 p.m. to | 9:00 p.m.) |
| 1 hour | 75.00 |
| 1/2 hour | 45.00 |
| 1/4 hour | 25.00 |
| (3:00 p.m. to | C.20 P.m.) |
| 1 hour | |
| 1 '2 hour | |
| 1/4 hour | |
| | |
| DISCOU | NTS |
| Discounts do not apply t | o announcements or five |
| minute news periods. | |
| 13 consecutive weeks | 5% |
| 26 consecutive weeks | 10% |
| 52 consecutive weeks | |
| Additional D | discounts |
| 3 alternate days per week (n | ot Sunday) 10% |
| 6 days per week, Monday thr | ough Saturday 25% |
| 7 days per week | |
| ANNOUNCE | MENTS |
| 30 word station breaks: | |
| (Before 6:0) | 0 p.m.) |
| Less than 6 days per week | |
| 6 or 7 days per week | 1.50 |
| (After 6:00 | p.m.) |
| Less than 6 days per week | 5.00 |
| 6 or 7 days per week | 3.00 |
| No discounts apply | |
| SPECIAL FE | ATURES |
| Five minute news periods. | every hour on the hour |
| seven days, same schedule: | 13 teks 26 teks 52 teks |
| Hefore 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. Schrieb | IRT. |
| Sales Manager-W. A. McC | |
| Cares management and inte | ********* |
| | |

INDIANA

EVANSVILLE

W 45 V (Established 1941)

Rates effective January 1, 1941. Owned and operated by the Evansville On The Air, Inc.

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 Collose, Evansville, Indiana.
Wave—Power—Time
Operating power—10,000 wasts.
Frequency—44500 ktlocycles.
Licensed to operate full 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
The following rates are for national advertising.
(After 6:00 p.m. week days and after 12:00 noon Sunday)

| 1 hour | |
|--|--|
| 1/2 hour | |
| 1/4 hour | |
| 10 minutes 11.25 | |
| 5 minutes 7.50 | |
| 1 minute 3.75 | |
| 30 word station break 3.00 | |
| (Before 6:00 p.m. week days and before | |
| 12:00 noon Sunday) | |
| 1 hour | |
| 1/2 hour | |
| 1/4 hour | |
| 10 minutes | |
| 5 mlnutes | |
| 1 minute 3.00 | |
| 30 word station break 2.50 | |
| DISCOUNTS | |
| Less than 13 times Net | |
| 13 to 25 times | |
| 26 to 39 times | |
| 40 to 52 times | |
| 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)

(Established 1940)

Itates effective March 1, 1942. (Card No. 2.)

Owned and operated by The Yankee Network. Inc.

Business Office—21 Brookline Ave., Boston. Mass..

Commonwealth 6800.

Transmitter—Paxton. Mass.

Wave—Power—Time
Operating power—50,000 watts.

Frequency—4300 Kilocycles.

Actual operating schedule: 24 hours daily.

Actual operating seneume: 24 mous daily.

Agency commission 15% on net station time to recognized agencies. No eash discount. Charges for facilities are nayable immediately after each broadenst.

General Advertising
Time soil only in conjunction with W39R, Mount Washington, N. II.

12.00 (8:00 a.m. to 6:00 p.m.) 30.00 24.00 18.00 12.00

of 12-1/256, 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 metchandising 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 station only; talent is extra.

No station only; talent is extra.

No station of the station of

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 Bidg..
Detroit, Mich., Cherry 1411-12.
Transmitter—4500 Penobscot Bidg., Detroit, Mich.
Wave—Power—Time
Oberating 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.

CLASS "A"

(6:00 p.m. to 1220 p.m. reset days and 2:00

Orights.

CLASS "A"

(6:00 p.m. to 10:30 p.m. week days and 3:00

| | p.m. to | 10:30 p.i | n. Sunda | ys) | | | |
|------------------------|----------|-----------|----------|---------|----------|--|--|
| Le | ss than | | | | 156 or | | |
| | 26 ti. | 26 ti. | 52 tl. | 104 ti. | more ti. | | |
| 1 hour | 75.00 | 71.25 | 69.38 | 67.50 | 65.63 | | |
| 3/4 hour | 60.00 | 57.00 | 55.50 | 54.00 | 52.50 | | |
| 1/2 hour | 45.00 | 42.75 | 41.63 | 40.50 | 39.38 | | |
| 1/4 hour | 30.00 | 28.50 | 27.75 | 27.00 | 26.25 | | |
| 10 minutes | 22.50 | 21.38 | 20.81 | 20.25 | 19.69 | | |
| 5 minutes | 15.00 | 14.25 | 13.88 | 13.50 | 13.13 | | |
| I minute ti | ranscrip |)- | | | | | |
| t10n | 9.00 | 8.55 | 8.33 | 8.10 | 7.88 | | |
| 25 word chain break or | | | | | | | |
| 100 words | | 7.13 | 6.94 | 6.75 | 6.56 | | |

25 word chain break or 100 words 7.50 CLASS 'B' 6.94 6.75 (8:00 a.m. to 6:00 p.m. week days and 8:00 a.m. to 3:00 p.m. Sundays)

1 hour... 50.00 47.50 46.25 45.00 43/4 hour... 40.00 38.00 37.00 36.00 5.1/2 hour... 30.00 28.50 27.75 27.00 1/4 hour... 20.00 19.00 18.50 18.00 15 minutes 10.00 9.50 9.25 9.00 1 minute 10.00 9.50 9.25 9.00 1 minute transcription.... 6.00 5.70 5.55 5.40 25 word station break or 100 words 5.00 4.75 4.03 4.50 (6:00 a.m. to 8:00 a.m. 10:30 p.m. to 12:00 a.m. week days and 10:30 p.m. to 12:00 a.m. week days and 10:30 p.m. to 12:00 minute... 25.00 23.75 23.13 22.50 13/4 hour... 25.00 23.75 23.13 22.50 13/4 hour... 25.00 23.75 23.13 22.50 13/4 hour... 25.00 19.00 18.50 18.50 18.00 43.75 35.00 26.25 17.50 13.13 8.75 5.25 4.38

| 3/4 hour | . 20.00 | 19.00 | 18.50 | 18.00 | 17.50 |
|-------------|-----------|------------|-------|-------|-------|
| 1/2 hour | . 15.00 | 14.25 | 13.88 | 13.50 | 13.13 |
| 1/4 hour | . 10.00 | 9.50 | 9.25 | 9.00 | 8.75 |
| 10 minute | | 7.13 | 6.94 | 6.75 | 6.56 |
| 5 minute | 8 5.00 | 4.75 | 4.63 | 4.50 | 4.38 |
| 1 minute | | | | | |
| tion | | 2.85 | 2.78 | 2.70 | 2.63 |
| 25 word sta | atlon bre | | | | |
| 100 word | | | | 2.25 | 2.19 |
| | | nnouncemen | | | |
| | | weeks ear | | | |
| | | on the low | | | |
| | | | | | |

for 52 consecutive weeks earn an additional rebate of 12-1/2%, based on the lowest billing for any one week. Sound effects or additional voices on announcements 25% extra.

Time signals, temperature reports, etc., sold only on a weekly basis and subject to service charge. Commercial limited to 25 words: 104 or One per day for seven days: 104 or One per day for seven days: 106 or One per day for seven days: 108 or One o

TALENT

Rates on request.

Hates on request.

Contract and Other Requirements
Advertising of alcoholic boverages not accepted excepting beer and light wines. Contracts subject to
cancellation by 28 days notice by registered mal
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 reacress 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 transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnol Htation Manager-E. K. Wheeler.

Representatives

W 49 D

Batez effective November 1, 1941. Owned and operated by John L. Booth Brondensting,

Owned and operated by John L. Owner Communication
Inc.
Buthers Office 3100 Enton Tower, Detroit, Mich.,
Cauthier 7600
Transmitter 33th Hoor, Enton Tower, Dotroit, Mich.
Wave-Power-Time
Operating power L000 waths.
CF 10,000 waths.
Transmicry 43600 https://doi.org/10.1006/j.

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.

CLASS "A"

(6:00 p.m. to 10:30 p.m. week days and 3:00 p.m. to 10:00 p.m. Sundays)

p.m. to 10:00 p.m. Sundays)

1 tt. 13 tt. 26 tt. 52 tt.
75:00 71:25 67:50 60:00

| | | 1 (1. | 15 11. | 20 U. | 34 ti. |
|-----|----------------|-------|-----------|-------|--------|
| 1 | hour | 75.00 | 71.25 | 67.50 | 60.00 |
| 3/4 | hour | 60.00 | 57.00 | 55.50 | 48.00 |
| 1/2 | hour | 45.00 | 42.75 | 40.50 | 36.00 |
| 1/4 | hour | 30.00 | 28.00 | 26.50 | 23.50 |
| îô | mlnutes | 22.50 | 21.50 | 20.25 | 18.00 |
| - 5 | minutes | 15.00 | | | 12.00 |
| | | 13.00 | 14.25 | 13.50 | 12.00 |
| 1 | minute tran- | | | | |
| | scription | 9.00 | 8.40 | 8.00 | 7.20 |
| 100 | word announce- | | | | |
| m | ent | 7.50 | 7.00 | 6.50 | 6.00 |
| | | LASS | "B" | | |
| | (1:00 p.m. to | | p.m. week | days) | |
| 1 | hour | 50.00 | 47.50 | 45.00 | 42.50 |
| 3/4 | hour | 40.00 | 38.00 | 37.00 | 36.00 |
| 1/2 | | 30.00 | 28.50 | 27.00 | 25.50 |
| | hour | | | | |
| 1/4 | hour | 20.00 | 19.00 | 18.00 | 17.00 |
| 10 | minutes | | 14.25 | 13.88 | 13.50 |
| 5 | minutes | 10.00 | 9.50 | 9.00 | 8.50 |
| 1 | minute tran- | | | | |
| | scription | 5.00 | 4.75 | 4.50 | 4.25 |
| 100 | word announce- | | | | |
| | ent | 4.50 | 4.25 | 4.15 | 4.00 |
| | | | | | |

in minite period. Sponsored newscasts must be factual only. Hates 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. Bo
Sales Manager—Eric V. Hay.

Representatives
Burn-Smith Company, Incorporated.

NEW HAMPSHIRE

MT. WASHINGTON

W 39 B

(Established 1940)

(Established 1940)

Rates effective March 1. 1842. (Card No. 3.)

Owned and operated by The Yankee Network. Inc.

Business Office and Studio—21 Brookline Avenue,
Boston. Mass., Chamnonwealth 0890.

Transmitter—aton Mt. Washinston. New Hampshire.

Wave—Power—Time
Operating power—1.000 watts.
(C.P. 5,000 watts.)

Frequency—43900 kilocycles.
Actual operating schedule: 24 hours dally.

Agency Commission
Agency commission
Agency commission 15% to recognized agencies on
net station time only. No cash discount. Charges
for facilities are payable immediately after each
irroadcast.

Ironaicast.

General Advertising
Time sold in conjunction with W431t, Boston, Mass.
The following rates are for national advertising.

(6:00 p.m. to 11:00 p.m.)
30.00

| 3/4 ho | ır | 24.00 |
|---------|---------------------------------|-------|
| | | |
| 1/2 hor | IT | 18.00 |
| 1/4 hot | lr | 12.00 |
| | nutes | 6.00 |
| | (8:00 a.m. to 6:00 p.m.) | |
| 1 hot | IF | 15.00 |
| 3/4 hor | Ir | 12.00 |
| | lr | 0.00 |
| | ır | 0.00 |
| | unted | 3.00 |
| 6 101 | IIII CCV | 0.00 |
| | ANNOUNCEMENTS | |
| 125 wor | ds or one minute transcription: | |
| | 0:00 p.ni. | 8.00 |
| Refor | o 6:00 p.m | 1.59 |
| 30 mord | announcement between programs: | 1.00 |
| After | Onto a to | 3.00 |
| | 0:00 p.m | |
| Befor | e 0:00 p.m | 1.50 |
| | DISCOUNTS | |
| | | |

Time discounts apply to total broadcast in each classification for the same apouser within the current

sification for the same species, where the same 2d times. Not 104 to 155 times 10% 29 to 151 times. 5% 150 or more ti. 12-1/2% 5% to 163 times. 7-1/2% 150 or more ti. 12-1/2% 150 or more ti. 5% 10 103 times. 7-1/2% to 103 times. 7-1/2% to 104 times. 7-1/2% to 104 times. 7-1/2% to 104 times. 7-1/2% to 104 times times to 104 times. 7-1/2% to 104 times times to 104 times times

TALIENT
Itsies on request. No time discounts. Staff organist
10.00 per brandenst of one-half hour or less.

REMOTE CONTROL

Rates on request.

SERVICE FACILITIES
Production department plans and produces proj. ideas or produces programs planned by client agencies.

agencies.

Contract and Other Requirements
No contract accepted for longer than one year.
blanket contracts accepted. Preferred position
erned by priority and availability on contract by
Closing date for inclusion in general publicity in
printed announcements is 14 days before broad.

Mechanical Program Equipment
Equipment 1900 broads and 1900 broads and 1900 broads and 1900 broads.

Mechanical Program Equipment
Equipment 2000 broads and 1900 broads and 1900 broads and 1900 broads.

Mechanical Program Equipment
Equipment 2000 broads and 1900 broads and 1900 broads and 1900 broads and 1900 broads.

Mechanical Program Equipment
Equipment 2000 broads and 1900 broads and 1900 broads and 1900 broads.

Mechanical Program Equipment
Equipment 2000 broads and 1900 broads and 1900

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 Broadcast
System, Inc.
Business Office and Studio—485 Madison Ave., 1
York, N. Y.. Wickersham 2-2000.
Transmitter—
Transmitter—

Business Office and Studio—485 Madison Aye., 1
York, N. Y., Wickersham 2-2000.

Transmitter—

Wave—Power—Time
Operatins power—3,000 watts.
Frequency—46700.
Operates on Eastern War Time.
Actual operating schedule: Week days 3:00 p.m.
6:00 p.m. and 7:00 p.m. to 10:00 p.m.
Agency Commission
Agency Commission
Agency Commission

(After 6:00 p.m.)

| Operates on Eastern War Time.
| Operation War Time.
| Operates on Eastern War Time.
| Operation War Time.
| Operation War Time.
| Operates on Eastern War Time.
| Operation War Time.
| Operates on Eastern War Time.
| Operate

not affect the advertiser's right to to signal.

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 advertising copy subject to approval of station.
Representatives
Radio Sales.

W 71 NY (Established 1941)

(Established 1941)
Rates received April 29, 1941.
Owned and operated by Bamberger Broadcast Service. Inc.
Business Office and Studio—1440 Broadway, New It City. Pennsylvania 6-8600.
Sales Offices—Tribune Tower. Chicago. Illinois: Federal Street. Boston. Massachusetts, and E Building. San Francisco. California. Vave—Power—Time Operating power—10.000 watts.
Frequency 47100 kilocycles.
genony Commission

Agency Commission 15% to reconized agencies on Agency commission 15% to reconized agencies on time only. No cash discount. Bills payable we immediately following each broadcast.

Goneral Advertising
The following rates are for national advertising
Minimum time sold five minutes, or 35 word
announcement. announcement.

Program must conclude 30 seconds before and of pecontracted for to allow for switching and statement floation.

(6:00 p.m. to 9:00 p.m.)

(6:00 р.ш. со ото (3:00 p.m. to 6:00 p.m.)

1/4 hour.

REBATES

The following rebates will be granted the ader, based on the smallest amount of weekly gross bill that has run consecutively for 26, 39 or 52 wt 20 weeks.

5% 52 weeks.

10 weeks.

7-1/2%

The rebate will be due and payable only at the of each 24, 39 or 52 weeks of consecutive service after payment therefor.

Wookly discount for eight or inore consecutive with a pragrams per week.

7 programs per week.

7 programs per week.

Minimum length of contract eight weeks (subjective regulations).

EW YORK CITY—Continued

W 71 NY-Continued

| ANNOUNCEMENTS | |
|---|--|
| 3 word announcements between 6:00 p.m. and 9:00 p. in guaranteed positions following sustaining | |
| | |
| Fgrams: | |
| or 2 per week, each 5.00 4.00 | |
| A or 5 per week, each 4.00 | |
| or more per week, each | |
| et next to news, before 6:00 p.m.: | |
| et next to news, before o.oo p.m.: | |
| or 2 per week, each 3.00 4 or 5 per week, each 2.00 | |
| or more nor week, cach | |
| or more per week, each 1.50 p.m. in 1/4 | |
| hr programs, when available: | |
| to 5 per week, each 6.00 | |
| to 5 per week, each 6.00 per week, each 5.00 | |
| D minute announcements after 6:00 p.m., when | |
| viable, each 10.00; minimum five weekly. | |
| 3 word announcements cannot be sponsored by drug | |
| pulacturers except for advertisement of cough drops | |
| oc can they mention contests or offers. Announce- | |
| mts on Sundays by arrangement. Transcribed station | |
| -brk announcements not accepted. | |
| Anuncements are not subject to annual rebates nor | |
| off discounts than listed immediately above. | |
| | |

SPECIAL FEATURES

Fig. S. Service: Available in regular 15 minute persist commercial copy limited to 2-1/2 minutes for high 15 minute period. Rates on request.

Signals: Limited to sponsor identification; available only to clock and watch advertisers; six its per day and one 50 word commercial the Health time, per week 80.00.

ELECTRICAL TRANSCRIPTIONS

HI ELECTRICAL TRANSCRIPTIONS

| PRolat time charges only. | Property | Proper

TALENT

Aftas on request.

180d effects equipment, per man, per bour for rethesal and broadcast 5.00.

Met in WOR Library available only at a rental

REMOTE CONTROL

rarrams bandled from any point. Rates for remote

SERVICE FACILITIES

Services of station artists bureau and program derement available in arranging and presenting progris.

Eventet and Other Requirements

149 Adrilsing of alcoholic beverages not accepted.

SCASSION reserves the right to eliminate all or parts of oreans which it may consider contrary to its policy type terest without notice or consent.

isi Time

5-bical Program Equipment 5-bidped to handle programs by electrical transcription using 33-1/3 and 78 r.p.m. double turn-tables bretfieal and lateral cut recordings.

- TELEVISION -

wy D K (Established 1941)

The hard operated by National Broadcasting Co.

Success Office and Studio—RCA Bidg., Radio City,

National Broadcasting Co.

Tamilter—Empire State Bidg., New York City.

vePower—Time ruency—50-56 megacycles.

Does not sell time.

ROCHESTER

W 51 R

(Established 1939)

(Established 1939)

(Established 1941. (Card No. 1.)

(Fig. 6 and and operated by Strombers-Carlson Tel. Mfg.

h luess Office and Studio—Sagamore Hotel, 111 East ha., Rochester, N. Y. ramitter—Rochester Gas and Electric Corp., 89

'ist Ave., Rochester, N. Y.

've-Power.—Time
pating power.—3,000 watts.

Tuency.—45100 kilocycles.

dased to operate full time.
rating schedule: Saturdays 1:30 p.m. to 11:00

it; Sundays and week days 3:00 p.m. to 11:00 p.m.

15 Sunuays and New Commission 15% to recognized agencies on on time only. No cash discount, Bills rendered y of each month; due ten days after date.

d Advertising
b following rates are for national advertising,
is include charges by owners of music copyrights.

| | (6:00 | p.m. | to | 11:00 | p.m.) | |
|-----------|-------|------|----|----------|-------|-------|
| nour | | | | ******** | | 60.00 |
| | | | | | | 48.00 |
| Hour. | | | | | | 36.00 |
| | | | | | | 24.00 |
| · munitie | 3 | | | | | 12.00 |

| (1:30 p.m. to 6:00 p.m.) | .00 |
|--|-----|
| 3/4 hour | .00 |
| | .00 |
| 125 words or 1 minute transcription: | .00 |
| Before 6:00 p.m. 30 word announcements between programs: | |
| After 6:00 p.m | .00 |
| Less than 26 times Net 104 to 155 times 10 | 0% |

DIECTRICAL 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 compaisation.

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 broadcat.

Contracts close one week in advance in first choice of the contracts.

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.

SCHENECTADY

(Schenectady County)

W 47 A (Established 1941)

Rates effective September 10, 1941. (Card No. 1.) Card received October 17, 1941.

Owned and operated by Capitol Broadcasting Co., Inc. Business Office and Studio—408 State St., Schenectady, N. Y., Schenectady 3-1423. Transmitter—Atop Mount Pinnaele, New Scotland. N.Y., 21 mlles south of Schenectady, N. Y.

N.Y., 21 miles south of Schenectady, N. Y.

Wave—Power—Time
Operating power—1.000 watts.
Frequency—14700 kilocycles.
Licensed to operate full time.
Daylight Saving Time observed.
Actual operating schedule: 8:00 a.m. to 12:00 midnight.
Agency Commission
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.)

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

| | | 10.00 |
|-------------|---|-------|
| | (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 mldnight) | |
| 1 | hour | 25.00 |
| $3/\bar{4}$ | hour. | 20.00 |
| 1/2 | | 15.00 |
| | | |
| 1/4 | | 10.00 |
| 5 | minutes | 5.00 |
| | ANNOUNCEMENTS | |
| | (After 6:00 n.m.) | |
| 125 | words or one minute transcription | 5.00 |
| | word announcement between programs | 5.00 |
| ••• | (Before 6:00 p.m.) | 0.00 |
| 195 | words or one minute transcription | 2.50 |
| 120 | words or one minute transcription | |
| 30 | word announcement between programs | 2.50 |
| | | |

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)

(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—48500 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.) Rates effective December I, 1942. (Card No. 1.)
Owned and operated by Gordon Grav.
Business Office and Studio—419-421 N. Spruce St.,
Winston-Salem, 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.

| | (After 6:00 p.m.) |
|----|--------------------|
| 1 | hour |
| /4 | hour |
| 19 | hour. |
| 4 | hour |
| 5 | minutes |
| | (Before 6:00 p.m.) |
| 1 | hour |
| /4 | hour |
| /2 | hour. |
| /4 | hour |
| 5 | minutes. |
| | ANNOUNCEMENTS |
| | (After 6:00 p.m.) |

SERVICE FACILITIES
Services of production, sales and merchandising departments are available.
Contract and Other Requirements

contract and Other Requirements

No blanket contracts accopted. 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, 59-1/2
minutes; three-quarter hour, 44-1/2 minutes; onelualf hour, 29-1/2 minutes; one-quarter hour, 14-1/2
minutes; five minute period, 4 minutes and 40
seconds.

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'Nell,
Production Manager—Robert Estes,
Engineer—C. M. Smith.

Representatives
The American Network, Inc.

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.

Transmitter—35 S. Ninth St., Philadelphia, Pa.

Wave—Power—Time
Operating power—1,000 watts.
Frequency—4890 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.

| Columbia | Columbia

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.

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 FACULTATION

Iranscribed 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

Availabilities quoted subject to station approval of program and talent. Neither program periods nor announcement periods may be combined with corresponding services used by same advertiser on station's AMI 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 ilmitted as follows: 5 minute program, 1 minute; 15 minute, 2 minutes; 30 minute, 2 minutes; and 60 minute, 5 minutes.

Mechanical Program Equipment

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. timied and operated by WPIL Broadcasting Company, Business Office and Studio-Widener Bidg., Philadel-phia, Ph., Rittenhouse 6900. Transmitter-Widener Bidg., 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.

General Advertising CLASS "A"

(After 6:00 p.m.)

| | | hour | | 1/2 hour | | min. | (*) w | ords |
|-----|-------|-------|-------|-------------|-------|-------|-------|------|
| 1 | time | 50.00 | 40.00 | 30.00 | 20.00 | 10.00 | 5.00 | 5.00 |
| 26 | times | 47.50 | 38.00 | 28.50 | 19.00 | 9.50 | | 4.75 |
| 52 | times | 45.00 | 36.00 | 27.00 | 18.00 | | | 4.50 |
| | times | | | | | 8.50 | | 4.25 |
| | times | | | | | 8.00 | | 4.00 |
| 312 | times | 37.50 | 30.00 | 22.50 | 15.00 | 7.50 | 3.75 | 3.75 |

CLASS "B"

(Before 6:00 p.m.)

| 1 | time | 25.00 | 20.00 | 15.00 | 10.00 | 5.00 | 2.50 | 2.50 |
|-----|-------|-------|-------|-------|-------|------|------|------|
| 26 | times | 23.75 | 19.00 | 14.25 | 9.50 | 4.75 | 2.38 | 2.38 |
| 52 | times | 22.50 | 18.00 | 13.50 | 9.00 | 4.50 | 2.25 | 2,25 |
| 104 | times | 21.25 | 17.00 | 12.75 | 8.50 | 4.25 | 2.13 | 2.13 |
| 208 | times | 20.00 | 16.00 | 12.00 | 8.00 | 4.00 | 2.00 | 2.00 |
| 312 | times | 18.75 | 15.00 | 11.25 | 7.50 | 3.75 | 1.88 | 1.88 |

(*) 125 words or one minute transcription in participating periods only.

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:

| 15 | minutes, | per | program progra | 2.00 |
|----|----------|-----|--|------|
| 30 | minutes, | per | | 3.00 |
| 45 | minutes, | per | | 4.00 |

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

Availabilities are 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.

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 minutes, 1 minutes, 15 minutes, 2 minutes; 30 minutes, 3 minutes; 60 minutes, 5 minutes.

Representatives

The American Network, Inc.

W 69 PH

Rato card issued August 1, 1942. (Card No. 2.) Owned and operated by WCAU Broadcasting Co. Business Office and Studio—1622 Chestnut St., Philadelphia, Pa.

Transmittor-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 retreactively within a fiscal year to earn minimum rates. If a contract runs without interruption, after a term of 52 weeks, the advertisor's earned rate will con-

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.

CLASS "A.

CLASS "A"

(After 6:00 p.m.) 7 TA4 +1 OAR +1 919 +1

| 3/4 1/2 15 | hour hour minutos minutes | 28.50 10.00 9.50 | 45.00 30.00 27.00 18.00 9.00 | 42.50 84.00 25.50 17.00 8.50 | 40.00 32.00 24.00 10.00 8.00 | 87.50 80.00 22.50 15.00 7.50 | |
|------------------|------------------------------------|------------------------|--|--|--|--|--|
| | | CLASS | "B" | | | | |

(Bofore 0:00 p.m.)

| hour | 25.00 | 23,75 | 22.50 | 21.25 | 20.00 | 18.75 |
|---------|-------|-------|-------|-------|-------------|-------|
| hour | 20.00 | 19,00 | 18.00 | 17.00 | 10.00 | 15.00 |
| hour | 15.00 | 14,25 | 13.50 | 12.75 | 12.00 | 11.25 |
| minutes | 10.00 | 0,50 | 9.00 | 8.50 | 8.00 | 7.50 |
| minutes | 5.00 | 4,75 | 4.50 | 4.25 | 4.00 | 8.75 |
| | | | | | | |

ANNOUNCEMENTS CLASS "A"

(After 5:59 p.m.)

TALENT
May be furnished by station. Rates on request

May be furnished by station. Rates on requestContract and Other Requirements
Announcements are accepted only during stabreaks, copy not to exceed 30 words. Commer,
copy on all programs is limited as follows: 5 min
programs. 1 minute; 15 minute programs. 2 minute;
30 minute programs, 3 minutes; 45 minute programs
4 minutes; 60 minute programs, 5 minutes; 7
copy can be divided into as many parts as desibut no one part can exceed one minute in less.
Programs must conclude 30 seconds before enseperiod contracted for to allow for switching and
tion identification.

Mechanical Program Equipment
Equipped to handle programs by electrical transe
tion, using 33-1/3 and 78 r.p.m. double turn-ta
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.

'ave—Power—Time
Operating power—50,000 watta.
Frequency—45500 kilocycles.

Agency Commission

Agency commission 15% to recognized agencies net charges for station time only. No cash disease Bills payable by the first of the month folial service.

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

1 hour...... 3/4 hour..... 1/2 hour..... 1/4 hour..... 5 minutes. (8:00 a.m. to 6:00 p.m.)

ANNOUNCEMENTS
(6:00 p.m. to 11:00 p.m.)
125 words, 1 minute transcription or 30 word
station broak......

(8:00 a.m. to 6:00 p.m. daily)
125 words, I minute transcription or 30 word
station break.
Announcement contracts follow the same dis
schedule as general program service contracts,
such announcements cannot be combined withother type of service to earn discounts.

Contract and Other Requirements

Basic rates are guaranteed for the period of year from date of first broadeast. Contracts canno more than one year from date of first broadeast program made the property from date of first broadeast program made the property of station in a general. Advertisers will be expected to utilize bonofits to derived from frequency modulative the utmost cance quoted for general program includes charge for station time only. All other ices are additional. Rates for these on requests.

RADIO STATION REPRESENTATIVES

*Indicates station has other representatives. See listing of station for complete information.

| merican Network Inc., The | New York—50 East 42nd Street | F M | W5IR—Rochester, N. Y. | W4IMM—Mt. Mitchell, N. C. | W53PH—Philadelpula, Pa.

nck, Frank R.
D Chicago—540 N. Michigan Avenue
D Telephone Delaware 1055
WWO—Winona, Minn.

rannan, Miss Bertha brandan, Miss Bertha

50: Boston—538 Little Building

151: Telebhone Hubbard 4370

171: WCSH—Portland, Me.

171: WCSH—Portland, Me.

172: WHAI—Greenfield, Mass.

173: WHAI—Greenfield, Mass.

174: WHN—Holyoke, Mass.

175: WSFR—Springfield, Mass.

176: WHEE—Portsmouth, N. H.

177: WHEE—Portsmouth, N. H.

178: WHEE—Portsmouth, N. Y.

179: WHAI—Utica, N. Y.

189: WCAU—Philadelphia, Pa.

Aiddlek. Walter Co.

Los Angeles—568 Chamber of Combe merce Bldg. Telephone Richmond 6184
San Francisco—Rm. 673, 681 Market
12 Street. Telephone Garfield 0947
It Seattle—1038 Exchange Bldg.

14 Telephone Main 6440
H. *KHUB—Watsonville. Calif.
(I. *WIBU—Chicago, Ill.
II. *WIBU—Topeka, Kans.

10 *WIRC—Joulsville. Ky.
II. *WIBX—Utlea. N. Y.
II. *KAST—Astoria. Ore.

Z. KXRO—Aberdeen, Wash.

litair. John & Company hisler, John & Company
or Member—National Association of
the Broadcasters.
15 Chicago—520 N. Michigan Avenue
15 Telephone Superior 8659
New York—341 Madison Avenue
15 Telephone Murray Hill 9-6084
15 Los Angeles—438 Cham. of Com. Bids.
15 Leonome Prospect 3584
15 San Francisco—608 Russ Building
15 Telephone Duglas 3188
15 St. Louis—350 Paul Brown Building
15 Telephone Chestnut 5088
16 Don Lee Broadcasting System

Don Lee Broadcasting System
Pacific Broadcasting Company
The Arizona Radio Network, Ariz.

Don Lee Broadcasting System Pacific Broadcasting Company The Arizona Radio Network. Ariz. KSUN—Bisbee. Ariz. KSUN—Bisbee. Ariz. KSUN—Bisbee. Ariz. KTUC—Tucson. Aria. KTUC—San Erenardino. Calif. KIEX—Experies. Calif. Calif. KIEX—Experies. Calif. KIEX—San Diego. Calif. KYCC—San Diego. Calif. KYCC—San Luis Oblisoo. Calif. KYCC—Lewiston. Calif. KYCC—Lewiston. Idaho KRIC—Lewiston. Jaho KRIC—Lewiston. Jaho KRIC—Lewiston. Jaho KRIC—Lewiston. Jaho KYSC—Lewiston. Jaho KYSC—Lewiston. Jaho KYSC—Lewiston. Jaho KYSC—Lewiston. Jaho KYSC—KYSC—San Line Ore. KUIN—Grants Pass. Ore

K45LA-Los Angeles, Calif.

211.

Hillue Network Spot Sales ine Network Spot Sales
Chicago-Merchandise Mart
Cleveland—315 Superior Are., N. E.
Denver—1625 California St.
Detroit—802 Fisher Bidg.
Hollywood-Sunset Bird. & Vine St.
San Francisco—111 Surter St.
Schenectady—1 River Road
Washington, D. C.—Trans-Lux Bidg.
KGO—San Francisco, Calif.
WMAL—Washington, D. C.
WENRA—Chicago, II.
WIZ—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 Building Telephone Walnut 4851 Detroit—7-236 General Motors Bids. Telephone Trinity 1-0440

St. Louis—Areade Building Telephone Chestnut 6192 Kansas City—Board of Trade Ridg. Telephone Harrison 1023 Portland—370 Pitlock Block Telephone Atwater 7474 San Francisco—5 Third Street Telephone Garfield 6740 Charlotte—812 Commercial National Bank Building Telephone 8839

Telephone S839
Los Angeles—148 S. Hill Street
Telephone Michigan 1269
Seattle—838 Empire Building
Telephone Ellot 1769
KTHS—Hot Springs. Ark.
KTBS & KWKH—Shreveport, La

KTBS & KWKH—Shreveport, WCFO—Cincinnati, O. WTJS—Jackson, Tenn. WNOX—Knoxville, Tenn. WNOX—Memphis, Tenn. KRIC—Beaumont, Tex. KRIS—Corpus Christl. Tex. KRID—Dallas, Tex. KXVZ—Houston, Tex. WCHS—Charleston, W. Va. WDLK—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 4290 Telephone Central 4290
San Francisco—Rm. 673. 681 Market
Street, Telephone Garfield 0947
Los Angeles—568 Chamber of Commerce
Bldg. Telephone Richmond 6184

Street, Telephone Garfield 0947

Los Anseles—568 Chamber of Commerce
Bidg. Telephone Richmond 6184

*Daniel Boone Regional Network, The
Southern Network The
KMTR—Los Angeles, Calif.
WNLC—Washington, D. C.
WRUF—Gainesville, Fla.

*WLOF—Orlando, Fla.
WLOF—Orlando, Fla.
WLOF—Orlando, Fla.
WLOF—Elkhart, Ind.
KYFD—Fort Dodge, Iowa
KTRI—Sloux City, Iowa
*WGRC—Louisville, Ky.
WFMD—Fielkhart, Ind.
KYFD—Fort Dodge, Iowa
KTRI—Sloux City, Iowa
*WGRC—Louisville, Ky.
WFMD—Frederick, Md.
*WNIH—New Hedford, Mass.
WELL—Battle Creek, Mich.
WRDF—Filint, Mich.
WRIZ—Muskeson, Mich.
KOYO—Missoula, Mont.
WOLF—Synacuse, N. Y.
WISE—Asheville, N. C.
WGRG—Greensboro, N. C.
WGRT—Roanoke Rapids, N. C.
WGRT—Roanoke Rapids, N. C.
WGRT—Roanoke Rapids, N. C.
WGRT—Roanoke Rapids, N. C.
WGRT—Wilsion, N. C.
WGTM—Wilson, N. C.
WGTM—Vilson, N. C.
WGTM—Canton, Ohio
WRRN—Warren, Ohio.
KOYY—Oklahoma City, Okla.
KOOS—Marshfield, Ore.
WMIRP—Lewistown, Pa.
WMIRP—Rosynolic, Tenn.
WHIR—Kowport Kews, Va.
*KOIY—Okwport Kews, Va.
*WOIP—Bristol, Mich.

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—2208 Pine Street Telephone Central 3330 San Francisco—1207 Russ Building Telephone Douglas 5220 KCKN—Kansas City, Kan, •WIBW—Topeka, Kan, Columbia Broadcasting System. inc. olumbia Broadcasting System. Inc.

New York—485 Madison Acenue
Telephone Wickersham 2-2000
Philadelphia—1622 Chestnut Street
Telephone Rittenheuse 6447
Chicago—410 N. Michisan Avenue
Telephone Whitehall 8000
Detroit—ikm. 902. Fisher Building
Telephone Trinity 2-3414
Los Angeles—Columbia Square
Telephone Hollywoni 2484
San Francisco—Pelace Incled
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 Broadcasting System Columbia New England Network

Cook. B. Frank
Atlanta—Walton Buliding.
WLOF—Orlando, Fla.
*WALB—Albany. Ga.
*WFBC—Greenville. S. C.

Philadelphia—Drexel Building, Inde-pendence Square, Tel. Lombard 1:20 New York.—535 Filth Avenue Telephone Murray Hill 2-8284 Chicago—228 N. Lasalie Street Telephone Franklin 2095

Chicago—228 N. Lasale Street
Felephone Franklin 2093
Felephone Franklin 2093
KELD—El Dorado, Ark.
KFFA—Helena, Ark.
WGA—Chrunsvick, Ga.
WGAA—Cedartown, Ga.
WGA—Cedartown, Ga.
WGA—Cedartown, Ga.
WGA—Cordelo, Ga.
WGA—Cordelo, Ga.
WGA—Gordelo, Ga.
WGA—Gordelo, Ga.
WGA—Gordelo, Ind.
WASK—Laseyete.
WGA—Gordelo, Ind.
WASK—Laseyete.
KFN—Tecomeari, N. M.
WGNC—Gastonia, N. C.
WGFR—High Point, N. C.
WFR—High Point, N. C.
WFA—Portsmouth Eastl.) O.
*KAST—Astoria, Ore.
WFA—Portsmouth Eastl.) O.
*KAST—Astoria, Ore.
WFA—Portsmouth Eastl.) O.
*KAST—Astoria, Ore.
WGR—Sumbury, Ps.
WGLS—Freence, S. C.
WFIG—Sumter, S. C.
KFIG—Sumter, S. C.
KFIG—Teres.
KILL—Midland, Tex.
KILL—Midland, Tex.
KILL—Poistine, Tex.
KILL—Poistine, Tex.
KILL—Midland, Tex.
KILL—Midland, Tex.
KILL—Poistine, Tex.
KILL—Midland, Te

Commings. Harry E.

Jacksonville—308 Fiorida Nat'l Bank Building, Telephone 3-0381 Seattle—921 Second Avenue

DeLisser, Inc.

New York—11 W. 44th Street
Telephone Circle 7:1435
Chicaxo—180 N. Michisan Ave.
Telephone Dearborn \$108
San Francisco—681 Market Street
Telephone Dearborn \$108
San Francisco—681 Market Street
Telephone Tabor 80:24
Omaha—128 Grain Helt Exchange
Bulluling
Telephone Webster 1412
Rochester, N. Y. — 643 Lincoln
Alliance Bulluling
Telephone Stone 3485
Fortland, Ore.—120 South West
Fourth Avenue
Telephone Atwater 0347
Allentown—P. O. Hox 1005
Telephone Allentown 2-6751
Philadelphis—1-121 Chestnut St.
Telephone Rillenhown 1800
Pittsburgh—Rm. 604, Chamber of
Commerce Ruilding
Telephone Atlantic 8741
Seattle 923 Second Avenue
Telephone Meirose 9193
WSLIR—Ogdensburg, N. Y.

Forjoe & Company

Forjoe & Company

New York—10 W. 44th Street
Telephone Vanderbilt 6-5080
Chicago (Hai Holman)—333 N. Michigan Ave., Telephone Randolph 6225

"KHUB—Watsonville, Calif
WGESS—Chicago, Ill. (East only)
WSBC—Chicago, Ill. (East only)
WSBC—Chicago, Ill. (East only)
WLRC—Muncle, Ind.
WCOU—Lewiston, Me.

"WHIK—Detroit, Mich.
WHIM—Jackson, Mich.
"WMIK—Minneupolis-St. Panl. Minn.
WCAP—Asbury Park, N. J.

WBRB—Red Bank, N. J.
KICA—Clovis, N. M.
WRNX—New York, N. Y.
WGBR—Goldsboro, N. C.
WTEL—Philadelphia, Pa.
WWSW—Plitsburgh, Pa.
KEEW—Rrownsville, Tex.
KEYS—Corpus Christi, Tex.
KGRS—Harlingen, Tex.
KGRS—Harlingen, Tex.
KCHN—Tampa, Tex.
KCHN—Tampa, Tex.
KONO—San Antonio, Tex.
WAIVA—Martinsville, Va.
WAIVA—Morgantown, W. Va.

WAJIC—MORGARIOVIN, W. Vg.

Foreman Company, The

New York—247 Park Avenue
Telephone Eldorado 5-0174
Chicago—Wrigley Building
Telephone Delaware 1889
Beverty Hills, Calif.—205 S. Beverly
Drive, Crestive 1-2166
KLCN—Blythevillo, Ark.
WLAK—Lakeland, Fla.
WTAX—Springfield, Ill.
WIND—Gary, Indiana
WCAR—Pontlac, Mich.
Southern Minnesota Network
KATE—Albert Lea, Minn.
KYSM—Mankato, Minn.
WLOL—Minneapolis-St., Paul, Minn.
WINL—New York, N.
Elliot Roosevelt Operated Stations
WIRL—Sheboygan, Wls.

Foster, Robert C.

Foster, Rebert O.

lloston—506 Statler Hotel Bullding Telephone Hubbard 3225 WDRC—Hartford, Conn. *WABI—Banger, Me. *WNBH—New Bedford, Mass. *WNUB—Manchester, N. H. *WSYB—Rutland, Vt.

 $\{x_i\}_{i=1}^{n-1}$

 $L_{i,M}$

Free & Peters, Inc.
Member—National Association of Broadcasters. Broadensters.
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 Vandika 0569
Atlanta—322 Palmer Building
Telephone Main 5667
KARM—Fresno. Culif.

Manta—322 Palmer Building Felephone Main 5687

KARM—Fresno, Calif.

KECA—Los Ankeles, Calif.

KICOW—Osakiand, Calif.

WMRD—Peerla, Ill.

WMRD—Hammond, Ind.

WISUP—Hammond, Ind.

WISUP—Indianapolis, Ind.

WOC—Davenport, Iowa

WMO—Des Moines, Jowa

KMA—Shenandoah, Iowa

KMA—Shenandoah, Iowa

KMA—Shenandoah, Iowa

WAYE—Louisville, Ky,

WKZO—Kaimarzoo, Mich.

KDAL—Duluth, Minn.

WTCN—Minneapolis-St, Paul, Minn.

KMIBC—Kansas City, Mo.

KSD—St, Louis, Mo.

KOB—Albuquerque, N. M.

KSD—St, Louis, Mo.

KOB—Albuquerque, N. Y.

WFIN—Swey York, N. Y.

WFITF—Haleich, N. C.

WCAY—Farko, N. D.

WCKY—Cincinnati, O.

KOMA—Okishoma City, Okia.

KTU—Tuisa, Okia,

KALE & KOIN—Portland, Ore.

WCSC—Charleston, S. C.

WISI—Columbia, S. C.

WISI—Columbia, S. C.

WISI—Rounde, Va.

KIRO—Seattle, Wash,

Iller, Romlo C., & Associates

Fuller, Romlg C., & Associates Reattle—141 Fourth Avenue Bidg. Telephone Main 1277 *KGY—Olympia, Wash.

Grant, W. S., Cempany San Francisco—530 Market Street Telephone Exbrook 6685 RISI,—Chico, Calif,
KISI,—Chico, Calif,
KMYC—Marysville, Calif,
KYOS—Morced, Calif,
KYCV—Reddling, Calif,
*KTKC—Visalla, Calif,
KFJI—Klamath, Ore.

Griffilh, Homer, Company
Los Angeles—6362 Hollywood Blvd.
Telephone Granite 1728
San Francisco—681 Market Street
Telephone Oarfleid 0947
Scattle—1404 White Huilding
Telephone Main 6026
*KJIBS—San Francisco, Calif.
KTOIL—Liliue, Hawaii
*KREI—Pocatello, Idaho
*WITIS—Tort Huron, Mich.
KEND—Las Vegas, Nev.
KEIA—Centralia-Chehalls, Wash.
*KDIA—Centralia-Chehalls, Wash.
*KDOW—Powell, Wyo.
*KWYO—Sheridan, Wyo.

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Chicago—360 N. Michigan Avenue
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Telephone Vanderbiit 3-1265
Denver—1863 Wazee Street
Telephone Keystone 2271
Kansas City—110 Dwight Bldg.
Telephone Jackson 8308
Omaha—City National Bank Building
Telephone Allantie 9431
KGNO—Dodge City, Kan.
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KGNO—Dodge City, kan.
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New York—Graybar Building Telephone Murray Hill 3-5470
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Detroit—715 New Center Building Telephone Mandus on 9444
Atlanta—Glenn Building Telephone Walnut 1638
San Francisco—300 Monttomery St. Telephone Vukon 1265
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WALA—Mobble, Ala.
WALA—Mobble, Ala.
WALA—Mobble, Ala.
WAGE—Dothan, Ala.
WNBC—Hernitynam, Ala.
WNBC—Hernford, Conn.
WSGN—Broadcasting System, WSGN—Hernford, Conn.
WSGN—Hernitynam, Ala.
WKGC—Bothan, Ala.
WKGC—Bothan, Ala.
WKGC—Bothan, Ala.
WKGP—Bothan, Ala.
WKGP—Bothan, Ala.
WKGP—Bothan, Ala.
WKGP—Bothan, Ala.
WFGL—St. Joseph, Mo.
KMMU—Grand Island, Nebr.
WBAB—Atlantic City, A. J.
WKID—Nukagara Falls, N. Y.
WKAS—White Plains, N. Y.
WKGS—Winston Salem, N. C.
WSJS—Winston Salem, N. C.
WSJS—Winston Salem, N. C.
WFMJ—Youngstown, Pa.
WFGL—Pawtucket, R. I.
WAPO—Chatanooga, Tenn.
Hollingbery, George P., Company
Chicago—387 N. Michigan Avenue

WJAC-Johnstown, Pa.
WFCL-Pawtucket, R. I.
WAPO—Chattanooga, Tenn.
Hollingbery, George P. Company
Chicago—307 N. Michigan Avenue
Telephone State 2898
New York—420 Lexington Avenue
Telephone Murray Hill 3-9447
Detroit—Gred F. Hague: Park and
Adams Streets
Telephone Cherry 5200
Atlanta—Healey Building
Telephone Walmut 3856
Los Angeles—Consolidated Bidg., no
Relephone Van Dyke 7886
San Francisco—155 Sansome Street
Telephone Douglas 4393
WPDQ—Jacksonville, Fla.
WWIOD—Miami, Fla.
WWIOD—Miami, Fla.
WWAAF—Chicago, Ill.
IKSCI—Sloux City, Iowa
WREN—Lawrence, Kans.
WHDH—Boston, Mass.
WBCM—Bay City, Mich.
WHDH—Boston, Mass.
WBCM—Bay City, Mich.
Arrowhead Network
WEED—Duluth, Mich.
Arrowhead Network
WEED—Duluth, Mich.
WHD—Jackson, Miss.
KOWH—Omaha, Neb.
WMFF—Plattshurg, N. Y.
WHGG—Greensboro, N. C.
WADC—Akron, O.
WHO—Dayton, O.
WEEU—Reading, Pa.
WTMA—Charleston, S. C.
KTSM—El Paso, 1ex.
KEUB—Price, Utah
KVI—Tacoma, Wash.
WEAU—Eau Claire, Wis.
Hal Holman Company
Chicago—332 N. Michigan Ave.

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KVI-Tacoma. Wash.
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KXCD-Spencer, Iowa
*WHBK-Detrolt. Mich.
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WWIBK-Port Huron, Mich.
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WWIDK-More Constant Tex.
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WMAM-Marinette. Wis.
WISU-Poynette. Wis.
Katz Agency. Inc., The
New York—500 Fifth Avenue
Telephone Wisconsin 7-8620
Chicago-307 N. Michigan Avenue
Telephone Central 4238
Atlanta—22 Marietta Street Building
Telephone Walnut 4795
Dallas-Republic Bank Building
Telephone Visions Michigan Avenue
Telephone Visions Tes.
Wisconsin Network Inc.
Telephone Visions Tes.
Wisconsin 7-8620
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Telephone Walnut 4795
Dallas-Republic Bank Building
Telephone Visions. The San Francisco—Monadneck Building
Telephone Stitons. The
KIMA—Little Rock. Ark
KYON—Colorado Springs, Colo.
KIMA—Little Rock. Ark
KYON—Colorado Springs, Colo.
KIMA—Intele Rock.
WMAZ—Maoon, Ga.

WTOC-Savannah, Ga. WTOC—Savannah, Ga.

KGU—Honolulu, Ilwali

WCFL—Chicago, Ill.

WFBM—Indianapolla, Ind.

WMTAD—Quincy, Ill.

WFBM—Indianapolla, Iowa

KINT & KSO—Des Moines, Ia.

WLAW—Lawrence, Mass.

KGHI—Billings, Mont.

WKIC—Cincinnati, O.

WKY—Oklahoma City, Okia.

WFIL—Philadelphia, Pa.

WCAE—Pittsburgh, Pa.

WCAE—Pittsburgh, Pa.

WCAE—WRAEM—Barbis, Tenn.

KFIY—Nookane, Wash

WIIS—Bluefield, W. Va.

WISN—Milwaukee, Wis.

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Telephone Murray Hill 2-8755
Chicago—919 N. Michigan Avenue
Telephone Superior 8444
San Francisco—627 Mills Building
Friephone Sutter 1393
Los Angeles—445 Western Pacific Blux
Telephone Prospect 5819

Los Angeles—445 Western Pacific Bi Telephone Prospect 5319

*KINY—Juneau, Alaska KTKN—Ketchikan, Alaska KTKN—Ketchikan, Alaska KTKN—Ketchikan, Alaska KTAS—Los Angeles, Calif. KLX—Oakland, Calif. KROY—Sacramento, Calif. KROY—Sacramento, Calif. KVOD—Denver, Colo. WBRY—Waterburg, Conn. WTSI—St. Petersburg, Fla. WNOE—New Orlcans, La. WMEX—Boston, Mass. WLAV—Grand Rapids, Mich. WOU—Nault Ste. Marie. Mich. KCMO—Kansas City, Mo. WMUR—Manchester, N. H. WOV—New York, N. Y. WHC U—Hinaca, A. Y. WSAY—Rochester, N. Y. KXL—Portland, Ore. Intermountain Network, The h.LU—Ugden, Utan KOVO—Provo. Utan WSYB—Rutland, Vt. KPQ—Wenatchee, Wash. WGKV—Charleston, W. Va. WEMP—Milwauke, Wis.

CANADA

CANADA

CJCJ—Calgary, Alberta
CJOA—Vancouver, B. C.
CKA—Brandon, Man.
CKA—Winniper, Man.
CKY—Winniper, Man.
CKY—Winniper, Man.
CKCV—Minneten, N. B.
CHSJ—Sahrt John, N. B.
CFLC—Brockville, Ont.
CHML—Hamilton, Ont.
CHOV—Pembroke, Ont.
CKCO—Ottawa, Ont.
CKCO—Ottawa, Ont. CKCO—Ottawa, Ont.

LFUS—Ower Swinni. Ont

CKTB—St. Catharines. Ont.

CKTB—St. Catharines. Ont.

CKUL—Toronto. Ont.

CKLW—Windsor. Ont.

CHLP—Montreal, Que.

CKAC—Montreal, Que.

CHNC—Quebec, Que.

CHRC—Quebec, Que.

CHRC—Quebec, Que.

CHRC—Quebec, Que.

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CHRC—Quebec, Que. CJRM-Regina, Sask.

McKinney, J. P. & Son nckinney, J. P. & Son
N. Y.—Rin. 1228, 39 Rockefelter Plaza
Felephonic Uricis 7-1178
Chicago—400 N. Michigan Avenue
Felephonic Superior 9866
San Francisco—631 Market Street
Telephonic Garfield 9947
WTHT—Harttord, Conn.
WDAN—Danville, Ill.
WABY—Albany, N. Y.
WOKO—Albany, N. Y.
WENY—Elmira, N. Y.
WHED—Olean, N. Y.
WHEC—Rochester, N. Y.
WHEC—Rochester, N. Y.
WRAK—Williamsport, Pa.

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Telephone Superior 8300
Detroit—Fisher Building
Telephone Trinity 2-7900
Roston—Rotel Bradford
Telephone Hancock 4239-4261.
Denver—1625 Callfornia Street
Telephone Main 8211
Wash. D. C.—Trans-Lux Building
Telephone Republic 4000
San Francisco—111 Sutter Street
Telephone Sutter 1920
Hollywood—Sunset and Vine Streets
Telephone Hollywood 6161
Geveland—815 Superior Avenue. N. E.
Telephone Cherry 9842
KPO—San Francisco, Calif. KPO—San Francisco, Calif. KOA—Denver. Colo. WRC—Washington,D. C.

WMAQ—Chicago, Ill.
WOL & WOWO—Fort Wayne, Ind.
WIZ-WIRZ-MISCA—Hoston, Masa.
WEAF—New York, N. Y.
WOS—Sclienectady, N. Y.
WTAM—Cleveland, O.
KYW—Philadelphia, Pa.
KDRA—Pittsburgh, Pa. TELEVISION-

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WNBT-New York, N. Y.

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Pearson, John E., Company
Unicago—369 N. Michigan Ave.
Telepione Franklin 2359
New York—342 Madison Avenue
Telephone Murray Hill 2-0578
*WJJD—Chicago, Jil,
WHRE—Indianapolis, Ind.
WAOV—Vincennes, Ind.
KDTH—Dubuque, Iowa
KGGF—Confeyrille, Kans.
KSAL—Salina, Kans.
WEW—St. Louis, Mo.
KWTO—Springfield, Mo.
KWTO—Springfield, Mo.

KWTO—Springheid, Mo.

Perry, John H. Associates
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Telephone Harrison 8035
Detroit—7338 Woodward Avenue
Telephone Aisdison 0730
Pinitadelphia—1524 Chestnut Street
Telephone Rittenhouse 0836
Atlanta—201-101 Marletta St. Bldg.
Telephone Wainut 3445.
WJHP—Jacksonville, Fla.
WTMC—0caia, Fla.
WDLF—Pransuma City, Fla.
WCMI—Abland, Ky.
WLAP—Levington, Ky.

WCOA—Pensacoia, Fia.
WCMI—Ashland, Ky.
WLAP—Lexington, Ky.
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Michigan Ave, Tel. Delaware 8600
Detroit—2-183 General Motors Bidg.
Telephone Madison 1035
St. Louis—Shell Building
Telephone Chestnut 7191
San Francisco—111 Sutter Street
Telephone Garfield 4010
Los Angeles—601 W. Fifth Street
Telephone Michigan 8729
Northwest Network
The Yankee Network
KARK—Little Rock. Ark.
KFI—Los Angeles, Calif.
WUCO—Bridgeport, Conn.
WSR—Allanta. Ga.
KFH—Wichita, Kans.
WHAS—Louisville, Ky.
WSMB—New Orleans, La.
WHAS—Baltimore. Md.
WNAC—Boston, Mass.
WLLH—Lowell, Mass.
WLLH—Lowell, Mass.
WLLH—Lowell, Mass.
WAAB—Worcester, Mass.
WARB—Worcester, Mass.
WARB—Strimensolis-St. Paul, Minn.
WDAF—Kansas City. Mo.
KFAB & KFOR—Lincoln. Nebr.
KOIL—Omaha. Nebr.
WEAN—Buffalo, N. Y.
WGAR—Cleveland, O.
KVOO—Tulas. Okla.
KGW—Portland. Ore.
WEAN—Providence. R. I.
WSM—Nashville, Tenn.
Texas Quality Network
WFAA—Dallas. Tex.
WRAP—Fort Worth Tex.
KGRO—Fort Worth. Tex.
KGRO—Fort Worth. Tex.
KGRO—Fort Worth. Tex.
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KGRO—Fort Worth.
KGRO—Speakne. Wash.
WWAII—Milwaukee, Wash.
WRAII—Milwaukee, Wals.
Radio Advertising Corporation
New York—521 Fifth Arenue
Telephone Murray Hill 2-2170

WTMJ—Milwaukee, Wia.

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Telephone Central 1748
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Telephone Prospect 5800
San Francisco—2223 Russ Bids.
Telephone Exbrook 2093
Los Angeles—530 W. Sixth St.
Telephone Van Dyke 1901
KROC—Rochester, Minn.
KWBW—Hutchinson, Kans.
*WKNE—Keene, N. H.
WITN—Jamestown, N. Y.
KSJB—Jamestown, N. Y.
KSJB—Jamestown, N. D.
WHKC—Columbus, O.
WTOL—Toledo, Ohlo
Oklahoma Network. The
WMRS—Uniontown, Pa.

tadia Balis

New York—Howard Meighan

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Telephone Wickersham 2-2000

Chicago—Wendell B. Campbell.

419 N. Michigan Avenue

Telephone Whitehall 6000

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Palsee Hotel, Telephone Yukon 1788

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Telephone Charlotte 3-7107

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Columbia Pacific Network

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KNN—Los Angeles, Calli,

WASI—Hirmingham, Alis

KNN—Los Angeles, Calli,

WASI—Botton, Mass.

WCCO—Minneapolls-8t. Paul, Mina

KMOX—St. Louis, Mo.

WABC—New York, N. Y.

WGTNY—New York, N. Y. W67NY-New York, N. Y.

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Hollywood—5833 Fernword Ave.
Telephone Granite 3636

iollywood—9833 Fernwowl Ave. Peteplone Granite 3638
KFWB—Los Angeles, Calif.
KWB—Los Angeles, Calif.
KWB—San Francisco, Calif.
KYKC—Visalia, Calif.
KYKC—Visalia, Calif.
KYKC—Visalia, Calif.
KYKYR—Denver, Colo.
WARB—Bridgeport, Conn.
WARH—Waterbury, Conn.
WARH—Waterbury, Conn.
KBUR—Burlinston, Iowa

*WENA—Salem, Mass.
WHOY—Minneapolis-St. Paul, Mint
WIL—St. Louls, Mo.
KBON—Omaha, Nebr.
WAAT—Jersey City, N. J.
WENY—Kingston, N. Y.
WENY—Kingston, N. Y.
WHOY—Kingston, N. Y.
WHAW—Reading, Pa.
WHAW—Reading, Pa.
WHAW—Reading, Pa.
WHABC—Memphis, Tenn.
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WDSM—Superior, Wis.

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Michigan Ave., Tel. Superior 4473
Detroit—2-123 General Motors Bldg
Telephone Trinity 2-8080
San Francisco—David H. Sandebert
2223 Russ Bldg., Tel. Exbrook 2009:
Loš Angeles—J. Leslie Fox. 530 W
Sixth St., Telephone Van Dyke 1901;

223 Russ Bide. Tel. Exbrook 2091.

203 Angeles—J. Leslie Fox. 530 W.

Sixth St., Telephone Van Dyke 1901/
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WBRC—Birmingham, Ala.

Arizona Broadcasting Co., Inc.

KTAR—Phoeniz, Ariz.

KYCA—Prescott, Ariz.

KYCA—Prescott, Ariz.

KYCA—Prescott, Ariz.

KYCA—Tuczon, Ariz.

KYUA—Tuczon, Ariz.

KYUM—Yuma, Ariz.

Golden West Network

KERN—Bakersfield, Calif.

KXO—El Centro, Calif.

KXO—El Centro, Calif.

KYDE—Los Angeles, Calif.

KFBK—Sar Diego, Calif.

KFBK—Sar Diego, Calif.

KFBK—Sar Diego, Calif.

KYMS—Stockton, Calif.

KYMS—Stockton, Calif.

KYMS—Stockton, Calif.

KYMS—Stockton, Calif.

KYMR—Astra Barbara, Calif.

KWG—Stockton, Calif.

KYMR—Stockton, Calif.

WWRT—Hartford, Conn.

WDEL—WILM—Wilmington, Del.

WMRR—Jacksonville, Fla.

WGN—Cheratord, Conn.

WDBC—Hartford, Conn.

WDBC—Indianapolis, Ind.

WSBT—South Bend. Ind.

WGA—Deroiden. P. Y.

WHR—WST—Batlon, P. P.

WKRN—Batlelon, P. P.

WKRN—Bellindelphia, P.

WCAL—Lancaster. Pa.

WGAL—Lancaster. Pa.

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if the Worth—2010 Fort Worth National like Building ink Building in the Building in the Building in the KBST—Big Spring. Tex.

if KPLT—Paris, Tex.

if KGKL—San Angelo, Tex.

if KGKL—San Angelo, Tex.

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San Francisco—Third & Market Sts.
Telephone Douglas 2536
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KYA—San Francisco, Cal.
WOL—Washington, D. C.
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WGPC—Albany, Ga.
WATL—Atlanta, Ga.
WATL—Atlanta, Ga.
WARL—Columbus, Ga.
WHBC—Bloomington, Ill.
KROS—Clinton, Iowa
WKBB—Dubuque, Iowa
WKBB—Dubuque, Iowa
WKNB—Dubuque, Iowa
WKNB—Baltimore, Md.
WJEN—Hagerstown, Md.
WAKR—Akron, O.
WLW—Cincinnati, O. (West Coast)
WSAL—Clincinnati, O.
WECD—Du Bois, Pa.
WHJB—Greenburg, Pa.
WHJB—Greenburg, Pa.
KGV—Pittsburgh, Pa.
KGV—Pittsburgh, Pa.
KGV—Pittsburgh, Pa.
KGV—Vashington, Pa.
WJKA—Vashington, Pa.
WJKS—Memphils, Tenn.
WMCS—Memphils, Tenn.
WKNCM—Rashina, Penn.
KNICM—Rashina, Penn.
KNICM—Raskina, Penn.
KNICM—Rackley, W. Va.
WKWK—Wheeling, W. Va.

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Dallas—507 Texas Bank Bldg.
Telephone Central 9026
Los Angeles—541 Consolidated Bldg.
Telephone Vandike 7336
San Francisco—155 Sansome St.
Telephone Douglas 4393
St. Louis—315 Olive St.
Telephone Chestnut 1965
Denver—711 Rus Terminal Bldg,
WDWS—Champalgn, Ill. 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.
WSLS—Rosnoke, 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 Baltimore Ave., Harrison 8136
Los Angeles—Walter Biddick, 568

Chamber of Commerce Bldg., Rich-mond 6184

ond 6184

KUDA—Siloam Springs, Ark.

KFXJ—Grand Junction, Colo.

KFKX—Greeley, Col.

WINX—Washington, D. C.

*KSSI—Pocatello, Idaho

*KTFI—Twin Falls, Idaho

*KTFI—Twin Falls, Idaho

*KTFI—Twin Falls, Idaho

*KTFI—Twin Falls, Idaho

*KASI—Pittsburg, Kans.

*WABI—Bangor, Me.

WSAR—Fall River, Mass.

Z Net

KRBM—Bozeman, Mont.

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New York—350 Madison Avenue Telephone Vanderblit 6-4542

Chicago—203 N. Wabash Avenue Telephone Randolph 7730

Detroit—General Motors Bullding Telephone Madison 6866

San Francisco—Hotel Mark Hopkins Telephone Hulside 8611

Boston—Statler Building Telephone Hillside 8611

Boston—Statler Building Telephone Hulbard 5677

New England Regional Network, The KSPO—San Francisco. Calif.

WIND—Hartford, Conn.

WIND—Martford, Conn.

WEDA—Martford, Conn.

WEDA—Martford, Conn.

WEDA—Martford, Conn.

WESA—Portland, Me.

WORK—Martford, Conn.

WING—Albuquerque, N. M.

KYSH—Bangor, Me.

WYER—Manchester, N. H.

KGGM—Albuquerque, N. M.

KYSH—Santa Fe, N. M.

WEBR—Buffalo, N. Y.

WAYS—Charlotte, N. C.

VING—Dayton, Ohio

WIZE—Springfield, Ohio

WIZE—Fort Worth, Tex.

WYAQ—Green Hay, Wis,

F M.

W45V—Evansville, Ind. F M

W45V-Evansville, Ind.

CANADA
Northern Quebec Broadcasting
System

System CFAC—Calgary, Alberta CFCA—Edmonton, Alberta CFGP—Grande Prairie, Alberta

CJOC—Letibridge, Alberta
CHWK—Chilliwsek, B. C.
EFJC—Kamloops, B. C.
CKOV—Kelowna, B. C.
CKOV—Kelowna, B. C.
CJAT—Trail, B. C.
CKWX—Vancouver, B. C.
CJYL—Victoria, B. C.
CJRC—Winnipag, Man.
CFNB—Fredericton, N. B.
CHNS—Halifax, N. S.
CJCB—Sydney, N. S.
CKOC—Hamilton, Ont.
CKWS—Kineston, Ont.
CJKL—Kirkland Lake, Ont.
CFCH—North Bay, Ont
CHEX—Peterborough, Ont.
CKSO—Sudbury, Ont.
CKSO—Sudbury, Ont.
CKGB—Timmins, Ont.
CFCY—Charlottetown, P. E. I.
CFCF—Mooste Jaw, Sask.
CKBI—Prince Albert, Sask.
CKCK—Regina, Sask.

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Telephone Granda 473
San Francisco—651 Market Street
Telephone Grands 1904
Telephone Grantle 11736
Seatile—4404 White Building
Telephone Grantle 11736
Seatile—4404 White Building
Telephone Main 6626.
WCOV—Montgomery, Ala.
KGEME—San Diego, Calif.
KGHF—San Diego, Calif.
KGHF—San Diego, Calif.
KGHF—San Diego, Calif.
KGHF—San Lingen, Calif.
KHB—San Lingen, Calif.
KHB—San Lingen, Calif.
KHB—San Lingen, Calif.
WHDS—Jacksonville, Ill.
WHBF—Rock Island, Ill.
WHBF—Shenandosh, Jowa
KFB—Wichita, Kansas
KTTS—Springfield, Mo.
WSNY—Schenectady, N. Y.
WDNC—Iurham, N. C.
KHLO—Grand Forks, N. D.
WPIC—Sharon, Pa.
KELO & KSOO—Sloux Falls, S. D.
Lone Star Chain
KGNC—Amarillo, Tex. KELO & KSÜD-Sjoux Fall
Lone Star Chain
GNC-Amarillo, Tax.
KFDM—Beaumont, Tex.
KFDM—Beaumont, Tex.
KHOD—El Paso, Tax.
KHOD—El Paso, Tax.
KFYO—Lubbock, Tex.
KTEM—Temple, Tex.
KREW—Weslaco, Tex.
KREW—Weslaco, Tex.
WWSR—St. Albans, Vt.
WDEV—Waterbury, Vs.
WSVA—Harrisonburg, Va.
WSVA—Harrisonburg, Va.
WSVA—Harrisonburg, Va.
WSVA—Harrisonburg, Va.
WSA—Madison, Wis.
WOSH—Oshkosh, Wis.
WABH—La Crosse, Wis.

CANADA

CFCN—Calgary, Alberta CFRN—Edmonton, Alberta CKMO—Vancouver, B. C. KKPR—Ft. William, Ont. CKCH—Hull, Que. CFQU—Saskatoon, Sask. CJGX—Yorkton, Sask.

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worthwhile project for local betterment. When people want something done, they give the job to busy man, and he is the man. Then he in turn sells project back to the people. It's essentially a selling if and he puts the same intelligence and drive into job that he gives to his own business. When he spe he is listened to with respect because he is alwassociated with successful undertakings.

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