

0 10 20 30 40 50 60  
SCALE OF MILES

Applicable to ALABAMA only

**Map Explanation**

Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION SRDS Consumer Market Data
●	○	◻	◻	◻	◻	◻	◻	With Daily Media.
○	◻	◻	◻	◻	◻	◻	◻	Without Daily Media.
Symbols Designate Types of Media.								
★ Newspaper			— Radio			⊕ Television		

COUNTY NAMES ARE IN ITALIC TYPE

# ALABAMA

## SRDS Consumer Market Data

### STATE, COUNTY, CITY, METROPOLITAN AREA DATA

#### CITIES AND COUNTIES

This list shows counties in which cities are located. Cities are first, counties next.

Anniston—Calhoun  
Bessemer—Jefferson  
Birmingham—Jefferson

Decatur—Morgan  
Dothan—Houston  
Florence—Lauderdale

Gadsden—Etowah  
Huntsville—Madison  
Mobile—Mobile

Montgomery—Montgomery  
Phenix City—Russell  
Prichard—Mobile

Selma—Dallas  
Tuscaloosa—Tuscaloosa

Estimates for:	Popu- lation 7/1/58 (000)	House- holds 7/1/58 (000)	C.S.I. 7/1/57 to 7/1/58 (\$000)	C.S.I. per House- hold (\$)	Total Retail Sales 7/1/57 to 7/1/58 (\$000)	Retail Sales by Store Type — For the Year 7/1/57 to 7/1/58					Farm Popu- lation 1/1/58 (000)	Gross Farm Income 1957 (\$000)		
STATE						Food (\$000)	Drug (\$000)	General Mdisc. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Filling Station (\$000)		
COUNTY—Map Loc.														
City														
Metropolitan Area														
<b>ALABAMA STATE</b>														
TOTALS	3,180.7	838.31	3,961,642	4,726	2,566,276	701,459	83,830	339,920	163,276	137,744	561,489	224,767	755.8	367,171
AUTAUGA E-6	15.2	3.80	11,725	3,086	7,351	2,485	234	950	132	584	1,149	1,602	7.2	3,791
BALDWIN C-10	46.9	12.50	41,029	3,282	39,225	11,686	1,421	2,461	966	1,386	6,834	6,081	10.8	13,046
BARBOUR G-8	25.2	6.35	25,142	3,959	15,593	4,387	609	1,696	1,115	613	2,994	1,716	11.0	5,074
BIBB D-5	15.7	3.91	8,849	2,263	9,220	2,770	106	1,644	102	245	1,897	2,532	5.1	1,024
BLOUNT E-3	27.9	7.21	21,456	2,976	14,353	3,432	298	2,023	436	403	3,202	2,052	15.0	8,728
BULLOCK F-7	12.7	3.14	8,193	2,609	6,311	2,159	234	605	383	461	1,206	900	7.4	2,563
BUTLER E-8	25.7	6.34	20,762	3,275	17,022	5,491	526	2,197	800	1,056	4,444	1,123	9.8	3,750
CALHOUN F-4	91.7	24.17	131,511	5,411	83,268	23,803	2,008	10,105	5,918	5,903	19,953	7,540	9.1	3,112
Anniston	35.1	9.96	56,732	5,696	66,785	16,980	1,277	8,974	5,000	4,734	17,951	4,424		
CHAMBERS G-5	36.5	9.61	41,930	4,363	16,244	7,262	589	841	465	489	2,239	2,137	9.4	3,044
CHEROKEE F-3	15.4	3.84	11,773	3,066	6,988	1,272	112	1,333	166	243	1,563	1,049	9.3	6,578
CHILTON E-6	25.4	6.62	21,246	3,209	16,976	5,450	446	1,889	339	809	4,485	1,677	11.3	4,465
CHOCTAW B-7	17.9	4.23	10,574	2,500	7,620	1,023	36	2,368	169	39	1,019	1,051	9.9	1,962
CLARKE C-8	25.1	6.39	20,539	3,214	21,197	4,927	688	2,991	910	694	6,902	1,375	10.1	1,820
CLAY F-5	11.1	2.96	9,047	3,120	8,278	2,716	262	1,056	101	258	2,440	849	7.9	2,730
CLEBURNE F-4	10.3	2.58	5,973	2,315	5,226	1,091	102	1,790	23	195	1,621	252	5.8	3,963
COFFEE F-9	29.1	7.46	27,579	3,697	18,339	5,054	525	1,715	1,030	589	5,376	1,319	11.8	5,613
COLBERT C-2	44.3	11.80	68,011	5,764	39,035	11,999	1,216	1,898	1,726	1,975	10,221	3,358	7.2	5,001
COCONO D-9	18.2	4.38	11,588	2,646	9,977	2,992	297	1,195	727	145	1,050	1,232	10.4	3,904
COOSA E-6	10.2	2.59	7,083	2,735	3,095	1,255	211	537	61	108	119	478	5.8	1,353
COVINGTON E-9	38.2	10.29	41,042	3,989	29,601	8,778	1,509	1,809	1,680	1,933	7,038	2,503	12.3	5,960
CRENSHAW E-8	14.7	3.79	11,042	2,913	8,781	2,376	66	1,466	524	173	1,765	1,213	8.0	4,041
CULLMAN D-3	49.3	12.56	39,218	3,122	34,395	5,511	862	4,560	1,585	2,224	7,374	2,884	25.6	17,171
DALE F-9	18.9	5.07	14,739	2,907	12,514	5,466	542	1,564	346	480	2,256	1,567	6.7	4,119
DALLAS D-7	55.8	14.50	63,142	4,355	45,470	12,616	1,844	5,277	4,031	3,449	8,997	3,898	19.0	7,679
Selma	28.7	8.51	39,780	4,675	38,751	10,404	1,844	4,036	3,913	3,449	8,378	2,340		
DE KALB F-3	45.6	11.94	34,085	2,855	23,182	5,527	783	3,603	1,148	1,054	3,243	2,950	24.1	13,825
ELMORE E-4	29.0	7.42	26,801	3,612	17,428	5,083	405	2,635	670	905	3,403	1,785	11.4	6,380
ESCAMBIA D-9	31.2	7.78	32,760	4,211	31,227	7,373	1,116	2,831	1,522	2,169	8,857	2,601	7.3	6,325
ETOWAH F-3	110.3	30.31	157,962	5,212	87,607	26,691	2,865	10,957	6,007	5,559	18,111	8,370	12.7	5,047
Gadsden	68.1	19.54	113,538	5,811	69,155	19,673	2,194	10,258	5,810	4,887	15,911	4,742		
Gadsden Metro Area	110.3	30.31	157,962	5,212	87,607	26,691	2,865	10,957	6,007	5,559	18,111	8,370		
FAYETTE C-4	17.3	4.55	14,470	3,180	9,740	2,398	229	2,213	178	275	2,509	831	9.0	2,034
FRANKLIN C-3	23.5	6.10	20,040	3,285	16,925	3,987	537	1,954	836	1,060	4,786	1,156	9.7	2,622
GENEVA F-9	22.6	5.87	19,915	3,393	16,468	5,866	469	2,208	509	506	3,612	1,325	9.6	7,951
GREENE C-6	14.1	3.47	9,698	2,795	7,959	1,391	178	1,308	100	34	1,946	695	10.0	2,798
HALE C-6	16.9	4.06	9,666	2,381	8,566	2,033	506	1,465	398	295	1,472	1,066	12.3	6,857
HENRY G-8	15.4	3.71	10,796	2,910	11,472	2,910	317	2,230	663	406	1,221	1,212	8.8	6,054
HOUSTON G-9	50.3	13.77	61,843	4,491	53,994	12,920	1,545	6,778	4,198	2,375	13,136	3,790	12.8	11,719
Dothan	30.1	8.86	43,962	4,962	47,066	9,816	1,194	3,246	4,072	2,119	12,522	3,209		
JACKSON F-2	35.6	8.85	29,214	3,301	17,861	5,007	619	3,389	934	1,212	3,329	1,206	17.8	8,376
JEFFERSON D-4	633.6	177.58	1,106,312	6,230	658,499	176,536	20,561	97,002	48,993	33,058	149,223	45,027	12.5	4,979
Bessemer	32.3	9.27	49,767	5,369	50,160	18,113	1,388	6,164	2,278	2,004	13,325	3,715		
Birmingham	364.4	105.69	664,479	6,287	507,313	122,189	15,339	80,216	42,854	27,658	123,336	29,327		
Birmingham Metro Area	633.6	177.58	1,106,312	6,230	658,499	176,536	20,561	97,002	48,993	33,058	149,223	45,027		
LAMAR B-4	13.3	3.49	10,517	3,013	6,813	1,517	274	1,384	197	390	1,429	587	8.9	2,374
LAUDERDALE C-2	59.7	16.09	86,997	5,407	50,551	12,443	1,733	9,220	3,907	2,685	12,413	2,909	15.1	6,570
Florence	33.5	9.87	58,133	5,890	45,998	9,816	1,301	7,735	3,888	2,455	12,354	2,252		
LAWRENCE D-2	21.7	5.25	19,392	3,694	7,774	2,363	415	1,263	160	180	1,705	467	14.3	6,296
LEE G-6	45.6	11.01	65,348	5,935	32,661	10,515	1,315	2,845	1,836	1,745	5,699	3,196	8.1	3,855
LIMESTONE D-2	35.1	8.72	36,557	4,192	21,055	6,110	474	2,082	1,313	462	4,485	1,851	18.9	9,674
LOWNDES E-7	14.0	3.31	9,368	2,830	6,481	843	52	2,065	50	91	1,853	1,146	9.5	4,353
MACON F-7	31.5	6.83	27,491	4,025	11,911	4,474	241	1,492	775	551	2,542	1,248	8.9	4,198
MADISON E-2	91.0	23.39	101,029	4,319	72,131	19,454	2,298	10,897	3,203	4,435	14,174	5,290	21.1	16,289
Huntsville	60.7	17.56	72,544	4,131	64,892	16,934	2,065	8,595	3,203	4,435	14,013	4,685		
Huntsville Metro Area	91.0	23.39	101,029	4,319	72,131	19,454	2,298	10,897	3,203	4,435	14,174	5,290		
MARENGO C-7	24.0	6.05	24,788	4,097	15,910	4,499	461	2,578	567	707	3,024	1,387	13.6	5,616
MARION C-3	25.3	6.46	16,603	2,570	13,739	3,245	433	1,958	612	504	3,848	2,173	11.1	3,432
MARSHALL E-3	46.3	12.37	42,753	3,456	43,181	9,186	1,344	3,240	2,631	3,161	11,528	2,952	18.6	13,977
MOBILE B-10	285.8	78.72	463,549	5,889	285,634	80,824	11,335	36,531	21,659	16,675	58,325	21,402	8.1	8,031
Mobile	177.1	51.08	309,425	6,058	220,536	53,330	8,612	50,242	17,980	13,527	48,101	12,546		
Mobile Metro Area	285.8	78.72	463,549	5,889	285,634	80,824	11,335	36,531	21,659	16,675	58,325	21,402		
Prichard	28.7	7.82	36,205	4,630	35,137	12,530	3,949	2,031	2,080	2,080	6,782	2,614		
MONROE D-8	22.2	5.34	17,847	3,342	14,903	4,225	294	3,273	279	726	3,495	843	12.6	5,362
MONTGOMERY E-7	160.4	44.31	262,619	5,927	181,804	38,259	5,716	25,189	15,290	10,419	41,916	14,785	13.1	7,730
Montgomery	129.2	37.86	241											

# SRDS Radio Household Data

Data from the Census Bureau and from independent sources were combined to provide an estimate of Radio households in the U.S., county-by-county as of July 1, 1958.

County	Estimated Total Households 7-1-58	Estimated Households with Radio 7-1-58	% U.S. Households 7-1-58
<b>STATE TOTAL</b>	<b>838,310</b>	<b>801,900</b>	<b>1.6399</b>
Autauga	3,800	3,540	.0072
Baldwin	12,500	11,910	.0244
Barbour	6,350	5,920	.0121
Bibb	3,910	3,720	.0076
Blount	7,210	6,940	.0142
Bullock	3,140	2,810	.0057
Butler	6,340	5,980	.0122
Calhoun	24,170	23,260	.0476
Chambers	9,610	9,150	.0187
Cherokee	3,840	3,690	.0075
Chilton	6,620	6,370	.0130
Choctaw	4,230	3,910	.0080
Clarke	6,390	5,960	.0122
Clay	2,900	2,760	.0056
Cleburne	2,580	2,480	.0051
Coffee	7,460	7,030	.0144
Colbert	11,800	11,350	.0232
Conecuh	4,380	4,050	.0083
Coosa	2,590	2,440	.0050
Covington	10,290	9,800	.0200
Crenshaw	3,790	3,530	.0072
Cullman	12,560	12,210	.0250
Dale	5,070	4,780	.0097
Dallas	14,500	13,380	.0274
De Kalb	11,940	11,490	.0235
Elmore	7,420	7,070	.0145
Escambia	7,780	7,330	.0150
Etowah	30,310	29,470	.0603
Fayette	4,550	4,240	.0087
Franklin	6,100	5,870	.0120
Geneva	5,870	5,650	.0116
Greene	3,470	3,100	.0063
Hale	4,060	3,710	.0076
Henry	3,710	3,500	.0072
Houston	13,770	13,120	.0268
Jackson	8,850	8,420	.0172
Jefferson	177,580	172,650	.3531
Lamar	3,490	3,360	.0069
Lauderdale	16,090	15,480	.0317
Lawrence	5,250	5,000	.0102
Lee	11,010	10,490	.0215
Limestone	8,720	8,310	.0170
Lowndes	3,310	2,990	.0061
Macon	6,830	6,300	.0129
Madison	23,390	22,510	.0460
Marengo	6,050	5,470	.0112
Marion	6,460	6,220	.0127
Marshall	12,370	12,030	.0246
Mobile	78,720	75,750	.1549
Monroe	5,340	4,980	.0102
Montgomery	44,310	42,200	.0863
Morgan	15,500	14,920	.0305
Perry	3,360	3,060	.0063
Pickens	5,190	4,840	.0099
Pike	7,030	6,560	.0134
Randolph	5,100	4,860	.0099
Russell	10,870	10,140	.0207
St. Clair	5,410	5,200	.0106
Shelby	6,690	6,440	.0132
Sumter	4,780	4,370	.0089
Talladega	17,840	16,990	.0347
Tallapoosa	9,180	8,740	.0179
Tuscaloosa	25,680	24,710	.0505
Walker	16,130	15,520	.0317
Washington	3,510	3,240	.0066
Wilcox	4,740	4,280	.0088
Winston	4,520	5,350	.0089

## ALABAMA

See SRDS consumer market map and data at beginning of the State.

### STATE NETWORKS

#### Alabama Ace Network

Owned and operated by The Millar Broadcasting Stations.  
Business Office—Drawer 620, Cullman, Ala. Cullman 864.

#### PERSONNEL

President—Hudson C. Millar, Jr.  
Manager (WARF)—Jordan Bullard.  
Manager (WKUL)—Hudson C. Millar, Jr.

Comprised of:  
WARF, Jasper, Ala. WKUL, Cullman, Ala.

#### AGENCY COMMISSION

15% to recognized agencies.

#### TIME RATES

Rates effective February 1, 1958.  
Rates received February 24, 1958

#### TWO STATIONS

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	63.55	38.15	25.50	23.30	21.25	6.48
13 times.....	59.40	35.10	24.30	23.20	17.10	5.94
26 times.....	55.80	34.20	22.50	19.80	14.40	5.67
52 times.....	52.20	33.30	20.70	18.00	12.60	5.40
104 times.....	48.60	32.40	18.90	16.20	11.70	5.13
156 times.....	45.00	28.80	17.10	14.40	10.80	4.86
260 times.....	41.40	25.20	15.30	12.60	9.90	4.59
312 times.....	38.15	21.15	12.70	10.60	8.45	4.32

#### Monthly Rates

Per month:	30 wds.	20 wds.	10 wds.
100 spots, each.....	1.62	1.53	1.44
180 spots, each.....	1.44	1.35	1.26
270 spots, each.....	1.26	1.17	1.08
360 spots, each.....	1.08	.99	.90
540 spots, each.....	.99	.90	.81

#### SPECIAL FEATURES

News Service—Local and Wire news: 6:00 a.m., 7:15 a.m., 8:00 a.m., 9:00 a.m., 10:00 a.m., 11:00 a.m., 12:30 p.m., 1:00 p.m., 2:00 p.m., 3:00 p.m., 4:00 p.m., 6:00 p.m., 6:30 p.m., 8:00 p.m., 9:00 p.m. daily.  
"Women's Program"—Local and net, 8:15 a.m., 10:00 a.m.  
"Farm News and Market Reports"—6:00 a.m. and 12:30 p.m.  
Sportscast—6:15 p.m., all local sports and regional football and baseball.

#### Alabama Community Network

Comprised of:  
WAVU, WAVU-FM—Albertville  
WCRI—Scottsboro WCRL—Oneonta  
Business Office—P. O. Box 411, Albertville, Alabama.

#### PERSONNEL

Gen'l & Com'l Mgr.—Pat M. Courington.  
Program Director—Bill Hagler.  
Farm Agent—Jesse A. Culp.

#### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered 1st, payable 10th of month.

#### TIME RATES

Rates received November 14, 1952.

	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	40.00	23.00	18.00	14.00	6.50
13 times.....	36.00	20.50	16.25	12.50	6.25
26 times.....	32.50	18.50	14.50	11.25	5.50
52 times.....	29.25	16.75	13.00	10.25	5.00
104 times.....	23.25	15.00	11.75	9.25	4.75
156 times.....	23.75	13.50	10.50	8.25	4.25
208 times.....	21.25	12.25	9.25	7.50	3.75
260-213 tl.	19.25	11.00	8.50	6.75	3.30

(\*) Spot Announcements.

#### SPECIAL FEATURES

News Service—UPI.  
Local farm and market news service.  
Political—1-time rates apply.  
Library Service—World, Capitol, Thesaurus.

#### Tri-W Network

Comprised of:  
WWWB—Jasper WWWR—Russellville  
WWWF—Fayette  
Bankhead Broadcasting Co., Bankhead Long Bldg., Jasper, Ala. Fulton 4-8461.

#### PERSONNEL

President—W. W. Bankhead.  
Manager, WWWB—William C. Edgemon.  
Manager, WWWR—Hal Kirby.  
Manager, WWWF—Jack Black.

#### AGENCY COMMISSION

15%; no cash discount. Bills payable 10th of month following broadcast.

#### GENERAL

Affiliated with Keystone Broadcasting System.  
The following rates apply to each station used.

#### TIME RATES

Rates effective November 1, 1949.  
Rates received October 31, 1949.

(6:00 a.m. to midnight)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	35.00	25.00	15.00	7.50	3.50
13 times.....	32.00	23.00	14.00	7.00	3.40
26 times.....	30.00	21.00	13.00	6.50	3.30
52 times.....	27.50	19.00	12.00	6.00	3.20
78 times.....	25.00	18.00	11.00	5.50	3.10
104 times.....	22.50	17.00	10.00	5.00	3.00
156 times.....	20.00	16.00	9.00	4.50	2.75
260 times.....	19.00	14.00	8.00	4.00	2.50
300 times.....	18.00	13.00	7.00	3.50	2.25
500 times.....	17.00	12.00	6.00	3.00	2.00
1000 times.....	15.00	10.00	5.00	2.50	1.50

#### SPECIAL FEATURES

News Service—UPI.  
Political—104 time rates apply.

## ALABAMA

### ALBERTVILLE

Marshall County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

### WAVU

(Established 1948)



Sand Mountain Broadcasting Service, P. O. Box 411, Albertville, Ala.

#### PERSONNEL

Gen'l & Com'l Mgr.—Pat M. Courington.  
Asst. Gen'l Mgr. & Prog. Dir.—Bill Hagler.

#### FACILITIES

1,000 w.; 630 kc. Nondirectional.  
Operating schedule: daytime only, CST.  
AM Transmitter: Albertville, Ala.  
FM FACILITIES—WAVU-FM  
ERP 4,700 w.; 105.1 mc.  
Antenna ht.—360 ft. above average terrain.

#### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered 1st, payable 10th of month.

#### GENERAL

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Programs take precedence over announcements.  
FM and AM programs duplicated during operating hours of AM station.

#### TIME RATES

Rates received January 26, 1956.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Spots
1 time.....	29.50	17.50	11.80	8.85	6.50	2.95
13 times.....	26.55	15.95	10.60	8.00	5.95	2.65
26 times.....	23.90	14.35	9.55	7.15	5.25	2.45
53 times.....	21.50	12.85	8.60	6.40	4.75	2.20
104 times.....	19.35	11.65	7.80	5.80	4.25	1.95
156 times.....	17.40	10.50	7.00	5.20	3.85	1.80
208 times.....	15.65	9.45	6.30	4.70	3.50	1.60
260-312 tl.	14.10	8.50	5.65	4.20	3.15	1.45

#### SPECIAL FEATURES

News Service—AP, UPI.  
Farm Programs—Supervised by farm agents John and Jesse Culp.  
Political—1-time rate applies. Copy to be submitted 24 hours earlier.

Read . . . and Use  
the Service-Ads in SRDS

Here's Another  
Way to Increase  
Your Efficiency  
In Media Selection

#### Why Service-Ads Are Helpful

Whenever you're using Standard Rate publications in considering or reviewing media selection decisions, you want to be sure to use all the information provided for your use. You'll want to use not only the main body of information, the rate and data listings, but also the special features and information in media Service-Ads.

Service-Ads are deliberately designed to supplement the information contained in media listings. Because of this, and because Service-Ads are designed for use rather than entertainment, they can be one of your best sources of information that can help you buy. When you refer to Service-Ads, you can be sure that the information you find there is as complete as the space will permit, and as up to date as the SRDS publication you are using.

#### How Service-Ads Save You Time

Service-Ads save you time, steps and above all work digging out the information you need in the selection of media. They are in essence a media file that you can hold in your hand and take with you into client conferences . . . a media file that's always handy whenever media are evaluated.

GXF-123

# ALABAMA

## ALEXANDER CITY

Tallapoosa County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

### WRFS

(Established 1947)



Piedmont Service Corp., 12 Main St., Alexander City, Ala.

**PERSONNEL**  
General Manager—Jim Whatley.

**REPRESENTATIVES**  
Sears & Ayer, Inc.  
Southeast—Dixieland Stations, Inc.

**FACILITIES**  
1,000 w. days; 1050 kc. Nondirectional.  
Operating schedule: daytime only, CST.  
AM Transmitter; Alexander City, Ala.

**FM FACILITIES**  
ERP 4,600 w.; 106.1 mc.  
Antenna ht.—240 ft. above average terrain.

**AGENCY COMMISSION**  
15% on net time only; no cash discount. Bills rendered 1st of month.

**GENERAL**  
Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Programs and announcements cannot be combined for discounts.  
Alcoholic beverage advertising not accepted.

#### TIME RATES

Rates effective April 1, 1952. (Card No. 2.)  
Rates received June 2, 1952.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 hr.	30.00	28.00	26.00	24.00	22.00
1/2 hr.	25.00	23.00	21.00	19.00	17.00
1/4 hr.	20.00	18.00	16.00	14.00	12.00
10 minutes	15.00	13.50	12.00	10.50	9.00
5 minutes	12.00	11.00	10.00	9.00	8.00
1 minute	5.00	4.75	4.50	4.25	4.00
30 seconds	4.00	3.80	3.60	3.40	3.20

#### SPECIAL FEATURES

News Service—UPI. Rates on request.  
News, Sports, Time Signals, Weather and Temperature Reports—rates on request.  
Political—Regular rates apply.

#### Participating Programs

"1050 Club"  
"Bobs Ballroom"

#### CLOSING TIME

Programs arranged by advertiser must be submitted a reasonable time in advance for approval.

## ANDALUSIA

Covington County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

### WCTA

(Established 1946)



Andalusia Broadcasting Company, Inc., Radio Bldg., Andalusia, Ala.

**PERSONNEL**  
General Manager—Dige Bishop.

**FACILITIES**  
5,000 w. days, 500 w. nights; 920 kc. Directional—night only.  
Operating schedule: 5:00 a.m. to 10:30 p.m. CST.  
AM Transmitter; Andalusia, Ala.

**FM FACILITIES**  
ERP 10,000 w.; 98.1 mc.  
Antenna ht.—200 ft. above average terrain.

**AGENCY COMMISSION**  
15% on net time; no cash discount.

**GENERAL**  
Affiliated with Keystone Network.  
FM operated in conjunction with AM.  
Alcoholic beverage advertising; beer only.  
No cash rebates.

#### TIME RATES

Rates effective October 1, 1955.  
Rates received October 5, 1955.

(5:00 a.m. to 10:30 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time	45.00	27.00	15.00	7.50	4.00	3.00
13 times	42.75	25.65	14.25	7.15	3.80	2.40
26 times	40.50	24.30	13.50	6.75	3.60	2.30
52 times	38.25	22.95	12.75	6.40	3.40	2.20
104 times	36.00	21.60	12.00	6.00	3.20	2.10
156 times	33.75	20.50	11.25	5.60	3.00	2.00
260 times	30.00	18.00	9.00	4.50	2.75	1.80
312 times	28.00	16.50	8.25	4.25	2.25	1.60

#### SPECIAL FEATURES

News Service—leased wire.

## ANNISTON (3 AM; 1 FM)

Calhoun County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

### WANA

(Established 1954)

Gadsden Radio Company, P. O. Box 509, 155 West 33rd St. Anniston, Ala. Adams 7-1627.

**PERSONNEL**  
Owner—C. L. Graham.  
General Manager—Mac M. Thomas.

**REPRESENTATIVES**  
Joseph Hershey, Inc.

#### FACILITIES

250 w.; 1490 kc. Nondirectional.  
Operating schedule: 5:00 a.m. to 11:00 p.m. CST.  
Transmitter: same as office address.

**AGENCY COMMISSION**  
15% on net time only; no cash discount.

**GENERAL**  
Affiliated with Keystone Network.

#### TIME RATES

Rates received October 29, 1954.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time	38.00	22.80	15.20	7.60	3.60
13 times	36.00	21.60	14.40	7.20	3.40
26 times	34.00	20.40	13.60	6.80	3.20
52 times	32.00	19.20	12.80	6.40	3.00
104 times	30.00	18.00	12.00	6.00	2.80
156 times	28.00	16.80	11.20	5.60	2.60
260 times	26.00	15.60	10.40	5.20	2.40
312 times	24.00	14.20	9.60	4.80	2.20

#### COMBINATION RATES

15% discount on time purchased in combination with WETO, Gadsden or WPID, Piedmont, Ala. 25% discount allowed on all 3 stations.

#### SPECIAL FEATURES

News Service—UPI.  
Weather, Temperatures, Newscasts, Sports, Farm and Market reports—rates on request.

#### Participating Programs

"Coffee Break" with Joe Burney—8:30 a.m. to 9:00 a.m. Monday through Saturday.  
"Record Rack" with Joe Burney—10:15 a.m. to 11:45 a.m. Monday through Saturday.  
"Quartet Merry Go Round" with James Holmes—12:05 p.m. to 1:00 p.m. Monday through Saturday.  
"Jukebox Review" with James Holmes—2:00 p.m. to 3:30 p.m. Monday through Friday.  
"Music of the Southland" with Big Jim Jones—4:00 p.m. to 5:00 p.m. Monday through Saturday. Directed at Negro audience.  
"Tops in Pops" with Bill Giddens—7:30 p.m. to 10:30 p.m. Monday through Saturday except Friday evenings when local football game is carried.

## WDNG

(Established 1957)

Southland Broadcasting Company, P. O. Box 1280, Anniston, Ala.

**PERSONNEL**  
General Manager—Ralph M. Allgood.

**FACILITIES**  
250 w.; 1450 kc. Non-directional.  
Operating schedule: 5:00 a.m. to midnight. CST.  
Transmitter: Anniston, Ala.

**AGENCY COMMISSION**  
15%; no cash discount.

**GENERAL**  
Accepts AAAA copyrighted contract.  
ASCAP, BMI, and SESAC licenses.

#### TIME RATES

Rates effective January 1, 1958.  
Rates received January 10, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time	30.00	18.00	12.00	7.50	3.00
13 times	28.00	16.75	11.00	7.00	2.80
26 times	26.00	15.50	10.00	6.50	2.60
52 times	24.00	14.25	9.00	6.00	2.40
104 times	22.00	13.00	8.00	5.50	2.20
156 times	20.00	11.75	7.00	5.00	2.00
260 times	18.00	10.50	6.00	4.50	1.80
312 times	16.00	9.25	5.00	4.00	1.60

#### SATURATION ANNOUNCEMENT PACKAGES

(Run-of-schedule)  
1-minute or less, 1-13 consecutive weeks, per week:  
15 times..... 40.00 35 times..... 70.00  
25 times..... 57.50 50 times..... 87.50

## WHMA

(Established 1938)

Anniston Broadcasting Co., 14th and Noble Sts., Anniston, Ala. Ad 6-7545.

**PERSONNEL**  
General Manager—Malcolm Street.

**REPRESENTATIVES**  
Walker-Rawalt Company, Inc.  
Southeast—Dora-Clayton Agency, Inc.

**FACILITIES**  
5,000 w. days, 1,000 w. nights; 1390 kc. Directional nights only.  
Operating schedule: 5:00 a.m. to 11:00 p.m. CST.  
AM Transmitter; Gadsden Highway, Anniston, Ala.  
**FM FACILITIES**  
ERP 3,650 w.; 100.5 mc.  
Antenna ht.—200 ft. above average terrain.

**AGENCY COMMISSION**  
15%; no cash discount.

**GENERAL**  
Accepts AAAA copyrighted contract.  
FM operated in conjunction with AM.

#### TIME RATES

Rates effective September 1, 1957.  
Rates received July 18, 1957.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	70.00	37.50	18.75	13.75	9.00
26 times	66.50	35.63	17.81	13.06	8.55
52 times	64.75	34.69	17.34	12.72	8.32
65 times	63.00	33.75	16.87	12.37	8.10
130 times	61.25	32.81	16.40	12.03	7.87
156 times	59.50	31.87	15.94	11.79	7.15
260 times	56.00	30.00	15.00	11.00	7.20
312 times	54.25	29.07	14.53	10.70	6.97
624 times	44.00	23.00	12.00	9.60	5.50

#### SPOT ANNOUNCEMENTS

1 time	5.60	104 times	3.40
13 times	4.80	156 times	3.20
26 times	4.40	312 times	3.00
52 times	3.75		

#### SATURATION ANNOUNCEMENT PACKAGE

(Run-of-schedule)			
One minute or less, consecutive weeks, per week:	10 tl.	12 tl.	18 tl.
1 to 6 weeks	40.00	45.00	63.00
7 to 12 weeks	38.00	42.75	59.85
13 to 25 weeks	37.00	41.82	58.27
26 or more weeks	36.00	40.50	56.70

#### COMBINATION RATES

See ABC Radio.

#### SPECIAL FEATURES

News Service—UPI.

## ATHENS

Limestone County—Map Location D-2  
See SRDS consumer market map and data at beginning of the State.

### WJMW

(Established 1948)



Athens Broadcasting Co., Inc., Hine St., Athens, Ala. Phone 565, 422.

**PERSONNEL**  
Pres. & Gen'l Mgr.—Homer F. Dunnivant.  
Program Director—Robert V. Dunnivant.  
Chief Engineer—William G. Mitchell.

**FACILITIES**  
1,000 w. days; 730 kc. Nondirectional.  
Operating schedule: Sunrise to local sunset, CST.  
Transmitter: Hine St., Athens, Ala.

**AGENCY COMMISSION**  
15% on net time only; no cash discount. Bills rendered 1st of month, payable 10th.

**GENERAL**  
Affiliated with Multi-Voice Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

#### TIME RATES

Rates effective November 1, 1950. (Card No. 1.)  
Card received December 29, 1950.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time	60.00	30.00	20.00	10.00
13 times	50.00	28.50	19.00	9.60
26 times	45.00	27.00	18.00	9.20
39 times	43.00	25.50	17.00	8.80
52 times	40.00	24.00	16.00	8.20
78 times	38.00	23.00	15.00	7.80
104 times	36.00	22.00	14.00	7.40
156 times	34.00	21.00	13.00	7.00
260 times	32.00	20.00	11.00	6.00
312 times	30.00	18.00	10.00	5.00

#### SPOT ANNOUNCEMENTS

1 time	4.00	104 times	3.20
13 times	3.80	156 times	3.00
26 times	3.60	260 times	2.80
52 times	3.40	500 times	2.00

#### SPECIAL FEATURES

News Service—AP.  
Political—rates on request.  
Library Service—Sesac.

#### Participating Programs

"Sick Call"—8:00 a.m. to 8:30 a.m.  
"Contact"—9:00 a.m. to 10:00 a.m. Local news direct.  
"Contact-Alabama"—10:00 a.m. to 11:30 a.m.  
"Disc Jockey Jump"—10:30 a.m. to 11:00 a.m. Negro audience.  
"Hayloft Party"—2:00 p.m. to 2:55 p.m. Country music.  
"Push Button"—1:00 p.m. to 2:00 p.m.  
"High School Hit Parade"—3:00 p.m. to 4:00 p.m.  
"Harmony Haven"—4:00 p.m. to 5:00 p.m. Gospel music.  
"Story Time"—8:45 p.m. to 9:00 p.m. Children's stories.

## ATMORE

Escambia County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

### WATM

(Established 1949)

Southland Broadcasting Co., Craig St., Atmore, Ala.

**PERSONNEL**  
General Manager—Tom C. Minlard.  
Program Director—Julia Minlard.

**REPRESENTATIVES**  
Continental Radio Sales.

**FACILITIES**  
1,000 w.; 1590 kc. Nondirectional.  
Operating schedule: Sunrise to local sunset. CST.  
Transmitter: Craig St., Atmore, Ala.

**AGENCY COMMISSION**  
15% on time only; no cash discount. Bills rendered 1st of month; payable when rendered.

**GENERAL**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.

#### TIME RATES

Rates effective July 1, 1953.  
Rates received July 6, 1953.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	25.00	15.00	10.00	7.50	5.00
13 times	23.75	14.25	9.50	7.15	4.75
26 times	22.50	13.50	9.00	6.75	4.50
39 times	21.25	12.75	8.50	6.25	4.25
52 times	20.00	12.00	8.00	6.00	4.00
104 times	18.75	11.25	7.50	5.60	3.75
156 times	17.50	10.50	7.00	5.25	3.50
312 times	15.00	9.00	6.00	4.50	3.00

(This listing continued on next page)



**Atmore—W A T M—Continued**

**SPECIAL FEATURES**

News Service—UPI.  
News, Sports, Weather, time signals at regular rates.  
Political—1-time rates apply, payable in advance.  
Library Service—World.

**AUBURN**

Lee County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

**WAUD**

(Established 1947)



Auburn Broadcasting Co., Inc., Box 391, Montgomery Hwy., Auburn, Ala. Phone 1240-41.

**PERSONNEL**  
General Manager—Elmer G. Salter.

**FACILITIES**  
250 w.; 1230 kc. Nondirectional.  
Operating schedule: 6:00 a.m. to midnight, CST.  
Transmitter: Montgomery Hwy., Auburn, Ala.

**AGENCY COMMISSION**  
15%; no cash discount. Bills payable when received.

**GENERAL**  
Accepts AAAA copyrighted contract.  
Alcoholic beverage advertising; beer, light wine only.  
Following rates are for national advertising.

**TIME RATES**

Rates effective \_\_\_\_\_  
Rates received May 22, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	30.00	27.00	15.00	7.50	4.00	3.00
13 times.....	27.50	25.65	14.25	7.15	3.80	2.80
26 times.....	25.00	24.30	13.50	6.75	3.60	2.60
52 times.....	22.95	22.50	12.75	6.40	3.40	2.40
104 times.....	21.60	21.00	12.00	6.00	3.20	2.20
156 times.....	20.50	18.00	11.25	5.60	3.00	2.00
260 times.....	17.50	16.50	9.00	4.50	2.75	1.80
312 times.....	16.00	15.00	8.25	4.25	2.25	1.60

**COMBINATION RATES**  
See ABC Radio.

**SPECIAL FEATURES**

News Service—AP.

**BAY MINETTE**

Baldwin County—Map Location C-10  
See SRDS consumer market map and data at beginning of the State.

**WBCA**

(Established 1957)

Southwest Alabama Broadcasting Co., Inc., Box 426, Courthouse Square, Bay Minette, Ala. Phone 2281.

**PERSONNEL**  
General Manager—Jim Stewart.

**REPRESENTATIVES**  
Continental Radio Sales.

**FACILITIES**  
1,000 w. days; 1150 kc. Non-directional.  
Operating schedule: 5:00 a.m. to sunset, CST.

**AGENCY COMMISSION**  
15% to recognized agencies; no cash discount.

**GENERAL**  
Affiliated with Keystone Network.  
ASCAP, BMI and SESAC licenses.  
Rates include music copyright fees.  
Alcoholic beverage advertising of beer and wine only.

**TIME RATES**

Rates effective April 15, 1957.  
Rates received May 20, 1957.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	or less
1 time.....	40.00	24.00	16.00	8.00	4.00	
13 times.....	35.00	21.00	14.00	7.00	3.80	
26 times.....	32.50	19.50	13.00	6.50	3.60	
52 times.....	30.00	18.00	12.00	6.00	3.40	
104 times.....	27.50	16.50	11.00	5.50	3.20	
156 times.....	25.00	15.00	10.00	5.00	3.00	
260 times.....	22.50	13.50	9.00	4.50	2.90	
312 times.....	20.00	12.00	8.00	4.00	2.80	

**COMBINATION RATES**  
See Southeastern Key Market Network.  
A 15% discount on total rate is allowed when WHEP, Foley, Ala., is purchased in combination with WBCA.

**SPECIAL FEATURES**

News Service—UPI.  
Local and State news programs available.  
Direct U. S. Weather Reports available.  
Newspaper promotion included at no extra cost.

**Participating Programs**

"Yawn Patrol"—5:30 a.m. to 9:00 a.m. Monday through Saturday.  
"BCA Calling"—10:15 a.m. to 11:30 a.m. Monday through Friday. Prizes, interviews.  
"Coffee with Ann"—9:30 a.m. to 10:00 a.m. Monday through Friday. Local women's reporter with local news.  
"1150 Club"—2:00 p.m. to 5:00 p.m. Monday through Friday. Pop request music show.

**CLOSING TIME**

24 hours before broadcast.

**BESSEMER**

Jefferson County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

See Birmingham

**BIRMINGHAM**

(including Bessemer, Homewood)  
(11 AM; 3 PM)

Jefferson County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

Area stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**WAPI**

**BIRMINGHAM**

(Established 1922)

**NBC Network**



Radio station WAPI, P. O. Box 2553, Birmingham 2, Ala.

**PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Charles F. Grisham.  
Vice-Pres. & Dir. of Sales—Albert J. Gillen.  
Program Director—Ray A. Furr.  
Promotion Director—James B. Chenoweth.

**REPRESENTATIVES**  
Henry I. Christal Co., Inc.

**FACILITIES**  
50,000 w. days, 5,000 nights; 1070 kc.  
Operates on nationally cleared channel.  
Operating schedule: 20 hours daily, CST.  
AM Transmitter: Sandusky, Ala.

**FM FACILITIES**  
See WAPI-FM listing.

**AGENCY COMMISSION**  
15% on net time; no cash discount. Bills payable monthly.

**GENERAL**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Consult station management about products and services considered unacceptable.  
Programs (in full or in part) not furnished by but presented in studios of station are subject to special charges. Programs originating outside station studios are subject to additional charges.

**TIME RATES**

Rates effective June 1, 1957. (Card No. 15.)  
Card received May 20, 1957.

**CLASS "A"**  
(6:30 a.m. to 10:30 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	120.00	72.00	48.00	40.00	34.00
13 times.....	114.00	68.00	46.00	38.00	32.00
26 times.....	108.00	65.00	43.00	36.00	30.00
52 times.....	102.00	61.00	41.00	34.00	28.00
104 times.....	96.00	58.00	38.00	32.00	26.00
156 times.....	90.00	54.00	36.00	30.00	24.00
260 times.....	84.00	50.00	34.00	28.00	22.00
312 times.....	72.00	44.00	29.00	24.00	20.00

**CLASS "B"**  
(10:30 p.m. to 6:30 a.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	80.00	48.00	32.00	27.00	22.00
13 times.....	76.00	45.00	30.00	25.50	21.00
26 times.....	72.00	43.00	28.00	24.00	20.00
52 times.....	68.00	41.00	26.00	22.50	19.00
104 times.....	64.00	38.00	24.00	21.00	18.00
156 times.....	58.00	35.00	22.00	20.00	17.00
260 times.....	54.00	33.00	21.00	19.00	16.00
312 times.....	50.00	31.00	19.00	17.50	15.00

**ANNOUNCEMENTS**

(6:30 a.m. to 9:00 a.m.)

	(*)	(†)	(‡)
1 time.....	24.00	19.00	12.00
52 times.....	21.60	17.10	10.80
104 times.....	20.40	16.15	10.20
156 times.....	19.20	15.20	9.60
260 times.....	18.00	14.25	9.00
312 times.....	16.80	13.30	8.40

(9:00 a.m. to 10:30 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	20.00	16.00	10.00	10.00	9.00
52 times.....	18.00	14.40	9.00	8.50	8.00
104 times.....	17.00	13.60	8.50	8.00	7.50
156 times.....	16.00	12.80	8.00	7.50	7.00
260 times.....	15.00	12.00	7.50	7.00	6.50
312 times.....	14.00	11.20	7.00	6.50	6.00

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

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	14.00	11.00	7.00	6.30	5.95
52 times.....	12.60	9.90	6.30	5.95	5.60
104 times.....	11.90	9.35	5.95	5.60	5.25
156 times.....	11.20	8.80	5.60	5.25	4.90
260 times.....	10.50	8.25	5.25	4.90	4.55
312 times.....	9.80	7.70	4.90	4.55	4.20

(\*) One minute transcribed (125 words).  
(†) 20 seconds transcribed (35 words).  
(‡) 10 seconds transcribed (15 words).

**WEEKLY QUANTITY DISCOUNTS**

In addition to frequency discounts earned within a contractual year, an advertiser can also earn weekly quantity discounts for any week (defined as a period of 7 consecutive days), or weeks, during which he broadcasts 10 or more times on the following basis:  
10-14 times..... 10%  
15-19 times..... 15%  
20-24 times..... 20%  
25 or more times..... 25%  
10-second transcribed or 15-word announcements may earn quantity discounts by themselves, but may not be combined with other announcements for this purpose.

**COMBINATION RATES**

See NBC Radio Network.

**SPECIAL FEATURES**

News Service—UPI.  
News Programs—time rates plus news service charge—rates on request.  
Instantaneous Reference Recordings—15-minute or less unit, each, 10.00 plus shipping charges.  
Participating Programs  
"The Early Risers Club" with Leland Childs—5:00 a.m. to 9:00 a.m. Monday through Saturday.

**ALABAMA**

"The Bette Lee Show" with Bette Lee—11:00 a.m. to 11:15 a.m. Monday through Friday.  
"The Hi Neighbor Show" with Leland Childs—11:15 a.m. to 1:00 p.m. Monday through Friday.  
"Funfare" with Jim Lucas—3:05 p.m. to 6:00 p.m. Monday through Friday.  
"Club 1070" with Hop Edwards—6:45 p.m. to 7:00 p.m. Monday through Friday.  
"People Speak" with Dave Campbell—9:00 p.m. to midnight Monday through Friday.  
Announcement participations at announcement time rates.

**CLOSING TIME**

All program content and advertising copy must be received at least 48 hours (exclusive of Saturdays, Sundays and holidays) prior to broadcast.

**WAPI-FM**

(formerly WAFM-FM)

**BIRMINGHAM**

(Established 1946)

Radio station WAPI, P. O. Box 2553, Birmingham 2, Ala.

**FM FACILITIES**

ERP 72,000 w.; 99.5 mc.  
Antenna ht.—785 ft. above average terrain.  
Operating schedule: 19 hours daily, CST.  
Transmitter: Gault Park, Red Mt., Birmingham.

**AGENCY COMMISSION**  
15% on time; no cash discount. Bills rendered 1st of month, payable 10th.

**GENERAL**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective July 1, 1954.  
Rates received June 21, 1954.

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

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	66.50	40.00	27.00	22.50	18.00
13 times.....	65.00	39.00	26.00	21.50	17.50
26 times.....	63.50	38.00	25.00	21.00	17.00
52 times.....	60.00	36.00	24.00	20.00	16.00
104 times.....	57.00	34.50	22.50	19.00	15.50
156 times.....	54.00	32.50	21.50	18.00	14.50
260 times.....	51.00	31.00	20.50	17.00	13.50
312 times.....	48.00	28.50	19.50	16.00	12.50

**CLASS "B"**  
(6:00 a.m. to 6:30 p.m. and 10:00 p.m. to 10:30 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	40.00	24.00	16.00	13.50	11.00
13 times.....	39.00	23.50	15.50	13.00	10.50
26 times.....	38.00	22.50	15.00	12.50	10.00
52 times.....	36.00	21.50	14.50	12.00	9.50
104 times.....	34.50	20.50	13.50	11.50	9.00
156 times.....	32.50	19.50	13.00	10.50	8.50
260 times.....	31.00	18.50	12.50	10.00	8.00
312 times.....	28.50	17.50	11.50	9.50	7.50

**CLASS "C"**  
(10:30 p.m. to 6:00 a.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	27.00	16.00	11.00	9.50	7.50
13 times.....	26.00	15.50	10.50	9.00	7.00
26 times.....	25.00	15.00	10.00	8.50	6.75
52 times.....	24.00	14.50	9.50	8.00	6.50
104 times.....	22.50	13.50	9.00	7.50	6.00
156 times.....	21.50	13.00	8.50	7.00	5.75
260 times.....	20.50	12.50	8.00	6.50	5.50
312 times.....	19.50	11.50	7.50	6.00	5.00

**CLOSING TIME**

10 days before broadcast.

**WATV**

**BIRMINGHAM**

(Established 1946)



WATV, Inc., P. O. Box 2190, 710 S. 22nd St., Birmingham, Ala. FA 4-2541.

**PERSONNEL**  
General Manager—A. E. "Al" Simmons.  
Program Director—Rick Maze.  
Commercial Manager—J. B. Roberts.

**FACILITIES**  
1,000 w. days; 900 kc. Nondirectional.  
Operating schedule: Sunrise to local sunset, CST.  
Transmitter: 231 21st St., Birmingham, Ala.

**AGENCY COMMISSION**  
15% on time only; no cash discount. Bills payable when rendered.

**GENERAL**  
Rates are for time only, and include transcription library, recordings, announcer, studio continuity and production charges. All contracts must be performed within 1 year or period specified. Programs and announcements cannot be combined for frequency discounts.

**TIME RATES**

Rates effective September 1, 1957.  
Rates received August 26, 1957.

**SPOT RADIO FACTS**  
for the  
**BIRMINGHAM**  
RADIO AREA



**WBRC Scores Again!**

WBRC continues its unprecedented leadership in total share of audience in the Birmingham radio area. The Summer 1958 **RADIOPULSE** shows WBRC leading in 7 of 18 Monday-Friday hours and tied for first in another hourly period.

Station	1st	Tied for
WBRC	7	1
Station "B"	4	
Station "C"	3	
Station "D"	1	
Station "E"	1	

**WBRC** has a combined Monday-Friday audience of 2,508 men and women per 100 listening homes measured. This again proves the adult buying power of the Birmingham area listens most to WBRC.

**WBRC** also leads in the top 10 Monday-Friday quarter-hour multi-weekly programs and in 10 of the top 15 Saturday-Sunday quarter-hour shows.

Audience surveys consistently credit WBRC with the tops in listening in the 0.5 mv, 16-county Birmingham radio market.

**THE "PITTSBURGH" of the SOUTH**

Birmingham's principal source of buying power is its iron and steel industry. Metropolitan Birmingham ranks first in the South, and tenth in the nation, in the production of primary metals. Leading industrial firms include the huge Tennessee Coal and Iron Div. of U. S. Steel and Iron Co., and Republic Steel Corp.

**WBRC** award winning personalities and programs are tailored to the interests, tastes and needs of the entire Birmingham area audience.

**"NEWS"**

Local and state news is tops on WBRC—AP wire service covers national, international news. Another 3-year award winner for WBRC.

**"FREE TO SPEAK"**

The original evening commentary and public discussion is an award winning audience participating feature of WBRC. It has been awarded an "excellent" rating by AP Press Awards for 3 consecutive years.

**"WBRC: THE BEST IN RADIO—ALL DAY"** . . .



**WBRC**

Birmingham, Alabama



Represented by  
**THE KATZ AGENCY**

Affiliated with  
**WKRC-TV-AM**  
Cincinnati, Ohio  
**WTVN-TV-AM**  
Columbus, Ohio

**WKYT-TV**  
Lexington, Ky.

Birmingham—Continued

**WBRC**

BIRMINGHAM  
(Established 1925)

**CBS Affiliate**

A Taft Station



WBRC, Inc., W. O. Mogge, P. O. Box 2311, 1729 N. Second Ave., Birmingham, Ala. Al 2-3172.

**PERSONNEL**

General Manager—Richard L. Bevington.  
Program Manager—Fox Lightfoot.  
General Sales Manager—William O. Mogge.  
Vice Pres. & Dir. of Nat'l Sales, Taft Stations—Ken Church, Woodburn 1-0550, Cincinnati, Ohio.  
Nat'l Sales Mgr., Taft Stations—Don Chapin, WKRC Radio, Cincinnati 6, Ohio, Woodburn 1-0550.

**REPRESENTATIVES**

The Katz Agency, Inc.

**FACILITIES**

3,000 w.; 960 kc. Directional—night only.  
Operating schedule: 5:00 a.m. to midnight weekdays; 6:00 a.m. to midnight Sunday, CST.  
Transmitter: 2400 Arkadelphia Rd., Birmingham.

**AGENCY COMMISSION**

15%; no cash discount. Bills payable when rendered.

**GENERAL**

Accepts AAAA copyrighted contract.  
Alcoholic beverage advertising: beer, light wine only.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Contracts not accepted more than 30 days in advance of first broadcast. Maximum duration of any contract 52 weeks. All rates guaranteed for 1 year from effective date of any new rates, or to expiration of the then current contract. Such continuation of rate shall be contingent upon uninterrupted broadcasting. Rates are based on number of broadcasts within a contract year and discounts are retroactive. Announcements and programs of 5 minutes or more cannot be combined for frequency discounts.  
Station reserves right to change rates on such date as may be announced.  
Advertisers on air at time of rate increase receive rate protection for 6 months from effective date of new rates.  
1 year contracts accepted only for purpose of determining frequency discounts.

All program material and/or commercial copy subject to approval of station management and Federal, State, or local regulations.  
Rates for periods longer than 1 hour are in exact proportion to the applicable hour rate.

**TIME RATES**

Rates effective September 1, 1957. (Card No. 25.)  
Card received July 26, 1957.

**CLASS "A"**

(6:00 a.m. to 7:00 p.m.)			
1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time..... 120.00	72.00	48.00	36.00
26 times..... 108.00	64.80	43.20	32.40
52 times..... 96.00	57.60	38.40	28.80
104 times..... 90.00	54.00	36.00	27.00
156 times..... 84.00	50.40	33.60	25.20
260 times..... 78.00	46.80	31.70	23.40
312 times..... 72.00	43.20	28.80	21.60

**CLASS "B"**

(Before 6:00 a.m.; after 7:00 p.m.)			
1 time.....	26 times.....	52 times.....	104 times.....
80.00	48.00	32.00	24.00
72.00	43.20	28.80	21.60
64.00	38.40	25.60	19.20
60.00	36.00	24.00	18.00
56.00	33.60	22.40	16.80
52.00	31.20	20.80	15.60
48.00	28.80	19.20	14.40

**ANNOUNCEMENTS**

**CLASS "A"**

(7:00 a.m. to 9:30 a.m.)			
1 Station min. break	1 Station min. break	260 times	312 times
24.00	22.00	18.00	16.50
21.60	19.80	16.80	15.40
20.40	18.70	15.60	14.30
19.20	17.60	14.40	13.75
18.60	17.05		

**CLASS "B"**

(6:00 a.m. to 7:00 a.m.; 9:30 a.m. to 7:00 p.m.)			
1 time.....	26 times.....	52 times.....	104 times.....
20.00	18.00	16.00	14.00
19.50	17.50	15.00	13.00
19.00	17.00	14.00	12.00
18.00	16.00	13.00	11.00
17.00	15.00		

**CLASS "C"**

(Before 6:00 a.m.; after 7:00 p.m.)			
1 time.....	26 times.....	52 times.....	104 times.....
14.00	11.00	10.50	8.25
12.65	9.90	9.80	7.70
11.90	9.35	9.10	7.15
11.20	8.80	8.75	6.85
10.85	8.55		

10-second announcements: 50% of 1-minute rate.  
Minutes, station breaks and 10-second announcements may be combined for frequency.  
Announcements between 2 rate classifications take rate of the higher classification.  
Programs and announcements may not be combined for frequency.

**MULTI-SPOT PLAN**

Minute announcements at fixed positions.

**CLASS "A"**

(7:00 a.m. to 9:30 a.m. Monday through Friday)			
1 week.....	5 weeks.....	9 weeks.....	13 weeks.....
129.00	117.00	112.50	106.50
240.00	225.00	216.00	204.00
324.00	301.50	297.00	274.50
372.00	348.00	336.00	312.00
240.00	225.00	216.00	204.00
180.00	168.00	168.00	168.00

**CLASS "B"**

(6:00 a.m. to 7:00 a.m. and 9:30 a.m. to 7:00 p.m. Monday through Friday)			
1 week.....	5 weeks.....	9 weeks.....	13 weeks.....
108.00	105.00	105.00	105.00
198.00	183.00	183.00	183.00
270.00	247.50	247.50	247.50
324.00	300.00	300.00	300.00

	6 tl.	12 tl.	18 tl.	24 tl.
9 weeks.....	103.50	180.00	243.00	288.00
13 weeks.....	97.50	168.00	229.50	276.00
22 weeks.....	91.50	159.00	216.00	258.00
44 weeks.....	87.00	150.00	202.50	240.00
52 weeks.....	81.00	138.00	189.00	228.00

**CLASS "C"**

(7:00 p.m. to 6:00 a.m. Monday through Friday; all day Saturday and Sunday)

1 week.....	5 weeks.....	9 weeks.....	13 weeks.....	22 weeks.....	44 weeks.....	52 weeks.....
54.00	52.50	51.00	49.50	46.50	43.50	40.50
99.00	93.00	90.00	84.00	81.00	75.00	69.00
135.00	126.00	121.50	117.00	108.00	103.50	94.50
162.00	150.00	144.00	138.00	132.00	120.00	114.00

Station breaks—90% of minute rates.  
10-second announcements—50% of minute rates.

**WEEKEND PLAN**

Applies all day Saturday and Sunday: Class "C" Multi-Spot Plan. Multi-Spot Plan and Weekend Plan announcements may be counted for frequency on non-plan announcements.

10-second announcements may not be used to help earn frequency discounts on non-plan and weekend plan rates on minutes and station breaks; but minutes and station breaks may help earn frequency discounts and plan rates for 10-second announcements.

**COMBINATION RATES**

See CBS Radio Network.

**SPECIAL FEATURES**

News Service—AP. Local news coverage.  
Political—All programs and announcements at regular commercial rates, and frequency discounts. Ad copy and cash payment must be submitted 48 hours prior to broadcast.  
Library Service—Standard, RCA, Thesauras.  
Tape Recordings—on request station will furnish free of charge 1 program air check each 13 weeks. Added air checks are 7.50 each.

**Participating Programs**

"The Good Morning Show" with Lynn Faris—5:00 a.m. to 9:30 a.m. Monday through Friday. 5-minute participation at regular card rate.  
"Mary Badham Show"—10:30 a.m. to 11:00 a.m. Monday through Friday. Woman's Program. Regular rates apply.  
"Music for Moderns"—11:15 a.m. to 11:30 a.m. Monday through Friday. Regular rates apply.  
"Art's Record Room" with Art Walton—3:00 p.m. to 5:00 p.m. Monday through Friday. 5-minute participations at regular card rate.  
"Spins and Needles" with Jay Aldredge—5:15 p.m. to 5:45 p.m. and 6:15 p.m. to 6:45 p.m. Monday through Friday. Regular rates apply.  
"Speaking of Sports" with Maury Farrell—6:00 p.m. to 6:15 p.m. Monday through Friday. Regular rates apply.  
"Notes in the Night" with Maury Farrell—7:00 p.m. to 8:00 p.m. Monday through Friday. Regular rates apply.  
"Free to Speak" with Jay Aldredge—9:00 p.m. to 9:55 p.m. and 10:15 p.m. to 11:00 p.m. Monday through Friday. Rates on request.  
"Notes in the Night" with Jay Aldredge—11:00 p.m. to 11:50 p.m. Monday through Friday. Regular rates apply.

**CLOSING TIME**

Continuity must be submitted 24 hours prior to broadcast. Announcements close 1 week in advance.

**WCRT**

BIRMINGHAM

(Established 1953)



Chapman Radio & Television Co., 725 S 22nd St., Birmingham, Ala. Al 2-3019.

**PERSONNEL**

Co-Owners—W. A. Chapman, G. K. Chapman.  
Gen'l & Com'l Mgr.—Rudy Clark.

**FACILITIES**

1,000 w.; 1260 kc. Nondirectional.  
Operating schedule: 5:00 a.m. to local sunset Mon. through Sat.; 7:00 a.m. to sunset Sunday, CST.  
Transmitter: 3625 27th Ave., N., Birmingham, Ala.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 1st. payable 10th of month.

**GENERAL**

Accepts AAAA copyrighted contract.  
All rates are for station time only, based on number of broadcasts per year.  
Contract rates not affected until expiration of current contract.  
No periods sold in bulk for resale.  
Announcements and program periods cannot be combined to earn larger discounts. Participating announcements and other announcements may be combined to earn frequency discounts, not in excess of the 312-time rate.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective March 1, 1956. (Card No. 2.)  
Rates received November 27, 1957.

1 hr.					
1 time.....	1/2 hr.	1/4 hr.	5 min.	1 min.	1 min.
116.50	64.00	35.75	20.00	11.00	10.00
101.50	55.75	31.00	17.50	9.00	8.00
88.25	48.50	27.00	15.25	7.00	6.00
76.75	42.25	23.50	13.25	5.00	4.00
66.70	36.75	20.50	11.50	3.00	2.00
58.00	32.00	18.00	9.00	1.00	0.00

**PACKAGES**

Rates on request.

**COMBINATION RATES**

See ABC Radio.

**SPECIAL FEATURES**

News Service—UPI.  
5-minutes news, sports, weather every hour on the hour. Pop and semi-classical music throughout the day.  
Library Service—Standard.

**Participating Programs**

"Paul Harvey—ABC News"—noon to 12:45 p.m. Monday through Friday.  
"Wake Up To Music"—5:00 a.m. to 8:00 a.m. Monday through Saturday and 7:00 a.m. to 8:00 a.m. Sunday.

(Birmingham continued on next page)

Birmingham—Continued

**WEDR**  
BIRMINGHAM

(Established 1949)

Edwin H. Estes, 1417 Fourth Ave., North. P. O. Box 1590, Birmingham, Ala. Phone 4-0925.

**PERSONNEL**

Owner—Edwin H. Estes.  
General Manager—Joe E. Osborn.

**REPRESENTATIVES**

Bob Dore Associates.  
Southern—Dora-Clayton Agency, Inc.

**FACILITIES**

1,000 w. days only; 1220 kc Nondirectional.  
Operating schedule: 5:30 a.m. to local sunset, CST.  
Transmitter: West End, Birmingham, Ala.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 1st of following month, payable 10th.

**GENERAL**

Rates include music copyright fees.  
ASCAP, BMI, SESAC licenses.

**TIME RATES**

Rates received December 26, 1956.		1	1/2	1/4	10	5	1
hr.	hr.	hr.	hr.	hr.	min.	min.	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	36.00	27.00	18.00	9.00	
52 times	85.00	51.00	34.00	25.50	17.00	8.50	
156 times	80.00	48.00	32.00	24.00	16.00	8.00	
260 times	75.00	45.00	30.00	22.50	15.00	7.50	
312 times	70.00	42.00	28.00	21.00	14.00	7.00	
520 times	65.00	39.00	26.00	19.50	13.00	6.50	
1000 times	60.00	36.00	24.00	18.00	12.00	6.00	

**SPOT PACKAGES**

6 to 10 spots per week, each..... 7.00  
10 to 20 spots per week, each..... 6.00  
20 or more spots per week, each..... 5.00

**COMBINATION RATES**

Advertisers purchasing both WEDR and WMOZ, Mobile, Alabama:  
10% discount from earned frequency on each station.  
If schedules are equal, discount applies to full amount on each station. Where schedules are unequal, discount applies to smaller number of spots or programs used.

**SPECIAL FEATURES**

News Service—UPI.  
Political—rates on request.

**Participating Programs**

Entire schedule, Negro programming, all Negro talent.  
"Shelley Stewart Show"—6:00 a.m. to 7:30 a.m. and 5:00 p.m. to 7:00 p.m. rhythm and blues. 10:00 a.m. to 10:45 a.m., popular music.  
"W. J. Allen Show"—7:30 a.m. to 8:00 a.m. Gospel music.  
"Rev. Spencer Show"—8:00 a.m. to 10:00 a.m. and 1:00 p.m. to 3:00 p.m. Gospel music.  
"Walter Anglin Show"—10:45 a.m. to 1:00 p.m. popular music; 3:00 p.m. to 4:00 p.m., rhythm and blues.  
"Tiger Thompson Show"—4:00 p.m. to 5:00 p.m. Rhythm and blues.  
"Shelley Stewart Show"—5:00 p.m. to 6:00 p.m. Rhythm and blues.

**WENN**

BESSEMER

(Established 1950)

**Independent Negro**

A McLendon Ebony Station

John M. McLendon & Associates, Inc., P. O. Box 1469, Birmingham, Ala. Hamilton 5-8411.

**PERSONNEL**

President—John McLendon.  
General Manager—William Anderson.  
Director of National Sales—John M. McLendon, Executive Offices, Suite 509 Lamar Life Bldg., Jackson 5, Miss., Fleetwood 4-1617.

**REPRESENTATIVES**

John E. Pearson Company.

**FACILITIES**

250 w.; 1450 kc. Nondirectional.  
Operating schedule: 6:00 a.m. to 10:00 p.m. daily.  
Transmitter: Bessemer and Brighton Road, Bessemer, Ala.

**AGENCY COMMISSION**

15% on time only; no cash discount. No commission on talent, remote control equipment charges, lines or operator charges. Bills rendered 1st of month following broadcast; due 10th of month following broadcast.

**GENERAL**

Affiliated with KOKY, Little Rock, Ark.; KOKA, Shreveport, La.; WOKJ, Jackson, Miss. all Negro programmed stations—The McLendon Ebony Group.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Maximum length of contract: 1 year.  
Announcements and programs cannot be combined to earn frequency discounts. Advertisers are protected for a period of 26 weeks from date of rate increase, provided continuous weekly schedules are maintained. Continuing discount allowed provided same weekly schedule is maintained for both contract years. Schedules of 2 or more products of same manufacturer may be combined to earn maximum discounts.

**TIME RATES**

Rates effective October 1, 1958.		Rates received September 2, 1958.		1	1/2	1/4	5	1	10
hr.	hr.	hr.	hr.	hr.	hr.	hr.	min.	min.	sec.
1 time.....	90.00	55.00	30.00	14.00	9.00	4.50			
26 times....	80.00	49.00	26.00	13.50	8.50	4.25			
52 times....	75.00	46.00	24.00	12.75	8.00	4.00			
104 times....	70.00	43.00	22.00	12.00	7.50	3.75			
156 times....	65.00	40.00	21.00	11.25	7.00	3.50			
260 times....	60.00	37.00	20.00	10.50	6.50	3.25			
312 times....	55.00	34.00	19.00	10.00	6.00	3.00			
520 times....					5.50	2.75			
780 times....					5.00	2.50			

**SATURATION PACKAGES**

1-minute:	Each	25 per week.....	Each	5.50
10 per week.....	7.00	30 per week.....	5.00	
15 per week.....	6.50			
20 per week.....	6.00			

**COMBINATION RATES**

Also sold in combination with KOKY, Little Rock, Ark.; KOKA, Shreveport, La.; and WOKJ, Jackson, Miss. Special combination discount 5% for any two stations; 7-1/2% for three stations and 10% for all four stations on earned frequency at each station on their respective published rates. Like schedules must be run on chosen stations to earn combination discounts. See McLendon Ebony Group.

**SPECIAL FEATURES**

News Service—UPI and local Negro news correspondent.  
5-min. news broadcast every hour on the hour.  
Sports—twice daily.

**Participating Programs**  
(All Negro Programming)

Monday through Saturday:  
"Deacon Davis Hour"—6:05 a.m. to 7:00 a.m. Gospel and spiritual.  
"Bruce Payne Show"—7:10 a.m. to 8:00 a.m. Music.  
"Marty Marvin Show"—8:00 a.m. to 9:00 a.m. Rhythm and blues.  
"Erskine Faush Show"—9:05 a.m. to 9:45 a.m.  
"Pastor's Study" with Erskine Faush—9:45 a.m. to 10:00 a.m.  
"Soundwave"—10:05 a.m. to 11:00 a.m. Pop music.  
"Erskine Faush Show"—11:05 a.m. to noon, Religious music.  
"Marty's Noon Flight"—12:05 p.m. to 1:00 p.m. Pop music.  
"Larry Daly Show"—1:05 p.m. to 1:45 p.m. Pop music.  
"Larry Daly Slings"—1:45 p.m. to 2:00 p.m.  
"Erskine Faush Show"—2:05 p.m. to 2:30 p.m.  
"Voice of the People" with Erskine Faush—2:30 p.m. to 3:00 p.m.  
"Marty Marvin Show"—3:05 p.m. to 4:00 p.m. Music.  
"Bruce Payne Show"—4:05 p.m. to 5:00 p.m. Pop music.  
"Johnny McClue Show"—5:00 p.m. to 6:45 p.m. Pop music, rhythm and blues.  
"Sports Report" with Andy Wooten—6:45 p.m. to 7:00 p.m.  
"Erskine Faush Show"—7:05 p.m. to 7:45 p.m. Religious music.  
"Pastor's Study" with Bro. Erskine Faush—7:45 p.m. to 8:00 p.m.  
"Larry Daly Show"—8:00 p.m. to 10:00 p.m. Music.

**WEZB**

HOMEROOD

(Established 1953)

Gene Newman Radio, Inc., Dinkler Tutwiler Hotel, Birmingham, Ala. Fairfax 2-4641.

**PERSONNEL**

Gen'l Mgr. & Prog. Mgr.—Gene Newman.  
General Sales Manager—Gaines Allen.  
National Sales Manager—Bascom Hopson.

**REPRESENTATIVES**

Rambeau, Vance, Hopple, Inc.

**FACILITIES**

1,000 w. days; 1320 kc. Nondirectional.  
Operating schedule: 5:00 a.m. to sunset, CST.  
Transmitter: Tutwiler Hotel.

**AGENCY COMMISSION**

15% on time only. Bills rendered 1st of month, payable 10th.

**GENERAL**

Affiliated with Mutual Broadcasting System.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective January 1, 1958.		Rates received February 10, 1958		10 sec.
1 time.....	5 min.	1 min.	30 sec.	10 sec.
1 time.....	12.00	7.10	5.35	3.55
13 times.....		6.60	5.00	3.30
26 times.....	8.50	6.25	4.70	3.10
52 times.....	7.50	5.90	4.45	2.95
104 times.....	6.25			
156 times.....		5.15	3.90	2.60
260 times.....	5.50	4.70	3.55	2.35
312 times.....	5.00			

**WEEKLY SATURATION RATES**

1-minute:	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
12 spots	36.00	34.00	32.00	31.00	30.00
18 spots	48.00	46.00	44.00	42.00	40.00
24 spots	60.00	57.00	54.00	51.00	48.00
20-seconds:					
12 spots	24.00	23.00	22.00	21.00	20.00
18 spots	32.00	30.00	28.00	27.00	26.00
24 spots	40.00	38.00	36.00	34.00	32.00

**SPECIAL FEATURES**

News Service—UPI.  
Newscasts every half-hour.  
"Game of the Day"—Notre Dame Football schedule.  
Political—rates on request.

**CLOSING TIME**

24 hours before broadcast.

**WJLD**

HOMEROOD

(Established 1942)

**Independent Negro**



Johnston Broadcasting Co., P. O. Box 5767, Birmingham, Ala. Phone 54-3466.

**PERSONNEL**

Owner—George Johnston, Jr.  
Manager—James Connolly.  
Commercial Manager—Otis Dodge.

**REPRESENTATIVES**

Forjoe and Company, Inc.

**FACILITIES**

250 w.; 1400 kc. Nondirectional.  
Operating schedule: 5:00 a.m. to midnight, CST.  
AM Transmitter: atop Red Mountain, Birmingham.

**FM FACILITIES**

Entire program schedule duplicated on FM.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 1st of month, due 10th.

**GENERAL**

Programs are duplicated and include music copyright fees. ASCAP, BMI and SESAC licenses.  
All rates are for station time only.

Contract rates not affected until expiration of contract. Contracts may be voided at discretion of station provided first broadcast is not made within 30 days of signing of contract.

Any contract cancelled before expiration by advertiser is subject to any rate accruing to cancellation date. All programs and/or announcements subject to change of time or cancellation on 14 days notice by either party. Announcements and programs may not be combined to earn a greater discount.  
No contract accepted for longer than 1 year. All contracted time must be used within 1 year. Following rates are for national advertising.

**TIME RATES**

Rates effective July 1, 1955. (Card No. 4.)  
Card received June 27, 1955.  
(6:00 a.m. to midnight)

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time.....	90.00	55.00	30.00	25.00	15.00	10.00
13 times....	80.00	50.00	28.00	23.00	14.00	8.50
26 times....	72.50	45.00	26.00	21.00	13.00	8.00
39 times....	65.00	40.00	24.00	19.00	12.00	7.50
52 times....	57.50	35.00	22.00	17.00	11.00	7.00
136 times....	54.60	32.50	21.00	16.00	10.50	6.50
312 times....	50.00	30.00	20.00	15.00	10.00	6.00

**SPECIAL FEATURES**

News Service—UPI.  
5-minute News broadcasts—Daily at 6:55 a.m., 7:55 a.m., 10:00 a.m., noon, 2:00 p.m., 5:00 p.m. and 10:00 p.m.  
Political—rates on request.

**Participating Programs**

"Willie McKinstry Show"—5:00 a.m. to 8:00 a.m. and 5:00 p.m. to 8:00 p.m. Rhythm and blues.  
"Truman Puckett Show"—8:00 a.m. to 10:00 a.m. and 8:00 p.m. to 10:00 p.m. Spirituals.  
"Gospel Jubilee"—10:00 a.m. to noon.  
"WJLD Luncheon Show"—noon to 1:00 p.m.  
"The Ebony Express"—1:00 p.m. to 5:00 p.m.  
"Late Date"—10:00 p.m. to midnight.  
Entire schedule programmed to Negro market.

**CLOSING TIME**

Contracts close 24 hours before first broadcast. Announcements, transcriptions, and political speeches close 24 hours in advance.

(Birmingham continued on next page)

**SELL...**

**42%**  
of  
**BIRMINGHAM**

on  
**WENN**

Alabama's ONLY fulltime 100% Negro station in Birmingham — the 31st market — 42% Negro — Top-rated Negro station consistently by Pulse-Hooper — The BEST way to the 260,000 Negroes of the Birmingham Metropolitan Area.

**SELL**

**48%** of JACKSON on **WOKJ**

**39%** of SHREVEPORT on **KOKA**

**33%** of LITTLE ROCK on **KOKY**

**THE MCLENDON EBONY STATIONS REPRESENTED BY JOHN E. PEARSON**



# ALABAMA

## Birmingham—Continued

### WSGN BIRMINGHAM

(Established 1927)

Winston-Salem Broadcasting Company, 2320 7th Ave., S., Birmingham, Ala. Fairfax 2-3440.

**PERSONNEL** President—James W. Coan, General Manager—Ben K. McKinnon.

#### REPRESENTATIVES

Venard, Rintoul & McConnell, Inc. Southeastern—James S. Ayers Company.

#### FACILITIES

5,000 w. days, 1,000 w. nights; 610 kc. Directional—nights only. Operating schedule: 24 hours daily except Monday; 4:00 a.m. to midnight Monday, CST. Transmitter: Alabama State Fair Grounds, Birmingham, Ala.

#### AGENCY COMMISSION

15% on net time and talent; no cash discount. Bills payable when rendered.

#### GENERAL

Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Rates for periods longer than 1 hour are in exact proportion to corresponding 1-hour rate. Announcements and programs cannot be combined to earn larger discounts. No rates guaranteed beyond six months from effective date of rate increase.

#### TIME RATES

Rates effective April 1, 1957. (Card No. 13.)

Rates received March 7, 1957.

	1 tl.	26 tl.	52 tl.	104 tl.	156 tl.	312 tl.
1 hour.....	120.00	114.00	108.00	102.00	96.00	90.00
1/2 hour.....	72.00	68.40	64.80	61.20	57.60	54.00
1/4 hour.....	48.00	45.60	43.20	40.80	38.40	36.00
10 minutes.....	36.00	34.20	32.40	30.60	28.80	27.00
5 minutes.....	24.00	22.80	21.60	20.40	19.20	18.00
1 minute.....	18.00	17.10	16.20	15.30	14.40	13.50
30 seconds.....	12.00	11.40	10.80	10.20	9.60	9.00
10 seconds.....	4.00	4.00	4.00	4.00	4.00	4.00

#### WEEKLY SATURATION PACKAGE PLAN

Per week:	1 min.	30 sec.	10 sec.
5 announcements.....	60.00	40.00	4.00
10 announcements.....	115.00	76.66	4.00
15 announcements.....	165.00	110.00	4.00
20 announcements.....	210.00	140.00	4.00
30 announcements.....	300.00	200.00	4.00

Contract protection—six months from effective date of the card, with frequency protection for one year.

#### SPECIAL FEATURES

Library Service—World. 5-minute newscasts on the :25 and :55, each, flat, 18.00. All rates include 20% talent and production costs.

Instantaneous Reference Recordings: 5-minute programs or longer, 1 recording for each 13 week series or 1 recording of program change during series, no charge. Added recordings, 5, 10 or 15-minute programs, each 15.00; 30-minute programs, each 20.00.

#### Participating Programs

Monday through Friday:  
 "The Morning Watch"—5:45 a.m. to 8:00 a.m.  
 "Caravan"—8:00 a.m. to 11:00 a.m.  
 "Birmingham Hit Parade"—11:00 a.m. to 2:00 p.m.  
 "Rumore's Hangout"—2:00 p.m. to 4:00 p.m.  
 "Rumore's Record Review"—4:00 p.m. to 5:00 p.m.  
 "Rhythm on the Road"—5:00 p.m. to 6:00 p.m.  
 "The Tommy Charles Show"—6:00 p.m. to 9:00 p.m.  
 "Sky Castle Serenade"—9:00 p.m. to midnight.  
 "The Night Owl"—midnight to dawn.  
 Saturday:  
 "The Morning Watch"—5:45 a.m. to 10:00 a.m.  
 "The Road Runner"—10:00 a.m. to 1:00 p.m.  
 "Saturday Serenade"—1:00 p.m. to 9:00 p.m.  
 "Sky Castle Serenade"—9:00 p.m. to midnight.  
 "The Night Owl"—midnight to dawn.  
 Sunday:  
 "Sunday Serenade"—10:00 a.m. to 9:00 p.m.  
 "Sky Castle Serenade"—9:00 p.m. to midnight.

#### CLOSING TIME

Publicity 1 week before broadcast.

### WVOK BIRMINGHAM

(Established 1947)

## Independent



Voice of Dixie, Inc., P. O. Box 2468, Birmingham-Bessemer Super Highway, Birmingham, Ala. Phone State 7-2601.

#### PERSONNEL

President—Iralee W. Benms. National Sales—Ira Leslie.

#### REPRESENTATIVES

Radio Representatives, Inc.

#### FACILITIES

50,000 w. days; 690 kc. Directional. Operating schedule: Sunrise to local sunset, CST. Transmitter: 7 miles west of Birmingham, Ala.

#### AGENCY COMMISSION

15% on net time only; no cash discount. Bills payable by 10th of month following broadcast.

#### GENERAL

Accepts AAAA copyrighted contract. Net time rates after deduction of all applicable discounts.

#### TIME RATES

Rates effective August 1, 1951. (Card No. 7.)

Rates received August 2, 1951.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	130.00	100.00	74.00	37.00	20.00
13 times.....	125.00	95.00	67.50	33.75	19.00
26 times.....	122.50	90.00	60.00	30.00	18.00
52 times.....	120.00	80.00	50.00	25.00	17.00
156 times.....	115.00	70.00	45.00	22.50	16.00
260 times.....	112.50	65.00	42.00	21.00	15.00
312 times.....	110.00	60.00	40.00	20.00	14.00

(\*) 1 minute transcription or 100 words.

"Shortie" announcements of 10 seconds or less, one half the earned rate. "Shorties" combine with 1-minute announcements for frequency discount.

#### COMBINATION RATES

Schedules on WVOK and WBAM, Montgomery, combine for greater frequency discounts.

#### SPECIAL FEATURES

News Service—UPI. "Southern Farm Review" with Benton Morgan—12:45 p.m. to 1:15 p.m. Monday through Friday. 1-minute announcements, 15 minutes and 5-minute available at regular rates. Add 4.00 for 15-minutes, 2.50 for 5-minutes and 1.00 for 1-minute net talent.

#### Participating Programs

Monday through Friday:  
 "Breakfast Jamboree"—sign-on to 8:00 a.m.  
 "Melody Time"—10:00 a.m. to 11:00 a.m.  
 "Today's Hits"—11:15 a.m. to 11:55 a.m.  
 "Top Tunes"—1:15 p.m. to 2:00 p.m.  
 "690 Serenade"—2:05 p.m. to 3:00 p.m.  
 "Top Tunes"—4:30 p.m. to sign-off.  
 Saturday:  
 "Breakfast Jamboree"—sign-on to 8:00 a.m.  
 "Star Time"—10:30 a.m. to noon.  
 "Dixie Jamboree"—noon to 1:00 p.m. live.  
 "Yesterday's Hits"—2:00 p.m. to sign-off.  
 Sunday:  
 "The Homefolks Show"—1:00 p.m. to sign-off.

#### CLOSING TIME

Copy must reach station 1 day before broadcast.

### WYDE

BIRMINGHAM

(Established 1946)

## A Bartell Family Radio Station



Bartell Broadcasters Inc., P. O. Box 5846, 1901 Montgomery Hwy., Birmingham, Ala.

#### PERSONNEL

President—Gerald A. Bartell. Exec. Vice-Pres. & Gen'l Mgr.—Morton J. Wagner. Sta. & Gen'l Sales Manager—Tom Whitley.

#### REPRESENTATIVES

Adam Young, Inc.

#### FACILITIES

10,000 w. days, 1,000 w. nights; 850 kc. Directional—night only. Operating schedule: 24 hours daily. CST. Transmitter: Pinson Highway, Tarrant, Ala.

#### AGENCY COMMISSION

15% on gross billings, less applicable discounts; no cash discount. Bills payable when rendered.

#### GENERAL

Rates include music copyright fees. ASCAP and BMI licenses. Rates are guaranteed for a period of 6 months from the date of first broadcast, or for 6 months from effective date of any increase providing advertising is actually running on the date of increase and continuing without interruption.

#### TIME RATES

Rates effective December 1, 1957.

Rates received December 6, 1957.

#### ANNOUNCEMENTS

Weekly Saturation Plans

#### PLAN I

	Per week				
	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
1-minute:					
36 spots.....	342.00	333.00	325.80	316.80	307.80
24 spots.....	240.00	234.00	228.00	222.00	216.00
18 spots.....	189.00	184.50	180.00	174.60	170.10
12 spots.....	132.00	129.00	125.40	122.40	118.80
20 or 30-seconds:					
36 spots.....	257.40	252.00	244.80	237.60	232.20
24 spots.....	180.00	175.20	171.60	166.80	162.00
18 spots.....	142.20	138.60	135.00	131.40	127.80
12 spots.....	99.00	96.60	94.20	91.80	89.40
10-seconds:					
72 spots.....	342.00	333.00	325.80	316.80	307.80
48 spots.....	240.00	234.00	228.00	222.00	216.00
36 spots.....	189.00	184.50	180.00	174.60	170.10
24 spots.....	132.00	129.00	125.40	122.40	118.80

Maximum of 1/3 of Saturation Plan spots guaranteed in Class "AA" time when available. All other announcements are scheduled in Class "A" time. Saturation Plan advertisers desiring more than the allowable 1/3 of their announcements in Class "AA" time, may increase the number of Saturation Plan announcements in Traffic Time by paying regular rates for those announcements in excess of the allowable 1/3.

#### PLAN 2

	Per week				
	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
1-minute:					
36 spots.....	234.00	228.60	223.20	216.00	210.60
24 spots.....	168.00	164.40	159.60	156.00	151.20
18 spots.....	135.00	131.40	128.70	125.10	121.50
12 spots.....	96.00	93.60	91.20	88.80	86.40
20 or 30-seconds:					
36 spots.....	176.40	172.80	167.40	162.00	158.40
24 spots.....	126.00	123.60	120.00	117.60	114.00
18 spots.....	101.70	99.00	97.20	93.60	90.90
12 spots.....	72.00	70.20	68.40	66.60	64.80
10-seconds:					
72 spots.....	234.00	228.60	223.20	216.00	210.60
48 spots.....	168.00	164.40	159.60	156.00	151.20
36 spots.....	135.00	131.40	128.70	125.10	121.50
24 spots.....	96.00	93.60	91.20	88.80	86.40

1/2 of such announcements to be scheduled in Class "A" time and 1/2 in Class "B" time. Saturation Plan advertisers desiring more than the allowable 1/2 of their announcements in Class "A" time, may increase the number of Saturation Plan announcements in Class "A" time by paying the regular rates for those announcements in excess of the allowable 1/2.

#### ANNOUNCEMENTS

#### CLASS "AA"

	1 min. 20-30 sec. 10 sec.		
	1 min.	20-30 sec.	10 sec.
6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m.)			
1 time.....	16.00	12.00	8.50
26 times.....	15.50	11.65	8.00
52 times.....	15.00	11.25	7.75
104 times.....	14.50	10.90	7.50
156 times.....	14.00	10.50	7.40
260 times.....	13.50	10.15	7.25

	1 min.	20-30 sec.	10 sec.
312 times.....	13.00	9.75	7.00
500 times.....	12.50	9.40	6.75
750 times.....	12.00	9.00	6.50
1,000 times.....	11.50	8.65	6.25

#### CLASS "A"

(9:00 a.m. to 4:00 p.m.)

1 time.....	14.00	10.50	7.50
26 times.....	13.50	10.15	7.00
52 times.....	13.00	9.75	6.75
104 times.....	12.50	9.40	6.50
156 times.....	12.00	9.00	6.40
260 times.....	11.50	8.65	6.25
312 times.....	11.00	8.25	6.00
500 times.....	10.50	7.90	5.75
750 times.....	10.00	7.50	5.50
1,000 times.....	9.50	7.15	5.25

#### CLASS "B"

(7:00 p.m. to 1:30 a.m. and 5:00 a.m. to 6:00 a.m.)

1 time.....	8.00	6.00	4.50
26 times.....	7.50	5.65	4.00
52 times.....	7.00	5.25	3.75
104 times.....	6.50	4.90	3.50
156 times.....	6.00	4.50	3.40
260 times.....	5.50	4.15	3.25
312 times.....	5.00	3.75	3.00
500 times.....	4.50	3.40	2.75
750 times.....	4.00	3.00	2.50
1,000 times.....	3.50	2.65	2.25

#### CLASS "C"

(1:30 a.m. to 5:00 a.m.)

1 time.....	7.00	5.25	4.00
26 times.....	6.50	4.90	3.50
52 times.....	6.00	4.50	3.25
104 times.....	5.50	4.15	3.00
156 times.....	5.00	3.75	2.90
260 times.....	4.50	3.40	2.75
312 times.....	4.00	3.00	2.50
500 times.....	3.50	2.65	2.25
750 times.....	3.00	2.25	2.00
1,000 times.....	2.50	1.90	1.75

#### PROGRAMS

	Class			
	"A"	"B"	"C"	"C"
5 minutes:				
1 time.....	24.00	21.00	12.00	10.50
26 times.....	23.25	20.25	11.25	9.75
52 times.....	22.50	19.50	10.50	9.00
104 times.....	21.75	18.75	9.75	8.25
156 times.....	21.00	18.00	9.00	7.50
260 times.....	20.25	17.25	8.25	6.75
312 times.....	19.50	16.50		



# KNOW YOUR SERVICE

## Special Features of Spot Radio Rates and Data Help Your Station Selection

Besides the regular individual station listings, these four specific references in *Spot Radio* aid in your selection of stations by type and location:

- Metropolitan Areas—stations are listed alphabetically within each standard Metropolitan Area, as established by the Bureau of Census.
- Foreign Language Programming—stations which have at least one program are listed geographically showing the language and number of hours of foreign language programming.
- Negro Programming—listed by state, city and call letters, stations having at least one regularly scheduled program are listed showing number of Negro hours programmed per week.
- Farm Programming—stations that broadcast at least one such program are listed geographically, showing station farm director and total weekly broadcast hours of farm programming.

These features—kept up to date monthly—are designed to facilitate the job of station selection. See the contents page for location of these and other feature bonuses.

## CALERA

Shelby County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

### WBYE

(Established 1958)

Shelby County Broadcasting Co., Inc., P. O. Box 428, Calera, Ala. North 8-7751.

#### PERSONNEL

Pres. & Gen'l Mgr.—Marion P. Jones.

#### FACILITIES

1,000 w. days; 1370 kc. Non-directional.  
Operating schedule: 5:30 a.m. to local sunset.  
Transmitter: 1-1/2 miles W. of Calera on Ala. 25.

#### AGENCY COMMISSION

15% on time only; no cash discount. Bills payable 30th of the month.

#### GENERAL

Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

#### TIME RATES

Rates effective January 1, 1958.  
Rates received August 20, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	50.00	35.00	17.50	7.50	3.50
13 times...	47.00	31.00	16.00	7.00	3.25
26 times...	44.00	27.00	14.50	6.50	3.00
52 times...	40.00	23.00	13.00	5.50	2.75
104 times...	36.00	20.00	11.50	5.00	2.50
156 times...	32.00	17.00	9.00	4.50	2.25
260 times...	24.00	13.00	7.50	4.00	2.00
520 times...	20.00	11.00	7.00	4.25	1.75
780 times...	18.00	9.00	6.50	4.00	1.50

#### SPECIAL FEATURES

News Service—AP.  
Library Service—Lang-Worth.

#### CLOSING TIME

24 hours before broadcast.

## CARROLLTON

Pickens County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

### WRAG

(Established 1951)



Pickens County Broadcasting Co., P. O. Box 71, Carrollton, Ala. Phone 2364.

#### PERSONNEL

Manager—Carl Sauceman.

#### REPRESENTATIVES

Continental Radio Sales.

#### FACILITIES

1,000 w. days; 590 kc. Nondirectional.  
Operating schedule: Sunday through Saturday, sunrise to local sunset, CST.  
Transmitter: Hwy. 17, 2 mi. south of Carrollton.

#### AGENCY COMMISSION

15% on time only, no cash discount. Bills rendered monthly unless otherwise requested.

#### GENERAL

Affiliated with Keystone Network.  
Rates include music copyright fees.  
ASCAP and BMI licenses.  
To earn frequency discounts, contracts must be fulfilled within 1 year from first broadcast date. Otherwise rate that is actually earned applies. Rates are for both national and local advertising.

Length of commercial copy:	Day and Evening	
	Day	Evening
5 minutes.....	1:45 min.	1:30 min.
10 minutes.....	2:00 min.	1:45 min.
15 minutes.....	2:30 min.	2:15 min.
25 minutes.....	2:45 min.	.....
30 minutes.....	3:00 min.	.....
60 minutes.....	6:00 min.	.....

#### TIME RATES

Rates effective November 1, 1953. (Card No. 3.)  
Card received October 5, 1953.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time....	60.00	40.00	27.00	18.00	12.00	6.00
13 times...	55.00	37.00	24.75	16.50	11.00	5.50
26 times...	50.00	33.75	22.50	15.00	10.00	5.00
52 times...	45.00	30.00	20.00	13.50	9.00	4.50
104 times...	40.00	27.00	18.00	12.00	8.00	4.00
156 times...	35.00	23.50	15.75	10.50	7.00	3.50
312 times...	27.00	18.00	12.00	9.00	6.00	3.00

(\*) 1-minute or less.

News Service—UPI. Regular rates apply.

Political—rates on request.

#### CLOSING TIME

24 hours before broadcast.

## CLANTON

Chilton County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

### WKLF

(Established 1947)



Southeastern Broadcasting Co., Inc., 703-1/2 W. 2nd Ave., North, Clanton, Ala.

#### PERSONNEL

General Manager—L. L. Hudson.

Program Director—Helen Parrish.

#### REPRESENTATIVES

Continental Radio Sales.

#### FACILITIES

1,000 w. days; 980 kc. Nondirectional.  
Operating schedule: 5:30 a.m. to local sunset, CST.

AM Transmitter: Clanton, Ala.

#### FM FACILITIES

ERP 370 w.; 100.9 mc.  
Antenna ht.—302 ft. above average terrain.

## ALABAMA

### AGENCY COMMISSION

15%; no cash discount.

#### GENERAL

Affiliated with Keystone Network.  
Simultaneous AM-PM operation.

#### TIME RATES

Rates effective October 1, 1947.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time....	37.50	22.50	15.00	11.25	7.50	4.00
13 times...	35.00	21.00	14.00	10.50	7.00	3.75
26 times...	30.00	18.00	10.00	8.00	6.00	3.75
39 times...	27.50	16.50	9.00	7.67	5.50	3.37
52 times...	26.25	15.75	8.50	6.87	5.25	3.25
104 times...	25.00	15.00	8.00	6.50	5.00	3.00
156 times...	22.75	14.25	7.50	6.12	4.50	2.75
312 times...	22.00	13.00	6.75	5.50	3.75	2.50

#### SPECIAL FEATURES

News Service—AP.  
Library Service—World.

## CULLMAN (2 AM; 1 FM)

Cullman County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

### WFMH

(Established 1949)

Voice of Cullman, 206 2nd Ave., E., Cullman, Ala. Phone 910.

#### PERSONNEL

General Manager—B. C. Eddins.  
Commercial Manager—James Miller.

#### FACILITIES

1,000 w. days only; 1300 kc. Nondirectional.  
(P. 1460 kc., 5,000 w. days.)  
Operating schedule: 5:00 a.m. to local sunset, CST.  
AM Transmitter: 3 mi. east of Hwy. 112, Cullman.  
FM FACILITIES  
ERP 5,300 w.; 101.1 mc.  
Operating schedule: 5:00 a.m. to 9:00 p.m. CST.  
Antenna ht.—165 ft. above average terrain.

#### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered 1st of month, payable in 10 days.

#### GENERAL

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
FM operated in conjunction with AM during AM hours; sold separately after sunset.  
Following rates are for simultaneous broadcast on combined AM and FM facilities.

#### TIME RATES

Rates effective August, 1949. (Card No. 2.)  
Rates received July 19, 1951.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time....	30.00	16.60	9.55	8.35	6.60	2.85
13 times...	26.57	14.96	8.56	7.49	5.94	2.30
26 times...	24.15	13.48	7.69	6.73	5.34	2.15
52 times...	21.05	12.02	6.92	6.06	4.75	1.90
104 times...	19.49	10.92	6.23	5.45	4.27	1.75
156 times...	17.53	9.82	5.60	4.91	3.85	1.65
260 times...	15.75	8.85	5.00	4.40	3.45	1.55
312 times...	.....	.....	.....	.....	.....	1.40

(\*) Announcements of 100 words or 1 minute.  
FM Only: Sold alone after local sunset—at 40% off above rates.

#### SPECIAL FEATURES

News Service—AP.  
Political Announcements—100 words 2.25. Per minute, in 5-minute multiples, 1.00. Cash in advance.  
Library Service—Associated.

#### CLOSING TIME

24 hours before broadcast.

## WKUL

(Established 1946)

Cullman Broadcasting Co., Drawer 620, Cullman, Ala. Phone 864.

#### PERSONNEL

General Manager—Hudson C. Millar, Jr.

Program Director—Charles Richard.

Commercial Manager—James Miller.

#### FACILITIES

250 w.; 1340 kc. Nondirectional.  
Operating schedule: 4:55 a.m. to 10:00 p.m. CST.  
Transmitter: Cullman, Ala.

#### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered 1st of each month, payable not later than 10th of month following service.

#### GENERAL

For combination rates see Alabama Ace Network.  
Affiliated with Mutual Broadcasting System and Keystone Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Contract must be rendered 2 weeks in advance to hold time and talent.

#### TIME RATES

Rates effective February 1, 1958.  
Rates received February 24, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time....	35.30	21.20	14.15	12.95	11.80	3.60
13 times...	33.00	19.50	13.50	12.00	9.50	3.30
26 times...	31.00	19.00	12.50	11.00	8.00	3.15
52 times...	29.00	18.50	11.50	10.00	7.00	3.00
104 times...	27.00	18.00	10.50	9.00	6.50	2.85
156 times...	25.00	16.00	9.50	8.00	6.00	2.70
260 times...	23.00	14.00	8.50	7.00	5.50	2.55
312 times...	21.20	11.75	7.05	5.90	4.70	2.40

(This listing continued on next page)

# ALABAMA

## Cullman—W K U L—Continued

Monthly Rates			
Per month:	30 wds.	20 wds.	10 wds.
100 spots, each.....	.90	.85	.80
180 spots, each.....	.80	.75	.70
270 spots, each.....	.70	.65	.60
360 spots, each.....	.60	.55	.50
540 spots, each.....	.55	.50	.45

**SPECIAL FEATURES**  
 News Service—Local and wire news, 6:00 a.m., 7:15 a.m., 8:00 a.m., 9:00 a.m., 10:00 a.m., 11:00 a.m., 12:30 p.m., 1:00 p.m., 2:00 p.m., 3:00 p.m., 4:00 p.m., 6:00 p.m., 6:30 p.m., 8:00 p.m., and 9:00 p.m. daily.  
 Women's Program—Local and net 8:15 a.m. and 10:00 a.m.  
 Farm News and Market Reports—6:00 a.m. and 12:30 p.m.  
 Sportscast—6:15 p.m. All local sports and regional football and baseball.

### CLOSING TIME

Program copy must be in 1 week before broadcast.

## DADEVILLE

Tallapoosa County—Map Location F-6  
 See SRDS consumer market map at beginning of the State.

(Call letters not received)

(C.P. 500 w. days; 910 kc.)

J. C. Henderson,  
 P. O. Box 392,  
 Alexander City, Ala.

## DECATUR (3 AM; 1 FM)

Morgan County—Map Location D-3  
 See SRDS consumer market map and data at beginning of the State.

### WAJF

(Established 1953)

Owned and operated by J. B. Falt, Jr., 112 Grant St., Decatur, Ala. Elgin 3-9231.

#### PERSONNEL

General Manager—Earl Williford.  
 Commercial Manager—Bill Shaw.

#### REPRESENTATIVES

Southeast—Dixieland Stations, Inc.

#### FACILITIES

250 w.; 1490 kc. Nondirectional.  
 Operating schedule: 6:00 a.m. to 11:00 p.m. CST.  
 Transmitter: S 9th St. and Sumner Ave., Decatur.

#### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered and payable monthly.

#### GENERAL

Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI, SESAC licenses.  
 Rates are for station time only.

### TIME RATES

Rates effective October 1, 1956.

Rates received August 16, 1956.

	1		1/2		1/4		10		5		1		20	
	hr.	hr.	hr.	hr.	min.	min.	min.	min.	min.	min.	min.	min.	min.	sec.
1 time.....	42.00	27.00	16.50	13.00	7.50	5.50	3.30							
13 times.....	40.95	26.32	16.09	12.67	7.31	5.36	3.22							
26 times.....	39.90	25.65	15.67	12.35	7.12	5.22	3.13							
52 times.....	37.80	24.30	14.85	11.70	6.75	4.95	2.97							
104 times.....	33.60	21.60	13.20	10.40	6.00	4.40	2.64							
156 times.....	29.40	18.90	11.55	9.10	5.25	3.85	2.31							
260 times.....	21.00	13.50	8.25	6.50	3.75	2.75	1.65							
312 times.....	16.80	10.80	6.60	5.20	3.00	2.20	1.32							

### PACKAGE PLANS

	1	20	1	20
	min.	sec.	min.	sec.
52 times.....	2.06	1.24	260 times.....	1.10
104 times.....	1.79	1.07	312 times.....	1.00
156 times.....	1.65	.99		.75

Must be bought in quantities as above per month.

### SPECIAL FEATURES

News Service—UPI.  
 Sport News—7:25 a.m., 6:30 p.m., 10:00 p.m. daily.  
 Farm News: 6:00 a.m., 12:40 p.m. daily.  
 Political—regular rates apply.  
**Participating Programs**  
 "Rise and Shine"—7:00 a.m. to 9:00 a.m. daily. Popular music.  
 "Wax Museum"—2:00 p.m. to 3:00 p.m. daily. Selected former bit tunes and jazz.  
 "Tops in Pops"—8:00 p.m. to 11:00 p.m. daily. Popular music.

### CLOSING TIME

All talks and speeches must be submitted to station for approval 24 hours before broadcast.

## WHOS

(Established 1948)

North Alabama Broadcasting Company, Masonic Bldg., 2nd fl., Johnston St., Decatur, Ala. Elgin 3-1810.

#### PERSONNEL

General Manager—Louis Billzard.  
 Program Director—Miss Mimi Jones.

#### REPRESENTATIVES

Thomas F. Clark Company, Inc.

#### FACILITIES

1,000 w. days only; 800 kc. Nondirectional.  
 Operating schedule: sunrise to local sunset, CST.  
 AM transmitter: First Street Extension, Decatur.  
**FM FACILITIES**  
 ERP 8,600 w.; 102.1 mc.  
 Antenna ht.—200 ft. above average terrain.  
 Operating schedule: 6:00 a.m. to 11:00 p.m.

#### AGENCY COMMISSION

15% on time and talent; no cash discount. Bills rendered 1st, payable 10th of month.

#### GENERAL

Accepts AAAA copyrighted contract.  
 Rates are for station time only.

FM operated in conjunction with AM.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

### TIME RATES

Rates effective March 15, 1956. (Card No. 2.)

Card received March 26, 1956.

	1		1/2		1/4		10		5		1		20	
	hr.	hr.	hr.	hr.	min.	min.	min.	min.	min.	min.	min.	min.	min.	sec.
1 time.....	38.00	22.50	15.00	11.00	8.00	5.00	3.90							
13 times.....	36.00	21.50	14.00	10.25	7.50	4.75	3.50							
26 times.....	34.00	20.00	13.00	9.75	7.00	4.25	3.20							
52 times.....	32.00	18.50	12.00	9.25	6.50	4.00	2.90							
104 times.....	30.00	17.00	11.00	8.75	6.00	3.75	2.60							
156 times.....	28.00	15.50	10.00	8.25	5.50	3.50	2.40							
260 times.....	26.00	14.00	9.00	7.75	5.00	3.25	2.25							
312 times.....	24.00	12.50	8.00	7.00	4.50	3.00	2.00							

### SPECIAL FEATURES

News Service—AP.  
 Political—regular rates.  
 Library Service—Thesaurus, World.  
**Participating Programs**  
 "Dixie Jubilee", "Local News Reporter", Breakfast Club, and Dinnerbell Roundup."

### CLOSING TIME

48 hours before broadcast; political, 24 hours.

## WMSL

(Established 1935)

Tennessee Valley Radio and Television Corp., 511 Bank St., Decatur, Ala. Phone 802.

#### PERSONNEL

President & Manager—Frank Whisenant.

#### REPRESENTATIVES

Jack Masla & Company.  
 Southern—Clarke Brown Company.

#### FACILITIES

250 w.; 1400 kc. Nondirectional.  
 Operating schedule: ————, CST.  
 Transmitter: Danville Road, Decatur, Ala.

#### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered 1st of month, payable 10th of following month.

#### GENERAL

BMI, ASCAP and SESAC licenses.  
 Announcements and programs cannot be combined for discount purposes. To earn discounts, time must be used during 1 year period.

### TIME RATES

Rates effective July 1, 1946. (Card No. 7.)

	1		1/2		1/4		5		1		10	
	hr.	hr.	hr.	hr.	min.	min.	min.	min.	min.	min.	min.	sec.
1 time.....	40.00	25.00	15.00	7.00	3.00	1.50						
26 times.....	38.00	23.00	14.00	6.50	2.90	1.40						
52 times.....	37.00	22.00	13.00	6.00	2.80	1.30						
65 times.....	36.00	21.00	12.00	5.50	2.70	1.20						
130 times.....	34.00	20.00	11.00	5.00	2.60	1.10						
156 times.....	32.00	19.00	10.00	4.50	2.50	1.00						
260 times.....	30.00	18.00	9.00	4.00	2.25	.90						

#### COMBINATION RATES

See Mutual Broadcasting System and Keystone Network.

### SPECIAL FEATURES

News Service—AP.  
 Newscasts, Coffee Club, rates on request.  
 Political—Political talks accepted without party preference; manuscript of talk must be left with station. Per minute 1.00 (in multiples of 5 minutes).

### CLOSING TIME

Program service—1 week before broadcast.

## DEMOPOLIS

Marengo County—Map Location C-7  
 See SRDS consumer market map and data at beginning of the State.

## WXAL

(Established 1948)

Demopolis Broadcasting Company, Inc., P.O. Box 261, Radio Bldg., U.S. Highway 80, Demopolis, Ala. Phones 1400, 1401.

#### PERSONNEL

General Manager—William M. Jordan.  
 Sales Manager—Henry J. Bley.  
 Station Manager—Austin Caldwell.  
 Chief Engineer—Barry Collins.

#### FACILITIES

250 w.; 1400 kc. Nondirectional.  
 Operating schedule: 5:30 a.m. to 11:00 p.m. CST.  
 Transmitter: U. S. Hwy. 80, Demopolis, Ala.

#### AGENCY COMMISSION

15% on time only; 2% cash discount if paid by 10th.

#### GENERAL

Affiliated with Keystone Network.  
 Rates are for station time only.  
 Contract renewals subject to rates in effect at renewal.

### TIME RATES

Rates effective November 1, 1958.

Rates received September 29, 1958.

	1	1/2	1/4	5	1	min.
	hr.	hr.	hr.	min.	min.	sec.
1 to 100 times.....	20.00	11.00	6.00	4.50	4.00	
100 or more times.....	15.00	8.00	5.00	3.50	3.00	

### SATURATION PLANS

100 announcements in 5 consecutive days (20 announcements per day), net, no commissions 100.00. No political advertising accepted on the Package Plan. Station reserves the right to refuse Package Plan depending on available time.  
 Shorty Saturation spots and teasers available on request.

#### COMBINATION RATES

See Mutual Broadcasting System, Alabama Football Network.

### SPECIAL FEATURES

News Service—AP.  
 Newscasts—5-minutes on the hour and half-hour.  
 "Today in the Blackbelt"—network programming with local and area news all day, daily.  
 Sportscasts—Alabama and Auburn football games, high school baseball, football and basketball.  
 Mutual "Game of the Day" and NBC "World Series."  
 Southeastern basketball and football. Local "Little League" play-by-play.  
 Religious—50% of 1-time rates.  
 Political—1-time rates apply.  
 Library Service—World.

### Participating Programs

"Musical Clock"—early morning. Time, weather, temperature, news and records.  
 "Jumping Jive Program" with Jumping Jimmy the Jive Man—3:30 p.m.  
 "Quickie-Quizzes"—10 times per day. Prizes to listeners calling in first correct answer to question or identification of sounds.

## DOTHAN (3 AM)

Houston County—Map Location G-9  
 See SRDS consumer market map and data at beginning of the State.

## WAGF

(Established 1932)



Dothan Broadcasting Co., 204-1/2 E. Main St., Dothan, Ala.

#### PERSONNEL

Manager—Fred C. Moseley.

#### REPRESENTATIVES

Sears & Ayer, Inc.

#### FACILITIES

1,000 w.; 1320 kc. Directional—night only.  
 Operating schedule: 5:00 a.m. to 11:00 p.m. CST.  
 Transmitter—Headland Hwy., Dothan, Ala.

#### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered 1st of month following broadcast, payable 10th.

#### GENERAL

Accepts AAAA copyrighted contract.  
 Following rates are for national advertising.

### TIME RATES

Rates effective—

Rates received December 23, 1957.

(Before 6:00 p.m.)

	1		1/2		1/4		5		1		10	
	hr.	hr.	hr.	hr.	min.	min.	min.	min.	min.	min.	min.	sec.
1 time.....	40.00	20.00	10.00	4.00	4.00	6.00						
26 times.....	38.60	19.30	9.65	3.80	5.70							
52 times.....	37.20	18.60	9.30	3.60	5.40							
104 times.....	35.80	17.90	8.95	3.40	5.10							
156 times.....	34.40	17.20	8.60	3.20	4.80							
260 times.....	33.00	16.50	8.25	3.00	4.50							

(\*) Daytime spots—1-minute or less.

(†) Nighttime spots—1-minute or less.

**Dothan—W O O F—Continued**

**GENERAL**

Accepts AAAA copyrighted contract. Following rates are for national advertising and include music copyright fees. ASCAP, BMI and SESAC licenses. All programs are 30 seconds less than indicated.

**TIME RATES**

Rates effective January 1, 1952.  
Card received September 9, 1952.  
Revisions received February 22, 1956.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	40.00	22.00	13.00	10.00	7.00	4.00
50 times.....	38.60	21.20	12.50	9.60	6.70	3.80
100 times.....	37.20	20.40	12.00	9.20	6.40	3.60
150 times.....	35.80	19.00	11.50	8.80	6.10	3.40
200 times.....	34.40	18.80	11.00	8.40	5.80	3.20
250 times.....	33.00	18.00	10.50	8.00	5.50	3.00
300 times.....	31.60	17.20	10.00	7.60	5.20	2.80
350 times.....	30.20	16.40	9.50	7.20	4.90	2.60

\*8 seconds: Radio Shorts

	2.00	200 times.....	1.60
1 time.....	2.00	200 times.....	1.60
50 times.....	1.90	250 times.....	1.50
100 times.....	1.80	300 times.....	1.40
150 times.....	1.70	350 times.....	1.30

(\*) Radio shorts are sold and accepted by sponsor with understanding that same may be double-spotted in certain crowded seasons.

**DISCOUNTS**

A. Frequency Discount (concerning lower rates that might be earned in 12 months following beginning of schedule).  
1. The total units run in year's time shall be used to place sponsor in lowest possible rate-bracket. This, even though the contract specified higher rates—or agency failed to ask for such an advantage.  
2. Refund that will materialize due to the above will be given:

- a. as soon as more units are signed for and such refund is requested, or
- b. 1 year after original contract was begun. (Thus sponsors not wanting to go to trouble of paying "short rates" on extended contracts that had subsequently been cancelled, might use this method.)

B. Combination of Units Discount (concerning mixed schedule of programs and spots, different size programs, etc.).

Dollars to be spent determine columnar rate allowed, thus a 300-time user of spots is already spending the equivalent of 50 15-minute programs, thus his desired 3 per week schedule of 15-minute programs would earn a 200-time rate instead of 150.

**SPECIAL FEATURES**

News Service—UPI.  
Political—regular rates apply.

**CLOSING TIME**

2 weeks for inclusion in weekly newspaper advertising; 2 days on copy or program changes.

**ELBA**

Coffee County—Map Location N-9  
See SRDS consumer market map and data at beginning of the State.

(Call letters not received)  
(C.P. 1000 w. days; 1350 kc.)

Howard Parrish Jr.  
Elba, Alabama

**ENTERPRISE**

Coffee County—Map Location F-9  
See SRDS consumer market map and data at beginning of the State.

**WIRB**

(Established 1948)

Wiregrass Broadcasting Co. (a partnership), Dothan Hwy., Enterprise, Ala.

**PERSONNEL**

Partner & Gen'l Manager—R. E. James.  
Commercial Manager—Howard Quattlebaum.

**FACILITIES**

1,000 w.; 600 kc. days. Non-directional.  
Operating schedule: local sunrise to sunset.  
Transmitter: Dothan Hwy., Enterprise, Ala.

**AGENCY COMMISSION**

15% on time only; no cash discount.

**GENERAL**

Rates include music copyright fees.  
Following rates are for national advertising.

**TIME RATES**

Rates effective January 1, 1952.  
Rates received August 27, 1952.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	30.00	18.35	10.85	5.80	3.30
13 times.....	28.35	17.50	10.40	5.50	3.00
26 times.....	26.65	16.65	10.00	5.30	2.50
52 times.....	25.00	15.00	9.60	5.00	2.30
104 times.....	23.35	13.35	9.15	4.70	2.15
156 times.....	20.85	12.50	8.75	4.30	2.00
260 times.....	16.65	10.85	8.00	3.75	1.85

**SPECIAL FEATURES**

News Service—AP.

**EUFULA**

Barbour County—Map Location G-8  
See SRDS consumer market map and data at beginning of the State.

**WULA**

(Established 1948)

Dixie Radio, Inc., P. O. Box 301, Eufaula, Ala. Phone 745.

**PERSONNEL**

President—C. A. McClure.  
Manager—Ray Butts.

**REPRESENTATIVES**

Bob Dore Associates.  
Southeast—DixieLand Stations, Inc.

**FACILITIES**

250 w.; 1240 kc. Nondirectional.  
Operating schedule: 7:00 a.m. to 10:00 p.m. Sunday; 5:00 a.m. to 11:00 p.m. weekdays. CST.  
Transmitter: Dothan Hwy., Eufaula, Ala.

**AGENCY COMMISSION**

15%; no cash discount. Bills payable 10th of following month.

**GENERAL**

Affiliated with Keystone Network and Mutual Broadcasting system.  
ASCAP, BMI and SESAC licenses.  
Contracts must be completed within 12 months to earn net rate quoted.

Following rates are for national advertising:

**TIME RATES**

Rates effective February 1, 1958.  
Rates received February 28, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	100 wds.
1 time.....	50.00	30.00	20.00	10.00	5.00
13 times.....	47.00	28.50	17.50	9.50	4.75
26 times.....	45.00	27.00	16.50	9.00	4.50
52 times.....	40.00	24.00	15.50	8.50	4.00
100 times.....	35.00	22.00	14.50	8.00	3.50
300 times.....	30.00	20.00	13.00	7.50	3.00

**Weekly Announcement Packages**

10 times.....	40.00	30 times.....	90.00
20 times.....	70.00		

**SPECIAL FEATURES**

News Service—UPI.  
Dixie Radio News—10-minute newscast every hour. 1/4 hour rates apply.  
Merchandising—details on request.

**Participating Programs**

- "Dixie Dawning"—5:00 a.m. to 7:00 a.m.
- "Dixie Morning"—7:00 a.m. to 9:00 a.m.
- "Southern Spirituals"—3:00 p.m. to 3:30 p.m.
- "Dixie Disc"—5:00 p.m. to 6:00 p.m.
- "Dixie Night"—8:30 p.m. to 11:00 p.m.

All programs Monday through Friday.

**CLOSING TIME**

24 hours before broadcast; 5 days for station promotion.

**EVERGREEN**

Conecuh County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

**WBLO**

(Established 1957)

Owned and operated by C. W. Mapoles, P. O. 112, Milton, Fla.

**PERSONNEL**

General Manager—John Raines.  
Program Director—Wendell Tolbert.  
Office Manager—Clayton Daniels.

**REPRESENTATIVES**

Sears & Ayer, Inc.

**FACILITIES**

1,000 w. days; 1470 kc.  
Operating schedule: Sunrise to local sunset. CST.  
Transmitter: Highway 30, Evergreen, Ala.

**AGENCY COMMISSION**

15%; 2% cash discount if bills paid by 15th of month.

**GENERAL**

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective July 1, 1957.  
Rates received July 2, 1957.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	50.00	30.00	20.00	15.00	10.00	6.00
13 times.....	47.50	28.50	19.00	14.25	9.50	5.50
26 times.....	45.00	27.00	18.00	13.50	9.00	5.00
52 times.....	42.50	25.50	17.00	12.75	8.50	4.75
104 times.....	40.00	24.00	16.00	12.00	8.00	4.50
260 times.....	37.50	22.50	15.00	11.25	7.50	4.25
312 times.....	.....	.....	14.00	10.50	7.00	4.00

**SPECIAL FEATURES**

News Service—UPI and local.

**CLOSING TIME**

24 hours before broadcast.

**FAYETTE**

Fayette County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

**WWWF**

(Established 1949)



Bankhead Broadcasting Co., 505 Temple Ave., Fayette, Ala.

**PERSONNEL**

General Manager—Jack Black.

**FACILITIES**

1,000 w. days; 990 kc. Nondirectional.  
Operating schedule: sunrise to sunset CST.  
Transmitter: at Highway 43.

**AGENCY COMMISSION**

15%; no cash discount. Bills payable 10th of month following broadcast.

**GENERAL**

Affiliated with Keystone Network.

**ALABAMA**

**TIME RATES**

Rates effective November 1, 1949.  
Rates received October 31, 1949.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	35.00	25.00	15.00	7.50	3.50
13 times.....	32.00	23.00	14.00	7.00	3.40
26 times.....	30.00	21.00	13.00	6.50	3.30
52 times.....	27.50	19.00	12.00	6.00	3.20
78 times.....	25.00	18.00	11.00	5.50	3.10
104 times.....	22.50	17.00	10.00	5.00	3.00
156 times.....	20.00	16.00	9.00	4.50	2.75
260 times.....	19.00	14.00	8.00	4.00	2.50
300 times.....	18.00	13.00	7.00	3.50	2.25
500 times.....	17.00	12.00	6.00	3.00	2.00
1000 times.....	15.00	10.00	5.00	2.50	1.50

**COMBINATION RATES**

See Tri-W Network.  
Frequency discounts are accumulative with schedules at WWWR, Russellville, Ala. and/or WWWB, Jasper, Ala.

**SPECIAL FEATURES**

News Service—UPI.  
Official U. S. Weather Bureau. Rates for special weather report package available on request.  
All advertising devoted entirely and exclusively to the sale of AM radio receivers carries a 50% discount.  
Negro DJ Show—Participating announcements available.  
Political—rates available on request.

**FLOMATON**

Escambia County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

**WTCB**

(Established 1955.)

Tri-City Broadcasting Co., Inc., Highway 31, West Flomaton, Ala. Phone 2466. Mailing Address: P. O. Box 386, Flomaton, Ala.

**PERSONNEL**

General Manager—Ben Haskew.  
Commercial Manager—Fred S. Huggins.  
Program Manager—Paul S. Wood.  
Office Manager—Robert Atkins.

**REPRESENTATIVES**

Hil F. Best Company.

**FACILITIES**

500 watts days, 990 kc. Nondirectional.  
Operating schedule: 6:00 a.m. to local sunset, CST.  
Transmitter: Highway 31, West Flomaton, Ala.

**AGENCY COMMISSION**

15%; no cash discount.

**GENERAL**

ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective January 1, 1958.  
Rates received September 21, 1956.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	45.00	24.00	15.00	8.00	5.00
26 times.....	42.50	22.50	14.00	7.50	4.70
52 times.....	40.00	21.00	13.00	7.00	4.40
85 times.....	37.50	19.50	12.00	6.50	4.10
130 times.....	35.00	18.00	11.00	6.00	3.80
158 times.....	32.50	16.50	10.00	5.50	3.50
260 times.....	30.00	15.00	9.00	5.00	3.20
312 times.....	25.00	13.50	8.00	4.50	2.90

(\*) One minute or less.

**SPECIAL FEATURES**

News Service—UPI and local, plus weather, temperature and time, every hour, 5 minutes before hour.  
Political—regular rates apply.

**FLORENCE-MUSCLE SHOALS-TUSCUMBIA**

(4 AM)

Florence, Lauderdale County—Map Location C-2  
Muscle Shoals, Colbert County—Map Location C-2  
Tuscumbia, Colbert County—Map Location C-2

See SRDS consumer market map and data at beginning of the State.

Area stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**WJOI**

FLORENCE

(Established 1945)

Florence Broadcasting Co., Inc., Radio Bldg., 850 S. Court St., Florence, Ala. Phone 2608.

**PERSONNEL**

Gen'l & Com'l Mgr.—Joe T. Van Sandt.  
Program Director—George B. Manush.

**FACILITIES**

250 w.; 1340 kc. Nondirectional.  
Operating schedule: 5:00 a.m. to 11:00 p.m. CST  
Transmitter: same as station address.

**AGENCY COMMISSION**

15% on time only, if paid before 15th of month following broadcast; no cash discount. Invoices rendered monthly, payable at face when rendered.

**GENERAL**

Affiliated with Keystone Network.  
Continuing discounts allowed.

(This listing continued on next page)



# ALABAMA

## Florence-Muscle Shoals-Tuscumbia— WJOI—Continued

**TIME RATES**  
Rates received March 11, 1955.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	35.00	18.75	8.00	4.50	3.00
26 times....	33.25	17.82	8.00	4.27	2.80
52 times....	32.37	17.35	8.00	4.16	2.77
65 times....	31.50	16.88	8.00	4.05	2.70
130 times....	30.62	16.41	8.00	3.94	2.62
156 times....	29.75	15.94	8.00	3.82	2.55
260 times....	28.00	15.00	7.50	3.60	2.40
312 times....	27.12	14.53	7.26	3.49	2.32
624 times....	22.00	12.00	6.00	3.10	2.25

**COMBINATION RATES**  
See Mutual Broadcasting System.

**CLOSING TIME**  
10 days earlier to be included in general publicity and printed matter.

## WLAY

**MUSCLE SHOALS**  
(Established 1933)

Valley Wide Broadcasting Co., 620 E. Second St., Muscle Shoals, Ala., P. O. Box 230, Sheffield, Ala. Evergreen 3-2525, 3-2526.

**PERSONNEL**  
Pres. & Gen'l. Mgr.—John M. Latham.  
Vice-Pres. & Sales Mgr.—Jerry Watson.  
Sec.-Treas. & Prog. Mgr.—Fred L. Thomas.

**REPRESENTATIVES**  
Walker-Rawatt Company, Inc.

**FACILITIES**  
250 w.; 1450 kc. Nondirectional.  
Operating schedule: 5:30 a.m. to 12:30 a.m. CST.  
Transmitter: 620 E. 2nd St., Muscle Shoals, Ala.

**AGENCY COMMISSION**  
15%; no cash discount. Bills payable when rendered.

**GENERAL**  
Following rates are for national advertising.  
Maximum time between programs at rates—1 week.  
No P.I. business. No cash rebates.

**TIME RATES**  
Rates effective August 1, 1957.  
Rates received October 4, 1957.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time....	65.00	39.00	26.00	19.50	13.00	6.50
13 times....	61.75	37.05	24.70	18.53	12.35	6.18
26 times....	58.50	35.10	23.40	17.55	11.70	5.85
52 times....	55.25	33.15	22.10	16.57	11.05	5.53
104 times....	52.00	31.20	20.80	15.60	10.40	5.20
156 times....	48.75	29.25	19.50	14.63	9.75	4.88
260 times....	45.50	27.30	18.20	13.65	9.10	4.55
312 times....	42.25	25.35	16.90	12.67	8.45	4.23
365 times....	39.00	23.40	15.60	11.70	7.80	3.90

### SPECIAL FEATURES

News Service—UPI.  
Newscasts, Sports, Special Features—rates on request.  
Library Service—World.

### CLOSING TIME

1 day in advance.

## WOWL

**FLORENCE**  
(Established 1945)



Radio Muscle Shoals, Inc., P. O. Box 600, 840 Cypress Mill Rd., Florence, Ala. At 2-7711. TWX FLO 8523.

**PERSONNEL**  
President—Richard B. Biddle.  
General Manager—Ronald Walker.  
Program Director—Bill Wynne.

**REPRESENTATIVES**  
Rambeau, Vance, Hoppie, Inc.  
Southeast—Dixieland Stations, Inc.

**FACILITIES**  
250 w.; 1240 kc. Nondirectional.  
Operating schedule: 5:00 a.m. to midnight CST.  
Transmitter: same as station address.

**AGENCY COMMISSION**  
15% on time, providing payment is made before 15th of month following broadcast; no cash discount.

**GENERAL**  
Accepts AAAA copyrighted contract.  
Following rates apply to national and regional advertising. Station allows continuing discounts.

### TIME RATES

Rates effective March 1, 1958. (Card No. 8.)  
Card received February 14, 1958.  
Rev. (1 hr.) rec'd November 26, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min. or less
1 time....	36.00	.....	.....	.....	.....	6.00
13 times....	55.00	33.00	.....	.....	.....	5.75
26 times....	50.00	30.00	.....	.....	.....	5.50
52 times....	45.00	27.00	.....	.....	.....	5.25
104 times....	40.00	24.00	.....	.....	.....	5.00
156 times....	35.00	21.00	.....	.....	.....	4.75
260 times....	30.00	18.00	.....	.....	.....	4.25
312 times....	25.00	15.00	10.00	8.30	6.65	4.00

**COMBINATION RATES**  
See ABC Radio and Southeastern Key Market Network.

### SPECIAL FEATURES

News Service—AP.  
Official U. S. government weather reporting station.  
Weather, Temperature, Time Signals, Women's Programs, Newscasts, Sports, Farm and Market Reports, special productions—rates on request.  
Mobile news unit available—rates on request.

Merchandising service, "Bonus Blitz"—details on request.  
Specialized Negro programming.

### Participating Programs

"Muscle R.F.D." with "Ole Red."  
"Beale St." with "Mad Sam".  
"Fred Ward" with "Fred".  
"Coffee Time" with "Bill Wynne".  
"Jumping with Jim"—1:00 p.m. to 4:00 p.m. Saturday.

### CLOSING TIME

Inclusion in general publicity and printed matter 10 days earlier. Announcement copy and talks close 24 hours earlier.

## WVNA

**TUSCUMBIA**  
(Established 1955)

Elton H. Darby, 112 S. Main St., Tuscumbia, Ala. Evergreen 3-2727.

**PERSONNEL**  
General Manager—Eulus O. Whitehead.  
Station Manager—Jim Hall.  
Promotion Manager—Jean Pollard.

**REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Regional—Dora-Clayton Agency, Inc.

**FACILITIES**  
5,000 w. days; 1590 kc. Nondirectional.  
Operating schedule: 4:30 a.m. to 7:00 p.m. CST.  
Transmitter: Old Memphis Pike, Tuscumbia, Ala.

**AGENCY COMMISSION**  
15% on time only; no cash discount. Bills rendered 1st, payable 10th of month.

**GENERAL**  
Rates include music copyright fees.  
ASCAP licenses.

### TIME RATES

Rates effective April 5, 1955.  
Rates received June 10, 1955.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time....	60.00	36.00	24.00	20.00	16.00	6.00
13 times....	55.00	33.00	22.00	18.30	14.50	5.75
26 times....	50.00	30.00	20.00	16.60	13.60	5.50
52 times....	45.00	27.00	18.00	15.00	12.00	5.25
104 times....	40.00	24.00	16.00	13.30	10.65	5.00
156 times....	35.00	21.00	14.00	11.60	9.15	4.75
260 times....	28.00	17.00	11.00	9.00	7.00	4.25
312 times....	25.00	15.00	10.00	8.30	6.65	4.00

**SPECIAL FEATURES**  
News Service—UPI.  
Political—regular rates apply; cash in advance.  
Library Service—Thesaurus.

### Participating Programs

"Morning Show"—8:00 a.m. to 8:30 a.m.  
"Anything Goes"—2:05 p.m. to 4:30 p.m.

### CLOSING TIME

12 hours before broadcast.

## FOLEY

Baldwin County—Map Location C-10

See SRDS consumer market map and data at beginning of the State.

## WHEP

(Established 1953)

Southwest Alabama Broadcasting Co., Inc., P. O. Drawer F, Hwy 59, Foley, Ala. Wh 3-7131.

**PERSONNEL**  
General Manager—Jim Stewart.  
Station Manager—George McKee.

**REPRESENTATIVES**  
Hil F. Best Company.  
South—Dixieland Stations, Inc.

**FACILITIES**  
1,000 w. days. 1310 kc. Nondirectional.  
Operating schedule: 6:00 a.m. to local sunset. CST.  
Transmitter: Hwy. 59 between Foley and Robertsdale, Ala.

**AGENCY COMMISSION**  
15%; no cash discount.

### TIME RATES

Rates effective June 1, 1953.

	1 min.	*NWT min.	5 min.	1/4 hr.	1/2 hr.	1 hr.
312 times....	2.80	5.00	4.00	8.00	12.00	20.00
260 times....	2.90	5.50	4.50	9.00	13.50	22.50
156 times....	3.00	6.00	5.00	10.00	15.00	25.00
104 times....	3.20	6.50	5.50	11.00	16.50	27.50
52 times....	3.40	7.00	6.00	12.00	18.00	30.00
26 times....	3.60	7.50	6.50	13.00	20.50	32.50
13 times....	3.80	8.00	7.00	14.00	21.00	35.00
1 time....	4.00	9.00	8.00	16.00	24.00	40.00

(\* NWT—5 minute news, weather, temperature, tides, every hour (7:55-8:55-9:55), etc.)  
**COMBINATION RATES**  
A 15% discount is allowed on total rate when WBCA, Bay Minette, Ala., is purchased in combination with WHEP.

### SPECIAL FEATURES

News Service—UPI and local.  
Local, State news programs and U. S. Weathercasts available.

Library Service—Thesaurus.  
Political—regular commercial rates apply.

### Participating Programs

"Breakfast in Baldwin"—6:00 a.m. to 9:00 a.m. Monday through Saturday.  
"Bette Baldwin"—9:00 a.m. to 9:30 a.m. Monday through Friday. Local women's reporter with local news.  
"Party Line"—10:05 a.m. to 11:30 a.m. Monday through Friday. Telephone interviews.  
"Daily Hit Parade"—3:00 p.m. to 5:00 p.m. Monday through Friday. Pop music show.  
"Fannybelle Show"—1:30 p.m. to 3:00 p.m. Monday through Friday; 2:00 p.m. to 5:00 p.m. Saturday.

### CLOSING TIME

24 hours before broadcast.

## FORT PAYNE (2 AM)

De Kalb County—Map Location F-3

See SRDS consumer market map and data at beginning of the State.

## WFPA

(Established 1950)

George Gothberg, Jr., Radio Ranch, atop Lookout Mt., Fort Payne, Ala. Phone 643, 1505.

**PERSONNEL**  
President—George Gothberg, Jr.  
General Manager—Ozelle Gothberg.  
Sta. & Sales Mgr.—W. D. Holderfield.  
Religious Director—Rev. C. E. Dean.

**REPRESENTATIVES**  
Hil F. Best Company.

**FACILITIES**  
250 w.; 1400 kc. Nondirectional.  
Operating schedule: 4:45 a.m. to 11:00 p.m.  
Transmitter: same as station address.

**AGENCY COMMISSION**  
15% on time only, if paid by 15th of month following broadcast; no cash discount. Published rates apply only if payment is made on or before due date specified in contract, otherwise, net amount due (before commission deduction) shall be increased 2%. Short rate billed if frequency discount is not earned.

**GENERAL**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Following rates are for national and regional advertisers and include use of 1 announcer as scheduled. Rates for longer period than 1 hour in exact proportion to corresponding 1-hour rate.  
No per inquiry advertising accepted.

### TIME RATES

Rates effective March 21, 1954.  
Rates received March 28, 1955.

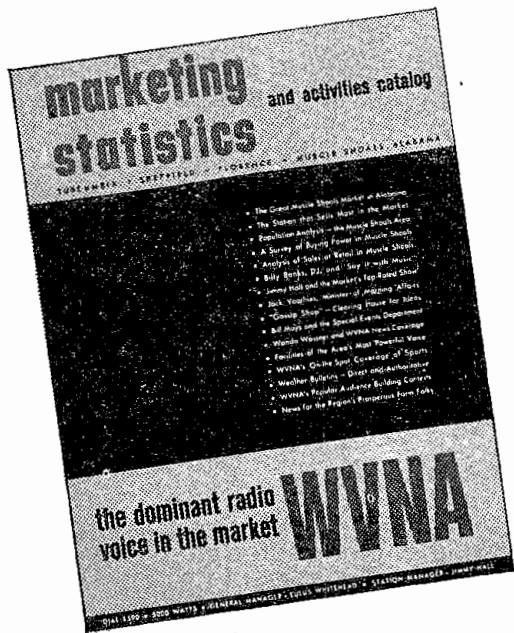
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time....	50.00	36.00	20.00	16.00	10.00	5.00
13 times....	47.50	34.00	19.00	15.20	9.50	4.75
26 times....	45.00	32.80	18.00	14.40	9.00	4.50
52 times....	42.50	31.20	17.00	13.60	8.50	4.25
104 times....	40.00	29.60	16.00	12.80	8.00	4.00
260 times....	37.50	28.00	15.00	12.00	7.50	3.75
312 times....	35.00	26.40	14.00	11.20	7.00	3.50

Spot rate for 1 minute or less.

### SPECIAL FEATURES

News Service—AP.  
Newscasts—36 times, daily. Newsbreak each 1/2 hour, approximately 3 minutes alternating local, state, national and world news with weather and farm market reports at 5-minute rate.  
Weather Reports in Song, Temperature, Time Signals, Singing Commercials, Transcribed Spots with network talent: rates on request.  
WFPA Radio Ranch maintains separate recording facilities and talent bureau—service available at cost. Political—regular rates apply. Copy 12 hours earlier.  
(This listing continued on next page)

# You'll Need This...



when you buy the  
**MUSCLE SHOALS Market**

NATIONAL REPRESENTATIVE  
Jack Masla & Company, Inc.  
40 East 49th Street, New York 17, New York

SOUTHEASTERN REPRESENTATIVE  
Dora-Clayton Agency  
Mortgage Guarantee Bldg., Atlanta, Ga.





**Fort Payne—W F P A—Continued**

**Participating Programs**

"Country Church"—4:45 a.m. to 5:30 a.m.  
 "Breakfast at Radio Ranch"—5:30 a.m. to 9:00 a.m.  
 "Radio Ranch Morning Jamboree"—9:30 a.m. to 11:00 a.m.  
 "Radio Ranch Afternoon Jamboree"—1:00 p.m. to 2:00 p.m.  
 "Rockin' at Radio Ranch"—3:00 p.m. to 7:00 p.m.  
 "Gospel Train"—7:00 p.m. to 8:00 p.m.  
 "Radio Ranch Evening Jamboree"—8:00 p.m. to 10:00 p.m.  
 "Rockin' In The Record Room"—10:00 p.m. to 11:00 p.m.  
 "Sunday at Radio Ranch"—1:00 p.m. to 3:00 p.m.

**CLOSING TIME**

Programming information accepted 24 hours a day. Political advertising: submit 12 hours before.

**WZOB**

(Established 1950)



Glenn M. Gravitt; P. O. Box 126, Fort Payne, Ala. Phone 1250.

**PERSONNEL**

General Manager—Glenn M. Gravitt.  
 Commercial Manager—N. B. Haston.  
 Program Director—Jack Dobbs.

**FACILITIES**

1,000 w. days; 1250 kc. Nondirectional.  
 Operating schedule: 5:00 a.m. to local sunset weekdays; 6:00 a.m. to local sunset Sundays, CST.  
 Transmitter: 1 ml. west on Hwy. 35, Ft. Payne, Ala.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered monthly, payable at face when rendered.

**GENERAL**

Affiliated with Keystone Network.  
 Accepts AAAA copyrighted contract.  
 ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective January 1, 1954.  
 Rates received February 24, 1954.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	32.50	19.50	13.00	6.50	3.25
13 times..	31.10	18.60	12.45	6.25	3.15
26 times..	29.60	17.75	11.80	5.95	3.05
52 times..	28.10	16.85	11.25	5.65	2.90
104 times..	27.10	16.25	10.85	5.45	2.85
156 times..	25.60	15.35	10.25	5.15	2.75
260 times..	24.45	14.65	9.80	4.90	2.70
312 times..	23.15	13.85	9.25	4.65	2.60

(\*) Station breaks 100 words; participating spots 200 words.

**SPECIAL FEATURES**

News Service—UPI.  
 Weather forecasts, temperature—rates on request.  
 Political—1-time rates apply.  
 Library Service—World.

**GADSDEN (3 AM)**

Etowah County—Map Location F-3  
 See SRDS consumer market map and data at beginning of the State.

**WCAS**

(Established 1947)

Etowah Broadcasters, Inc., 750 Forrest Ave., Gadsden, Ala.

**PERSONNEL**

Pres. & Gen'l Mgr.—E. F. MacLeod.  
 Sec'y-Treas.—Charles Smithgall.

**REPRESENTATIVES**

Rambeau, Vance, Hopple, Inc.  
 South—James S. Ayers Company.

**FACILITIES**

5,000 w. days; 570 kc. Non-directional.  
 (C.P.—5,000 w. days; 500 w. nights. Directional.)  
 Operating schedule: 5:00 a.m. to local sunset CST.  
 Transmitter: 5 miles north of Gadsden, Ala.

**AGENCY COMMISSION**

15% on time only; no cash discount. Invoices mailed 1st of month following broadcast.

**GENERAL**

Accepts AAAA copyrighted contract.  
 Rates include copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Contiguous rates allowed for non-contiguous time.

**TIME RATES**

Rates effective May 1, 1958.  
 Rates received March 26, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	60.00	36.00	24.00	12.00	8.00
13 times..	57.00	34.20	22.80	11.40	7.60
26 times..	54.00	32.40	21.60	10.80	7.20
52 times..	51.00	30.60	20.40	10.20	6.80
104 times..	48.00	28.80	19.20	9.60	6.40
156 times..	45.00	27.00	18.00	9.00	6.00
260 times..	42.00	25.20	16.80	8.40	5.60
312 times..	39.00	23.40	15.60	7.80	5.20

10-seconds—50% of 1-minute rates.

**12 PLAN**

(Fixed position Announcements)

12 per week..... 54.00  
 Not subject to further discount.  
 May not be combined with other announcements to earn further discounts.

**SPECIAL FEATURES**

News Service—UPI.  
 Local, state, national and international news every hour on the hour; headlines on the half-hour.  
 News service charge—Regular rates plus 1.25. Commissionable.  
 Library Service—Lang-Worth.  
 Political—regular rates apply; payable in advance.

**Participating Programs**

"Bama Jamboree"—5:00 a.m. to 6:00 a.m.  
 "Gospel Jubilee"—6:00 a.m. to 7:00 a.m. Monday through Saturday. Gospel quartets.  
 Popular music and news—7:00 a.m. to sign-off Monday through Saturday and noon to sign-off Sunday.

**WETO**

(Established 1950)

Gadsden Radio Co., 722 S. 12th St. (mailing address Box 937), Gadsden, Ala.

**PERSONNEL**

Owner—C. L. Graham.  
 General Manager—Mac Thomas.

**REPRESENTATIVES**

Joseph Hershey McGillyvra, Inc.

**FACILITIES**

1,000 w. days; 930 kc. Nondirectional.  
 Operating schedule: 4:00 a.m. to local sunset CST.  
 Transmitter: South Gadsden, Ala.

**AGENCY COMMISSION**

15% on net time only; no cash discount.

**GENERAL**

Affiliated with Keystone Network.

**TIME RATES**

Rates received November 1, 1950.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	38.00	22.80	15.20	7.60	3.60
13 times..	36.00	21.60	14.40	7.20	3.40
26 times..	34.00	20.40	13.60	6.80	3.20
52 times..	32.00	19.20	12.80	6.40	3.00
104 times..	30.00	18.00	12.00	6.00	2.80
156 times..	28.00	16.80	11.20	5.60	2.60
260 times..	26.00	15.60	10.40	5.20	2.40
312 times..	24.00	14.20	9.60	4.80	2.20

**COMBINATION RATES**

15% discount on time purchased in combination with WANA, Anniston, or WPID, Piedmont, Ala.: 25% allowed when all 3 are purchased.

**SPECIAL FEATURES**

News Service—UPI.  
 Weather, Temperature, Newscasts, Sports, Farm Reports, Market Reports—rates on request.

**Participating Programs**

"Wake up Review" with Jim Trippe—4:00 a.m. to 5:00 a.m. Monday through Saturday.  
 "Sunrise Serenade" with Jim Trippe—5:00 a.m. to 6:00 a.m. Monday through Saturday.  
 "Gospel Parade" with Jim Trippe—6:00 a.m. to 7:00 a.m. Monday through Saturday.  
 "Mid-Morning Reverie" with Jim Paul—9:05 a.m. to 10:00 a.m. Monday through Saturday.  
 "Tops in Pop" with Jim Paul—10:00 a.m. to 11:00 a.m. Monday through Saturday.  
 "Hillbilly Hit Parade" with Jim Paul—11:30 a.m. to noon, Monday through Saturday.  
 "Music of the Southland" with Big Jim Jones—1:15 p.m. to 3:00 p.m. Monday through Saturday.  
 "Heart of Dixie" with Big Jim—1:30 p.m. to 3:00 p.m. Monday through Saturday.

**WGAD**

(Established 1947)

Coosa Broadcasting Co., Inc., P. O. Box 351, Gadsden, Ala. Liberty 6-1611. TWX GADS 46.

**PERSONNEL**

Pres. & Gen'l Mgr.—Ed Z. Carrell.  
 Assistant Manager—Charles F. Bowan.  
 Program Director—Bob Mayne.  
 Sales Manager—Jack Kirby.

**REPRESENTATIVES**

Walker-Rawalt Company, Inc.  
 Southeast—Dora-Clayton Agency, Inc.

**FACILITIES**

5,000 w. days, 1,000 w. nights; 1350 kc. Directional—nights only.  
 Operating schedule: 5:00 a.m. to 11:30 p.m. Monday through Saturday; 6:00 a.m. to 11:30 p.m. Sunday.  
 Transmitter: Attala, Ala.

**AGENCY COMMISSION**

15% on time only; no cash discount.  
 Invoices mailed 1st of month following broadcast.

**GENERAL**

Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Contiguous rates allowed on non-contiguous time.  
 Following rates are for national advertising.

**TIME RATES**

Rates effective March 1, 1955.  
 Rates received February 14, 1955.  
 Revisions received March 17, 1955.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time....	60.00	36.00	24.00	20.00	16.00	7.50
13 times..	55.00	33.00	22.00	18.30	14.50	7.00
26 times..	50.00	30.00	20.00	16.60	13.60	6.50
52 times..	45.00	27.00	18.00	15.00	12.00	6.00
104 times..	40.00	24.00	16.00	13.30	10.65	5.50
156 times..	35.00	21.00	14.00	11.65	9.15	5.00
260 times..	28.00	17.00	11.00	9.00	7.00	4.50
312 times..	25.00	15.00	10.00	8.30	6.65	4.00

**COMBINATION RATES**

See ABC Radio.  
 Bonus blitz for product advertisers using as much as 300.00 in advertising.

**SPECIAL FEATURES**

News Service—AP and local.  
 Library Service—World.  
**Participating Programs**  
 News Service—AP.  
 Newscasts—36 times, daily. Newsbreak each 1/2 hour, approximately 3 minutes alternating local, state, national and world news with weather and farm market reports at 5-minute rate.

**CLOSING TIME**

Programs and announcements due 12 hours before broadcast.

**GENEVA**

Geneva County—Map Location F-9  
 See SRDS consumer market map and data at beginning of the State.

**WGEA**

(Established 1953)

Radio South Alabama, Inc., P.O. Box S, Geneva, Alabama. Murray 4-2271. TWX Geneva Ala. 7760.

**PERSONNEL**

President—Howard E. Pili.  
 Vice-President—Allen M. Woodall.  
 Secretary & General Manager—Emery T. Evans.  
 Treasurer—Miles H. Ferguson.  
 Program Director—James C. Helms.

**ALABAMA**

**REPRESENTATIVES**

Continental Radio Sales.

**FACILITIES**

1,000 w. days; 1150 kc. Nondirectional.  
 Operating schedule: 5:00 a.m. to local sunset CST.  
 Transmitter: (also office and studio), west of Pea River on Westville Rd., Geneva, Ala.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered and payable 10th of month following broadcast.

**GENERAL**

Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective August 1, 1957.  
 Rates received July 17, 1957.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	45.00	27.00	15.00	7.50	4.00
13 times..	42.75	25.65	14.25	7.15	3.80
26 times..	40.50	24.30	13.50	6.75	3.40
52 times..	38.25	22.95	12.75	6.40	3.00
104 times..	36.00	21.60	12.00	6.00	2.80
156 times..	.....	20.50	11.25	5.60	2.60

**SPECIAL FEATURES**

News Service—AP, regional; 3 mobile units available. 24-hour weather and market reports.  
 Political—one-time national rate.  
 Library Service—World.  
 "Jingle" service—rates and details on request.

**Participating Programs**

"Top 40 Gospel Hymns"—5:00 a.m. to 6:30 a.m.  
 "Morning Radio"—9:00 a.m. to noon.  
 "Top 40 Pop Show"—1:00 p.m. to sign-off.

**CLOSING TIME**

Copy and program material must be submitted ready for presentation 2 days before broadcast.

**GREENVILLE**

Butler County—Map Location E-8  
 See SRDS consumer market map and data at beginning of the State.

**WGYV**

(Established 1948)

Greenville Broadcasting Corp., Luverne Hwy., P. O. Box 227, Greenville, Ala. Phone 585.

**PERSONNEL**

Manager—W. H. Miller.

**REPRESENTATIVES**

Sears & Ayer, Inc.  
 Southeast—Dixieland Stations, Inc.

**FACILITIES**

1,000 w. days, 1380 kc. Nondirectional.  
 Operating schedule: Sundays 7:00 a.m. to 6:00 p.m.; weekdays, sunrise to sunset. CST.  
 Transmitter: Luverne Hwy., 1 ml. east of Greenville.

**AGENCY COMMISSION**

15% on time and talent. Bills rendered last of month, payable on or before 10th.

**GENERAL**

Affiliated with the Keystone Network.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Alcoholic beverage advertising not accepted.  
 No per inquiries accepted. No cash rebates.

**TIME RATES**

Rates effective November 1, 1955.  
 Rates received October 20, 1955.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	30.00	16.00	10.00	5.00	3.00
13 times..	28.50	15.20	9.50	4.75	2.75
26 times..	27.00	14.40	9.00	4.50	2.50
52 times..	25.50	13.60	8.50	4.25	2.25
104 times..	24.00	12.80	8.00	4.00	2.00
260 times..	21.00	11.20	7.00	3.50	1.50

**SPECIAL FEATURES**

News Service—UPI.  
 Weather and Market Reports—rates on request.  
 Temperature and Time Signals—rates on request.  
 Political—Regular rates apply.  
 Mobile news unit available.

**Participating Programs**

"Boogie Man"—3:30 p.m. to 4:30 p.m. Monday through Saturday. Participations available at regular rates.  
 Race show.  
 "House Party"—9:05 a.m. to 10:00 a.m. Monday through Saturday. Participating at regular rates.  
 Woman DJ—with household hints, women in the news, movies, births and club announcements.  
 "Sunrise Serenade"—6:15 a.m. to 7:00 a.m. Monday through Saturday. Participating at regular rates.  
 Country-western music—rural audience.

**GUNTERSVILLE**

Marshall County—Map Location E-3  
 See SRDS consumer market map and data at beginning of the State.

**WGSV**

(Established 1950)

Guntersville Broadcasting Co., Inc., Box 32, phone 4131, Guntersville, Ala.

**PERSONNEL**

General Manager—Edward Z. Carrell.  
 Com'l. Mgr. & Prog. Dir.—Lavelle Jackson.

**REPRESENTATIVES**

Southern—Dora-Clayton Agency, Inc.

# ALABAMA

## Guntersville—W G S V—Continued

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	30.00	18.00	12.00	9.00	6.50	4.00
13 times.....	27.00	16.00	10.00	8.00	6.00	3.50
26 times.....	24.00	14.50	9.75	7.25	5.25	3.25
52 times.....	21.00	13.00	8.75	6.50	4.75	2.75
104 times.....	19.50	11.75	7.75	5.75	4.25	2.50
156 times.....	17.50	10.50	7.25	5.25	4.00	2.25
260 times.....	14.25	8.50	5.75	4.25	3.25	2.00
312 times.....	13.50	7.75	5.00	4.00	3.00	1.50

### SPECIAL FEATURES

News Service—UPI.  
Mobile units.  
Political—regular rates apply; cash in advance.  
Participating Programs  
"Early Bird Show"—5:00 a.m. to 6:00 a.m.  
"Good Morning Time"—7:00 a.m. to 8:00 a.m.  
"Morning Serenade"—8:30 a.m. to 10:00 a.m.  
"Studio Party"—10:15 a.m. to 11:15 a.m.  
"Marshall County Hayride"—2:00 p.m. to 3:00 p.m.  
"Record Derby"—3:00 p.m. to 4:45 p.m.

### CLOSING TIME

24 hours before broadcast.

## HALEYVILLE

Winston County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

### W J B B

(Established 1948)

Haleyville Broadcasting Co., Inc. P. O. Box 191,  
Hwy. 5 North, Haleyville, Ala. Hu-6-3720.  
Studio: 2508 11th Ave.

PERSONNEL General Manager—John L. Slatton.  
Commercial Manager—Otis Williams.  
Program Director—Mrs. Pat Slatton.  
Chief Engineer—Paul Kelly.

REPRESENTATIVES  
Southeast—Dixieland Stations Inc.

FACILITIES  
250 w.; 1230 kc. Nondirectional.  
Operating schedule: 5:00 a.m. to 11:00 p.m. CST.  
Transmitter: Bear Creek Road, Haleyville, Ala.

AGENCY COMMISSION  
15%: no cash discount.

GENERAL  
Affiliated with Mutual Broadcasting System, Keystone Broadcasting System, Alabama Broadcasting System.  
Rates include music copyright fees.  
Alcoholic beverage advertising not accepted.  
No time sold for resale.  
Following rates apply to all hours, day and night.

### TIME RATES

	Rates effective April 25, 1958.					
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	35 wds.
1 time.....	30.00	18.00	10.00	6.00	3.00	2.00
13 times.....	26.00	16.00	9.50	5.75	2.90	1.90
26 times.....	24.00	15.00	9.00	5.50	2.85	1.85
52 times.....	22.00	13.00	8.50	5.25	2.75	1.75
104 times.....	20.00	12.00	8.00	5.00	2.65	1.65
156 times.....	19.00	11.00	7.50	4.75	2.50	1.50
260 times.....	18.00	10.00	7.00	4.50	2.25	1.40
500 times.....	17.00	9.00	6.00	3.75	2.00	1.35

Rates apply when 1 or more spots are run consecutive weekdays; 5, 6 or 7 days per week. On smaller or "run as directed" schedules, rates 10¢ per spot additional.

### Package Rates

100 or more spots within 30 days—rates on request.

### SPECIAL FEATURES

News Service—WJBB News Bureau.  
Mutual co-op programs, weather, temperature and Haleyville markets. Mobile unit for remote broadcasts.  
B'ham Baron Baseball—live, full season. Spot participations and adjacencies.  
Haleyville News—6:15 a.m., 12:15 p.m., 5:45 p.m., 6:15 p.m.  
Farm News—6:30 a.m., noon and 12:30 p.m.  
Fishing Reports—Two 5-minute reports daily.

### Participating Programs

Coffee Club—DJ show, Gospel Reverie, Music to Remember, Gospel Matinee, Hillbilly Jamboree, 1230 Club (pop DJ).  
"Gospel Quartet Records" with DJ Otis Williams—3 hours daily.

### CLOSING TIME

24 hours before broadcast.

## HAMILTON

Marion County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

### W E R H

(Established 1950)

Kate F. Flite, Hwy. 78, half mile south of Hamilton, Ala. Phone 3481.

PERSONNEL  
Owner & Gen'l Mgr.—Kate F. Flite.  
Chief Engineer & announcer—Johnnie Ree Lott.  
Program Director—Edgar Lee Clayton.  
Sales—Kermit Minga.

REPRESENTATIVES  
Hil F. Best Company.

FACILITIES  
5,000 w. days only; 970 kc. Nondirectional.  
Operating schedule: Sunday through Saturday 4:00 a.m. to local sunset CST.  
Transmitter: Hamilton, Ala.

AGENCY COMMISSION  
15%: no cash discount. Bills rendered monthly.

GENERAL  
Affiliated with Keystone Network.  
Following rates are for national advertising and include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Alcoholic beverages advertising accepted.

All programs and commercial copy subject to approval of station. No contract accepted for longer than 52 weeks. Schedules must start within 60 days of contract date.

Spots not to exceed 100 words.  
Rates are for station time and service only.

### TIME RATES

Rates effective April 1, 1957. (Card No. 5.)

	Rates received March 28, 1957.					
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	60.00	36.00	24.00	18.00	12.00	6.00
13 times.....	57.00	34.20	22.80	17.10	11.40	5.70
26 times.....	54.00	32.40	21.60	16.20	10.80	5.40
39 times.....	51.00	30.60	20.40	15.30	10.20	5.10
52 times.....	48.00	28.80	19.20	14.40	9.60	4.80
78 times.....	45.00	27.00	18.00	13.50	9.00	4.50
104 times.....	42.00	25.20	16.80	12.60	8.40	4.20
156 times.....	39.00	23.40	15.60	11.70	7.80	3.90
260 times.....	36.00	21.60	14.40	10.80	7.20	3.60
312 times.....	33.00	19.80	13.20	9.90	6.60	3.30

30-second line or 20-second transcribed station breaks—one minute rate less 40%.  
Rate on any single contract within a 12-month period using multiples of 500 spots will be allowed an additional 5%; each multiple beginning at 500 spots until maximum discount of 65% or 2,000 announcements are reached.

Short term Saturation packages and rates on request; not subject to further discounts and fixed position not guaranteed.

### SPECIAL FEATURES

News Service—UPI.  
Time, Weather and Temperature—(12 words maximum copy) half the spot rate.  
Political—regular rates apply.  
Special Events—broadcasts extending over 2 hours or more, rates on request.

### CLOSING TIME

24 hours before broadcast.

## HARTSELLE

Morgan County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

### W H R T

(Established —.)

Owned and operated by Gene Newman, Hartselle, Ala. Spruce 3-7370.

PERSONNEL  
Gen'l & Com'l Mgr.—Gene Newman.

REPRESENTATIVES  
William G. Rambeau Company, Inc.

FACILITIES  
250 w., 860 kc. Nondirectional.  
Operating schedule: 5:00 a.m. to local sunset.  
Transmitter: —

AGENCY COMMISSION  
15% on time only; no cash discount. Bills rendered 1st of month, payable 10th.

GENERAL  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

### TIME RATES

	Rates effective January 1, 1958.			
	Rates received February 12, 1958.			
	5 min.	1 min.	30 sec.	10 sec.
1 time.....	6.00	3.55	2.65	1.75
13 times.....	5.00	3.30	2.50	1.65
26 times.....	4.25	3.15	2.35	1.55
52 times.....	3.75	2.95	2.20	1.45
104 times.....	3.15	2.35	1.75	1.15
156 times.....	2.75	2.15	1.55	1.05
260 times.....	2.50	1.95	1.35	0.95
312 times.....	2.25	1.75	1.15	0.85

### WEEKLY SATURATION RATES

	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
1-minute announcements per week:					
12 spots	18.00	17.00	16.00	15.00	15.00
18 spots	24.00	23.00	22.00	21.00	20.00
24 spots	30.00	28.50	27.00	26.50	24.00
20-seconds:					
12 spots	12.00	11.50	11.00	10.50	10.00
18 spots	16.00	15.00	14.00	13.50	13.00
24 spots	20.00	19.00	18.00	17.00	16.00

## HOMWOOD (2 AM)

Jefferson County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

### See Birmingham

## HUNTSVILLE (4 AM)

Madison County—Map Location E-2  
See SRDS consumer market map and data at beginning of the State.

### W A A Y

(Established 1946)

Smith Broadcasting System, P. O. Box 986, Huntsville, Ala. Jefferson 2-8471.

PERSONNEL  
Pres. & Mgr.—M. D. Smith III.  
Traffic Manager—Grace M. Graham.

REPRESENTATIVES  
Walker-Rawalt Company, Inc.

FACILITIES  
5,000 w. days, 500 w. nights; 1550 kc. Nondirectional day—directional night.  
Operating schedule: 5:00 a.m. to midnight weekdays; 6:30 a.m. to midnight Sundays, CST.  
Transmitter: N. Church St., Huntsville, Ala.

AGENCY COMMISSION  
15% net on time and talent; no cash discounts. Bills payable when rendered.

GENERAL  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

No broadcast in foreign languages, no service charge for cut-in announcements performed by staff announcer; rates on request for special announcer. Discounts from gross time costs based on number of broadcasts per year. Program matter and commercial copy subject to approval of station. Participating announcements may be combined with other announcements for frequency discounts. One-minute transcribed or 100-word live announcements accepted. Rates quoted for all program periods and announcements are computed on basis of 5% discount for each frequency bracket. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed 1 year from date of first broadcast, with or without interruption. Contracts not accepted more than 30 days in advance of initial program; maximum length of contract is 52 weeks. No period sold in bulk for resale. Time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcast only in event that said broadcast periods are scheduled in time set aside for network use.

### TIME RATES

Rates effective August 1, 1958.

Rates received August 18, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	(*)
1 time.....	60.00	36.00	24.00	18.00	12.00	6.00	9.00
13 times.....	57.00	34.20	22.80	17.10	11.40	5.70	8.50
26 times.....	54.00	32.40	21.60	16.20	10.80	5.40	8.00
52 times.....	51.00	30.60	20.40	15.30	10.20	5.10	7.50
104 times.....	48.00	28.80	19.20	14.40	9.60	4.80	7.00
156 times.....	45.00	27.00	18.00	13.50	9.00	4.50	6.50
260 times.....	42.00	25.20	16.80	12.60	8.40	4.20	6.00
312 times.....	39.00	23.40	15.60	11.70	7.80	3.90	5.50

(\*) 1 minute or less.

### SATURATION PACKAGE PLAN

(1 minute, run of schedule.)

Per week:	Each	Total	Each	Total
10 times..	6.00	60.00	25 times.....	5.25 131.25
15 times..	5.75	86.25	30 times.....	5.00 150.00
20 times..	5.50	110.00		

20 30-second—80% of above minute rates.  
10-second brand name identifications, flat, each.. 3.00  
COMBINATION RATES  
See ABC Radio.

### SPECIAL FEATURES

News Service—AP.  
Newscasts—5-minute newscasts every 1/2 hour. 5-minute sportcasts.  
Political and Talent—rates on request.  
Participating Programs  
"Brilliant Fifty"—music.

### CLOSING TIME

Publicity, 1 week before broadcast.

## W B H P

(Established 1937)

Owned and operated by W. H. Pollard, P.O. Box 770, 5th Ave., Huntsville, Ala. Jefferson 2-3521.

PERSONNEL  
Owner—W. H. Pollard.  
Manager—Fred Still.  
Program Director—Mary Alice Wheatley.

FACILITIES  
250 w.; 1230 kc. Nondirectional.  
Operating schedule: unlimited time. CST.  
Transmitter: Fifth Ave., Huntsville, Ala.  
AGENCY COMMISSION  
15% on time only; no cash discount. Bills payable when rendered.

### TIME RATES

	Rates effective September 1, 1956.			
	Card received August 27, 1956.			
	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	24.00	18.00	12.00	6.00
13 times.....	22.00	16.50	11.00	5.50
26 times.....	20.00	15.00	10.00	5.00
52 times.....	18.00	13.50	9.00	4.50
104 times.....	16.00	12.00	8.00	4.00
260 times.....	14.00	10.50	7.00	3.50
312 times.....	12.00	9.00	6.00	3.00

COMBINATION RATES  
See Mutual Broadcasting System and Keystone Network.

### SPECIAL FEATURES

News, Sports, Time Signals, Weather, Temperature, Market Quotations, etc.—rates on request.

## W E U P

(Established 1958)

## Independent Negro

Garrett Broadcasting Service, Route 3 Box 62, Oakwood Ave., Huntsville, Ala. Jefferson 6-8538-39.

PERSONNEL  
Pres. & Gen'l Mgr.—Leroy Garrett.

REPRESENTATIVES  
Brick Muller Associates.  
Robert Luckie & Company.

FACILITIES  
1,000 w. days; 1600 kc.  
(C.P. 5,000 watts).  
Operating schedule: 5:00 a.m. to 5:00 p.m.  
Transmitter: Same as station address.

AGENCY COMMISSION  
15% on time only; no cash discount.

GENERAL  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverages advertising accepted.

### TIME RATES

	Rates effective September 29, 1958.					
	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	25 sec.
1 time.....	31.00	16.50	14.75	11.50	6.00	5.00
26 times.....	29.50	14.50	13.25	10.50	5.50	4.50
52 times.....	28.00	13.50	12.50	10.00	5.00	4.00
104 times.....	26.50	12.75	11.75	9.50	4.75	3.50
156 times.....	25.00	12.00	11.00	9.00	4.25	3.00
260 times.....	23.50	11.25	10.25	8.50	3.50	2.50

**Huntsville—W E U P—Continued**

"Sugar Pop's Time"—8:00 a.m. to 8:30 a.m.  
 "Home Companion"—8:30 a.m. to 8:45 a.m.  
 "Your Navy"—8:45 a.m. to 9:00 a.m.  
 "Tippy Holmes Show"—9:00 a.m. to 10:00 a.m.  
 "Ebony Bandstand"—10:00 a.m. to noon.  
 "People's News"—noon to 12:15 p.m.  
 "On the Spot Interview"—12:15 p.m. to 12:30 p.m.  
 "Minister's Choice"—12:30 p.m. to 12:45 p.m.  
 "Local Choirs"—12:45 p.m. to 1:00 p.m.  
 "Mid-day Spirituals"—1:00 p.m. to 2:00 p.m.  
 "Sugar Daddy Show"—2:00 p.m. to 3:30 p.m.  
 "Evening Gospels"—3:30 p.m. to 5:00 p.m.

**WFUN**

(Established 1945)  
 Huntsville Broadcasting Co., 410 W. Holmes, Huntsville, Ala. Jefferson 2-5641.

**PERSONNEL**  
 General Manager—J. B. Falt, Jr.  
 Station Manager—John Garrison.  
**REPRESENTATIVES**  
 Sears & Ayer, Inc.  
 Southern-Dora-Clayton Agency, Inc.

**FACILITIES**  
 250 w.; 1450 kc. Nondirectional.  
 Operating schedule: 5:00 a.m. to midnight, CST.  
 Transmitter: Huntsville, Ala.

**AGENCY COMMISSION**  
 15% on time only; no cash discount. Bills rendered and payable monthly.

**TIME RATES**  
 Rates effective March 1, 1957.  
 Rates received March 4, 1957.  
 (5:00 a.m. to midnight)

	1/4 hr.	10 min.	5 min.	(*)
Open .....	15.00	13.25	10.00	5.00
13 times.....	14.00	12.50	9.50	4.75
26 times.....	13.00	11.75	9.00	4.50
52 times.....	12.00	11.00	8.50	4.25
104 times.....	11.25	10.25	8.00	4.00
156 times.....	10.50	9.50	7.50	3.75
260 times.....	9.75	8.75	7.00	3.50
312 times.....	9.00	8.00	6.50	3.25
500 or more times.....	.....	.....	.....	3.00

(\*) Announcements: one minute or station break.

**SPECIAL FEATURES**  
 News Service—UPI; service charge 10% of base 1-time rate.  
 Political—regular program and announcement rates apply.

**CLOSING TIME**

All talks and speeches must be submitted to station for approval 24 hours before broadcast.

**JACKSON**

Clarke County—Map Location C-8

See SRDS consumer market map and data at beginning of the State.

**WPBB**

(Established 1950)

Jackson Broadcasting Co., Inc., Hwy. 43, 1 mile north of Jackson, Ala.

**PERSONNEL**  
 President—T. H. Gaillard, Jr.  
**REPRESENTATIVES**  
 Sears & Ayers, Inc.  
 Southeast—Tom Atkinson & Associates.

**FACILITIES**  
 1,000 w. days; 1290 kc. Nondirectional.  
 Operating schedule: sunrise to sunset, CST.  
 Transmitter: same as station address.

**AGENCY COMMISSION**  
 15% on time only; no cash discount.

**GENERAL**  
 Affiliated with Keystone Network.  
 Contract renewals subject to rates in effect at time of renewal. Right reserved to reject or discontinue any advertising for reasons satisfactory to station.

**TIME RATES**

Rates effective July 1, 1954.  
 Rates received April 28, 1954.

	1 ti.	13 ti.	26 ti.	52 ti.	150 ti.	300 ti.
1 hour.....	60.00	58.00	54.00	50.00	46.00	42.00
1/2 hour.....	32.00	30.00	28.00	26.00	24.00	22.00
1/4 hour.....	19.00	17.80	16.60	15.40	14.20	13.00
5 minutes.....	7.50	7.00	6.50	6.00	5.50	5.00
1 minute or station break.....	4.00	3.75	3.50	3.25	3.00	2.75

**SPECIAL FEATURES**  
 News Service—AP.  
 Alabama Football Network during football season.  
 Weather, Time Signals, Athletic and Special Events—rates on request.  
 Religious—regular rates apply.  
 Political—per min. 1.00, minimum 5.00, in advance.

**CLOSING TIME**

24 hours before broadcast.

**JASPER (2 AM)**

Walker County—Map Location D-4

See SRDS consumer market map and data at beginning of the State.

**WARF**

(Established 1956)



Walker County Broadcasting Co., 1800B 4th Ave., Jasper, Ala.

**PERSONNEL**  
 President—Hudson C. Miller, Jr.  
 Gen'l & Com'l Mgr.—Jerdan Bullard.  
 Sta. Mgr. & Chief Eng.—Wayne Sims.

**FACILITIES**  
 250 w., 1240 kc. Non-directional.  
 Operating schedule: 4:55 a.m. to 11:00 p.m. CST.  
 Transmitter—Jasper, Ala.

**AGENCY COMMISSION**

15% on time only. Bills rendered 1st of each month; payable not later than 10th of month following service.

**GENERAL**

For combination rates see Alabama Ace Network.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Contract must be rendered 2 weeks in advance to hold time and talent.

**TIME RATES**

Rates effective February 1, 1958.  
 Rates received February 24, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	35.30	21.20	14.15	12.95	11.80	3.60
13 times.....	33.00	19.50	13.50	12.00	9.50	3.30
26 times.....	31.00	19.00	12.50	11.00	8.00	3.15
52 times.....	29.00	18.50	11.50	10.00	7.00	3.00
104 times.....	27.00	18.00	10.50	9.00	6.50	2.85
156 times.....	25.00	16.00	9.50	8.00	6.00	2.70
260 times.....	23.00	14.00	8.50	7.00	5.50	2.55
312 times.....	21.20	11.75	7.05	5.90	4.70	2.40

Monthly Rates

	30 wds.	20 wds.	10 wds.
100 spots, each.....	.90	.85	.80
180 spots, each.....	.80	.75	.70
270 spots, each.....	.70	.65	.60
360 spots, each.....	.60	.55	.50
540 spots, each.....	.55	.50	.45

**SPECIAL FEATURES**

News Service—AP.  
 Newscasts—15-minute newscasts at noon and 6:00 p.m.; 5-minute every hour on the hour; 1-minute news headlines every hour on the 1/2 hour.  
 Farm News at 6:00 a.m. and 12:45 p.m.  
 Sportscast at 6:15 p.m. plus all local sports and regional football and basketball.  
 Participating Programs  
 "Mr. Beeper"—9:05 a.m. to 10:00 a.m. Variety and local news show.

**CLOSING TIME**

Program copy must be in 1 week before broadcast.

**WWWB**

(Established 1946)

Bankhead Broadcasting Co., Bankhead Long Bldg., Jasper, Alabama, Fulton 4-3401.  
 Mailing address: P. O. Box 622.

**PERSONNEL**  
 President—W. W. Bankhead.  
 General Manager—William C. Edgemon.  
 Program Director—Marion B. Grant.

**FACILITIES**  
 1,000 w. days only; 1360 kc. Nondirectional.  
 Operating schedule: daytime only.  
 Transmitter: Jasper, Ala.

**AGENCY COMMISSION**  
 15%; no cash discount. Bills payable 10th of month following broadcast.

**TIME RATES**

Rates effective November 1, 1949.  
 Rates received October 31, 1949.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	35.00	25.00	15.00	7.50	3.50
13 times.....	32.00	23.00	14.00	7.00	3.40
26 times.....	30.00	21.00	13.00	6.50	3.30
52 times.....	27.50	19.00	12.00	6.00	3.20
78 times.....	25.00	18.00	11.00	5.50	3.10
104 times.....	22.50	17.00	10.00	5.00	3.00
156 times.....	20.00	16.00	9.00	4.50	2.75
260 times.....	19.00	14.00	8.00	4.00	2.50
300 times.....	18.00	13.00	7.00	3.50	2.25
500 times.....	17.00	12.00	6.00	3.00	2.00
1000 times.....	15.00	10.00	5.00	2.50	1.50

**COMBINATION RATES**  
 See Tri-W Network and Keystone Broadcasting System.

**SPECIAL FEATURES**

News Service—UPI.  
 Mobile units for news and special events.  
 Political—104-time rates apply.

**LANETT**

Chambers County—Map Location G-5  
 See SRDS consumer market map and data at beginning of the State.

**WRLD**

City of license designated as Lanett, Ala.—West Point, Ga. See listing under West Point, Ga.

**MARION**

Perry County—Map Location D-6  
 See SRDS consumer market map and data at beginning of the State.

**WJAM**

(Established 1951)

Neely Broadcasting Co., Box 221, Marion, Ala. Murray 3-7111. TWX AP TT 7760-41.

**PERSONNEL**  
 General Manager—George B. Warren.  
 Sat. Mgr. & Chief Engr.—Lamar Mangham.  
 Commercial Manager—Joe Richardson.

**REPRESENTATIVES**  
 Robert S. Keller, Inc.

**FACILITIES**  
 5,000 w. days; 1310 kc. Nondirectional.  
 Operating schedule: 5:00 a.m. to local sunset. CST.  
 Transmitter: Hwy. 5, north of Marion, Ala.

**AGENCY COMMISSION**  
 15%; no cash discount.

**GENERAL**  
 Affiliated with Keystone Network.  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 No periods sold in bulk for resale.  
 Alcoholic beverage advertising: beer and light wine. Programs and announcements may not be combined to earn greater discounts.

**TIME RATES**

Rates effective April 1, 1953.  
 Rates received March 4, 1955.

**ALABAMA**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	30.00	18.00	12.00	6.00	3.00
13 times.....	28.00	16.80	11.20	5.60	2.80
26 times.....	26.00	15.60	10.40	5.20	2.60
52 times.....	24.00	14.40	9.60	4.80	2.40
104 times.....	22.00	13.20	8.80	4.40	2.20
156 times.....	20.00	12.00	8.00	4.00	2.00
260 times.....	18.00	10.80	7.20	3.60	1.80
312 times.....	16.00	9.60	6.40	3.20	1.60

**SPECIAL FEATURES**

News Service—AP.  
 15-minute newscast at noon.  
 5-minute news every hour on the hour.  
 Weather Forecasts, Temperature, Time Signals, Market Reports and Sports—rates on request.  
 Political—regular rates apply; cash in advance.  
 Religious—rates on request.  
 Library Service—Capitol.

**Participating Programs**

"Jamboree Time"—5:05 a.m. to 7:00 a.m. Monday through Friday.  
 "Morning Melodies"—7:05 a.m. to noon.  
 "Town-Talk"—12:15 p.m. to 12:45 p.m. Monday through Friday.  
 "Swap & Shop"—12:45 p.m. to 1:00 p.m. Monday through Friday.  
 "Afternoon Star Time"—1:00 p.m. to 3:00 p.m.  
 "1310 Dance Party"—3:05 p.m. to 4:00 p.m.  
 "Boggle Show"—4:05 p.m. to 6:00 p.m.  
 "Sundown Serenade"—6:05 p.m. to 6:55 p.m.

**CLOSING TIME**

48 hours before broadcast.

**MOBILE**

(including Prichard)  
 (6 AM; 1 FM)

Mobile County—Map Location B-10  
 See SRDS consumer market map and data at beginning of the State.

Area stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. Buyers will determine the extent of individual station coverage, audience delivered, etc. within the area.

**WABB**

(Established 1948)

Northern Virginia Broadcasters, Inc., P. O. Box 1476, Mobile, Ala. Glendale 6-7686.

**PERSONNEL**  
 President—Cy Blumenthal.  
 Vice-President—Ray Armand.  
 General Manager—Bob Cobbins.

**REPRESENTATIVES**  
 The Branham Company.

**FACILITIES**  
 5,000 w.; 1480 kc. Directional—night only.  
 Operating schedule: 24 hours daily.  
 Transmitter: Eight Mile, Mobile, Ala.

**AGENCY COMMISSION**  
 15% on time only; no cash discount. Bills due and payable 15th of month following service.

**GENERAL**  
 Rates include music copyright fees as licensed.  
 Discounts earned on period broadcasts and announcements are separate and cannot be combined.  
 Contiguous rate purchases not allowed.

**TIME RATES**

Rates effective April 1, 1958. (Card No. 1.)  
 Card received April 1, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Super	1 min.	30 sec.
1 time.....	100.00	60.00	35.00	16.00	12.00	9.00	6.50
30 times.....	90.00	55.00	32.00	15.00	11.00	8.50	6.00
90 times.....	80.00	50.00	29.00	14.00	10.00	7.70	5.50
180 times.....	70.00	45.00	26.00	13.00	9.50	6.80	5.00
360 times.....	60.00	40.00	23.00	12.00	7.50	6.00	4.50
720 times.....	.....	35.00	20.00	11.00	6.50	5.00	4.00
1440 times.....	.....	30.00	17.00	10.00	5.50	4.20	3.50

**WEEKLY SATURATION RATES**

Per week:	1 min.	30 sec.	10 sec.
10 times.....	7.50	6.00	4.50
15 times.....	7.00	5.75	4.25
20 times.....	6.50	5.50	4.00
25 times.....	6.00	5.25	3.75
30 times.....	5.50	4.75	3.50
35 times.....	5.00	4.25	3.25

**Additional Discounts**

13 weeks.....	5%	52 weeks.....	15%
26 weeks.....	10%		

**COMBINATION RATES**  
 Affiliated with ABC Radio.  
 May be bought in combination with WARB, Arlington, Va., WCMS, Norfolk, Va., KCKN, Kansas City, Kans. and WHHM, Memphis, Tenn. Package rates on request.

**SPECIAL FEATURES**

News Service—UPI and local. 5 minute newscasts on the :55, 24 times daily; news capsules, 2 minutes every hour at :28, 24 times daily.  
 Weather forecasts on the 1/2 hour, 48 times daily.  
 Time and temperature, 10 times hourly, 240 times daily.

**Participating Programs**

"The Bob Gallion Show"—midnight to 6:00 a.m.  
 "The Tom Reeder Show"—6:00 a.m. to 9:00 a.m. and 2:00 p.m. to 4:00 p.m.  
 "The Breakfast Club"—9:00 a.m. to 10:00 a.m.  
 "The Happy Wainwright Show"—10:00 a.m. to noon.  
 "The Jerry Kearns Show"—noon to 2:00 p.m. and 4:00 p.m. to 6:00 p.m.  
 "The Hy Davis Show"—6:00 p.m. to midnight.

**CLOSING TIME**

48 hours before broadcast.  
 (Mobile continued on next page)



**ALABAMA**

Mobile—Continued

**WAIP**

**PRITCHARD**

(Established 1954)

Prichard Broadcasting Co., Inc., 74 Main St., Prichard, Ala. Glendale 2-2202.

Mailing address: P. O. Box 3085, Prichard, Ala.

**PERSONNEL**

General Manager—H. Eugene Miller.  
Com'l & Nat'l Sales Mgr.—Jim Smith.  
Program Director—Henry Bailey.

**REPRESENTATIVES**

Walker-Rawalt Company, Inc.

**FACILITIES**

1,000 w. days, 1270 kc. Nondirectional.  
Operating schedule: 5:30 a.m. to local sunset weekdays; 6:30 a.m. to local sunset Sundays, CST.  
Transmitter: Whistler Ave. near Turner Rd. intersection, Prichard, Ala.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 1st, payable 10th of month.

**GENERAL**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.

**TIME RATES**

Rates effective April 30, 1958.  
Rates received April 30, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	60.00	45.00	30.00	20.00	15.00	8.00
13 times.....	57.00	40.00	28.00	19.00	14.50	8.00
26 times.....	54.00	38.00	26.00	18.50	14.00	7.50
39 times.....	51.00	36.00	25.50	18.00	13.00	7.25
52 times.....	48.00	33.00	25.00	17.50	13.00	7.00
104 times.....	45.00	31.00	24.50	17.00	12.50	6.50
156 times.....	43.00	30.00	23.00	16.50	12.00	6.00
312 times.....	40.00	28.00	22.00	16.00	11.50	5.50

**SATURATION ANNOUNCEMENT PLANS**

10 per week, each..... 5.50 30 per week, each..... 4.50  
20 per week, each..... 5.00 50 per week, each..... 4.00

**SPECIAL FEATURES**

News Service—AP.  
News, Weather Forecasts, Time Signals, Temperature, Saturation Package Spots, Market and Farm Reports and Sports—rates on request.  
Political—regular rates apply, cash in advance.

**Participating Programs**

"Sunday Camp Meeting"—6:30 a.m. to 10:00 a.m. Sunday.  
"Your Man Sunday"—10:00 a.m. to 11:00 a.m.  
"Sunday Drivers"—2:00 p.m. to sign-off.  
"Jack Cardwell"—5:00 a.m. to 10:30 a.m. Monday through Saturday.  
"Vivian Donald"—10:30 a.m. to 12:30 p.m. Monday through Friday.  
"Album Time"—12:30 p.m. to 1:00 p.m. Monday through Friday.  
"Jack Crisp Show"—1:00 p.m. to sign-off Monday through Friday.  
"Pinkie's Show"—11:30 a.m. to sign-off Saturday.

**CLOSING TIME**

48 hours before broadcast.

**WALA**

(Established 1930)

**NBC Network**



Pape Television Co., Inc., 210 Government St., Mobile, Ala. Hemlock 3-3754.

**PERSONNEL**

President—W. O. Pape.  
Vice-Pres. & Gen'l Mgr.—W. B. Pape.  
Nat'l Sales Manager—Jim McNamara.

**REPRESENTATIVES**

H-R Representatives, Inc.

**FACILITIES**

5,000 w.; 1410 kc. Directional—night only.  
Operating schedule: 6:00 a.m. to midnight weekdays; 6:30 a.m. to 10:00 p.m. Sunday.  
Transmitter: Tensas Bridge Head, Baldwin County.

**AGENCY COMMISSION**

15% on national accounts only, none on talent; no cash discount.

**GENERAL**

All discounts are for consecutive broadcasts to be used within 1 year from start of schedule.  
Following rates are for national advertising and include music copyright fees.

**TIME RATES**

Rates effective January 15, 1958. (Card No. 8.)  
Card received December 23, 1957.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	60.00	45.00	30.00	18.00	10.00
26 times.....	54.00	40.00	27.00	16.00	9.70
52 times.....	50.00	38.00	25.00	15.00	9.50
104 times.....	48.00	35.00	24.00	14.00	9.00
260 times.....	43.00	33.00	22.00	13.00	8.50

**SATURATION SPOT PLAN**

10 times per week..... 75.00 20 times per week..... 122.50  
15 times per week..... 99.50 25 times per week..... 140.00  
Announcements at regular rates can apply to total to earn package discount, but announcements at package rates may not be combined with announcements at the regular rate to earn a greater frequency discount.

**COMBINATION RATES**

See NBC Radio Network.

**SPECIAL FEATURES**

News Service—AP.  
Political—regular rates apply.

**CLOSING TIME**

48 hours in advance of broadcast.

Pulse says\*...

**WABB**

second place in Mobile!

+82%

greatest audience increase in Mobile!

	6 AM-6 PM Share	Sept. over March
<b>WABB</b>	<b>20%</b>	<b>+82%</b>
Station B	9%	-31%
Station C	11%	-27%
Station D	20%	+ 5%
Station E	12%	-20%
Station F	24%	+ 9%

lowest CPM in Mobile!

**WABB**

best buy in Mobile!

Ask your BRANHAM Man

5,000 w **WABB** 1480 kc

\*Sept. 1958 Pulse

**WGOK**

(Established 1958)

An OK Group Station

WGOK, Inc., Foot of Gum Street, Mobile, Ala. Affiliated in ownership with "The OK Group" consisting of: WBOK, New Orleans; WXOK, Baton Rouge; KAOK, Lake Charles; KYOK, Houston; WLOK, Memphis; WGOK, Mobile.

**PERSONNEL**

President—Jules J. Paglin.  
Exec. Vice-Pres. & Gen'l Mgr.—Stanley W. Ray, Jr.  
Station Manager—Robert Grimes.

**REPRESENTATIVES**

Stars National, Inc.

**FACILITIES**

1,000 w.; 900 kc. days. Directional.  
Operating schedule: Sunrise to local sunset. CST—DST not observed.

Transmitter: Same as office address.

**AGENCY COMMISSION**

15%; no cash discount. Bills rendered monthly; payable by 10th of month.

**GENERAL**

Rates include music copyright fees. All contracts accepted subject to 2 weeks cancellation notice. Discounts allowed retroactively on number of broadcast, providing no lapse of time occurs between contracts and actual time on the air. Announcements and programs of 5-minutes or more cannot be combined to earn larger discounts. All program units are 30-seconds less than indicated.

**TIME RATES**

Rates effective September 1, 1958 (Card No. 1)  
Card received July 24, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	50.00	35.00	21.00	17.00	11.00	8.00
13 times.....	48.00	33.40	19.95	16.40	10.60	7.60
26 times.....	46.00	31.80	18.90	15.80	10.20	7.20
52 times.....	44.00	30.20	17.85	15.20	9.80	6.80
104 times.....	42.00	28.60	16.80	14.60	9.40	6.40
156 times.....	40.00	27.00	15.75	14.00	9.00	6.00
208 times.....	38.00	25.40	14.70	13.40	8.60	5.60
260 times.....	36.00	23.80	13.65	12.80	8.20	5.20
312 times.....	34.00	22.20	12.60	12.20	7.80	4.80

**COMBINATION RATES**

See "The OK Group".

**SPECIAL FEATURES**

News Service—UPI and local. Regular rates apply to 5, 10 and 15 minute news periods. Time signals are limited to 30 words and sold in 13 week cycles only. Rates on request.

**Participating Programs**

All participating programs sold at regular rates plus talent of 1.50 per 1/4 hour; commissionable, 15-minute and 1-minute spots available on all shows. Political—regular rates apply. Cash in advance.

**CLOSING TIME**

48 hours before scheduled broadcast.

**WKAB**

(Established 1947)



Pursley Broadcasting Service, 525 Donald St., Mobile, Ala. Gr 7-6345.

**PERSONNEL**

President—John E. Hopkinson.  
Nat'l Sales Mgr.—Quentin C. Sturm.  
Gen'l Mgr. & Prog. Dir.—Tom Jackson.  
Merchandising & Prom. Mgr.—Lee Kirchner.

**REPRESENTATIVES**

Venard, Rintoul & McConnell, Inc.  
Southeast—Adam Young, Inc.

**FACILITIES**

1,000 w. days; 840 kc. Nondirectional.  
Operating schedule: sunrise to local sunset CST.  
Transmitter: same as station address.

**AGENCY COMMISSION**

15% on station time only, no cash discount.

**GENERAL**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.

**TIME RATES**

Rates effective May 1, 1958.  
Rates received April 29, 1958.  
Cost Per Announcement

	1 wks.	13 wks.	26 wks.	39 wks.	52 wks.
1 minute:					
36 per week.....	6.35	6.20	6.05	5.90	5.70
24 per week.....	6.75	6.60	6.40	6.25	6.10
18 per week.....	7.10	6.95	6.75	6.55	6.40
12 per week.....	7.50	7.30	7.15	6.95	6.75
20-30 seconds:					
36 per week.....	4.75	4.65	4.50	4.40	4.30
24 per week.....	5.10	5.00	4.85	4.70	4.60
18 per week.....	5.35	5.20	5.10	4.95	4.80
12 per week.....	5.65	5.50	5.35	5.25	5.10
10-seconds:					
36 per week.....	3.55	3.45	3.40	3.30	3.20
24 per week.....	3.75	3.65	3.55	3.45	3.40
18 per week.....	3.95	3.85	3.75	3.65	3.55
12 per week.....	4.15	4.05	3.95	3.85	3.75
	1 min. 20-30 sec. 10 sec.				
1 time.....	10.00	7.50	7.50	5.25	
26 times.....	9.50	7.15	7.15	5.00	
52 times.....	9.10	6.85	6.85	4.75	
104 times.....	8.70	6.55	6.55	4.55	
156 times.....	8.30	6.25	6.25	4.45	
260 times.....	7.90	5.95	5.95	4.35	
312 times.....	7.50	5.65	5.65	4.15	

**SPECIAL FEATURES**

News, Weather, and local. Regular rates apply to 5, 10 and 15 minute news periods. Time signals are limited to 30 words and sold in 13 week cycles only. Rates on request.

**Participating Programs**

Monday through Saturday:  
"Paul Du Rose Show"—6:00 a.m. to 9:00 a.m. and 3:00 p.m. to 6:00 p.m.  
"Tommy Gilbert Show"—9:00 a.m. to 11:00 a.m.  
"Tom Jackson Show"—11:00 a.m. to 1:00 p.m.  
"Tommy Gilbert Show"—1:00 p.m. to 3:00 p.m.

(Mobile continued on next page)



Mobile—Continued

**W K R G**  
(Established 1946)  
**CBS Radio Network**



WKRG-TV, Inc., 162 St. Louis St., Mobile, Ala. Ho 2-6789. TWX MO 97. Mailing address: P. O. Box 1184.

**PERSONNEL**

President—Kenneth R. Giddens.  
General Manager—William S. Baskerville, Jr.

**REPRESENTATIVES**

Avery-Knodel, Inc.

**FACILITIES**

1000 w. days, 500 w. nights; 710 kc. Directional—nights only.

Operating schedule: 5:00 a.m. to 11:00 p.m. week-days; 7:00 a.m. to 10:00 p.m. Sundays, CST.

AM Transmitter: Telegraph Rd., Mobile, Ala.

**FM FACILITIES**

ERP 3,300 w.; 99.9 kc.

Antenna ht.—310 ft. above average terrain.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills due and payable monthly.

**GENERAL**

Accepts AAAA copyrighted contract.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

FM operated in conjunction with AM.

6 months rate protection.

**TIME RATES**

Rates effective February 1, 1958.

Rates received December 24, 1957.

Rev. rec'd October 3, 1958.

**COMBINATION AM-FM RATES**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time...	60.00	45.00	30.00	15.00	9.00
52 times...	50.00	38.00	25.00	13.50	8.10
156 times...	48.00	36.00	24.00	12.00	7.65
260 times...	43.00	33.00	22.00	11.50	7.20

(\*) 1-minute or station break.

**IMPACT SPOT PLAN**

One minute or less:	Each	Total
10 times per week.....	7.50	75.00
15 times per week.....	7.00	105.00
20 times per week.....	6.50	130.00
25 times per week.....	6.00	150.00
30 times per week.....	5.50	165.00
35 times per week.....	5.00	175.00

**COMBINATION RATES**

See CBS Radio Network.

**SPECIAL FEATURES**

News Service—AP.  
News, Weather Forecast, Time Signals, Temperature and Market Quotations—rates on request.

**CLOSING TIME**

48 hours in advance of broadcast.

**W M O Z**

(Established 1952)

**Independent Negro**

Edwin H. Estes, St. Stephen Rd., Mobile, Ala. Garden 6-3456.

**PERSONNEL**

Owner—Edwin H. Estes.

**REPRESENTATIVES**

Bob Dore Associates.  
Southern—Dora-Clayton Agency, Inc.

**FACILITIES**

1,000 w. days; 960 kc. Nondirectional.

Operating schedule: 5:00 a.m. to local sunset CST.

Transmitter: St. Stephen Rd. Mobile, Ala.

**AGENCY COMMISSION**

15% on net time only.

**GENERAL**

Affiliated with National Negro Network.

All-Negro programming and announcing staff.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective January 1, 1958.

Rates received December 29, 1957.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	50.00	35.00	20.00	8.00	8.00
13 times.....	48.00	34.00	19.00	7.75	7.75
26 times.....	45.00	32.00	18.00	7.25	7.25
52 times.....	42.00	30.00	17.00	6.75	6.75
104 times.....	39.00	27.00	15.50	6.25	6.25
156 times.....	36.00	25.00	14.00	5.75	5.75
260 times.....	33.00	23.00	12.75	5.25	5.25
312 times.....	30.00	21.00	12.00	4.75	4.75
520 times.....	.....	.....	.....	4.25	4.25

(\*) 1 minute or less.

**PACKAGE RATES**

4 weeks minimum, 10 spots per week, discount 10%.

Run-of-schedule: 6 or more 1-minute ann. weekly, minimum contract 13 weeks, 20% discount.

Week-end Special: 10 one-minute spots broadcast on Saturday and/or Sunday, 35.00 flat package price.

**COMBINATION RATES**

Advertisers purchasing both WMOZ and WEDR, Birmingham, Alabama:

10% discount from earned frequency on each station.

If schedules are equal, discount applies to full amount on each station. Where schedules are unequal, discount applies to smaller number of spots or programs used.

**SPECIAL FEATURES**

News Service—UPI.

Weather, Temperature, Newscasts, Sports, Farm, and Market Reports—rates on request.

**Participating Programs**

All programs designed for negro market audience.

"Deep South Breakfast Club" with Crawford, The Clock Watcher—5:00 a.m. to 8:45 a.m. Monday through Saturday. Time, temperature, music, news and weather.

"High Flyers Show" with Uncle Snappy—11:00 a.m. to 1:00 p.m. Mon. through Sat. Popular music.  
"Club and Social Notes" with Mrs. Roberta Williams—9:00 a.m. to 9:30 a.m. Monday through Saturday. Women's interest show.  
"Gospel In Songs" with Arthur Crawford—1:00 p.m. to 2:00 p.m. Monday through Saturday. Spiritual and gospel songs.  
"Ebony Bandstand" with Dr. Gizmo—2:30 p.m. to 4:00 p.m. Monday through Saturday. Popular music.

**MONROEVILLE**

Monroe County—Map Location D-8

See SRDS consumer market map and data at beginning of the State.

**W M F C**

(Established 1952)

Monroe Broadcasting Co., U. S. Hwy. 21, Monroeville, Ala. Phone 1360.

**PERSONNEL**

General Manager—W. M. Stewart.  
Program Manager—Harold Harris.  
Sales Manager—Al Goree.

**REPRESENTATIVES**

Hil F. Best Company  
Continental Radio Sales.

**FACILITIES**

1,000 w. days; 1360 kc. Non-directional.

Operating schedule: 5:30 a.m. to local sunset. CST.

Transmitter: same as studio.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 1st, payable 10th of month.

**GENERAL**

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.

**TIME RATES**

Rates effective April 10, 1952. (Card No. 1.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	50.00	26.00	16.00	9.50	4.75
13 times.....	47.50	24.25	15.00	9.00	3.80
26 times.....	45.00	23.00	13.75	8.25	3.40
52 times.....	43.50	22.25	12.50	7.00	3.05
104 times.....	40.00	20.25	11.50	6.25	2.75
260 times.....	37.00	19.00	10.25	5.50	2.50
312 times.....	34.00	18.00	9.50	4.25	2.25

**SPECIAL FEATURES**

News—AP.  
Market Quotations and Weather Reports available.  
Library Service—Thesaurus.

Political—1-time rates apply.

**Participating Programs**

"Sunrise Serenade"—6:30 a.m. to 9:00 a.m. Monday through Friday.

"Music For the Mrs."—10:30 a.m. to 11:30 a.m.

"Matinee Musicals"—1:00 p.m. to 2:00 p.m.

"Club 1360"—3:15 p.m. to 5:00 p.m.

**CLOSING TIME**

Programs 1 week in advance; announcements 24 hours in advance of broadcast.

**MONTGOMERY (6 AM)**

Montgomery County—Map Location E-7

See SRDS consumer market map and data at beginning of the State.

**W A P X**

(Established 1947)

Southland Broadcasting Company, 116 Catoma St., All States Life Insurance Bldg., Montgomery, Ala. Phone 3-7569. TWX MG 92.

**PERSONNEL**

President—T. E. Martin.  
Vice-Pres. & Sta. Mgr.—Hoke S. Williams.

**REPRESENTATIVES**

Bob Dore, Associates.

**FACILITIES**

1,000 w.; 1600 kc. Directional—night only.

Operating schedule: 6:00 a.m. to midnight CST.

Transmitter: North Ripley St., Montgomery, Ala.

**AGENCY COMMISSION**

15% on net time; no cash discount. Invoiced monthly, payable 10th of month following broadcast.

**GENERAL**

Accepts AAAA copyrighted contract.

**TIME RATES**

Rates effective January 5, 1956.

Rates received January 11, 1956.

(6:00 a.m. to midnight)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	(*)
1 time.....	60.00	36.00	24.00	18.00	12.00	7.00	4.50
13 times.....	57.00	34.20	22.80	17.10	11.40	6.65	4.25
26 times.....	54.00	32.40	21.60	16.20	10.80	6.30	4.00
39 times.....	51.00	30.60	20.40	15.30	10.20	5.95	3.75
52 times.....	48.00	28.80	19.20	14.40	9.60	5.60	3.50
104 times.....	45.00	27.00	18.00	13.50	9.00	5.25	3.25
156 times.....	42.00	25.20	16.80	12.60	8.40	4.90	3.00
260 times.....	39.00	23.40	15.60	11.70	7.80	4.55	2.75
312 times.....	36.00	21.60	14.40	10.80	7.20	4.20	2.50

(\*) Station break.

10-second announcements, 50% of 1-minute rate.

**SATURATION ANNOUNCEMENT PACKAGES**

1 minute or less, run-of schedule:

**ALABAMA**

Consecutive weeks	Per week				
	10 tl.	12 tl.	18 tl.	24 tl.	30 tl.
1 to 6.....	40.00	45.00	63.00	78.00	90.00
7 to 12.....	38.00	42.75	59.85	74.10	85.50
13 to 25.....	37.00	41.62	58.27	72.15	83.25
26 to 52 or more.....	36.00	40.50	56.70	70.20	81.00

**COMBINATION RATES**

See ABC Radio and Mutual Broadcasting System.

**SPECIAL FEATURES**

News Service—AP. rates on request.

Weather, Temperature, Newscasts, Sports, Farm, and Market Reports—rates on request.

Library Service—World, Standard.

**Participating Programs**

"Alarm Clock Revue"—6:00 a.m. to 8:00 a.m. Monday through Saturday. Time, weather, farm reports, news, sports and popular music.

"Melody Matinee"—12:45 p.m. to 1:30 p.m. Monday through Friday. Popular music and news.

"Motor Matinee"—4:30 p.m. to 5:30 p.m. Monday through Friday. Popular music, news and sports.

Participations 4:30 p.m. to 4:50 p.m. and 5:00 p.m. to 5:30 p.m.

**CLOSING TIME**

Talent programs close 1 week before broadcast. Announcements, talks and recorded programs, 24 hours before.

**W B A M**

(Established 1953)

**Independent**

Deep South Broadcasting Montgomery-Troy Hwy. 231, Montgomery 2, Ala. Amherst 2-3851.

**PERSONNEL**

General Manager—W. J. Brennan.  
Commercial Manager—Felix Robinson, Jr.

National Sales—Ira Leslie. Phone Birmingham, Ala., State 7-2601.

**REPRESENTATIVES**

Radio-TV Representatives, Inc.

**FACILITIES**

50,000 w. days; 740 kc. Directional.

Operating schedule: sunrise to sunset CST.

Transmitter: 5 miles southeast of Montgomery.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills payable 10th of month following broadcast.

**GENERAL**

Accepts AAAA copyrighted contract.

Net frequency rates shown are based on total number of programs or announcements in all rate brackets used within 1 year for same advertiser. Programs and announcements may not be combined for frequency rate. Announcements may be combined with participation announcements to determine frequency rate.

**TIME RATES**

Rates effective October 1, 1953.

Rates received July 7, 1953.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	125.00	65.00	40.00	25.00	15.00
13 times.....	120.00	62.50	38.00	23.00	14.00
26 times.....	115.00	60.00	36.00	21.00	13.00
52 times.....	110.00	57.50	34.00	19.00	12.00
156 times.....	105.00	55.00	32.00	17.50	11.00
260 times.....	100.00	52.50	31.00		

# ALABAMA

Montgomery—Continued

## WCOV

(Established 1939)



Southern Broadcasting Co., Inc., Adrian Lane, Montgomery, Ala. Phone 5-3561.

### PERSONNEL

President—Oscar P. Covington.  
General Manager—Hugh M. Smith.  
Ass't & Sales Mgr.—Charles Gardner.

### REPRESENTATIVES

Venard, Rintoul & McConnell, Inc.  
Southeastern—James S. Ayers.

### FACILITIES

10,000 w. days, 1,000 w. nights; 1170 kc. Directional—separate patterns, day and night.  
Operating schedule: 5:30 a.m. to 11:30 p.m. CST.  
Transmitter: Cousada Ferry Rd., Montgomery, Ala.

### AGENCY COMMISSION

15% on net station time; no cash discount. Rates otherwise are net. Bills payable 10th of month following broadcast.

### GENERAL

Accepts AAAA copyrighted contract.

#### TIME RATES

Rates effective November 6, 1954.  
Rates received November 15, 1954.  
(5:30 a.m. to 11:30 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time...	70.00	42.00	28.00	21.00	14.00	8.50
13 times...	66.00	40.00	24.00	18.25	13.50	8.40
26 times...	62.50	37.50	22.50	17.50	12.50	8.30
39 times...	60.00	36.00	21.50	16.75	12.00	8.15
52 times...	57.50	34.50	20.00	15.50	11.00	8.00
104 times...	54.50	32.00	18.00	14.25	10.50	7.50
156 times...	50.00	30.00	16.00	13.00	10.00	7.00
260 times...	45.00	27.50	14.00	11.50	9.00	6.50
312 times...	42.00	25.00	13.50	10.50	8.50	6.00
500 times...	40.00	23.50	12.75	10.00	8.00	5.50
1,000 times...	38.00	22.00	12.00	9.50	7.50	5.00

#### SATURATION PLAN

Following discounts from earned frequency rate apply to advertisers using 6 or more fixed position announcements per week:

6-11 times.....	10%
12-20 times.....	15%
21 or more times.....	20%

### COMBINATION RATES

See CBS Radio Network (Southcentral Group).

#### SPECIAL FEATURES

News Service—UPI. Rates on request.  
Mobile unit available for special pickups.  
Quiz program, and other services—rates on request.

## WHYY

(Established 1930)

Broadcast Service of Montgomery, P. O. Box 1841, Guaranty Savings Life Bldg., Montgomery, Ala. Amherst 4-2288, 2289.

### PERSONNEL

Pres. & Gen'l. Mgr.—Bob Robinson.  
Office Manager—Opal Hammett.  
Sales Manager—Bill Stewart.

### REPRESENTATIVES

Headley-Reed Company.

### FACILITIES

5,000 w. days, 1,000 nights; 1440 kc. Directional—night only.  
Operating schedule: 24 hours daily, Monday through Saturday, Sunday 7:15 a.m. to 10:35 p.m. CST.  
Transmitter: Narrow Lane Rd., Montgomery, Ala.

### AGENCY COMMISSION

15% on station time only; no cash discount. Invoiced monthly, payable 10th of month following broadcast.

#### TIME RATES

Rates effective December 1, 1957.  
Rates received December 16, 1957.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	70.00	42.00	28.00	21.00	14.00	8.50
13 times....	66.00	40.00	24.00	18.25	13.50	8.50
26 times....	62.50	37.50	22.50	17.50	12.50	8.30
39 times....	60.00	36.00	21.50	16.75	12.00	8.15
52 times....	57.50	34.50	20.00	15.50	11.00	8.00
104 times...	54.50	32.00	18.00	14.25	10.50	7.50
156 times...	50.00	30.00	16.00	13.00	10.00	7.00
260 times...	45.00	27.50	14.00	11.50	9.00	6.50
312 times...	42.00	25.00	13.50	10.50	8.50	6.00
416 times...	40.00	23.50	12.75	10.00	8.00	5.50
520 times...	38.00	22.00	12.00	9.50	7.50	5.00

#### MULTI-SPOT PLAN

Per week:	1 wk.	13 wks.	26 wks.	52 wks.
6 times.....	39.00	36.00	33.00	30.00
12 times.....	72.00	66.00	60.00	54.00
18 times.....	99.00	90.00	81.00	72.00
24 times.....	120.00	108.00	96.00	84.00

Each:

6 times.....	6.50	6.00	5.50	5.00
12 times.....	6.00	5.50	5.00	4.50
18 times.....	5.50	5.00	4.50	4.00
24 times.....	5.00	4.50	4.00	3.50

Announcements subject to multi-spot discount may be used to determine frequency discounts on all other regular announcements.

### ID PLAN

8-second announcement rate: 50% of earned announcement rate. 8-second announcements can be combined with regular announcements for greater frequency on both. However, 8-second announcements cannot be combined with Multi-Spot Plan to earn weekly frequency discounts.

### COMBINATION RATES

See NBC Radio Network.

#### SPECIAL FEATURES

News Service—UPI. Rates on request.

#### CLOSING TIME

Talent programs close 1 week before broadcast. Announcements, talks and recorded programs close 24 hours before.

## WMGY

(Established 1946)

Dixie Broadcasting Co., Inc., 358 North Capitol Parkway, Montgomery, Ala., Amherst 2-5245.

### PERSONNEL

General Manager—L. D. Hargreaves.  
Manager—Joe Petranka.  
Program Director—Johnnie Hargreaves.  
Station Manager—Joe Petranka.

### REPRESENTATIVES

Stars National, Inc.  
Southeastern—Thomas F. Clark Company, Inc.

### FACILITIES

1,000 w. days; 800 kc. Nondirectional.  
Operating schedule: Sunrise to local sunset CST.  
Transmitter:—

### AGENCY COMMISSION

15% on time only; no cash discount. Bills due and payable 10th of month.

### GENERAL

Accepts AAAA copyrighted contract.

#### TIME RATES

Rates effective September 15, 1957.

Rates received October 14, 1957.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	60.00	36.00	20.00	12.00	7.00
13 times..	57.50	34.50	19.00	11.50	6.00
26 times..	55.00	33.00	18.00	11.00	5.75
39 times..	52.50	31.50	17.00	10.50	5.50
52 times..	50.00	30.00	16.00	10.00	5.25
104 times..	47.50	28.50	15.00	9.50	5.00
156 times..	45.00	27.00	14.00	9.00	4.50
260 times..	40.00	24.00	12.00	8.00	4.00
312 times..	37.50	22.00	11.00	7.50	3.50
500 times..	35.00	20.00	10.00	7.00	3.00

10-second announcements—50% of 1-minute rate.

#### SATURATION PACKAGE

10 times per week.....	45.00
15 times per week.....	60.00
20 times per week.....	70.00

#### SPECIAL FEATURES

News Service—UPI.

News every hour 7 days a week from 6:00 a.m. to 5:05 p.m. News headlines every hour at the half hour. National, local, weather, sports, etc. Sunday—5-minute news at 6:00 a.m., 6:55 a.m., 10:00 a.m., 2:00 p.m., 3:00 p.m., 4:00 p.m., 5:00 p.m., 15-min. at noon.

#### Participating Programs

"Sunny Side Up"—6:05 a.m. to 7:00 a.m. Monday through Saturday, popular music, time, and weather.  
"Second Cup"—8:00 a.m. to 10:00 a.m., DJ with popular music, time and weather.  
"Chuck Elliott Show"—Monday through Friday, DJ Chuck Elliott with popular music, time, and weather.  
"Bob Clarke Show"—2 hours Monday through Friday, 3 hours Sunday. DJ Bob Clarke with popular music, time and weather.  
"Montgomery Ballroom"—5 days a week, popular request tunes.  
"Saturday Show Case"—8:05 a.m. to 11:30 a.m. Saturday, popular music with news breaks.  
"Saturday Matinee"—12:15 p.m. to 5:00 p.m., popular music, sports scores, weather, time and 5-minute news every hour.  
"Dreamland Rendezvous"—6:05 a.m. to 6:55 a.m. Sunday, music.  
"Music for Sunday"—10:05 a.m. to 11:00 a.m. Sunday.

#### CLOSING TIME

24 hours in advance. 2 weeks for station promotion, which includes printing and merchandising.

## WRMA

(Established 1953)

WRMA Broadcasting Co., Inc., 135 Commerce St., Montgomery, Ala. Am 4-6440. Am 2-1475.

### PERSONNEL

Exec. Vice-Pres. & Gen'l Mgr.—Gene Tibbett.  
Chief Engineer—C. E. Bryan.

### REPRESENTATIVES

Everett-McKinney, Inc.

### FACILITIES

1,000 w. days; 950 kc. Nondirectional.  
Operating schedule: 6:00 a.m. to local sunset CST.  
Transmitter: Bowman St. Extension, Montgomery.

### AGENCY COMMISSION

15% on time charges only; no cash discount. Bills due 10th of each month.

### GENERAL

Affiliated with WAOK—Atlanta, Georgia.  
All Negro programming; Negro announcing staff.  
Rates include music copyright fees.  
BMI, ASCAP, and SESAC licenses.  
Alcoholic beverage advertising: beer and wine only.  
All contracts must be completed within 52 weeks of

starting date to earn maximum discounts. If cancelled before completion, short rate is charged according to discount applicable to period in accordance with NAB standards.

#### TIME RATES

Rates effective January 1, 1955.

Rates received December 6, 1954.

Rev. (Package Plan) rec'd August 1, 1957.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time....	50.00	33.00	23.00	18.00	13.00	8.00
13 times..	47.50	31.50	22.00	17.00	12.00	7.50
26 times..	45.00	30.00	21.00	16.00	11.00	7.00
52 times..	42.00	28.50	20.00	15.00	10.00	6.50
104 times..	40.00	27.00	19.00	14.00	9.00	6.00
156 times..	37.50	25.50	18.00	13.00	8.00	5.50
260 times..	35.00	23.00	17.00	12.00	7.00	5.00
312 times..	32.50	21.50	16.00	11.00	6.00	4.50
500 times..	30.00	19.00	15.00	10.00	5.00	4.00

#### SATURATION PACKAGE RATES

One minute or less:

10 times per week, each.....	5.00
20 times per week, each.....	4.50
30 times per week, each.....	4.00
40 or more times per week, each.....	3.50

#### SPECIAL FEATURES

Political—political broadcasting not accepted.

#### Participating Programs

Monday through Friday

"Morning Reveries"—5:30 a.m. to 6:45 a.m. Spiritual, Gospel music.  
"Breakfast with the Baileys"—6:45 a.m. to 7:00 a.m.  
"Tan Town Coffee Club"—7:00 a.m. to 9:00 a.m. Pop and Rock 'n Roll music.  
"News and Announcements"—9:00 a.m. to 9:15 a.m. Club and church news, lost and found.  
"Morning Devotions"—9:15 a.m. to 9:30 a.m. Church program.  
"Highways to Heaven"—9:30 a.m. to 11:30 a.m. Spiritual, gospel music.  
"Letters to Bertha"—11:30 a.m. to 11:45 a.m. Letters to loverlorn.  
"News"—11:45 to noon.  
"Lunch Call"—noon to 1:30 p.m. Pop music.  
"Views and Interviews"—1:30 p.m. to 1:45 p.m. Live interviews.  
"Wings of Faith"—1:45 p.m. to 2:55 p.m. Spiritual, gospel music.  
"News"—2:55 p.m. to 3:00 p.m.  
"950 Club"—3:00 p.m. to 4:30 p.m. Rhythm and blues music.  
"Jackie Calling"—4:30 p.m. to 5:00 p.m. Rhythm and blues music.  
"News and Sports"—5:00 p.m. to 5:15 p.m.  
"Jump and Jive"—5:15 p.m. to 5:30 p.m. Rhythm and blues.  
"Ace Spins the Blues"—5:30 p.m. to 6:00 p.m. Negro music.  
"Evening Reveries"—6:00 p.m. to 6:30 p.m. Spiritual, gospel music.

## MUSCLE SHOALS

Colbert County—Map Location C-2

See SRDS consumer market map and data at beginning of the State.

## See Florence-Muscle Shoals-Tuscumbia

## ONEONTA

Blount County—Map Location E-3

See SRDS consumer market map and data at beginning of the State.

## WCRL

(Established 1952)



Blount County Broadcasting Service, Inc., Alabama Hwy. 75 at city limits, Oneonta, Ala. CB 4-2289.

### PERSONNEL

Manager—L. D. Bentley.  
Commercial Manager—Max G. Bynum.  
Program Director—Beecher Hyde.

### FACILITIES

250 w. days, 1570 kc. Nondirectional  
Operating schedule: sunrise to local sunset CST.  
Transmitter: Alabama Hwy. 75, Oneonta, Ala.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered 1st of month, payable 10th.

### GENERAL

Accepts AAAA copyrighted contract.

#### TIME RATES

Rates effective August 1, 1952.

	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time....	13.50	8.90	7.30	5.20	2.55
14 times..	12.50	8.10	6.65	4.75	2.30
39 times..	11.80	7.40	6.05	4.25	2.10
78 times..	11.00	6.75	5.50	3.85	1.90
117 times..	10.40	6.15	5.00	3.50	1.75
156 times..	9.60	5.60	4.55	3.20	1.60
234 times..	9.00	5.10	4.15	2.90	1.45
312 times..	8.20	4.65	3.80	2.65	1.30

(\*) 100 words.

# **JOIN THE CAMPAIGN!**

## ***Urge media and their representatives to use more informative copy***

Your job will be made much easier and more pleasant if buyers of media “pass the word along” to representatives and media owners that pertinent information, minus the historic frills and fluffs of media promotion, is needed to buy “opportunities” for products.

First, a brief recapitulation of what SRDS is doing to help you. Through direct mail, salesmen, bulletins, copy service department, and Service-Ads, it is hammering hard to dispel the notion that buyers of media are swayed by glittering generalities and have the time to pore through mountains of media promotion digging out needed data.

But, SRDS needs help!

Urge the representatives to tell their bosses to use informative copy in Service-Ads near their listing in SRDS publications—copy containing sufficient data to enable you to justify your choice should it be questioned.

Many buyers of media have joined hands with SRDS in this campaign to foster informative copy in Service-Ads. These busy specialists urge the presentation of information in a form that is easy to use—material that they can use with as much confidence, ease, and effectiveness as they use the information in the listings of the SRDS services.

Join this campaign to help you buy media intelligently. Urge the representatives, media owners, radio station managers, etc., to use copy with pertinent data in Service-Ads near their listing for your guidance and convenience.

# ALABAMA

## OPELIKA

Lee County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

**WJHO**

(Established 1940)



Opelika-Auburn Broadcasting Company, 1400 Auburn Rd., Opelika, Ala., Sh. 5-2084, Auburn 1800.

### PERSONNEL

General Manager—John E. Smollon.  
Commercial Manager—Lurline Smollon.  
Program Director—Gene Gray.  
Promotion Manager—Jim Kilpatrick.

### REPRESENTATIVES

Indle Sales, Inc.

### FACILITIES

250 w.; 1400 kc. Nondirectional.  
Operating schedule: 5:00 a.m. to 12:15 a.m. CST.  
Transmitter: Auburn Rd., Opelika, Ala.

### AGENCY COMMISSION

15%; no cash discount. Bills due when rendered.

### TIME RATES

Rates effective February 1, 1944.

	1/2 hr.	1/4 hr.	5 min.
1 time.....	27.00	15.00	7.50
13 times.....	25.65	14.25	7.15
26 times.....	24.30	13.50	6.75
52 times.....	22.95	12.75	6.40
104 times.....	21.60	12.00	6.00
156 times.....	20.50	11.25	5.60

### ANNOUNCEMENTS (6:00 a.m. to midnight)

	100 wds.	50 wds.	25 wds.
1 time.....	4.00	2.50	1.50
13 times.....	3.80	2.40	1.45
26 times.....	3.60	2.25	1.35
52 times.....	3.40	2.15	1.30
104 times.....	3.20	2.00	1.20
150 times.....	3.00	1.90	1.15
300 times.....	2.75	1.75	1.10
1,000 times.....	2.25	1.50	1.00

### COMBINATION RATES

See Mutual Broadcasting System and Keystone Network.

### SPECIAL FEATURES

News Service—UPI.

## OPP

Covington County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

**WAMI**

(Established 1953)

Opp Broadcasting Co., Inc., P. O. Box 169, Opp, Ala.  
Phone 659.

### PERSONNEL

General Manager—Berl F. Moore.

### FACILITIES

1,000 w. 860 kc. Nondirectional.  
Operating schedule: sunrise to local sunset CST.  
Transmitter: U. S. Hwy. 331 N., Opp, Ala.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered 1st, payable 10th of month.

### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

### TIME RATES

Rates effective July, 1953. (Card No. 3-A.)  
Card received January 26, 1955

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	45.00	25.00	15.00	7.50	3.50
13 times..	42.50	22.50	14.00	7.00	3.25
26 times..	40.00	21.00	13.50	6.50	3.00
52 times..	37.50	20.00	12.50	6.00	2.75
104 times..	32.50	18.50	11.00	5.00	2.25
365 times..	22.50	12.50	7.50	3.75	1.80

### ANNOUNCEMENT PACKAGE

3 announcements a day: 30 consecutive days, 165.00.

### SPECIAL FEATURES

News Service—UPI.  
Political—regular rates apply.

## OZARK

Dale County—Map Location F-9  
See SRDS consumer market map and data at beginning of the State.

**WOZK**

(Established 1953)

Ozark Broadcasting Company, Inc., P. O. Box 742, Ozark, Ala. Phone 655.

### PERSONNEL

Gen'l Mgr. & Chief Eng.—Howard Parrish, Jr.  
Commercial Manager—Wade Sullivan.  
Program Director—Miriam Brown.

### FACILITIES

1,000 w. days; 900 kc. Nondirectional.  
Operates daytime only, CST.  
Transmitter: 2-1/2 mi. west on Alabama 27, between Ozark and Fort Rucker.

### AGENCY COMMISSION

15% on time only; 2% cash discount. Bills rendered and payable 1st of month.

### GENERAL

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
The following are for national advertising.

### TIME RATES

Rates effective January 1, 1957.  
Rates received November 28, 1956.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time..	30.00	18.00	10.00	6.00	2.00
13 times	27.75	16.65	9.15	5.55	1.85
26 times	25.50	15.30	8.50	5.10	1.70
52 times	22.50	13.50	8.50	4.50	1.50
100 or more times	19.50	11.70	6.50	3.90	1.30

(\*) 1 minute or less.

### SPECIAL FEATURES

News Service—AP.  
Political—regular rates apply; cash in advance.

### CLOSING TIME

24 hours before broadcast.

## PELL CITY

St. Clair County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

### (Call letters not received)

(C.P. 1430 kc., 1,000 w. days)

St. Clair Broadcasting System,  
(c/o William David Frank),  
Box 1662,  
Birmingham, Alabama.

(C.P. is for Pell City)

## PHENIX CITY

Russell County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.

**WPNX**

Licensed as Phenix City, Ala. and Columbus, Ga. station. See listing under Columbus, Ga.

## PIEDMONT

Calhoun County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

**WPID**

(Established 1952)



C. L. Graham, Gadsden, Ala., Atlanta Hwy., Piedmont, Ala.

### PERSONNEL

Owner—C. L. Graham.  
Station Manager—Hank Smith.  
Program Director—Frances Howren.

### FACILITIES

1,000 w. days; 1280 kc. Nondirectional.  
Operating schedule: 5:00 a.m. to sunset CST.  
Transmitter: Piedmont, Ala.

### AGENCY COMMISSION

15% on net time; no cash discount.

### GENERAL

Affiliated with Keystone Network.

### TIME RATES

Card received June 1, 1953.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	38.00	22.80	15.20	7.60	3.60
13 times..	36.00	21.60	14.40	7.20	3.40
26 times..	34.00	20.40	13.60	6.80	3.20
52 times..	32.00	19.20	12.80	6.40	3.00
104 times..	30.00	18.00	12.00	6.00	2.80
156 times..	28.00	16.80	11.20	5.60	2.60
260 times..	26.00	15.60	10.40	5.20	2.40
312 times..	24.00	14.20	9.60	4.80	2.20

### COMBINATION RATES

15% discount on time purchased in combination with WETO, Gadsden, or WANA, Anniston, Ala.  
25% discount when all 3 stations are purchased.

### SPECIAL FEATURES

News Service—UPI.

### Participating Programs

Monday through Friday:  
"Top of the Morning" with Aker Livingston—5:00 a.m. to 6:00 a.m. Variety show with hillbilly music.  
"Quartet Parade" with Aker Livingston—6:10 a.m. to 7:00 a.m.  
"Hillbilly Hayride" with Aker Livingston—9:00 a.m. to 10:00 a.m.  
"1280 Club" with Aker Livingston—11:00 a.m. to 11:45 a.m.  
"Dixie Jubilee" with Herschel Wisebram—12:45 p.m. to 2:00 p.m. Country and hillbilly music.  
"Quartet Favorites with Herschel Wisebram—2:05 p.m. to 3:00 p.m.  
"Platter Party" with Herschel Wisebram—3:00 p.m. to 5:00 p.m.

## PRICHARD

Mobile County—Map Location B-10  
See SRDS consumer market map and data at beginning of the State.

See Mobile

## ROANOKE

Randolph County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

**WELR**

(Established 1949)

J. W. Buttram, 801 N. Main St., Roanoke, Ala.

### PERSONNEL

Manager—J. W. Buttram.  
Program Director—Mrs. I. W. Wright.

### FACILITIES

1,000 w. days; 1360 kc. Nondirectional.  
Operating schedule: 4:00 a.m. to local sunset CST.  
Transmitter: 801 N. Main St., Roanoke, Ala.

### AGENCY COMMISSION

15%; 2% cash discount if paid by 10th of month following service. Bills rendered 1st of month.

### GENERAL

All rates guaranteed 1 year from 1st broadcast date.  
Alcoholic beverage advertising not accepted.

### TIME RATES

Rates effective January 1, 1950.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	30.00	15.00	9.00	5.40	2.25
13 times..	23.75	14.25	8.55	5.15	2.15
26 times..	22.50	13.50	8.10	4.85	2.00
52 times..	21.25	12.75	7.65	4.75	1.75
156 times..	18.00	11.00	7.00	4.00	1.50
312 times..	16.00	9.00	4.50	3.00	1.25

### SPECIAL FEATURES

News, Time Signals and Weather—rates on request.

## RUSSELLVILLE

Franklin County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

**W W W R**

(Established 1949)



Bankhead Broadcasting Co., Underwood Rd., Russellville, Ala. Phone 647.

### PERSONNEL

General Manager—Hal Kirby.  
Program Director—Jim Elliott.

### REPRESENTATIVE

Hill F. Best Company.

### FACILITIES

1,000 w. days; 920 kc. Nondirectional.  
Operating schedule: 6:00 a.m. to local sunset CST.  
Transmitter: Underwood Rd., Russellville, Ala.

### AGENCY COMMISSION

15%; no cash discount. Bills payable 10th of month following broadcast.

### GENERAL

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.

### TIME RATES

Rates effective November 1, 1949.  
Rates received October 31, 1949.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	35.00	25.00	15.00	7.50	3.50
13 times..	32.00	23.00	14.00	7.00	3.40
26 times..	30.00	21.00	13.00	6.50	3.30
52 times..	27.50	19.00	12.00	6.00	3.20
78 times..	25.00	18.00	11.00	5.50	3.10
104 times..	22.50	17.00	10.00	5.00	3.00
156 times..	20.00	16.00	9.00	4.50	2.75
260 times..	19.00	14.00	8.00	4.00	2.50
300 times..	18.00	13.00	7.00	3.50	2.25
500 times..	17.00	12.00	6.00	3.00	2.00
1000 times..	15.00	10.00	5.00	2.50	1.50

### COMBINATION RATES

See Tri-W Network.

### SPECIAL FEATURES

News Service—UPI.  
Political—rates on request.

## SCOTTSBORO (2 AM)

Jackson County—Map Location F-2  
See SRDS consumer market map and data at beginning of the State.

**W C R I**

(Established 1950)

Pat. M. Courington (Albertville, Ala.), Lee Hwy., U.S. No. 72, Scottsboro, Ala. Phone 123.

### PERSONNEL

General Manager—Jim Thompson.  
Chief Engineer—Bill McLain.  
Program Director—Winfield P. Scott.  
Commercial Manager—Kenneth Frazier.

### FACILITIES

250 w. days; 1050 kc. Nondirectional.  
Operating schedule: sunrise to local sunset CST.  
Transmitter: same as station address.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered 1st of month, payable 10 days.

### GENERAL

Affiliated with Southeastern Key Market Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

### TIME RATES

Rates effective July 1, 1950.  
Rates received October 5, 1950.

(This listing continued on next page)



Scottsboro—W C R I—Continued

	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time...	13.50	8.90	7.30	5.20	2.55
14 times...	12.50	8.10	6.65	4.75	2.30
39 times...	11.80	7.40	6.05	4.25	2.10
78 times...	11.00	6.75	5.50	3.85	1.90
117 times...	10.40	6.15	5.00	3.50	1.75
156 times...	9.60	5.60	4.55	3.20	1.60
234 times...	9.00	5.10	4.15	2.90	1.45
312 times...	8.20	4.65	3.80	2.65	1.30

COMBINATION RATES

Also sold in combination with WAVU, Albertville, Ala. Rates on request.

SPECIAL FEATURES

News Service—UPI.  
Political—1-time rates apply; cash in advance.

WROS

(Established 1952)

Rose M. Kirby, 717 Scott St., Scottsboro, Ala. Phone 156.

PERSONNEL

General Manager—Rose M. Kirby.  
Program Director—Clyde H. Varner.  
Chief Engineer—Lonnie W. Prickett.

FACILITIES

1,000 w. days; 1330 kc. Nondirectional.  
Operating schedule: 4:00 a.m. to local sunset CST.  
Transmitter: same as station address.

AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered 1st, payable 10th of month following broadcast.

TIME RATES

Rates effective July 1, 1952.  
Rates received December 2, 1954.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	30.00	13.50	8.90	7.30	5.20	2.55
14 times.....	18.25	12.50	8.10	6.65	4.75	2.30
30 times.....	13.75	11.80	7.40	6.05	4.25	2.10
78 times.....	12.75	11.00	6.75	5.50	3.85	1.90
117 times.....	11.75	10.40	6.15	5.00	3.50	1.75
156 times.....	10.75	9.60	5.60	4.55	3.20	1.60
234 times.....	9.75	9.20	5.10	4.15	2.90	1.45
312 times.....	8.75	8.20	4.65	3.80	2.65	1.30

SPECIAL FEATURES

News Service—UPI.  
Political—Spots, flat, 2.50; limited to 100 words at station break, 200 words in participating programs.  
Other announcements, per minute 1.00.

SELMA (3 AM)

Dallas County—Map Location D-7

See SRDS consumer market map and data at beginning of the State.

WGWC

(Established 1946)

Dallas Broadcasters, Inc., P. O. Box 686, Selma, Ala. Trinity 4-6887.

PERSONNEL

President—W. E. Farrar.  
Manager—W. L. Rowland, Sr.  
Commercial Manager—Rufus L. "Mutt" Ware.  
Program Director—Dorothy Hartzog.

REPRESENTATIVES

Hal Holman Company.  
Southeast—James S. Ayers.

FACILITIES

250 w.; 1340 kc. Nondirectional.  
Operating schedule: 6:00 a.m. to 8:00 p.m. CST.  
Transmitter: Selma, Ala.

AGENCY COMMISSION

15% on net time only; no cash discount. Bills payable 10th of month following broadcast.

TIME RATES

Revisions received April 27, 1955.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	40.00	24.00	16.00	8.00	4.00	
13 times.....	38.00	22.80	15.20	7.60	3.80	
26 times.....	36.00	21.60	14.40	7.20	3.60	
52 times.....	34.00	20.40	13.60	6.80	3.40	
104 times.....	32.00	19.20	12.80	6.40	3.20	
156 times.....	30.00	18.00	12.00	6.00	3.00	
260 times.....	28.00	16.80	11.20	5.60	2.80	
312 times.....	26.00	15.60	10.40	5.20	2.60	

COMBINATION RATES

See CBS Radio Network (Southcentral Group).

SPECIAL FEATURES

News Service—AP. No extra charge.

WHBB

(Established 1935)

Selma Broadcasting Co., Inc., Montague St., Selma, Ala. Mailing address: P. O. Box 26.

PERSONNEL

Pres. & Gen'l Mgr.—John F. Townshand.

REPRESENTATIVES

Southeast—Dixieland Stations, Inc.

FACILITIES

250 w.; 1490 kc. Nondirectional.  
Operating schedule—unlimited, CST.  
Transmitter: Edgewood, Selma, Ala.

AGENCY COMMISSION

15% on time only; no cash discount.

GENERAL

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.

TIME RATES

Rates effective December 1, 1939.  
Rev. (Class "A" withdrawn) rec'd Nov. 5, 1956.

	1 ti.	13ti.	26 ti.
1 hour.....	40.00		
1/2 hour.....	20.00	18.00	15.00
1/4 hour.....	12.00	10.00	9.00
5 minutes.....	6.00	5.00	4.50

ANNOUNCEMENTS

1 minute or less:

1 time.....	3.40	156 times.....	2.72
13 times.....	3.23	260 times.....	2.55
26 times.....	3.06	312 times.....	2.38
52 times.....	2.89	624 times.....	2.21

COMBINATION RATES

See NBC Radio Network.

SPECIAL FEATURES

News—Leased wire service; rates on request.  
WHBB "Radio Central Alabama"—features of local interest; NBC news and features every hour.  
Political—1-time rates apply.  
Participating Programs  
"Tern Age Show"—5 nights per week. Telephone requests.

WRWJ

(Established 1956)



Central Alabama Broadcasting Co., Hotel Albert Bldg., 232 Broad St., Selma, Ala. TR 4-9062.

PERSONNEL

Owner & Manager—Roland Jordan, Jr.  
Commercial Manager—John Frasier.

REPRESENTATIVES

Thomas F. Clark Company, Inc.

FACILITIES

1,000 w. days, 1570 kc.  
Operating schedule: sunrise to sunset, CST.  
Transmitter: West end of 10th Ave., Selma, Ala.

AGENCY COMMISSION

15% on time only; 2% cash discount.  
Bills rendered last day of month; payable 10 days.

GENERAL

Rates include music copyright fees.  
ASCAP, BMI and SECAC licenses.

TIME RATES

Rates effective October 1, 1956.  
Rates received November 23, 1956.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	41.10	20.50	12.30	9.05	3.30
26 times.....	36.90	17.50	10.50	7.70	2.85
52 times.....	32.75	16.45	9.85	7.25	2.60
104 times.....	30.95	15.50	9.25	6.80	2.50
156 times.....	28.80	14.40	8.65	6.35	2.30
260 times.....	24.75	12.35	7.45	5.40	2.00

SPECIAL FEATURES

News Service—UPI. No extra charge.  
Political—regular rates apply.

SHEFFIELD

Colbert County—Map Location C-2

See SRDS consumer market map and data at beginning of the State.

See Florence-Muscle Shoals-Tuscumbia

SYLACAUGA (2 AM)

Talladega County—Map Location E-5

See SRDS consumer market map and data at beginning of the State.

WFEB

(Established 1944)



Alabama Broadcasting Co., Inc., 527 N. Broadway, Sylacauga, Ala.

PERSONNEL

President—J. M. Forbes.  
General Manager—George W. Carr.

FACILITIES

250 w.; 1340 kc. Nondirectional.  
Operating schedule: 6:00 a.m. to 11:00 p.m. CST.  
Transmitter:—

AGENCY COMMISSION

15% on time only; no cash discount. Invoices mailed monthly, due 1st of month following broadcast.

GENERAL

Accepts AAAA copyrighted contract.  
Maximum length of contract 1 year.

TIME RATES

Rates effective April 1, 1952.  
Rates received March 10, 1952.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	45.00	30.00	15.00	10.00	5.00	3.00
13 times.....	42.00	28.00	14.00	9.40	4.60	2.80
26 times.....	39.00	26.00	13.00	8.80	4.20	2.60
52 times.....	36.00	24.00	12.00	8.20	3.80	2.40
156 times.....	33.00	22.00	11.00	7.60	3.40	2.20
260 times.....	30.00	20.00	10.00	7.00	3.00	2.00

To earn frequency discounts, 1-minute announcements must run consecutive days, Sat. and Sun. excluded.

COMBINATION RATES

See listing of Mutual Broadcasting System.

SPECIAL FEATURES

News Service—UPI.

WMLS

(Established 1948)



Marble City Broadcasting Co., Inc., P. O. Box 511, Sylacauga, Alabama, Chapel 5-4354.

PERSONNEL

General Manager—Curtis O. Liles.  
Commercial Manager—Marlon McEwen.

FACILITIES

1,000 w. days; 1290 kc. Nondirectional.  
Operating schedule: Weekdays 5:30 a.m. (Sundays 6:00 a.m.) to local sunset, CST.  
Transmitter: Hwy. 231-A, Sylacauga, Ala.

AGENCY COMMISSION

15% on time. Bills rendered 1st of month.

GENERAL

Affiliated with Alabama Key Market Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising not accepted.

TIME RATES

Rate card dated July 15, 1950. (Card No. 2.)  
Revision received January 28, 1952.

	1/2 hr.	1/4 hr.	5 min.
1 time.....	30.00	15.00	5.00
13 times.....	25.00	12.50	3.75
26 times.....	17.50	10.00	3.25
52 times.....	12.50	6.25	3.00
156 times.....	11.25	5.25	2.50
260 times.....	10.00	5.00	2.40

ANNOUNCEMENTS

1 time.....	3.00	52 times.....	2.55
13 times.....	2.85	156 times.....	2.00
26 times.....	2.70	260 times.....	1.50

SPECIAL FEATURES

News Service—AP.  
Library Service—World.  
Political—Regular rates apply.

TALLADEGA (2 AM; 1 FM)

Talladega County—Map Location E-5

See SRDS consumer market map and data at beginning of the State.

WHTB

(Established 1945)

Voice of Talladega, Inc., operating Radio Coosa Valley, Fort Lashley Ave., Talladega, Ala. Phone 2205.

PERSONNEL

General Manager—Cecil Hornady.  
Station Manager—David Karlbom.  
Production Manager—Barbara Karlbom.

REPRESENTATIVES

Continental Radio Sales.

FACILITIES

250 w.; 1230 kc. Nondirectional.  
Operating schedule: 5:45 a.m. to 11:00 p.m., CST.  
Transmitter: Sylacauga Hwy., Talladega, Ala.  
FM FACILITIES  
ERP 9,200 w.; 97.1 mc.  
Antenna ht.—210 ft. above average terrain.

AGENCY COMMISSION

15%; no cash discount. Bills payable 1st of month following service.

GENERAL

All programs duplicated over FM at no extra charge.  
Alcoholic beverage advertising not accepted.

TIME RATES

Rates effective January 1, 1955. (Card No. 4.)  
Rates received December 27, 1955.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	41.10	20.50	12.30	10.75	9.05	3.30
13 times.....	36.90	17.50	11.10	9.60	8.10	2.95
26 times.....	34.75	17.50	10.50	9.10	7.70	2.85
52 times.....	32.55	16.45	9.85	8.60	7.25	2.60
104 times.....	30.95	15.50	9.25	8.05	6.80	2.50
156 times.....	28.80	14.40	8.65	7.50	6.35	2.30
260 times.....	24.75	12.35	7.45	6.45	5.40	2.00
312 or more times.....	20.15	10.30	6.15	5.35	4.55	1.70

SPECIAL FEATURES

News Service—AP.  
Political—regular rates apply.

WJHB

(Established 1956)

Confederate Broadcasting Co., 104 W. Battle St., Talladega, Ala. Phone 2-4965. Mailing address: P. O. Box 292.

PERSONNEL

Owner & Gen'l Mgr.—Ned Butler.  
Owner & Com'l Mgr.—W. K. Johnston.  
Owner & Station Mgr.—James Hem

# ALABAMA

## Talladega—W J H B—Continued

### TIME RATES

Rates effective April 15, 1956.  
Card received June 21, 1956.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	40.00	20.00	10.00	5.00	2.50
13 times....	38.00	18.00	9.00	4.50	2.00
26 times....	32.00	16.00	8.00	4.00	1.90
52 times....	28.00	14.00	7.00	3.50	1.85
101 times....	24.00	12.00	6.00	3.00	1.75
156 or more	20.00	10.00	5.00	2.50	1.50
312 or more					1.25

### SPECIAL FEATURES

News Service—UPI.  
Participating Programs  
"Boogie Boy Show"—3:00 p.m. to 4:30 p.m. Directed to Negro audience.  
Minute rate, per spot..... 2.00

## TALLASSEE

Elmore County—Map Location E-6

See SRDS consumer market map and data at beginning of the State.

### WTLS

(Established 1954)

The Confederate Broadcasting Co., Inc., Hwy. 14, Tallassee, Ala. Phone 8535.

PERSONNEL  
General Manager—Ned Butler.

FACILITIES  
1,000 w. days; 1300 kc. Nondirectional.  
Operating schedule: 5:45 a.m. to local sunset.  
Transmitter: Hwy. 14, Tallassee, Ala.

AGENCY COMMISSION  
15%; no cash discount.

### TIME RATES

Rates effective June 1, 1954.  
Rates received June 28, 1954.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	60.00	30.00	15.00	5.00	2.00
13 times....	45.00	25.00	12.00	4.50	1.85
26 times....	40.00	20.00	10.00	4.00	1.75
52 times....	30.00	15.00	7.50	3.75	1.50
150 times....	25.00	12.50	6.50	3.25	1.40
300 times....	20.00	10.00	5.00	2.50	1.25

### SPECIAL FEATURES

News Service—AP.  
Weather, Time Signals, Athletic and special events, rates on request.  
Political Programs—1.00 per minute, minimum 5.00.  
Payable in advance. Political spots, 2.50.  
Religious Programs—50% of 1-time rate.

## THOMASVILLE

Clarke County—Map Location C-8

See SRDS consumer market map and data at beginning of the State.

### WJDB

(Established 1956)

Owned and operated by Jeff Dige Bishop, P. O. Box 757, Hwy. 43 south, Thomasville, Ala.

PERSONNEL  
General Manager—Ceil Goodreau.

REPRESENTATIVES  
Southern—Dixieland Stations, Inc.

FACILITIES  
1,000 w., 630 kc.  
Operating schedule: local sunrise to sunset, CST.  
Transmitter: see business address.

AGENCY COMMISSION  
15% on net time; no cash discount.

GENERAL  
Affiliated with Keystone Network.  
No cash rebates.

### TIME RATES

Rates effective July 1, 1956.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	38.00	22.80	15.20	7.60	3.80
13 times....	36.00	21.60	14.40	7.20	3.40
26 times....	34.00	20.40	13.60	6.80	3.20
52 times....	32.00	19.20	12.80	6.40	3.00
104 times....	30.00	18.00	12.00	6.00	2.80
156 times....	28.00	16.80	11.20	5.60	2.60
260 times....	26.00	15.60	10.40	5.20	2.40
312 times....	24.00	14.20	9.60	4.80	2.20

### SPECIAL FEATURES

News Service—Leased wire service available.

## TROY

Pike County—Map Location F-8

See SRDS consumer market map and data at beginning of the State.

### WTBF

(Established 1946)



Troy Broadcasting Corp., College Drive, Troy, Ala.

PERSONNEL  
General Manager—Jess L. Jordan.  
Commercial Manager—Bob Tolbert.

## FACILITIES

5,000 w. days; 500 w. nights; 970 kc. Directional.  
Licensed to operate full time.  
Operating schedule: 6:00 a.m. to 10:00 a.m. CST.  
Transmitter: Highway 29, Troy, Ala.

## AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered 1st of month following broadcast, payable 10th.

## GENERAL

Affiliated with Keystone Network, Mutual Broadcasting System and Southeastern Key Market Network.  
Alcoholic beverage advertising: beer only.  
Following rates are for national advertising.

### TIME RATES

Rates effective January 1, 1957.  
Rates received June 3, 1957.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time....	45.00	27.00	15.00	7.50	4.00	3.00
13 times....	42.75	25.65	14.25	7.15	3.80	2.40
26 times....	40.50	24.30	13.50	6.75	3.60	2.30
52 times....	38.25	22.95	12.75	6.40	3.40	2.20
104 times....	36.00	21.60	12.00	6.00	3.20	2.10
156 times....	33.75	20.50	11.25	5.60	3.00	2.00
260 times....	30.00	18.00	9.00	4.50	2.75	1.80
312 times....	28.00	16.50	8.25	4.25	2.25	1.60

### SPECIAL FEATURES

News Service—AP.  
Political—regular rates apply.  
Library Service—Standard.

### CLOSING TIME

Copy must be in 3 days before broadcast.

## TUSCALOOSA (4 AM; 1 FM)

Tuscaloosa County—Map Location C-5

See SRDS consumer market map and data at beginning of the State.

### WACT

(Established 1958)

New South Radio, 414 10th St., Tuscaloosa, Ala. Plaza 9-5786.

## PERSONNEL

General Manager—Joseph W. Carson.  
Commercial Manager—Mrs. Jo Stephens.

## REPRESENTATIVES

Grant Webb & Company.

## FACILITIES

5,000 w. days; 1420 kc. Nondirectional.  
Operating schedule: 5:00 a.m. to local sunset, CST.  
Transmitter: Foster Perry Rd.

## AGENCY COMMISSION

15%; no cash discount. Bills payable by 10th of month following invoices mailed 1st of each month following broadcast.

## GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

### TIME RATES

Rates effective September 1, 1958.  
Rates received October 23, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time....	40.00	21.00	12.75	10.25	7.50	5.00
26 times....	38.00	20.00	12.00	9.50	7.00	4.75
52 times....	36.00	19.00	11.25	8.75	6.50	4.50
104 times....	34.00	18.00	10.50	8.00	6.00	4.25
156 times....	32.00	17.00	9.75	7.25	5.50	4.00
260 times....	30.00	16.00	9.00	6.50	5.00	3.75

### ANNOUNCEMENTS

	20 sec.	8 sec.	104 times....	20 sec.	8 sec.
1 time....	3.50	2.50	104 times....	2.75	1.90
26 times....	3.25	2.30	156 times....	2.50	1.70
52 times....	3.00	2.10	260 times....	2.25	1.50

### WEEKLY SATURATION RATES

(Run-of-schedule)

10 times per week....	34.00	20 times per week....	64.00
15 times per week....	48.00	25 times per week....	75.00

## COMBINATION RATES

See New South Radio Network at beginning of Mississippi.

### SPECIAL FEATURES

News Service—UPI and local.  
Sportscasts, weather reports, time signals. Rates on request.

### Participating Programs

"Jack Hamm Show"—5:00 a.m. to 6:00 a.m.  
"Hi Neighbor"—8:00 a.m. to 9:00 a.m.

### WJRD

(Established 1936)



Wilhelmina Echols, 2216-1/2 Broad Street, Tuscaloosa, Alabama. Plaza 4-4464.

## PERSONNEL

Owner—Wilhelmina Echols.  
General Manager—John C. Cooper, Jr.  
Station Manager—Mercer L. King, Jr.

## REPRESENTATIVES

Bob Dore Associates.

## FACILITIES

5,000 w. days, 1,000 w. nights; 1150 kc. Directional—nights only.  
Operating schedule: 5:00 a.m. to midnight, CST.  
Transmitter: Northport, Ala.

## AGENCY COMMISSION

15% on time only. Payable 10th of month following broadcast.

## GENERAL

BMI, ASCAP and SESAC licenses.  
Announcements and programs cannot be combined to earn a greater discount.  
Contiguous rates only when time purchased is for same advertiser on programs only.

### TIME RATES

Rates effective ————.  
Rates received February 13, 1950.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time....	44.00	23.00	12.00	10.50	7.00	5.00
13 times....	42.00	22.00	11.50	10.00	6.75	4.75
26 times....	40.00	21.00	11.00	9.50	6.50	4.50
52 times....	38.00	20.00	10.50	9.00	6.25	4.25
104 times....	36.00	19.00	10.00	8.50	6.00	4.00
156 times....	34.00	18.00	9.50	8.00	5.75	3.75
208 times....	32.00	17.00	9.00	7.50	5.50	3.50
260 times....	30.00	16.00	8.50	7.00	5.25	3.25
312 times....	28.00	15.00	8.00	6.50	5.00	3.00

(\* 1 minute or station break.

### SPECIAL FEATURES

News Service—UPI.  
"Radio West Alabama"—all program are features of this one program. (like NBC's "Monitor" in appeal but different in its local coverage.) Tape recordings, 5 mobile units, phone conversations, human interest items, news every 1/2 hour, sports every 1/4 hour, weather every 3/4 hour, and music.  
Political—regular rates apply.

## WNPT

(Established 1951)

West Alabama Broadcasting Co., Inc., P. O. Box 487, Tuscaloosa, Ala. Plaza 8-3311, TWX 7760.

## PERSONNEL

General Manager—Ruth Harris.  
Station Manager—Joe L. Langston.  
Commercial Manager—Lehman M. Mayer.

## REPRESENTATIVES

Rambeau, Vance, Hopple, Inc.

## FACILITIES

5,000 w. days, 500 w. nights; 1280 kc. Directional—night only.  
Operating schedule: 5:30 a.m. to midnight, CST.  
Transmitter: P.O. Box 181, Tuscaloosa, Ala.

## AGENCY COMMISSION

15% on time and talent; 2% cash discount. Bills rendered 1st, payable 10th of month.

### TIME RATES

Rates effective ————.  
Rates received December 7, 1956.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	1/2 min.
1 time....	65.00	39.00	26.00	19.50	13.00	9.75	6.50
13 times....	61.75	37.05	24.70	18.53	12.35	9.26	6.18
26 times....	58.50	35.10	23.40	17.55	11.70	8.77	5.85
52 times....	55.25	33.15	22.10	16.58	11.05	8.29	5.53
104 times....	52.00	31.20	20.80	15.60	10.40	7.80	5.20
156 times....	50.37	30.22	20.15	15.12	10.08	7.55	5.04
260 times....	49.75	29.25	19.50	14.62	9.75	7.31	4.88
500 times....	45.50	27.30	18.20	13.65	9.10	6.83	4.55

## COMBINATION RATES

See ABC Radio.

### SPECIAL FEATURES

News Service—UPI.  
Political—1-time rate applies; cash in advance.  
Participating Programs  
"Syrup Sopper"—5:00 a.m. to 8:00 a.m.  
"Campus Capera"—10:00 p.m. to midnight, college request show.

### CLOSING TIME

Reasonable time before broadcast.

## WRBS

(Established 1958)

Better Radio Stations Company, P. O. Box 33, Tuscaloosa, Ala. Plaza 2-0293.

## PERSONNEL

General Manager—Jay Gilbert.

## REPRESENTATIVES

Walker-Rawalt Co.

## FACILITIES

500 w. days; 790 kc.  
Operating schedule: 4:00 a.m. to local sunset.  
Transmitter: Fosters Ferry Road, Tuscaloosa, Ala.

## AGENCY COMMISSION

15% on time; 2% cash discount.

## GENERAL

All Negro programmed station.

### TIME RATES

Rates effective June 30, 1958.  
Rates received July 10, 1958.

Tuscaloosa—Continued

**WTBC**

(Established 1946)



Tuscaloosa Broadcasting Co., Radio Center, Tuscaloosa, Ala. Phone 8-5523.

**PERSONNEL**

Manager—Bert Bank.  
Asst. Mgr.—Earl E. Manning.

**REPRESENTATIVES**

Sears & Ayer, Inc.  
Southeast—Forjoe & Company, Inc.

**FACILITIES**

250 w.; 1230 kc. Nondirectional.  
Operating schedule: 5:00 a.m. to 1:00 a.m. CST.  
Transmitter: Tuscaloosa, Ala.

**FM FACILITIES**

ERP 18,000 w.; 95.7 ke.  
Antenna ht.—100 ft. above average terrain.

**AGENCY COMMISSION**

15%; no cash discount.

**GENERAL**

Affiliated with Keystone Network.

**TIME RATES**

Rates effective April 1, 1952.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	60.00	36.00	24.00	10.00	5.00
13 times..	57.00	31.20	22.80	9.50	4.75
26 times..	54.00	32.40	21.60	9.00	4.50
52 times..	51.00	30.60	20.40	8.50	4.25
150 times..	48.00	28.80	19.20	8.00	4.00
300 times..	45.00	27.00	18.00	7.50	3.75

(\*) 1 minute or station break.

**COMBINATION RATES**

See Mutual Broadcasting System.

**SPECIAL FEATURES**

News Service—AP.  
Political programs 1.00 per minute; minimum 5.00; payable in advance. Political spots 2.50.  
Library Service—World.

**Participating Programs**

“Platter Parade”—10:30 p.m. to midnight. Weather, Time Signals, Athletic and Special Events and News-casts—rates on request.

**WUOA**

— FM —

(Established 1949)

Owned and operated by Board of Trustees, University of Alabama.

Does not sell time.

**TUSCUMBIA**

Colbert County—Map Location C-2

See SRDS consumer market map and data at beginning of the State.

**See Florence-Muscle Shoals-Tuscumbia**

**TUSKEGEE**

Macon County—Map Location F-7

See SRDS consumer market map and data at beginning of the State.

**WTUS**

(Established 1952)

Radio Tuskegee, Inc., P. O. Box 577, Union Springs Rd., Tuskegee, Ala. Phone 580.

**PERSONNEL**

Station Manager—J. A. Bowers.  
Program Director—Mac McNair.  
News Director—Bud Reynolds.

**REPRESENTATIVES**

Continental Radio Sales.

**FACILITIES**

500 w. days; 580 ke. Nondirectional.  
Operating schedule CST:

Jan. 6:45 a.m.-5:00 p.m.	July 4:45 a.m.-7:00 p.m.
Feb. 6:30 a.m.-5:00 p.m.	Aug. 5:00 a.m.-6:30 p.m.
Mar. 6:00 a.m.-5:45 p.m.	Sept. 5:30 a.m.-5:45 p.m.
Apr. 5:15 a.m.-6:15 p.m.	Oct. 5:45 a.m.-5:15 p.m.
May 4:45 a.m.-6:30 p.m.	Nov. 6:15 a.m.-4:45 p.m.
June 4:30 a.m.-7:00 p.m.	Dec. 6:45 a.m.-4:30 p.m.

Transmitter: same as station address.  
**AGENCY COMMISSION**  
15% on time only; no cash discount. Bills rendered 1st of month following broadcast, payable 10 days.

**GENERAL**

Affiliated with Keystone Network.

**TIME RATES**

Rates effective July 1, 1952.

Rates received July 1, 1952.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	1/2 min.
1 time....	55.00	30.00	17.60	9.00	5.25	3.50
15 times....	53.75	29.33	17.20	8.80	5.18	3.45
26 times....	52.50	28.66	16.80	8.60	5.10	3.40
39 times....	51.25	28.00	16.40	8.40	5.03	3.35
52 times....	50.00	27.33	16.00	8.20	4.95	3.30
65 times....	48.75	26.66	15.60	8.00	4.87	3.25
78 times....	47.50	26.00	15.20	7.80	4.80	3.20
104 times....	45.00	24.66	14.40	7.40	4.68	3.10
156 times....	40.00	22.00	12.80	6.60	4.35	2.90
208 times....	35.00	19.33	11.20	5.80	4.05	2.70
260 times....	30.00	16.66	9.60	5.00	3.75	2.50
312 times....	25.00	14.00	8.00	4.20	3.45	2.30

**SPECIAL FEATURES**

News Service—UPI.  
5-minute newscasts at 55 minutes every hour before the hour. Rates on request.  
Headlines on the half-hour every hour. Rates on request.  
Political—Speeches 1.00 per minute. Announcements—1 minute, each 2.00. Payable with order.

**Participating Programs**  
“Wake to Music” with Oscar Lanman—sign-on to 6:45 a.m.  
“Early Bird Special” with Ed Strawthers—6:45 a.m. to 7:45 a.m.  
“TUS Tune Time” with Oscar Lanman—7:45 a.m. to 11:00 a.m.  
“Wax in” with Mac—11:15 p.m. to 2:30 p.m.  
“Bud’s Record Rack” with Bud Reynolds—2:30 p.m. to sign-off.

**CLOSING TIME**

1 week before broadcast.

**WETUMPKA**

Elmore County—Map Location E-6

See SRDS consumer market map and data at beginning of the State.

**WETU**



(Established 1954)

Elmore Service Corp., Rockford Rd., Box 60, Wetumpka, Ala. Phone 7369.

**PERSONNEL**

General Manager—Ed Morgan.

**REPRESENTATIVES**

Sears & Ayer, Inc.  
Southern—Dixieland Stations, Inc.

**FACILITIES**

1,000 w. days; 1250 ke. Nondirectional.  
Operating schedule: 4:00 a.m. to local sunset Monday through Sunday. CST.

**AGENCY COMMISSION**

15% on net time only; no cash discount. Bills rendered 1st, payable 10th of month.

**GENERAL**

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Programs and announcements cannot be combined to earn discounts.  
Alcoholic beverage advertising not accepted.

**TIME RATES**

Rates effective October 2, 1954.

Rates received October 18, 1954.

	1 tl.	26 tl.	52 tl.	104 tl.	156 tl.	260 tl.
1 hour.....	30.00	28.00	26.00	24.00	22.00	20.00
1/2 hour.....	25.00	23.00	21.00	19.00	17.00	15.00
1/4 hour.....	20.00	18.00	16.00	14.00	12.00	10.00
10 minutes	15.00	13.50	12.00	10.50	9.00	7.50
5 minutes	12.00	11.00	10.00	9.00	8.00	6.50
1 minute	5.00	4.75	4.50	4.25	4.00	3.50
30 seconds	4.00	3.80	3.60	3.40	3.20	2.80

**COMBINATION RATES**

10% discount when purchased with WRFS, Alexander City, Ala.

**SPECIAL FEATURES**

News Service—UPI. Rates on request.  
Political—regular rates apply.  
Library Service—Thesaurus.  
Complete merchandising service available. Information on request.

**Participating Programs**

“Spins & Needles”—10:00 a.m. to 11:00 a.m. Monday through Saturday.  
“Motor Matinee”—4:00 p.m. to 7:00 p.m. Music, weather, road conditions.

**CLOSING TIME**

Reasonable time before broadcast if sponsor arranged.

**Know Your Service**

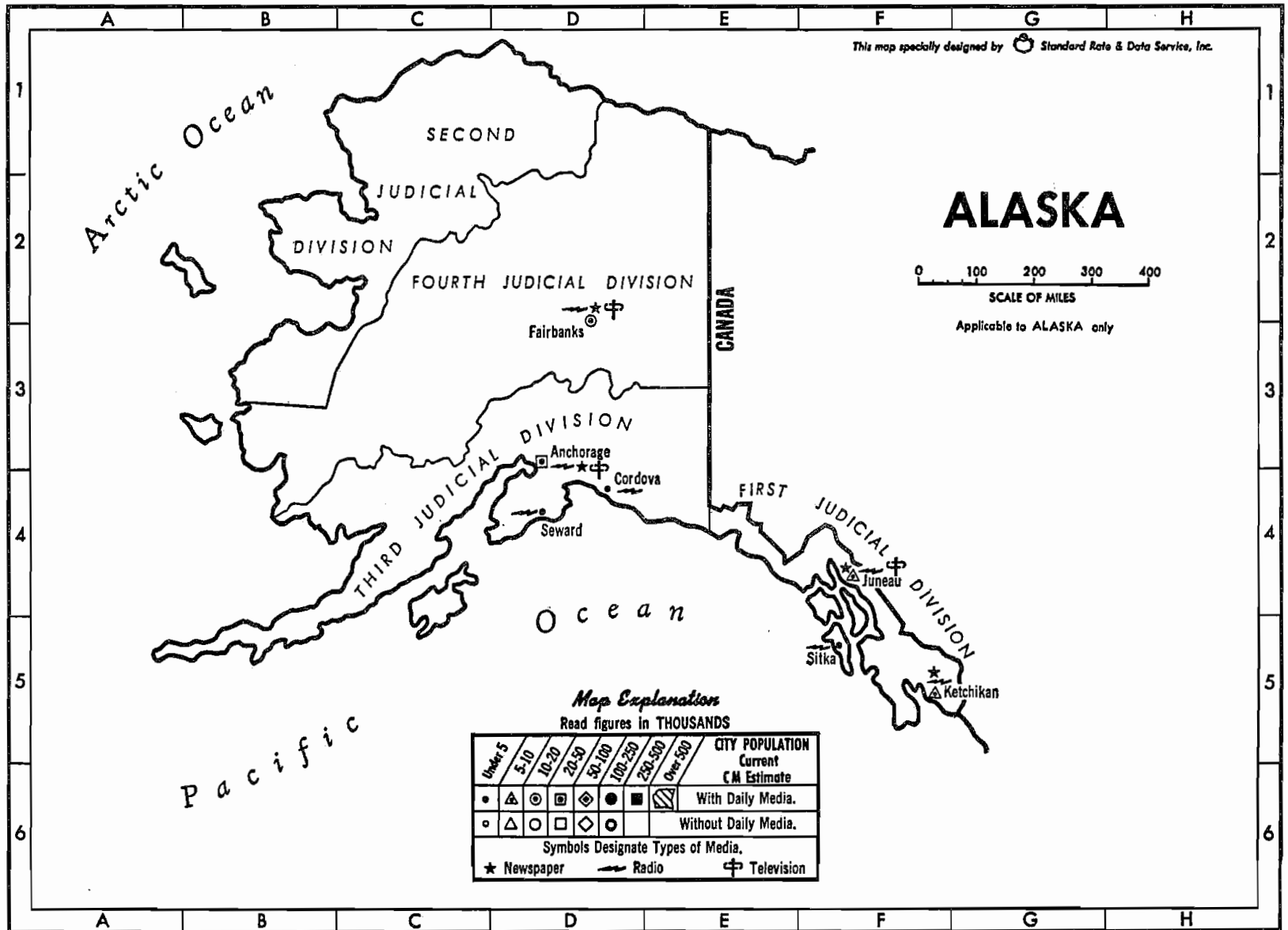
**Special features of Spot Radio Rates and Data help your station selection**

Besides the regular station listings, these four specific references in *Spot Radio* aid in your selection of stations by type and location:

- Metropolitan Areas—stations are listed alphabetically under AM and FM subheadings within each standard Metropolitan Area, as established by the Bureau of the Census.
- Foreign Language Programming—stations with at least one program are listed geographically showing the language and number of hours of foreign language programming.
- Negro Programming—listed by state, city and call letters, stations having at least one regularly scheduled program are shown with total hours Negro programming per week
- Farm Programming—stations broadcasting at least one such program are listed geographically showing station’s farm director and total weekly farm broadcast hours.

These features—kept up to date monthly—are designed to make your job of station selection easier through an ever increasing use of Standard Rate. See the contents page for the location of these and other special features to be found every month.

# ALASKA



## SRDS Consumer Market Data

Estimates for: JUDICIAL DIVISION City	Popu- lation 7/1/58 (000)	House- holds 7/1/58 (000)	C.S.I. 7/1/57 to 7/1/58 (\$000)	C.S.I. per House- hold (\$)	Total Retail Sales 7/1/57 to 7/1/58 (\$000)	Retail Sales by Store Type — For the Year 7/1/57 to 7/1/58					Filling Station (\$000)	
						Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)		Auto- motive (\$000)
ALASKA	231.5	55.12	460,950	8,363	221,170	49,810	8,101	27,611	14,011	9,711	31,001	13,911
FIRST.....	41.7	10.89	91,847	8,434	37,420	15,368	1,723	5,287	3,308	2,739	5,849	845
SECOND.....	22.7	4.18	15,983	3,824	9,049	334	286	3,423	224	.....	865	.....
THIRD.....	121.5	30.23	257,975	8,534	136,214	24,539	4,880	12,252	8,001	5,301	17,579	9,435
Anchorage.....	24.5	6.42	75,004	11,683	84,780	14,799	3,211	7,728	7,828	4,896	14,076	6,181
FOURTH.....	45.6	9.82	95,145	9,689	38,497	9,569	1,212	6,649	2,478	1,671	6,708	3,631

### ALASKA

#### STATE NETWORK

#### Midnight Sun Broadcasting Company

Comprised of:  
 KENI—Anchorage    KTKN—Ketchikan  
 KFAR—Fairbanks    KJNO—Juneau  
 Midnight Sun Broadcasting Co.  
 Seattle 1—424 Vance Bldg., Mutual 6535.  
 New York 19—60 W. 46th St. Circle 6-4084.

**PERSONNEL**  
 President—Harry J. Hill.  
 General Manager—Alvin O. Bramstedt.

**REPRESENTATIVES**  
 New York—James C. Fletcher (Nat'l Sales Manager).  
 Pacific Coast—Del Day (Western Sales Manager).

**AGENCY COMMISSION**  
 15% on net time charges; no cash discount.

**GENERAL**  
 Affiliated with NBC Radio Network, American Broad-  
 casting Company and Mutual Don Lee.

#### TIME RATES

Rates effective January 1, 1957.  
 Card received December 20, 1956.

#### COMBINATION RATES

(6:00 a.m. to midnight)  
**KFAR-KENI-KJNO-KTKN (4-station combination)**  
 (This rate applies only when identical schedules are  
 placed on all four stations. In estimating frequency  
 rates, a program on all four stations counts as one  
 broadcast.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time....	188.10	114.85	73.25	39.15	26.75	18.35
13 times..	179.65	109.15	69.60	37.15	24.90	16.90
26 times..	171.25	103.35	66.90	35.05	23.15	15.95
52 times..	162.85	97.65	63.75	33.00	21.80	14.95
104 times..	152.45	91.85	60.60	30.90	20.45	14.20
156 times..	144.05	86.15	57.40	28.85	18.95	13.20
260 times..	135.65	80.40	54.20	26.85	17.70	12.30

#### KFAR-KENI (2-station combination)

(This rate applies only when identical schedules are  
 placed on both stations. In estimating frequency  
 rates, a program on both stations counts as one  
 broadcast.)

	1 time	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time....	108.90	65.35	43.55	21.35	14.85	10.45
13 times..	103.40	62.10	41.35	20.30	13.75	9.35
26 times..	98.00	58.80	39.20	19.20	12.65	8.80
52 times..	92.55	55.55	37.00	18.15	12.00	8.25
104 times..	87.10	52.25	34.85	17.05	11.30	7.75
156 times..	81.70	49.00	32.65	16.00	10.55	7.25
260 times..	76.25	45.75	30.45	14.95	9.90	6.75

#### KJNO-KTKN (2-station combination)

(This rate applies only when identical schedules are  
 placed on both stations. In estimating frequency  
 rates, a program on both stations counts as one  
 broadcast.)

	1 time	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time....	79.20	49.50	29.70	17.80	11.90	7.90
13 times..	76.25	47.05	28.25	16.85	11.15	7.55
26 times..	73.25	44.55	27.70	15.85	10.50	7.15
52 times..	70.30	42.10	26.75	14.85	9.80	6.70
104 times..	65.35	39.60	25.75	13.85	9.15	6.45
156 times..	62.35	37.15	24.75	12.85	8.40	5.95
260 times..	59.40	34.65	23.75	11.90	7.80	5.55

NOTE: KFAR-TV, Fairbanks, and KENI-TV, An-  
 chorage, can be purchased in combination with above  
 radio stations. If both television stations are used  
 and a similar purchase is made on at least two of  
 the above radio stations, an over-all Television-Radio  
 discount of 5% will be allowed.

#### SPOT PACKAGES

(Fixed Positions)  
 (6:00 a.m. to midnight)

KFAR-KENI-KJNO-KTKN (4-station combination)		
Per week:	1 min.	30 sec.
12 spots.....	188.45	134.45
20 spots.....	282.60	198.90

KFAR-KENI (2-station combination)		
Per week:	1 min.	30 sec.
12 spots.....	108.55	77.20
20 spots.....	165.60	114.30

KJNO-KTKN (2-station combination)		
Per week:	1 min.	30 sec.
12 spots.....	79.90	57.25
20 spots.....	117.00	84.60

NOTE: Spot Package Rates applicable to single brand  
 advertising only. Spot Packages may not be com-  
 bined with other services to gain additional discounts.

#### SPECIAL FEATURES

News Service, AP. 8 news broadcasts per day.  
 Major sporting events as well as local sports broad-  
 cast regularly.

#### Radio Anchorage, Inc.

Comprised of:  
 KBYR—Anchorage    KFRB—Fairbanks  
 Owned and operated by Radio Anchorage, Inc.  
 Executive Office—P. O. Box 1960, Anchorage, Alaska.  
 (This listing continued on next page)



# ALASKA

## Juneau—K J N O—Continued

### FACILITIES

1,000 w. days, 500 w. nights; 630 kc.  
Operating schedule: 6:30 a.m. to midnight weekdays.  
Transmitter: same as station address.

### AGENCY COMMISSION

15% on net time; no cash discount.

### TIME RATES

Rates effective January 1, 1957.  
Card received December 20, 1956.  
(6:00 a.m. to midnight)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	44.00	27.50	16.50	9.90	6.60	4.40
13 times.....	42.35	26.15	15.95	9.35	6.20	4.20
26 times.....	40.70	24.75	15.40	8.80	5.85	3.95
52 times.....	39.05	23.40	14.85	8.25	5.45	3.75
104 times.....	36.30	22.00	14.30	7.70	5.05	3.50
156 times.....	34.65	20.65	13.75	7.15	4.70	3.30
260 times.....	33.00	19.25	13.20	6.60	4.35	3.10

### SPOT PACKAGES (Fixed Positions) (6:00 a.m. to midnight)

Per week:	1 min.	30 sec.
12 spots.....	44.40	31.80
20 spots.....	65.00	47.00

NOTE: Spot Package Rates applicable to single Brand advertising only. Spot Packages may not be combined with other services to gain additional discounts.

### COMBINATION RATES

See Midnight Sun Broadcasting Company, NBC Radio Network, ABC Radio and Mutual Don-Lee.

### SPECIAL FEATURES

News Service—AP. 11 general and Alaskan news broadcasts per day with 24 hour AP service.  
Major sporting events as well as local sports broadcast regularly.

## KETCHIKAN

### KTKN

(Established 1942)

Midnight Sun Broadcasting Co., P. O. Box 1308, 322 Dock St., Ketchikan, Alaska. Phone 2191 and 2193.

### PERSONNEL

Station Manager—Chuck Jensen.

### REPRESENTATIVES

New York—James C. Fletcher (National Sales Mgr.)  
Pacific Coast—Del Day (Western Sales Mgr.)

### FACILITIES

1,000 w.; 930 kc.  
Operating schedule: 7:00 a.m. to midnight.  
Transmitter: Ketchikan, Alaska.

### AGENCY COMMISSION

15% on time only; no cash discount.

### TIME RATES

Rates effective January 1, 1957.  
Rates received December 20, 1956.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	44.00	27.50	16.50	9.90	6.60	4.40
13 times.....	42.35	26.15	15.95	9.35	6.20	4.20
26 times.....	40.70	24.75	15.40	8.80	5.85	3.95

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
52 times.....	39.05	23.40	14.85	8.25	5.45	3.75
104 times.....	36.30	22.00	14.30	7.70	5.05	3.50
156 times.....	34.65	20.65	13.75	7.15	4.70	3.30
260 times.....	33.00	19.25	13.20	6.60	4.35	3.10

### SPOT PACKAGES (Fixed Position)

Per week:	1 min.	30 sec.
12 spots.....	44.40	31.80
20 spots.....	65.00	47.00

NOTE: Spot Package Rates applicable to single Brand advertising only. Spot Packages may not be combined with other services to gain additional discounts.

### COMBINATION RATES

See Midnight Sun Broadcasting Co., NBC, CBS, ABC Radio and Mutual Don-Lee.

### SPECIAL FEATURES

News Service—AP and local news.  
Library Service—Lang-Worth.

### Participating Programs

"Milady's Memo"—30 minutes daily, Monday through Friday.

## SEWARD

### KIBH

(Established 1948)

Seward Broadcasting Corp., P. O. Box 575, Seward, Alaska.

### PERSONNEL

Station Manager—Reggie Travers.

### REPRESENTATIVES

See Alaska Broadcasting System,  
Alaska Radio-TV Sales Corp.

### FACILITIES

250 w., 1340 kc.  
Operating schedule: noon to midnight.  
Transmitter: Seward, Alaska.

### AGENCY COMMISSION

15% on time only; no cash discount.

### TIME RATES

Rates effective  
Rates received December 9, 1957.

	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	22.50	15.00	7.50	5.25	3.75
13 times.....	21.40	14.25	7.15	4.75	3.40
26 times.....	20.30	13.55	6.80	4.55	3.20
39 times.....	19.75	13.20	6.60	4.40	3.10
52 times.....	19.25	12.85	6.45	4.30	3.00
104 times.....	18.10	12.20	6.05	4.05	2.85
156 times.....	17.00	11.50	5.70	3.75	2.65
260 times.....	15.85	10.80	5.35	3.50	2.45

### Short Term Saturation Package Rates

10 times per week—260 time rate applies.  
15 times per week—260 time rate less 5%.  
20 times per week—260 time rate less 10%.  
25 times per week—260 time rate less 15%.

### COMBINATION RATES

See CBS Radio Network.

### SPECIAL FEATURES

News Service—AP and local.  
Newscasts—10 regional and national newscasts daily.

## SITKA (2 AM)

### KIFW

(Established 1949)

Alaska Broadcasting Co., Sitka, Alaska.  
Executive Offices—1001 Tower Bldg., 7th and Olive,  
Seattle, Wash. Main 4-6333.

### PERSONNEL

Station Manager—Harry Lanz.

### REPRESENTATIVES

William J. Wagner & Associates,  
Alaska Radio-TV Sales Corp.

### FACILITIES

250 w., 1230 kc.  
Operating schedule: 1:00 p.m. to 11:00 p.m.  
Transmitter: Sitka, Alaska.

### AGENCY COMMISSION

15% on time only; no cash discount.

### TIME RATES

Rates effective  
Rates received December 9, 1957.

	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	22.50	15.00	7.50	5.25	3.75
13 times.....	21.40	14.25	7.15	4.75	3.40
26 times.....	20.30	13.55	6.80	4.55	3.20
39 times.....	19.75	13.20	6.60	4.40	3.10
52 times.....	19.25	12.85	6.45	4.30	3.00
104 times.....	18.10	12.20	6.05	4.05	2.85
156 times.....	17.00	11.50	5.70	3.75	2.65
260 times.....	15.85	10.80	5.35	3.50	2.45

### Short Term Saturation Package Rates

10 times per week—260 time rate applies.  
15 times per week—260 time rate less 5%.  
20 times per week—260 time rate less 10%.  
25 times per week—260 time rate less 15%.

### KSEW

(Established 1954)

(1400 kc., 260 w. spec. hours)  
Voice of Sheldon Jackson, Inc., Sitka, Alaska.

### GENERAL

National rates to be listed when received.

# How Not To Use Standard Rate

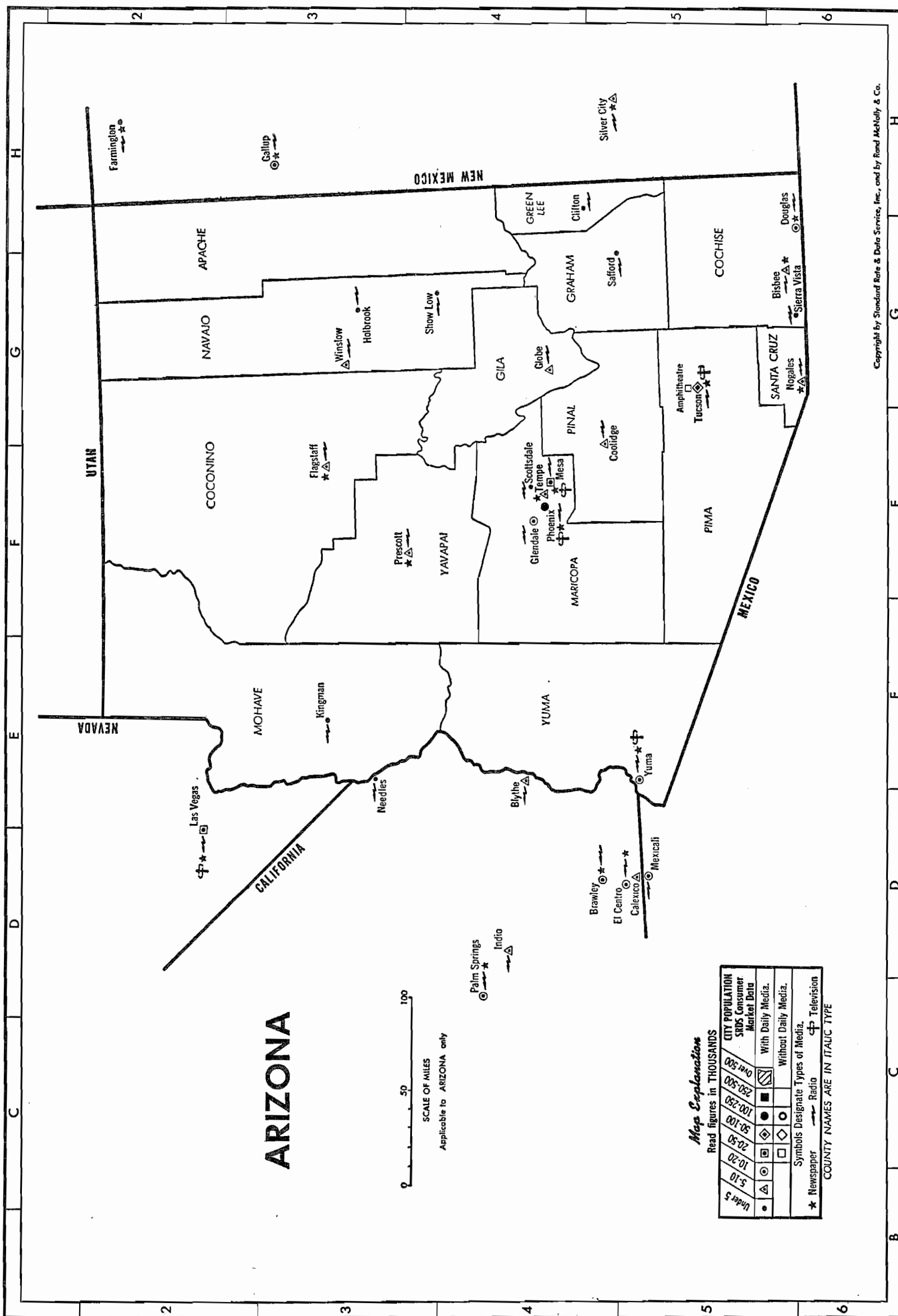
SRDS books are designed to give you more than a little knowledge . . . to give you all the information possible upon which you can make media selections. The data contained in all SRDS listings are brought up to date between issues through Rate Bulletins, thus ensuring you the latest information from one publication date to the next.

The danger that arises from the use of SRDS publications actually arises from their misuse . . . from the continued use by some of out-dated issues. *Remember*, when you use old SRDS publications, you are discarding as "unimportant" the timeliness that has been a *must* for over 39 years.

Be sure the information that you are using is up to date. If you don't have your own subscription to any of the SRDS books, write immediately to Subscription Department, Standard Rate & Data Service, 1740 Ridge Avenue, Evanston, Illinois.

**Be sure . . . be safe!**

3G-258



# ARIZONA

SCALE OF MILES  
Applicable to ARIZONA only

**Map Explanation**  
Read figures in THOUSANDS

CITY POPULATION	SRDS Consumer Market Data	Media Status
Over 500	Large circle with star	With Daily Media.
250-500	Medium circle with star	Without Daily Media.
100-250	Small circle with star	Without Daily Media.
50-100	Circle with star	Without Daily Media.
20-50	Circle with star	Without Daily Media.
5-10	Circle with star	Without Daily Media.
Under 5	Circle with star	Without Daily Media.

Symbols Designate Types of Media:  
 \* Newspaper    ◻ Radio    ⊕ Television

COUNTY NAMES ARE IN ITALIC TYPE

Copyright by Standard Rate & Data Service, Inc., and by Rand McNally & Co.

# SRDS Consumer Market Data

## STATE, COUNTY, CITY, METROPOLITAN AREA DATA

**CITIES AND COUNTIES**

This list shows counties in which cities are located. Cities are first, counties next.

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Popu- lation 7/1/58 (000)	House- holds 7/1/58 (000)	C.S.I. 7/1/57 to 7/1/58 (\$000)	C.S.I. per House- hold (\$)	Total Retail Sales 7/1/57 to 7/1/58 (\$000)	Retail Sales by Store Type — For the Year 7/1/57 to 7/1/58					Filling Station (\$000)	Farm Popu- lation 1/1/58 (000)	Gross Farm Income 1957 (\$000)	
						Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)				Auto- motive (\$000)
<b>ARIZONA STATE</b>														
TOTALS	1,184.2	341.49	1,808,748	5,297	1,371,228	344,816	50,698	146,233	66,236	74,322	239,323	156,142	73.9	532,964
APACHE G-2	32.5	6.23	27,084	4,347	12,845	2,073	225	4,430	45	—	2,689	2,316	6.2	5,613
COCHISE G-5	41.4	12.69	56,260	4,433	63,471	15,514	2,753	11,881	1,768	2,797	8,681	10,637	3.9	15,825
COCONINO F-2	32.0	8.22	37,100	4,513	46,428	6,895	1,060	8,154	826	1,522	8,309	9,842	1.8	4,414
GILA G-4	29.1	8.51	33,813	3,973	34,340	8,531	1,246	5,751	819	852	8,584	3,635	.7	2,758
GRAHAM G-4	13.1	3.51	15,093	4,300	11,408	2,395	481	992	661	896	1,865	1,227	2.7	11,257
GREENLEE H-4	15.5	4.02	25,125	6,250	12,099	1,642	387	4,281	398	296	2,400	1,371	.9	2,460
MARICOPA F-4	571.3	169.88	952,190	5,605	685,424	172,513	27,088	61,301	31,933	45,053	124,660	68,586	23.8	255,308
Mesa	29.6	8.51	43,734	5,139	47,213	10,909	1,578	3,643	2,382	4,504	12,093	5,310	—	—
Phoenix	191.9	63.16	395,564	6,263	443,213	83,720	17,621	51,857	26,014	33,613	83,809	39,259	—	—
Phoenix Metro Area	571.3	169.88	952,190	5,605	685,424	172,513	27,088	61,301	31,933	45,053	124,660	68,586	—	—
MOHAVE E-2	7.0	2.14	10,508	4,910	13,574	1,875	425	2,119	63	172	2,854	3,614	.6	2,556
NAVAJO G-2	34.7	8.28	32,419	3,915	35,653	6,189	818	2,976	1,147	1,245	3,969	4,894	6.3	2,325
PIMA F-5	259.3	76.93	415,291	5,398	291,995	80,868	11,154	30,580	19,443	15,196	47,034	30,058	6.7	29,525
Amphitheater	25.2	8.37	37,074	4,429	—	—	—	—	—	—	—	—	—	—
Tucson	106.1	32.96	184,228	5,589	269,722	72,068	10,633	25,329	19,150	14,492	46,024	25,878	—	—
Tucson Metro Area	259.3	76.93	415,291	5,398	291,995	80,868	11,154	30,580	19,443	15,196	47,034	30,058	—	—
PINAL F-5	70.1	18.30	94,097	5,142	62,653	20,367	1,655	4,971	1,477	2,126	9,827	8,013	12.8	133,088
SANTA CRUZ G-6	10.3	2.81	14,357	5,109	22,000	5,570	352	2,811	4,546	1,292	3,332	1,680	.9	3,208
YAVAPAI F-3	23.3	7.40	31,133	4,207	27,901	6,524	1,135	2,170	964	1,118	6,940	4,254	2.6	6,029
YUMA E-4	44.6	12.57	64,278	5,114	51,437	13,860	1,919	3,816	2,146	1,757	8,179	6,015	4.0	58,598

## SRDS Radio Household Data

Data from the Census Bureau and from independent sources were combined to provide an estimate of Radio households in the U.S., county-by-county as of July 1, 1958.

County	Estimated Total Households 7-1-58	Estimated Households with Radio 7-1-58	% U.S. Total Radio Households 7-1-58
STATE TOTAL	341,490	314,040	.6422
Apache	6,230	3,120	.0064
Cochise	12,690	11,710	.0239
Coconino	8,220	7,420	.0152
Gila	8,510	7,860	.0161
Graham	3,510	3,170	.0065
Greenlee	4,020	3,790	.0078
Maricopa	169,880	158,470	.3241
Mohave	2,140	1,950	.0040
Navajo	8,280	6,180	.0126
Pima	76,930	73,270	.1498
Pinal	18,300	16,000	.0327
Santa Cruz	2,810	2,590	.0053
Yavapai	7,400	6,900	.0141
Yuma	12,570	11,610	.0237

Music copyright fees are included in rates. Discounts apply on station time charges, talent extra. Advertiser protected on rates for 1 year from date of change provided programs or announcements are continuously scheduled and broadcast without lapse. Announcements and programs may not be combined to earn frequency discounts.

**TIME RATES**

Rates effective January 1, 1959.  
Rates received December 2, 1958.

Rates on request.  
**ANNOUNCEMENTS**  
1-minute or less, including 30 word station breaks. All announcements, transcribed or otherwise, to be handled by individual stations.

Full Network	
1 time	23.70 156 times
26 times	22.40 260 times
52 times	21.30 312 times

SATURATION PLAN		Full Network			
		1 wk.	13 wks.	26 wks.	52 wks.
Per week:					
10 announcements	178.00	170.00	160.00	151.00	
15 announcements	248.00	235.00	223.00	211.00	
20 announcements	314.00	298.00	283.00	267.00	
30 announcements	429.00	408.00	386.00	365.00	
40 announcements	536.00	509.00	482.00	455.00	
50 announcements	620.00	589.00	558.00	527.00	

ANNOUNCEMENTS (1-minute or less)		312-times			
		2 sta.	3 sta.	4 sta.	7 sta.
1-time					
KTAR—Phoenix	5.45	6.95	6.55	6.20	
KCNA—Tucson	4.00	5.05	4.80	4.50	
KYUM—Yuma	2.55	3.25	3.05	2.90	
KCLS—Flagstaff	2.55	3.25	3.05	2.90	
KIKO—Globe-Miami	2.15	2.70	2.55	2.40	
KAWT—Douglas	2.15	2.70	2.55	2.40	
KYCA—Prescott	2.15	2.70	2.55	2.40	
Total		23.70			

26-times		312-times			
KTAR—Phoenix	6.95	6.60	6.20	5.85	
KCNA—Tucson	5.05	4.80	4.50	4.25	
KYUM—Yuma	3.25	3.05	2.90	2.70	
KCLS—Flagstaff	3.25	3.05	2.90	2.70	
KIKO—Globe-Miami	2.70	2.55	2.45	2.30	
KAWT—Douglas	2.70	2.55	2.45	2.30	
KYCA—Prescott	2.70	2.55	2.45	2.30	
Total		22.40			

52-times		312-times			
KTAR—Phoenix	6.60	6.25	5.90	5.60	
KCNA—Tucson	4.80	4.55	4.30	4.05	
KYUM—Yuma	3.10	2.90	2.75	2.60	
KCLS—Flagstaff	3.10	2.90	2.75	2.60	
KIKO—Globe-Miami	2.55	2.45	2.30	2.15	
KAWT—Douglas	2.55	2.45	2.30	2.15	
KYCA—Prescott	2.55	2.45	2.30	2.15	
Total		21.30			

156-times		260-times			
KTAR—Phoenix	6.20	5.90	5.55	5.25	
KCNA—Tucson	4.55	4.30	4.10	3.85	
KYUM—Yuma	2.90	2.75	2.60	2.45	
KCLS—Flagstaff	2.90	2.75	2.60	2.45	
KIKO—Globe-Miami	2.40	2.30	2.20	2.05	
KAWT—Douglas	2.40	2.30	2.20	2.05	
KYCA—Prescott	2.40	2.30	2.20	2.05	
Total		20.15			

260-times		Additional Discounts			
KTAR—Phoenix	5.90	5.60	5.30	4.95	
KCNA—Tucson	4.30	4.05	3.80	3.60	
KYUM—Yuma	2.75	2.60	2.45	2.30	
KCLS—Flagstaff	2.75	2.60	2.45	2.30	
KIKO—Globe-Miami	2.30	2.15	2.05	1.90	
KAWT—Douglas	2.30	2.15	2.05	1.90	
KYCA—Prescott	2.30	2.15	2.05	1.90	
Total		18.85			

312-times		WEEKLY SATURATION PLAN			
		2 sta.	3 sta.	4 sta.	7 sta.
KTAR—Phoenix	5.45	5.20	4.90	4.60	
KCNA—Tucson	4.00	3.75	3.55	3.35	
KYUM—Yuma	2.55	2.40	2.30	2.15	
KCLS—Flagstaff	2.55	2.40	2.30	2.15	
KIKO—Globe-Miami	2.15	2.00	1.90	1.80	
KAWT—Douglas	2.15	2.00	1.90	1.80	
KYCA—Prescott	2.15	2.00	1.90	1.80	
Total		17.65			

1-minute:		WEEKLY SATURATION PLAN			
		2 sta.	3 sta.	4 sta.	7 sta.
KTAR—Phoenix	5.50	4.95	4.70	4.40	
10 times	5.25	4.75	4.45	4.20	
15 times	4.75	4.25	4.00	3.80	
20 times	4.50	4.05	3.80	3.60	
30 times	4.25	3.85	3.60	3.40	
40 times	4.00	3.60	3.40	3.20	
50 times	4.00	3.60	3.40	3.20	

Full Network		WEEKLY SATURATION PLAN			
		2 sta.	3 sta.	4 sta.	7 sta.
10 times	4.25	3.85	3.60	3.40	
15 times	4.00	3.60	3.40	3.20	
20 times	3.75	3.35	3.20	3.00	
30 times	3.50	3.15	3.00	2.80	
40 times	3.25	2.90	2.75	2.60	
50 times	3.00	2.70	2.55	2.40	

KYUM—Yuma		WEEKLY SATURATION PLAN			
		2 sta.	3 sta.	4 sta.	7 sta.
10 times	2.85	2.55	2.40	2.30	
15 times	2.65	2.35	2.25	2.10	
20 times	2.50	2.25	2.15	2.00	
30 times	2.30	2.05	1.95	1.85	
40 times	2.20	1.95	1.90	1.75	
50 times	2.00	1.80	1.70	1.60	

KYCA—Prescott		WEEKLY SATURATION PLAN			
		2 sta.	3 sta.	4 sta.	7 sta.
10 times	2.30	2.05	1.95	1.80	
15 times	2.10	1.90	1.80	1.65	
20 times	1.95	1.75	1.60	1.50	
30 times	1.80	1.60	1.55	1.40	
40 times	1.75	1.55	1.50	1.30	
50 times	1.50	1.35	1.30	1.20	

KAWT—Douglas		WEEKLY SATURATION PLAN			
		2 sta.	3 sta.	4 sta.	7 sta.
10 times	2.30	2.05	1.95	1.80	
15 times	2.10	1.90	1.80	1.65	
20 times	1.95	1.75	1.60	1.50	
30 times	1.80	1.60	1.55	1.40	
40 times	1.75	1.			

**Arizona Network, The**  
**THE JOHN BLAIR NETWORK**  
**Don Lee - - Mutual Networks**

Comprised of:  
 KOY—Phoenix  
 KTUC—Tucson  
 KSUN—Bisbee  
 KNOT—Prescott  
 KAAA—Kingman  
 KGLU—Safford  
 840 N. Central Ave., Phoenix, Ariz. Alpine 8-8181.

**MAILING INSTRUCTIONS**

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

**PERSONNEL**

Commercial Manager—John L. Hogg.

**REPRESENTATIVES**

John Blair & Company.

**AGENCY COMMISSION**

15% on net time; no cash discount.

**GENERAL**

Affiliated with Mutual-Don Lee Networks. Network programs originate from KOY, Phoenix, but for reasons applicable can originate from any member station except Flagstaff. Permanent wires are maintained between all stations, and rates include all wire charges, except remotes. All discounts are for broadcasts to be used within 1 year from start of schedule. Announcements and programs cannot be combined to earn frequency discounts. Rates include music copyright fees. ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective March 1, 1958.		Rates received March 10, 1958.	
1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	264.00	158.40	105.60
26 times.....	244.20	146.52	97.68
156 times.....	224.40	134.64	89.76
260 times.....	204.60	122.76	81.84

**ANNOUNCEMENTS**

1 minute or less, including 35 word station breaks, time signals, temperature reports.  
 1 time..... 27.60 156 times..... 24.00  
 26 times..... 26.40 260 times..... 22.80

**SATURATION PLAN**

	Per week			
	1 wk.	13 wks.	26 wks.	52 wks.
12 one min. ann....	240.00	234.00	228.00	216.00
18 one min. ann....	324.00	316.00	308.00	292.00
24 one min. ann....	384.00	374.00	365.00	346.00

**SPECIAL FEATURES**

News Broadcast, Sports and other special events—rates on request. Participation programs at regular rates. Features and time availabilities on request.

**BISBEE**

Cochise County—Map Location G-5  
 See SRDS consumer market map and data at beginning of the State.

**KSUN**

(Established 1933)



Carleton W. Morris, P. O. Drawer "C", Lowell Sta., Bisbee, Ariz.

**PERSONNEL**

Manager—Arlo Woolery.

**REPRESENTATIVES**

West Coast—William A. Ayres Company.  
 New York and Chicago—Bob Dore Associates.

**FACILITIES**

250 w., 1230 kc. Nondirectional.  
 Operating schedule: 6:00 a.m. to midnight MST.  
 Transmitter: Warren Rd., Bisbee, Ariz.

**AGENCY COMMISSION**

15% on net time; no cash discount. Terms net—10 days.

**GENERAL**

No cash rebate allowed. Rates for 10-minute periods are 3/4 of 15-min. rate. Following rates are for national advertising.

**TIME RATES**

Rates effective June 1, 1950.		Rates received June 19, 1950.	
(7:00 a.m. to 11:00 p.m.)			
1 hr.	1/2 hr.	1/4 hr.	5 min.
1 hr.....	45.00	42.75	40.50
1/2 hr.....	27.00	25.65	24.30
1/4 hr.....	18.00	17.10	16.20
5 minutes	9.00	8.55	8.10

**ANNOUNCEMENTS**

(5:59 p.m. to 10:00 p.m.)		(All Other Times)	
60 words....	6.30	5.85	5.40
120 words....	8.10	7.65	7.20
60 words....	4.75	4.50	4.05
120 words....	6.10	5.75	5.05

**COMBINATION RATES**

See Mutual Broadcasting System.

**SPECIAL FEATURES**

News Broadcasts, Stock Market Reports, Special Features—rates on request.

**CASA GRANDE**

Pinal County—Map Location F-5  
 See SRDS consumer market map and data at beginning of the State.

**KPIN**

(Established 1956)



Pinal County Broadcasting Service, P. O. Box 66, Tucson Hwy., Casa Grande, Ariz. Temple 6-7427, 7428.

**PERSONNEL**

General Manager—John W. Parham.

**REPRESENTATIVES**

Eastern—Arthur H. Hagg & Associates, Inc.  
 Los Angeles—Fred E. Crawford, Jr., 612 S. Serrano Ave.  
 San Francisco—A. S. Babcock & Co., 605 Market St.

**FACILITIES**

1,000 w., 1260 kc. days.  
 Operating schedule: 5:30 a.m. to local sunset.  
 Transmitter and studios: Tucson Hwy., East Casa Grande, Ariz.

**AGENCY COMMISSION**

15% on time; no cash discount. Bills rendered 1st of month, payable 10th.

**GENERAL**

Accepts AAAA copyrighted contract. ASCAP, BMI and SESAC licenses. Alcoholic beverage advertising: beer only. Announcements and programs not combinable to earn frequency discounts.

**TIME RATES**

Rates effective October 1, 1957. (Card No. 2.)		Rates received December 31, 1957.	
1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time....	37.50	26.25	18.00
13 times..	35.65	24.00	16.50
26 times..	33.75	22.50	15.00
52 times..	30.00	19.50	12.75
156 times..	26.25	15.75	11.25
260 times..	22.35	12.35	7.50

**COMMUNITY CLUB AWARDS**

10 spots per week \$1.50 on 13 week contract.

**SATURATION PLAN**

10 or more 1-minute announcements per week, each 2.50.  
 30-second announcements or less, each, 2.20.

**SPECIAL FEATURES**

News Service—AP and local. Regular rates apply.

**CLOSING TIME**

24 hours before broadcast.

**CLIFTON (2 AM)**

Greenlee County—Map Location H-4  
 See SRDS consumer market map and data at beginning of the State.

**KCLF**

(Established 1950)

Gila Broadcasting Co., P. O. Box 1446, Clifton, Ariz. University 4-4114.

**PERSONNEL**

General Manager—Paul Merrill.  
 Station Manager—Ira Toler.

**REPRESENTATIVES**

Hil F. Best Company.

**FACILITIES**

250 w., 1400 kc. Nondirectional.  
 Operating schedule: 5:45 a.m. to 11:00 p.m. MST.  
 Transmitter: Hwy. 666 south, Clifton, Ariz.

**AGENCY COMMISSION**

15%; no cash discount.

**GENERAL**

Affiliated with Mutual Broadcasting System. Accepts AAAA copyrighted contract.

**TIME RATES**

Rates effective July 18, 1956.		Rates received July 18, 1956.	
Revisions (Announcements) rec'd 4-4-57.			
1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	30.00	18.00	12.00
13 times..	28.50	17.10	11.40
26 times..	27.00	16.20	10.80
39 times..	25.50	15.30	10.20
52 times..	24.00	14.40	9.60
104 times..	22.50	13.50	9.00
156 times..	21.00	12.60	8.40

**ANNOUNCEMENTS**

1 time.....	4.25	52 times.....	3.80
13 times.....	4.10	104 times.....	3.65
26 times.....	3.95	156 times.....	3.50
Automotive rate, flat..... 3.50			

**SPECIAL FEATURES**

News Service—AP, UPI, PA.  
 (Sports, Special Events, and Spanish program—rates on request.  
 Spanish spots, each 3.80.

**KHCD**

(Established 1956)

Darwin Broadcasting Co., P. O. Box 668, N. Coronado Blvd., Clifton, Ariz. University 4-4185.

**PERSONNEL**

Managing Director—Herb Jepko.  
 Station Manager—Bill Foley.

**REPRESENTATIVES**

Grant Webb & Company.

**FACILITIES**

250 w., 1450 kc. Nondirectional.  
 Licensed to operate full time.  
 Operating schedule: 5:30 a.m. to 11:00 p.m.  
 Transmitter: Hwy. 666, 1 mile north of Clifton.

**AGENCY COMMISSION**

15% on net time; 2% cash discount.

**GENERAL**

ASCAP, BMI & SESAC licenses.

**ARIZONA**

**TIME RATES**

Rates effective January 1, 1956. (Card No. 4-A.)  
 Card received June 29, 1956.  
 Revisions received January 2, 1957.

CLASS "A"		CLASS "B"	
1 hr.	1/2 hr.	1/4 hr.	10 min.
1 time....	50.00	30.00	20.00
13 times..	47.50	28.50	19.00
26 times..	45.00	27.00	18.00
52 times..	42.50	25.50	17.00
104 times..	40.00	24.00	16.00
156 times..	37.50	22.50	15.00
260 times..	35.00	21.00	14.00
312 times..	32.50	19.50	13.00

ANNOUNCEMENTS	
1 minute or station break:	
1 time.....	6.00
13 times.....	5.75
26 times.....	5.50

SPOT PACKAGES	
10 in 7 days.....	48.00
15 in 7 days.....	67.00
20 in 7 days.....	86.00
25 in 7 days.....	112.00

**SPECIAL FEATURES**  
 News Service—UPI. Rates on request.  
 Country and Western Music, live and transcribed—3:00 p.m. to 5:30 p.m. Monday through Friday.  
 Personality Programs:  
 5:00 a.m. to 11:00 p.m.—Monday through Friday.  
 5:00 a.m. to midnight—Saturday.  
 7:00 a.m. to 10:00 p.m. Sunday.  
 Foreign Language  
 Spanish programming, live and transcribed—8:00 p.m. to 9:00 p.m. Monday through Friday.  
 Spanish announcements, each..... 4.00

**COOLIDGE**

Pinal County—Map Location F-5  
 See SRDS consumer market map and data at beginning of the State.

**KCKY**

(Established 1948)

Gila Broadcasting Co., 400 S. Main St., Coolidge, Ariz. Phone 4451-4432.

**PERSONNEL**

General Manager—William F. Parady.

**REPRESENTATIVES**

Hil F. Best Company.

**FACILITIES**

1,000 w., 1150 kc. Directional—night only.  
 Operating schedule: 6:00 a.m. to 10:00 p.m. week-days; 7:00 a.m. to midnight Sundays, MST.  
 Transmitter: Hwy. 87, west, opposite Gass Grande National Monument, Coolidge, Ariz.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 1st of month following broadcast, payable 10th.

**GENERAL**

Alcoholic beverage advertising: beer only.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective August 1, 1948.		Revision received January 24, 1956.	
1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	60.00	36.00	24.00
13 times.....	57.00	34.20	22.80
26 times.....	54.00	32.40	21.60
39 times.....	51.00	30.60	20.40

**ANNOUNCEMENTS**

CLASS "A"		CLASS "B"	
(6:00 p.m. to 10:30 p.m. weekdays and noon to 10:30 p.m. Sunday)			
1 time.....	8.00	104 times.....	6.80
52 times.....	7.20	260 times.....	6.40
(All Other Times)			
1 time.....	4.00	104 times.....	3.40
52 times.....	3.60	260 times.....	3.20
Automotive rate, flat..... 3.30			

**COMBINATION RATES**

See CBS.

**SPECIAL FEATURES**

News Service—UPI and local.  
 Political—rates on request. Payable in advance.  
 Library Service—Lang-Worth.

**CLOSING TIME**

24 hours before broadcast.

**DOUGLAS (2 AM)**

Cochise County—Map Location G-5  
 See SRDS consumer market map and data at beginning of the State.

**KAPR**

(Established 1958)

Copper State Enterprises, Inc. P. O. Box 505, Douglas, Ariz. Empire 4-8403. Studio and business office, Gadsden Hotel.

**PERSONNEL**

President—David Harman.  
 General Manager—Harry H. Packard.

**FACILITIES**

1,000 w., 930 kc. Nondirectional.  
 Operating schedule—5:30 a.m. to local sunset.  
 Transmitter: Junction of Hwy. 80 and Washington Ave.

**AGENCY COMMISSION**

15% on net time. No cash discount. Bills rendered 1st, payable 10th of month.

(This listing continued on next page)



# ARIZONA

## Douglas—K A P R—Continued

**GENERAL**  
 ASCAP, BMI and SESAC licenses.  
 Rates include music copyright fees.  
 No cash rebates allowed.  
 Alcoholic beverage advertising: beer and wine only.  
 Announcements and programs may not be combined to earn frequency discounts.

**TIME RATES**  
 Rates effective July 1, 1958. (Card No. 1.)  
 Rates received July 23, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	70.00	45.00	25.00	11.25
27 times.....	55.00	36.25	20.00	9.50
53 times.....	49.00	28.75	18.00	8.50
105 times.....	38.00	23.00	12.75	7.00
257 times.....	30.00	18.50	10.25	6.15
366 times.....	24.00	14.75	8.25	5.40

**SPOT SCHEDULE**

	1 min.	30 sec.	10 sec.
1 time.....	6.00	4.50	3.75
27 times.....	5.70	4.20	3.45
53 times.....	5.25	3.75	3.00
105 times.....	4.95	3.60	2.85
257 times.....	4.80	3.30	2.55
366 times.....	4.35	2.85	2.10
1,000 times.....	3.00	2.25	1.50

**7 PACKAGE**  
 (To be run in 1-week)

12 spots.....	63.00	45.00	36.00
18 spots.....	89.10	64.80	51.30
24 spots.....	115.20	79.20	61.20

**30 PACKAGE**  
 (To be run in 30 days)

100-30 second spots (run-of-schedule).....	300.00
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**SPECIAL FEATURES**  
 News Service—AP, local and regional.  
 Political—payable in advance.  
 Participating announcements within special feature programs take announcement rates.

**CLOSING TIME**  
 48 hours before broadcast.

## KAWT

(Established 1946)

Carleton W. Morris, P. O. Box 1118, Douglas, Ariz.

**PERSONNEL**  
 Manager—Dick Miller.

**REPRESENTATIVES**  
 Hil F. Best Company.

**FACILITIES**  
 250 w., 1450 kc. Nondirectional.  
 Operating schedule: 6:00 a.m. to midnight, MST.  
 Transmitter: Douglas, Ariz.

**AGENCY COMMISSION**  
 15% on net time; terms net 10 days.

**GENERAL**  
 No cash rebates allowed.  
 Rates for 10-minute periods are 3/4 of 15-min. rate.  
 Following rates are for national advertising.

**TIME RATES**  
 Rates effective June 1, 1954.  
 Rates received June 1, 1954.  
 (6:00 a.m. to midnight)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	10 min.	15 min.	20 min.	25 min.	30 min.
1 hour.....	45.00	42.75	40.50	38.25	36.00	33.75	31.50	29.25	27.00
1/2 hour.....	27.00	25.65	24.30	22.95	21.60	20.25	18.90	17.55	16.20
1/4 hour.....	18.00	17.10	16.20	15.30	14.40	13.50	12.60	11.70	10.80
5 minutes.....	9.00	8.55	8.10	7.65	7.20	6.75	6.30	5.85	5.40

**ANNOUNCEMENTS**  
 (5:59 p.m. to 10:00 p.m.)

60 words.....	6.30	5.85	5.40	4.95	4.50	4.05
120 words.....	8.10	7.65	7.20	6.75	6.30	5.85

(All Other Times)

60 words.....	4.75	4.50	4.05	3.70	3.40	3.05
120 words.....	6.10	5.75	5.40	5.05	4.75	4.50

Flat Automotive rate:  
 60 words..... 3.25 120 words..... 4.60  
 Not retroactive; no rebates.

**COMBINATION RATES**  
 See National Broadcasting System.  
**SPECIAL FEATURES**  
 News Broadcasts, Stock Market Reports, Special Features—rates on request.

## FLAGSTAFF (2 AM)

Coeonino County—Map Location F-2  
 See SRDS consumer market map and data at beginning of the State.

## KCLS

(Established 1950)

Saunders Broadcasting Co., P. O. Box 1677 Flagstaff, Ariz. Pr 4-4461.

**PERSONNEL**  
 Gen'l Mgr.—Owner—Charles J. Saunders.

**FACILITIES**  
 5,000 w. days, 500 w. nights; 600 kc. Directional—night only.  
 Operating schedule: 5:00 a.m. to midnight MST.  
 Transmitter and studio: Radio City, Oak Creek Hwy., south, Flagstaff, Ariz.

**AGENCY COMMISSION**  
 15%; no cash discount. Bills rendered 1st, payable 10th.

**GENERAL**  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.

**TIME RATES**  
 Rates received April 2, 1956.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	1/2 min.	10 sec.
1 time.....	40.00	30.00	16.00	8.00	6.00	5.00	3.00
13 times.....	37.50	27.50	15.00	7.50	5.50	4.50	3.00
26 times.....	35.00	26.00	14.50	7.00	5.10	5.10	3.00
52 times.....	30.00	20.00	13.50	6.75	4.90	3.90	2.50
104 times.....	27.50	17.50	13.00	6.60	4.75	3.75	2.50
156 times.....	26.00	16.50	12.00	6.00	4.50	3.60	2.50
312 times.....	25.00	16.00	11.50	5.50	4.25	3.50	*2.00

(\*) Package of 10 or more per week.

## SATURATION PLAN

Available on request.  
**COMBINATION RATES**  
 See NBC Network and Arizona Broadcasting System.

## SPECIAL FEATURES

Political—payable in advance.  
**Participating Programs**  
 "Grand Canyon Sunrise Serenade"—Navajo language, 5:00 a.m. to 6:45 a.m. Rates on request.  
 "Rise 'N Shine"—6:45 a.m. to 8:30 a.m.  
 "Music You Want"—11:00 a.m. to noon.  
 "Fall Music Festival"—In segments through the afternoon.  
 "Williams Calling" from Williams, Ariz.—11:30 a.m. to noon Fridays.

## KVNA

(Established 1950)

Frontier Television Co., Inc., Flamingo-El Rancho Motel, Hwy. 66 at 89A, Flagstaff, Ariz. Prospect 4-6638.

Mailing Address: P. O. Box 300.

**PERSONNEL**  
 General Manager—O. G. Coburn.  
 Sales Manager—Russell D. Huntington.  
 Technical Director—Ollie Coburn.

**FACILITIES**  
 1,000 w. days, 500 w. nights; 690 kc. Directional—night only.  
 Operating schedule: 6:00 a.m. to 10:00 p.m. week-days; 7:00 a.m. to 11:00 p.m. Sunday, MST.  
 Transmitter: 1 mi. east of Flagstaff, south of Hwy. 66, Flagstaff, Ariz.

**AGENCY COMMISSION**  
 15% on net time; no cash discount. Accounts payable 10th of month following broadcast.

**GENERAL**  
 Accepts AAAA copyrighted contract.

## TIME RATES

Rates effective November 1, 1957.  
 Rates received October 28, 1957.  
 (Day and Night)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.	10 sec.
1 time.....	40.00	30.00	16.00	8.00	6.00	5.00	3.00
13 times.....	37.50	27.50	15.00	7.50	5.50	4.50	3.00
26 times.....	35.00	26.00	14.50	7.00	5.10	5.10	3.00
52 times.....	30.00	20.00	13.50	6.75	4.90	3.90	2.50
104 times.....	27.50	17.50	13.00	6.60	4.75	3.75	2.50
156 times.....	26.00	16.50	12.00	6.00	4.50	3.60	2.50
312 times.....	25.00	16.00	11.50	5.50	4.25	3.50	*2.00

(\*) Package of 10 or more per week.

**COMBINATION RATES**  
 See Don Lee-Mutual and Arizona Networks.

## SPECIAL FEATURES

Political or Religious—Programs and announcements—payable in advance.  
 Talent—25% of earned rate.  
 Spanish American—music and language programs 5 hours total per week.

## GLENDALE

Maricopa County—Map Location F-4

See SRDS consumer market map and data at beginning of the State.

## See Phoenix

## GLOBE

Gila County—Map Location G-4

See SRDS consumer market map and data at beginning of the State.

## KWJB

(Established 1938)

Gila Broadcasting Company, P. O. Box 2343, Globe, Ariz. Garfield 5-4483.

**PERSONNEL**  
 General Manager—U. E. Simonton.

**FACILITIES**  
 250 w., 1240 kc. Nondirectional.  
 Operating schedule: 6:00 a.m. to midnight, MST.  
 Transmitter: same as station address.

**AGENCY COMMISSION**  
 15% on time only.

**GENERAL**  
 Accepts AAAA copyrighted contract.  
 Discounts apply on station time charges only and are allowed only on programs or announcements under contracts not exceeding 1 year, and without lapse.  
 Announcements and programs may not be combined to earn frequency discounts.  
 Rates include copyright fees.

## TIME RATES

Rates effective February 1, 1956.  
 Rates received January 30, 1956.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	25.00	15.00	10.00	5.00
13 times.....	23.75	14.25	9.50	4.75
26 times.....	22.50	13.50	9.00	4.50
39 times.....	21.25	12.75	8.50	4.25
52 times.....	20.00	12.00	8.00	4.00
104 times.....	18.75	11.25	7.50	3.75
260 times.....	17.50	10.50	7.00	3.50
312 times.....	16.25	9.75	6.50	3.25

## ANNOUNCEMENTS

1 minute or less, including 25-word station break or time signals:  
 1 time..... 4.25 104 times..... 3.60  
 26 times..... 4.05 260 times..... 3.40  
 52 times..... 3.85 520 times..... 3.20

## ANNOUNCEMENT PACKAGE RATES

(Fixed Position)  
 Announcements to be used within any 7 day period:  
 5 ann's per week..... 14.50 15 ann's per week..... 33.75  
 8 ann's per week..... 21.60 20 ann's per week..... 41.00  
 10 ann's per week..... 25.00 25 ann's per week..... 47.50

## COMBINATION RATES

See NBC Radio Network (Pacific Coast Network—Arizona Group); Arizona Broadcasting System and Mutual Broadcasting System.

## SPECIAL FEATURES

Talks—rates on request. Payable in advance.

## CLOSING TIME

Program material 24 hours before broadcast, for approval.

## HOLBROOK

Navajo County—Map Location G-2

See SRDS consumer market map and data at beginning of the State.

## KDJI

(Established 1955)

KDJI Radio, P. O. Box 31, 1014 W. Hopi Dr., Holbrook, Ariz. Phone 40.

**PERSONNEL**  
 Station Manager—Herb Jepke.  
 Program Director—Doug McDougal.

**REPRESENTATIVES**  
 Tracy Moore & Associates, Inc.  
 Eastern—Hil F. Best Company.

## FACILITIES

1,000 w. days; 1270 kc. Nondirectional.  
 Operating schedule: sunrise to local sunset, MST.  
 Transmitter: 1.8 mi. west of Holbrook on Hwy. 66.

## AGENCY COMMISSION

15%; no cash discount.

## GENERAL

Affiliated with Keystone Network.  
 ASCAP, BMI and SESAC licenses.  
 Discounts apply on station time charges only and are allowed only on programs or announcements under contracts not exceeding 1 year, and without lapse.  
 Announcements and programs may not be combined to earn frequency discounts.

## TIME RATES

Rates received October 3, 1955.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.	10 sec.
1 time.....	36.00	20.00	15.00	10.00	4.50	3.50	3.25
13 times.....	34.00	19.00	14.00	9.75	4.25	3.25	3.00
26 times.....	32.00	18.00	13.00	9.50	4.00	3.00	2.75
52 times.....	30.00	17.00	12.00	9.00	3.75	2.75	2.50
104 times.....	28.00	16.00	11.00	8.50	3.50	2.50	2.25
208 times.....	26.00	15.00	10.00	8.00	3.25	2.25	2.00
260 times.....	24.00	14.00	9.00	7.50	3.00	2.00	1.75
312 times.....	22.00	13.00	8.75	7.00	2.75	1.75	1.50
365 times.....	19.50	12.00	8.50	6.50	2.50	1.50	1.25

(\*) 15-second time and weather signals.

## SPECIAL FEATURES

News Service—UPI.  
 Political—when acceptable, talks are handled and charged as program time.  
 Library Service—Lang-Worth, Sesac.

## Participating Programs

"Ron Wendell Show"—7:00 a.m. to 8:00 a.m.  
 "Breakfast at the Kolob"—8:00 a.m. to 8:15 a.m.  
 "Billy Starr Show"—8:15 a.m. to 8:30 a.m.  
 "Ron Wendell Show"—8:30 a.m. to 9:00 a.m.  
 "Doug McDougal Show"—9:00 a.m. to noon.  
 "Public Service Show"—noon to 12:15 p.m.  
 "Newsbeat"—12:15 p.m. to 12:30 p.m.  
 "V. P. Richards Commentary"—12:30 p.m. to 12:45 p.m.  
 "Ron Wendell Show"—12:45 p.m. to 2:00 p.m.  
 "Western Hit Parade"—2:00 p.m. to 3:00 p.m.  
 "Doug McDougal Show"—3:00 p.m. to 4:45 p.m.  
 "Northern Arizona Jamborees"—4:45 p.m. to 5:15 p.m.

## KINGMAN

Mohave County—Map Location E-2

See SRDS consumer market map and data at beginning of the State.

## KAAA

(Established 1949)

Stonybrook Broadcasting Co., P. O. Box 1208, Kingman, Ariz., Skyline 3-2537.

**PERSONNEL**  
 Owner & Manager—Wallace E. Stone.  
 Sales Manager—Bernard Wilson.

**REPRESENTATIVES**  
 Harlan G. Oakes & Associates.

## FACILITIES

250 w.; 1230 kc. Nondirectional.  
 Operating schedule: 6:30 a.m. to 10:30 p.m. Monday through Saturday; 8:00 a.m. to 10:00 p.m. Sunday.  
 Transmitter: 4th St. & Margaret Ave., Kingman, Ariz.

## AGENCY COMMISSION

15% on time; no cash discount. 15% on talent or services payable only when specified in contract order.  
 Bills rendered 1st, payable 10th of month.

## GENERAL

Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 NAB and AAAA contract conditions apply.  
 Liquor advertising not accepted. Beer or wine advertising accepted excepting Sunday or near devotional or children's program.  
 Broadcasts must conform with rules of FCC, FTC and other qualified regulatory bodies.  
 Rates subject to change without notice.  
 Program rates are for fixed time. Announcement rates are not for guaranteed fixed time, unless specified.  
 Production expense in addition to following rates:

## TIME RATES

Rates effective May 1, 1957. (Card No. 4.)  
 Rates received April 8, 1957.

(This listing continued on next page)

# Index to Service-Ads

A-Buy in California Group, 133  
 Baltimore Broadcasting Corp., 446  
 Hill F. Best Co., 920  
 John Blair & Co., Second Cover  
 Cal Val Group, 135  
 Columbia Pacific Network, 63  
 Keystone Broadcasting System, Inc., insert  
 72-73  
 The Linder Group, 507  
 Lobster Network, 437  
 Edward Petry & Co., Front Cover  
 SRDS Spot Radio Rates and Data, 16-17  
 Storer Broadcasting Co., Fourth Cover  
 Texas Quality Network, 926

KAKC—Tulsa, Okla., 786  
 KALL—Salt Lake City, Utah, 989  
 KATR—Corpus Christi, Texas, 937  
 KBHS—Hot Springs, Ark., 120  
 KBIG—Avalon, Catalina Island, Calif., 154  
 KCMO—Kansas City, Mo., 551  
 KCRS—Sacramento, Calif., 171  
 KDAL—Duluth, Minn., 510  
 KDAY—Los Angeles, Calif., 155  
 KDEO—San Diego, Calif., 176  
 KDKA—Pittsburgh, Pa., 834  
 KDYL—Salt Lake City, Utah, 989  
 KFAA—Omaha, Neb., 620  
 KFJZ—Fort Worth, Texas, 949  
 KFMB—San Diego, Calif., 177  
 KFRC—San Francisco, Calif., 183  
 KFRE—Fresno, Calif., 146  
 KFVB—Los Angeles, Calif., 156  
 KGEM—Boise, Idaho, 303  
 KGIL—San Fernando, Calif., 157  
 KHJ—Los Angeles, Calif., 158  
 KILT—Houston, Texas, 955  
 KIOA—Des Moines, Iowa, 369  
 KITE—San Antonio, Texas, 973  
 KLIF—Dallas, Texas, 941, 950  
 KLZ—Denver, Colo., 204  
 KMO—Tacoma, Wash., 1037  
 KMOM—Great Falls, Mont., 608  
 KMOX—St. Louis, Mo., 560  
 KMPC—Los Angeles, Calif., 159  
 KMYR—Denver, Colo., 205  
 KNTT—Abilene, Texas, 927  
 KNOK—Fort Worth, Texas, 944  
 KNUZ—Houston, Texas, 956  
 KOA—Denver, Colo., 206  
 KOB—Albuquerque, N. M., 646  
 KOCY—Oklahoma City, Okla., 781  
 KOIL—Omaha, Neb., 621  
 KOIN—Portland, Ore., 802  
 KOKA—Shreveport, La., 428  
 KOKY—Little Rock, Ark., 121  
 KOMA—Oklahoma City, Okla., 781  
 KOL—Seattle, Wash., 1033  
 KONO—San Antonio, Texas, 974  
 KOPR—Butte, Mont., 606  
 KOWH—Omaha, Neb., 622  
 KPEL—Lafayette, La., 417  
 KPOP—Los Angeles, Calif., 161  
 KPRS—Kansas City, Mo., 553  
 KQEO—Albuquerque, N. M., 514, 647, 663  
 KRAK—Stockton, Calif., 172  
 KRLD—Dallas, Texas, 942  
 KRVN—Lexington, Neb., 616  
 KSAK—San Francisco, Calif., 186  
 KSD—St. Louis, Mo., 561  
 KSDO—San Diego, Calif., 178  
 KSL—Salt Lake City, Utah, 316, 991  
 KSO—Des Moines, Iowa, 370  
 KSTN—Stockton, Calif., 193  
 KSTP—Minneapolis-St. Paul, Minn., 515  
 KTHS—Little Rock, Ark., 122  
 KTHT—Houston, Texas, 957  
 KTSK—San Antonio, Texas, 975  
 KWBB—Wichita, Kan., 392  
 KWFT—Wichita Falls, Texas, 984  
 KWIK—Pocatello, Idaho, 306  
 KWK—St. Louis, Mo., 562  
 KWKH—Shreveport, La., 429  
 KXLA—Pasadena, Calif., 163  
 KXLF—Butte, Mont., 607  
 KXLW—Clayton, Mo., 563  
 KXO—El Centro, Calif., 173  
 KXOA—Sacramento, Calif., 173  
 KYNO—Fresno, Calif., 148  
 KYSN—Colorado Springs, Colo., 202

WABB—Mobile, Ala., 90  
 WAKR—Akron, Ohio, 741  
 WAKY—Louisville, Ky., 402  
 WAMS—Wilmington, Del., 226, 829  
 WANE—Fort Wayne, Ind., 347  
 WARM—Scranton, Pa., 846  
 WBAL—Baltimore, Md., 442, 444  
 WBAP—Fort Worth, Texas, 951  
 WBAY—Green Bay, Wis., 1063  
 WBBF—Rochester, N. Y., 687  
 WBCK—Battle Creek, Mich., 478  
 WBCM—Bay City, Mich., 478  
 WBEC—Pittsfield, Mass., 467  
 WBML—Macon, Ga., 287  
 WBNS—Columbus, Ohio, 755  
 WBNY—Buffalo, N. Y., 661  
 WBRC—Birmingham, Ala., 80  
 WBT—Charlotte, N. C., 703  
 WBZ—Boston, Mass., 455  
 WCAR—Detroit, Mich., 483  
 WCBM—Baltimore, Md., 446  
 WCCO—Minneapolis, Minn., 516  
 WCFL—Chicago, Ill., 317  
 WCHB—Inkster, Mich., 481  
 WCMJ—Ashland, Ky., 1047  
 WCUE—Akron, Ohio, 742  
 WDAK—Columbus, Ga., 282  
 WDAY—Fargo, N. D., 731  
 WDEF—Chattanooga, Tenn., 897

WDEL—Wilmington, Del., 227  
 WDFW—Minneapolis, Minn., 518  
 WDIA—Memphis, Tenn., 908  
 WEAU—Eau Claire, Wis., 1062  
 WELL—Battle Creek, Mich., 479  
 WEMP—Milwaukee, Wis., 1068  
 WENN—Birmingham, Ala., 81  
 WEOK—Poughkeepsie, N. Y., 686  
 WESC—Greenville, S. C., 876  
 WFAA—Dallas, Texas, 943  
 WFBC—Greenville, S. C., 877  
 WFBM—Indianapolis, Ind., 351  
 WFLA—Tampa, Fla., 265  
 WGAL—Lancaster, Pa., 823  
 WGAR—Cleveland, Ohio, 753  
 WGBF—Evansville, Ind., 346  
 WGH—Norfolk, Va., 1009  
 WGSN—Huntington, N. Y., 668  
 WGTQ—Haines City, Fla., 240, 250, 257, 264  
 WGY—Schenectady, N. Y., 655  
 WHAT—Philadelphia, Penn., 830  
 WHB—Kansas City, Mo., 554  
 WHBY—Appleton, Wis., 1059  
 WHDH—Boston, Mass., 459  
 WHEC—Rochester, N. Y., 688  
 WHEN—Syracuse, N. Y., 691  
 WHIO—Dayton, Ohio, 759  
 WHK—Cleveland, Ohio, 754  
 WHO—Des Moines, Iowa, 371  
 WHOT—Campbell, Ohio, 711  
 WIBC—Indianapolis, Ind., 352  
 WIBW—Topeka, Kan., 339  
 WIBX—Utica, N. Y., 693  
 WICE—Providence, R. I., 863  
 WILS—Lansing, Mich., 499  
 WIND—Chicago, Ill., 320  
 WINZ—Miami, Fla., 251  
 WIS—Columbia, S. C., 872  
 WISH—Indianapolis, Ind., 353  
 WISK—Minneapolis, Minn., 519  
 WISN—Milwaukee, Wis., 1069  
 WIST—Charlotte, N. C., 705  
 WJAG—Norfolk, Neb., 618  
 WJBK—Detroit, Mich., 484  
 WJEF—Grand Rapids, Mich., 492  
 WJET—Erie, Pa., 819  
 WJLB—Detroit, Mich., 485  
 WJPS—Evansville, Ind., 347  
 WJR—Detroit, Mich., 486  
 WKBO—Harrisburg, Pa., 821  
 WKHM—Jackson, Mich., 497  
 WKLO—Louisville, Ky., 404  
 WKMF—Flint, Mich., 490  
 WKMH—Dearborn, Mich., 487  
 WKRC—Cincinnati, Ohio, 747  
 WKTY—La Crosse, Wis., 1065  
 WKY—Oklahoma City, Okla., 783  
 WKZO—Kalamazoo, Mich., 498  
 WLIP—Kenosha, Wis., 1064  
 WLOP—Orlando, Fla., 258  
 WLS—Chicago, Ill., 322  
 WLW—Cincinnati, Ohio, 748-749  
 WMAL—Washington, D. C., 229  
 WMAX—Grand Rapids, Mich., 493  
 WMAZ—Springfield, Ill., 337  
 WMBD—Peoria, Ill., 333  
 WMC—Memphis, Tenn., 910  
 WMCA—New York, N. Y., 677  
 WMIL—Milwaukee, Wis., 1070  
 WMOH—Hamilton, Ohio, 738  
 WMT—Cedar Rapids, Iowa, 385  
 WNEW—New York, N. Y., 679  
 WNXT—Portsmouth, Ohio, 766  
 WOAI—San Antonio, Texas, 976  
 WOIC—Columbia, S. C., 874  
 WOKJ—Jackson, Miss., 535  
 WOOD—Grand Rapids, Mich., 494  
 WOPA—Oak Park, Ill., 316  
 WORL—Boston, Mass., 458  
 WOW—Omaha, Neb., 623  
 WPBC—Minneapolis, Minn., 520  
 WPEN—Philadelphia, Pa., 321, 679  
 WPEO—Peoria, Ill., 334, 514  
 WPTF—Raleigh, N. C., 720  
 WPTR—Albany, N. Y., 657  
 WQAM—Miami, Fla., 253  
 WQIK—Greenville, S. C., 878  
 WRAC—Williamsport, Pa., 848  
 WRC—Washington, D. C., 238  
 WRFD—Worthington, Ohio, 737  
 WRNL—Richmond, Va., 1014  
 WROR—Rockford, Ill., 335  
 WRVA—Richmond, Va., 1015  
 WRVM—Rochester, N. Y., 689  
 WSAC—Radcliff, Ky., 394  
 WSAI—Cincinnati, Ohio, 750  
 WSAM—Saginaw, Mich., 503  
 WSAZ—Huntington, W. Va., 1048  
 WSB—Atlanta, Ga., 278  
 WSJS—Winston-Salem, N. C., 727  
 WSM—Nashville, Tenn., 914  
 WSPA—Spartanburg, S. C., 833  
 WSUN—St. Petersburg, Fla., 266  
 WTAG—Worcester, Mass., backbone  
 WTCR—Ashland, Ky., 1049  
 WTX—New Orleans, La., 423  
 WTVN—Columbus, Ohio, 757  
 WVIP—Mount Kisco, N. Y., 678  
 WVNA—Florence, Ala., 86  
 WVNJ—Newark, N. J., 682  
 WWIN—Baltimore, Md., 448  
 WWJ—Detroit, Mich., 488  
 WWL—New Orleans, La., 424  
 WWRL—New York, N. Y., 674  
 WVVV—Wheeling, W. Va., 835  
 WXLW—Indianapolis, Ind., insert 339-340  
 XEAK—Tijuana, Mex., 152, 180  
 XELO—El Paso, Texas, 948

## SRDS Advertising Rates for SPOT RADIO RATES AND DATA

with which is combined  
 CONSUMER MARKETS

For more complete information turn to Classification No. 1 in Business Publication Rates and Data.

### ADVERTISING RATES

Effective January, 1957 Issue.

#### GENERAL

Orders are accepted subject to change in rates upon notice from the publisher. Advertising will be billed at rates prevailing at time of insertion.

RATES	1 tl.	6 tl.	12 tl.	*24 tl.
1 page.....	395.00	360.00	335.00	320.00
2/3 page.....	310.00	280.00	260.00	250.00
1/2 page.....	260.00	238.00	220.00	210.00
2 col. island (a).....	238.00	216.00	200.00	190.00
1/3 page.....	190.00	173.00	162.00	152.00
1/4 page (b).....	148.00	136.00	126.00	119.00
1/6 page (c).....	108.00	100.00	91.00	87.00

(\* The 24-time rate applies when 1 or more media under the same ownership uses more than one position for a minimum of 24 insertions during the schedule year.

(a) Available only on Media Listing Pages.

(b) Available only on Consumer Market Data Pages.

(c) Additional 1/6 page rates:

36 times.....	84.00	60 or more times.....	80.00
48 times.....	82.00		

#### COVERS

With SRDS cover blue.	1 tl.	6 tl.	12 tl.
1st cover.....			705.00
2nd or 3rd cover.....	325.00	300.00	290.00
4th cover.....			455.00
Backbone, per insertion.....			255.00
Additional color on covers, each extra.....			103.00

Cover schedules can be cancelled only on 90-day notice before closing date. First cover, fourth covers, and backbone cancellations carry no short rate penalty. Insertion frequency determines the rate for the second and third covers. First and fourth cover rates are minimum and are not affected by other space used within the year, but can be applied to earn frequency rates for other advertising space.

#### INSERTS

No commission allowed on tipping, back-up, or other production surcharges.

Furnished by advertiser complete ready for tipping-in: Regular black and white earned page rates plus production costs.

Back-up production charge: one side of one-page insert, 40.00.

Tipping-in production charge, 35.00.

Printed by SRDS:

One page, black and AAAA standard red, regular earned black and white page rate plus 125.00 production cost covering stock, color, back-up, and tipping-in.

Two pages (both sides complete insert) black and AAAA standard red, regular earned black and white page rates plus 125.00 production cost covering stock, color, and tipping-in.

Production cost for 4-, 6- or 8-page inserts and for 4-color process printing will be chargeable at prevailing commercial printing rates.

Colors other than standard AAAA red, each.

extra ..... 50.00  
 Special printing on inserts, such as embossed printing, where embossing makes it impossible for publishers to sell other side, or for other use, sold only as a complete insert and charged as two pages.

#### SECTION DIVIDER INSERTS

Includes AAAA standard red. Any other, or additional colors considered special color and takes regular or special color surcharge.

Effective January 1, 1958:

1 time.....			610.00
6 times.....			560.00
12 times.....			515.00

#### ACETATE INSERTS

	1 tl.	6 tl.	12 tl.
Per insert.....	650.00	540.00	490.00
Tipping-in charge, extra.....			105.00

#### COLORS

AAAA red, per page or fraction, r.o.p., extra 70.00

AAAA red, 2-page spread, extra..... 97.00

Any other colors or added colors, per page or fraction, r.o.p., each, extra..... 103.00

2-page spread, any other colors or added colors, each, extra ..... 135.00

#### BLEED Covers and inserts—no extra charge.

On inside pages, per page, extra..... 32.00

Spreads, extra..... 54.00

No charge for partial gutter bleed. Bleed, top or bottom takes regular bleed charge.

#### TELL-ALL UNIT

2-page (facing) spread unit, or multiples thereof, consisting of ad and listing. Listing must start at top of first column on left-hand page. Minimum charge—based on 35 inches of advertising space where one listing appears in Tell-All units; if two or more listings appear, minimum charge based on 40 inches. Only display space remaining, after listings are provided for, is subject to charge. Colors and bleed, when used, at rates shown under those headings.

Tell-All (per inch)		
1 time.....	13.50	12 times..... 11.50
6 times.....	12.50	*24 times..... 11.00

(\* The 24-time rate applies when 1 or more media under the same ownership uses more than one position for a minimum of 24 insertions during the schedule year.

#### LISTING ADS

Minimum 14 lines, per line..... 1.25  
 Minimum six insertions. No agency commission or cash discount.

#### LISTING HEADS

Each ..... 6.00  
 Minimum six insertions No agency commission or cash discount.

For more rate information write to Standard Rate and Data Service, 1740 Ridge Avenue, Evanston, Illinois, or see Classification No. 1 Business Publication Rates and Data.

(Standard Rate & Data Service does not assume responsibility for any omissions)

Material contained herein may not be reproduced in whole or in part without written permission. NOTE: No reproduction in whole or in part of any material contained herein will be permitted in any Service offered for sale, unless authorized by the publisher.

**Other  
Stations  
Are  
Competitors  
— Not  
Buyers**

Radio-station executives who advertise exclusively in broadcast trade magazines may impress other radio-station executives . . . but other radio-station executives **buy** very little time.

**In fact, they don't buy any.**

The advertising industry's new magazine, *Media/scope*, published by Standard Rate & Data Service, Inc., is 94% effective in reaching advertiser and agency executives who perform the media-buying function. (In other words, the people who do buy time.)

*Media/scope* is the only magazine that concentrates on ideas, methods, and techniques directly related to media selection.

In its short lifetime, *Media/scope* has attracted the most efficiently concentrated magazine audience ever known to advertising. It chooses its audience and delivers effective circulation far beyond the capacity of publications about advertising in general, or vertical publications about facets of radio or any other single medium.

The people who decide where dollars will be invested—in time or space or both—get *Media/scope*. **You** compete with other media as well as other stations for advertising dollars. Doesn't it make good sense to reach the people who decide which media will be used?

**FOR MAXIMUM SELLING EFFECTIVENESS . . .**

**ADVERTISE in *Media/scope*, the magazine serving the media-buying function**

Full details on request. Write or 'phone . . .

***Media/scope***

1740 Ridge Ave.  
Evanston, Ill.  
HO 5-2400

1709 W. Eighth St.  
Los Angeles 17, Calif.  
HU 3-5141

420 Lexington Ave.  
New York 17, N. Y.  
MU 9-6630

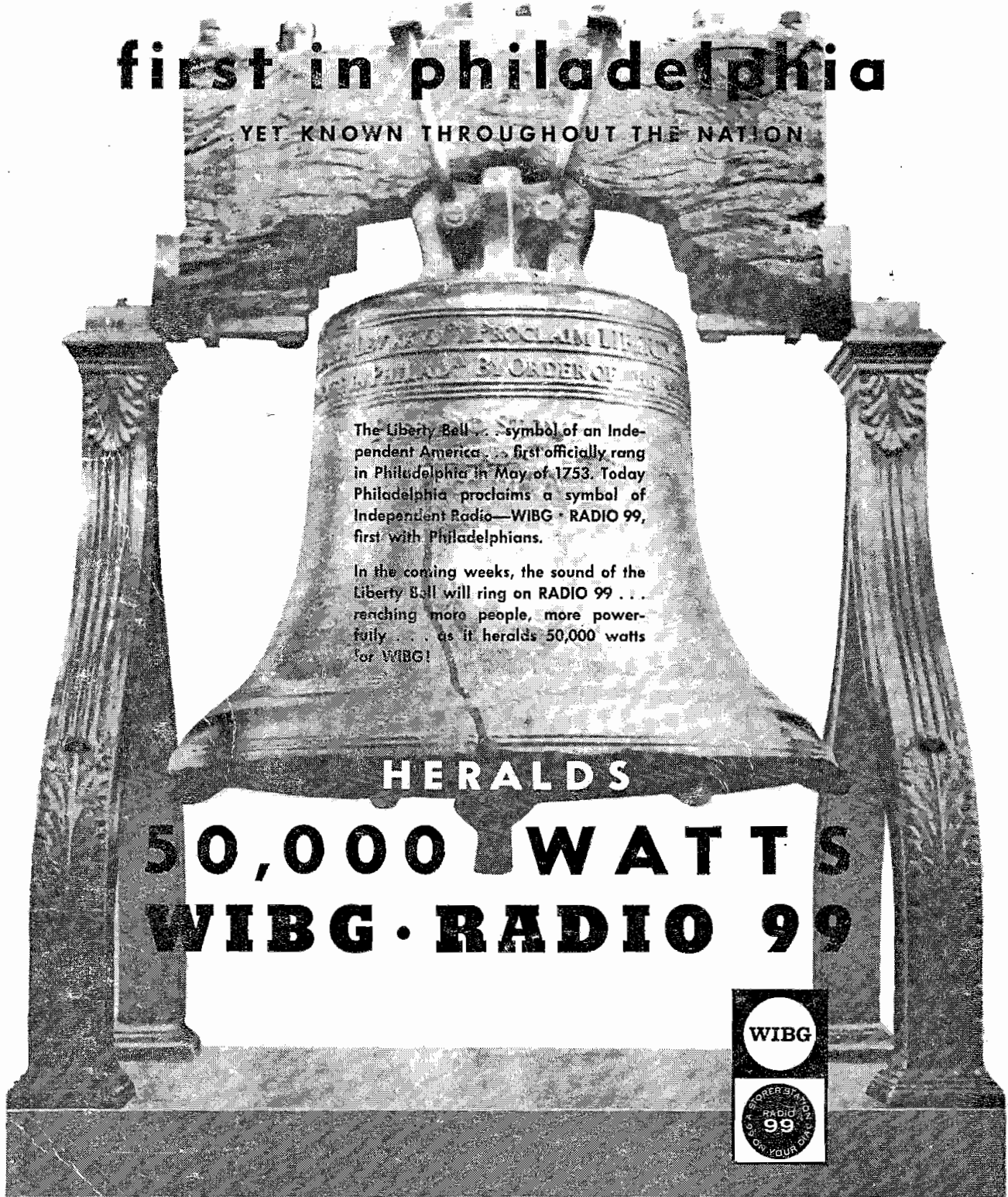
818 Exchange Bank Bldg.  
Dallas 35, Texas  
FL 1-4523

Consistent **PROGRESS** is  
 part of the **STORER STORY**

*for example*

**first in philadelphia**

YET KNOWN THROUGHOUT THE NATION



The Liberty Bell... symbol of an Independent America... first officially rang in Philadelphia in May of 1753. Today Philadelphia proclaims a symbol of Independent Radio—WIBG • RADIO 99, first with Philadelphians.

In the coming weeks, the sound of the Liberty Bell will ring on RADIO 99... reaching more people, more powerfully... as it heralds 50,000 watts for WIBG!

**HERALDS**

**50,000 WATTS**

**WIBG • RADIO 99**



**Storer Radio**

**WIBG** Philadelphia    **WWVA** Wheeling    **WAGA** Atlanta    **WGBS** Miami    **WSPD** Toledo    **WJW** Cleveland    **WJBK** Detroit

National Sales Offices: 625 Madison Ave., New York 22 • 230 N. Michigan, Chicago 1, Ill.



Kingman—K A A A—Continued

	1	1/2	1/4	10	5	1	30
	hr.	hr.	hr.	min.	min.	min.	sec.
1 time..	26.00	15.50	10.40	7.80	5.20	3.00	2.00
26 times	25.00	15.00	10.00	7.50	5.00	2.80	1.85
52 times	24.00	14.50	9.60	7.20	4.80	2.60	1.70
104 times	23.00	14.00	9.20	6.90	4.60	2.40	1.55
156 times	22.00	13.50	8.80	6.50	4.40	2.20	1.40
260 times	21.00	13.00	8.40	6.30	4.20	2.00	1.30
312 times	20.00	12.50	8.00	6.00	4.00	1.80	1.20
*2000 times						1.00	

(\* Non-cancellable, minimum 5 per day, maximum 20 per day.)

IMPACT PACKAGES

Ten 1-minute spots per consecutive days minimum:	
"Splash"—20 spots.....	30.00
"Big Splash"—40 spots.....	50.00
"Super Splash"—50 spots.....	55.00
"Giant Splash"—70 spots.....	65.00
"Tidal Wave"—140 spots (20 spots per consecutive day).....	120.00

SPECIAL FEATURES

News Service—AP. News charge—regular rate plus 1.00.  
Political—Regular rates apply; payable in advance.

Participating Programs

"Clock Radio Time"—7:15 a.m. to 7:30 a.m.	
"Kingman Karrousel"—8:40 a.m. to 9:00 a.m.	
"Harmony Highway"—9:01 a.m. to 10:00 a.m.	
"Musical Magazine"—11:01 a.m. to noon.	
"Dinnerbell Serenade"—12:01 p.m. to 12:30 p.m. and 12:45 p.m. to 1:00 p.m.	
"Siesta Songs"—1:01 p.m. to 1:30 p.m.	
"Melody Mill"—1:30 p.m. to 3:00 p.m.	
"Country & Western Music"—3:00 p.m. to 4:00 p.m.	
"1230 Club"—4:30 p.m. to 5:00 p.m.	
"5 to 6 on 66"—5:01 p.m. to 6:00 p.m.	
"Sunset Supper Club"—6:01 p.m. to 6:30 p.m.	
"Record Revue"—8:01 p.m. to 9:00 p.m.	
"Nocturne"—9:45 p.m. to 10:30 p.m.	

Foreign Language Program

Spanish show, Spanish speaking announcer. Rates on request.

CLOSING TIME

Copy for commercial programs or announcements must be received 24 hours in advance.  
Talks and continuity must be submitted at least 1 week before for review by program director.

MESA (1 AM; 1 FM)

Maricopa County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

See Phoenix

MIAMI

Gila County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

KIKO

(Established 1958)



KIKO Radio, Copper Hills Motor Hotel, Highway 60-70 between Globe-Miami, Ariz. Garfield 5-4471 (Globe); Granite 3-4471 (Miami).

PERSONNEL

General Manager—Willard Shoecraft.

REPRESENTATIVES

Avery Knodel, Inc.

FACILITIES

250 w.; 1340 kc. Nondirectional.  
Operating schedule: 6:00 a.m. to midnight.  
Transmitter: Same as Business address.

AGENCY COMMISSION

15% on time only; no cash discount.

GENERAL

Accepts AAAA copyrighted contract.  
Discounts apply on station time charges only and are allowed only on programs or announcements under contracts not exceeding 1 year, and without lapse. Announcements and programs may not be combined to earn frequency discounts.

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Beer advertising accepted.

TIME RATES

Rates effective July 1, 1958.  
Rates received September 4, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	30.00	18.00	12.00	9.00	4.50
13 times..	28.50	17.10	11.40	8.55	
26 times..	27.00	16.20	10.80	8.10	4.30
39 times..	25.50	15.30	10.20	7.65	
52 times..	24.00	14.40	9.60	7.20	4.05
104 times..	22.50	13.50	9.00	6.75	3.80
260 times..	21.00	12.60	8.40	6.30	3.60
312 times..	19.50	11.70	7.80	5.85	
520 times..					3.40

(\*) 1 minute or less; 30 word station breaks or time signals.

COMBINATION RATES

See NBC Radio Network (Pacific Coast Network, Arizona Group) and Arizona Broadcasting System, (KTAR, Phoenix).

SPECIAL FEATURES

News Service—AP and local.  
La Hora Mexicana, Sr. Pedro Oviedo, Tuesdays through Saturdays 1:05 p.m. to 2:00 p.m. 1 minute or less, including translation into Spanish, 2.50; no frequency discount. Other times for Spanish announcements on request.  
Apache Language Broadcast; weekly program by Tribal chief; adjacencies and spots rates on request. Local and State newscasts: 7:30 a.m. to 6:30 p.m.; all 5 minute newscasts.  
Rates on request depending on local coverage.  
Weather reports, baseball scores, complete sports coverage, including Globe-Miami High School football and basketball, both away and home games. Rates on request.

Participating Programs

"The Early Show"—7:00 a.m. to noon. Regular rates apply.  
"KIKO Showcase"—Noon to 1:00 p.m. Regular rates apply.  
"The Don Stewart Show"—1:00 p.m. to 6:00 p.m. Regular rates apply.

CLOSING TIME

All proposals subject to prior booking of time.

NOGALES

Santa Cruz County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

KNOG

(Established 1948)

Charles F. and Alice B. Montano, Rancho Grande Hotel, P. O. Box 1681, Nogales, Ariz. Atwater 7-2882.

PERSONNEL

General Manager—Arlo Woolery.  
Station Manager—Ralph Anderson.

REPRESENTATIVES

Hil F. Best Company.  
West coast—Harlan G. Oakes & Associates.

FACILITIES

250 w., 1340 kc. Nondirectional.  
Operating schedule: 6:00 a.m. to 11:00 p.m. daily. MST.  
Transmitter: Rancho Grande Hotel, Nogales, Ariz.

AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered monthly.

GENERAL

Affiliated with Mutual Broadcasting System and The Arizona Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising: beer and wine only.  
No cash rebates.  
Discounts apply on station time charges only and are allowed only on programs or announcements under contracts not exceeding 1 year, and without lapse. Announcements and programs may not be combined to earn frequency discounts.

TIME RATES

Rates effective July 15, 1955.  
Rates received June 27, 1955.

	CLASS "A"				
	(6:00 p.m. to 10:00 p.m. weekdays; noon to 10:05 p.m. Sundays)				
	1 hr.	1/2 hr.	1/4 hr.	*5 min.	†Ann.
1 time....	40.00	25.00	15.00	8.00	5.00
13 times..	38.00	23.75	14.25	7.60	4.75
26 times..	36.00	22.50	13.50	7.20	4.50
52 times..	34.00	21.25	12.75	6.80	4.25
104 times..	32.00	20.00	12.00	6.40	4.00
260 times..	30.00	18.75	11.25	6.00	3.75

	CLASS "B"				
	(7:00 a.m. to 6:00 p.m. weekdays; 7:00 a.m. to noon Sundays)				
1 time....	25.00	15.00	8.00	5.00	3.00
13 times..	23.75	14.25	7.60	4.75	2.85
26 times..	22.50	13.50	7.20	4.50	2.70
52 times..	21.25	12.75	6.80	4.25	2.55
104 times..	20.00	12.00	6.40	4.00	2.40
260 times..	18.75	11.25	6.00	3.75	2.25

(\*) When available.  
(†) Station breaks or minutes.

SPECIAL FEATURES

Political—Regular rates apply. Payable in advance.

CLOSING TIME

24 hours before broadcast.

XEHF

NOGALES, MEX.

(Established 1934.)

Radiodifusora Commercial Sonorense; P. O. Box 711, Nogales, Ariz., or Elias No. 17, Nogales Sonora, Mex. Telephone No. 8.

PERSONNEL

General Manager—Gaston Mascarenas.  
Station Manager—Marlo de la Fuente.  
Program Director—Leobardo Ibarra.

REPRESENTATIVES

Los Angeles & San Francisco—Harlan G. Oakes & Associates.  
New York & Chicago—National Time Sales.

FACILITIES

1,000 w.; 1370 kc. MST.  
Operating schedule: 6:00 a.m. to midnight.  
Transmitter: Highway 15.

AGENCY COMMISSION

15% to recognized agencies; no cash discount.

GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
Translation and adaptation of continuity from English to Spanish is free of charge.  
All rates are guaranteed for 1 year from date of 1st broadcast, with or without interruption, when covered by duly signed and accepted contract.

TIME RATES

Rates effective July 1, 1958.  
Rates received September 5, 1958.

	1 hr.	1/2 hr.	1/4 hr.	1 min.
1 time....	41.50	26.00	13.50	3.70
13 times..	39.00	24.00	12.50	3.50
26 times..	36.50	22.00	11.50	3.30
52 times..	34.00	20.00	10.50	3.10
104 times..	31.50	18.00	9.50	2.90
156 times..	29.50	16.00	8.50	2.70
260 times..	26.50	14.00	7.50	2.50

ARIZONA

PACKAGE RATES  
15 spots per week, flat..... 30.00  
SPECIAL FEATURES  
Newscasts—4 daily.  
Political and religious advertising not acceptable.  
Entire schedule is broadcast in Spanish Language.

PHOENIX

(including Glendale, Mesa, Scottsdale)  
(14 AM; 2 FM)

Maricopa County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

Area stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KBUZ

MESA

(Established 1946)



Greater Phoenix Broadcasting Co., P. O. Box 5333, Sands Hotel, Phoenix, Ariz. Br 5-4466.

PERSONNEL

President—Sherwood R. Gordon.  
Managing Director—George H. Bush.  
Program Director—Frank Kallil.

REPRESENTATIVES

Adam Young, Inc.

FACILITIES

5,000 w. days, 500 w. nights; 1310 kc. Directional—nights only.  
Operating schedule: 5:00 a.m. to 1:00 a.m. MST.  
Transmitter: Mesa-Phoenix Highway, Mesa, Ariz.

AGENCY COMMISSION

15% on time only; no cash discount. Bills due and payable 10th of month following broadcast.

GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.

TIME RATES

Rates effective August 1, 1958.  
Rates received August 6, 1958.

	ANNOUNCEMENTS	
1 time.....	6.00	104 times..... 5.10
52 times.....	5.70	260 times..... 4.80
78 times.....	5.40	312 times..... 4.50

ANNOUNCEMENTS Weekly Saturation Plans

	Plan 1	
	(All announcements to be scheduled in Class "A" time.)	
1-minute:	Each	Total
36 per week.....	4.25	153.00
24 per week.....	4.50	108.00
18 per week.....	4.75	85.50
12 per week.....	5.00	60.00
6 per week.....	5.50	33.00
20 or 30 seconds:		
36 per week.....	3.20	115.20
24 per week.....	3.40	81.60
18 per week.....	3.55	63.90
12 per week.....	3.75	45.00
6 per week.....	4.15	24.90
10 seconds:		
72 per week.....	2.15	154.80
48 per week.....	2.25	108.00
36 per week.....	2.40	86.40
24 per week.....	2.50	60.00
12 per week.....	2.75	33.00

Plan 2

	(One-half of such announcements to be scheduled in Class "A" and 1/2 in Class "B" time.)	
1-minute:		
36 per week.....	3.50	126.00
24 per week.....	3.75	90.00
18 per week.....	4.00	72.00
12 per week.....	4.25	51.00
6 per week.....	4.50	27.00
20 or 30 seconds:		
36 per week.....	2.65	95.40
24 per week.....	2.80	67.20
18 per week.....	3.00	54.00
12 per week.....	3.20	38.40
6 per week.....	3.40	20.40
10 seconds:		
72 per week.....	1.75	126.00
48 per week.....	1.90	91.20
36 per week.....	2.00	72.00
24 per week.....	2.15	51.60
12 per week.....	2.25	27.00

Saturation plan announcements may not be combined with other announcements to earn additional frequency discounts.

CLASS "A"

	(6:00 a.m. to 7:00 p.m.)		
	1 min.	20-30 sec.	10 sec.
1 time.....	9.00	6.75	5.00
26 times.....	8.00	6.00	4.50
52 times.....	7.00	5.25	4.00
104 times.....	6.50	4.90	3.50
156 times.....	6.00	4.50	3.25
260 times.....	5.50	4.15	3.00

CLASS "B"

	(All other times)		
1 time.....	7.00	5.25	4.00
26 times.....	6.00	4.50	3.50
52 times.....	5.00	3.75	3.00
104 times.....	4.50	3.40	2.50
156 times.....	4.00	3.00	2.25
260 times.....	3.50	2.65	2.00

(This listing continued on next page)

# ARIZONA

## Phoenix—K B U Z—Continued

Weekend Plan  
Same rates as Plan 2 but all announcements to be scheduled during Class "A" time on Saturday and Sunday (no more than 2/3 of the announcements on either day.)

	Class "A"	Class "B"
5 Minute Newcasts		
1 time.....	16.00	14.00
26 times.....	15.00	13.00
52 times.....	14.00	12.00
104 times.....	13.00	11.00
156 times.....	12.00	10.00
260 times.....	11.00	9.00

### COMBINATION RATES

Advertisers purchasing announcement or program schedules on both KBUZ, Phoenix and KCUB, Tucson, may combine such schedules for greatest frequency.

### SPECIAL FEATURES

News Service—AP.  
News at :55; headlines at :25.  
Political—regular rates apply, payable in advance.  
Library Service—Standard.

### Participating Programs

Monday through Saturday:  
"Bob Cole Show"—6:00 a.m. to 10:00 a.m.  
"Bob Holliday Show"—10:00 a.m. to 2:00 p.m.  
"Rex Randel Show"—2:00 p.m. to 3:00 p.m. and 6:00 p.m. to 9:00 p.m.  
"Kali's Caravan"—3:00 p.m. to 6:00 p.m.  
"Mike Mitchell Show"—9:00 p.m. to 1:00 p.m.  
Sunday:  
"Various Religious Programs"—6:00 a.m. to 9:00 a.m.  
"Sunday in Phoenix"—9:00 a.m. to 1:00 a.m.

## KHAT PHOENIX

(Established 1958)

Radio KHAT, Inc., 337 W. Maryland Ave., Arizona  
Ambassador Hotel, Phoenix, Ariz. Cr 9-2321.

### PERSONNEL

President—Jeff Lapping.  
Gen'l & Sta. Mgr.—Ray Odom.  
Commercial Manager—John S. Wise.  
Program Director—Neil Leavitt.

### REPRESENTATIVES

Stars National, Inc.  
Western—W. S. Grant Company, Inc.

### FACILITIES

500 w. days, 1480 kc. Nondirectional.  
Operating schedule: 5:00 a.m. to local sunset. MST  
—DST observed.  
Transmitter: 27th Ave. & McDowell.

### AGENCY COMMISSION

15% on time; no cash discount. Bills payable monthly.

### GENERAL

Accepts AAA copyrighted contract.  
Rates include music copyright fees.

### TIME RATES

Rates effective (Card No. 1.) Card received August 25, 1958.				
	1 hr.	1/2 hr.	1/4 hr.	1 min.
1 time.....	50.00	30.00	25.00	8.00
26 times.....	47.50	28.50	23.75	7.60
52 times.....	45.00	27.00	22.50	7.20
104 times.....	42.50	25.50	21.25	6.80
156 times.....	40.00	24.00	20.00	6.40
260 times.....	35.00	22.50	17.50	6.00

### PACKAGE PLAN

(60-second spot announcements)

Per week:	5 times.....	10 times.....	15 times.....
	30.00	55.00	75.00
	20 times.....	25 times.....	
	90.00	100.00	

### COMBINATION RATES

Sold in combination with KHEY, El Paso and KMOP, Tucson.

### SPECIAL FEATURES

News Service—AP.

### CLOSING TIME

24 hours before broadcast.

## KHEP PHOENIX

(Established 1956)

Grand Canyon Broadcasters, Inc., 3883 N. 38th Ave.,  
Phoenix, Ariz. Applegate 8-5555.

### PERSONNEL

General Manager—Wallace R. Johnson.

### FACILITIES

1,000 w., 1280 kc. Non-directional.  
Operating schedule: 5:00 a.m. to local sunset. MST.  
Transmitter: 3883 N. 38th Ave., Phoenix, Ariz.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills due and payable when rendered.

### GENERAL

Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.  
Alcoholic beverage and tobacco advertising not accepted.

### TIME RATES

Rates effective April 1, 1958. Rates received February 25, 1958.					
	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	32.00	24.00	16.00	8.00	6.00
13 times.....	28.00	21.00	14.00	7.00	5.25
26 times.....	24.00	18.00	12.00	6.00	4.50
52 times.....	22.00	16.50	11.00	5.50	4.13
104 times.....	20.00	15.00	10.00	5.00	3.75
156 times.....	18.00	13.50	9.00	4.50	3.38
260 times.....	17.00	12.75	8.50	4.25	3.19
312 times.....	16.00	12.00	8.00	4.00	3.00

## ANNOUNCEMENT PACKAGES

Per week:	1 week	2 weeks	13 wks. or more
5 times.....	30.00	28.50	27.00
10 times.....	57.00	54.00	51.00
20 times.....	108.00	102.00	96.00
30 times.....	153.00	144.00	135.00

### COMBINATION RATES

See Imperial Broadcasting Corporation of America at beginning of the state.

### SPECIAL FEATURES

News Service—AP and 3 mobile units.  
Political—programs and announcements sold must conform with station policies and governmental regulations. Regular rates apply. Payable in advance.

### Participating Programs

Rates and details on request.

### CLOSING TIME

Programs and announcements 24 hours in advance.  
Talks and continuity 1 week in advance.

## KIFN PHOENIX

(Established 1949)

# Independent Spanish



Western Broadcasting Co., P. O. Box 430, Phoenix,  
Ariz. Al 3-6155.

### PERSONNEL

President—Frank P. Redfield.  
General Manager—John K. Redfield.

### REPRESENTATIVES

West Coast—Harlan G. Oakes & Associates.  
East—National Time Sales.

### FACILITIES

1,000 w. days, 860 kc. Nondirectional.  
Operating schedule: sunrise to local sunset MST.  
Transmitter & studio: 1975 S. Central Ave.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered monthly, payable 10 days.

### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
All programs broadcast in the Spanish language.  
Translation Service: free.  
Contracts issued only when broadcast frequency is 26 times or more. All charges on service not covered by contract—payable in advance.

### TIME RATES

Rates effective November 15, 1952. Rates received November 24, 1952. Revisions (Ann.) received July 25, 1955.					
	1 hr.	1/2 hr.	1/4 hr.	*5 min.	Ann.
1 time.....	48.00	25.50	13.50	9.00	6.00
26 times.....	45.60	24.30	12.85	8.55	5.70
52 times.....	43.20	22.95	12.15	8.10	5.40
156 times.....	40.80	21.70	11.50	7.65	5.10
260 times.....	38.40	20.40	10.80	7.20	4.85
312 times.....	36.00	19.15	10.15	6.75	4.60

(\* ) When available.

### COMBINATION RATES

See National Spanish Language Network.

### SPECIAL FEATURES

News Service—UPI. (Mexican City wire).  
News service charge—15% additional.  
Political—regular rates apply. Payable in advance.

### Participating Programs

1-time rate applies for 1/4 hour, 1/2 hour or announcements in the following:  
"Media Hora con Graciela"—11:30 a.m. to 12:00 noon Monday through Friday. Women's show.

### CLOSING TIME

48 hours before broadcast.

## KONI PHOENIX

(Established 1954)

Anjo Broadcasters & Telecasters, Inc., 2300 N. Central  
Ave., Phoenix, Ariz.

### PERSONNEL

Pres. & Gen'l Mgr.—Jim Ownby.  
Station Manager—Mary Jane Phillippi.

### FACILITIES

250 w., 1400 kc. Nondirectional.  
Operating schedule: 24 hours daily.  
Transmitter: same as office address.  
FM FACILITIES—KELE  
ERP 18,000 w.; 95.5 mc.  
Antenna ht.: 265 ft. above average terrain.  
Operating schedule: 3:00 p.m. to 11:00 p.m. daily.

### AGENCY COMMISSION

15%; no cash discount.

### GENERAL

Following rates are for national and local advertising.

### TIME RATES

Rates effective June 1, 1958. (Card No. 5.) Card received April 23, 1958.		
ANNOUNCEMENTS (100 words or less)		
1-13 times.....	5.00	53-99 times..... 3.20
14-26 times.....	4.40	100-199 times..... 2.80
27-39 times.....	4.00	200 or more times..... 2.40
40-52 times.....	3.60	

## SPECIAL SPOT PACKAGES

	1-min.		30 sec.	
	Each	Total	Each	Total
84 spots in 7 days.....	2.50	210.00	1.20	100.80
60 spots in 30 days.....	2.50	150.00	1.70	102.00
42 spots in 7 days.....	2.40	100.80	1.45	60.90
21 spots in 7 days.....	2.80	58.80	1.60	33.60

### SPECIAL FEATURES

News Service—UPI.  
News Headlines: 3.00 each, with 35 words introduction, up to 100 words closing.  
Discounts—100 times, earn 5% discount; 200 times earn 10% discount; 300 times earn 15% discount.

## KOOL PHOENIX

(Established 1947)

# CBS Radio Network



KOOL Radio Television, Inc., KOOL Bldg., 511 W.  
Adams St., Phoenix, Ariz. Alpine 3-3121.

### PERSONNEL

Chairman of Board—Gene Autry.  
Pres. & Gen'l Mgr.—Tom Chauncey.  
Vice-Pres. & Ass't Gen'l Mgr.—Homer L. Lane.  
Manager—Carlos Montano.  
Program Director—Al McCoy.

### REPRESENTATIVES

AM Radio Sales Co.

### FACILITIES

5,000 w., 960 kc. Directional—night only.  
Operating schedule: 24 hours a day, except midnight Sunday to 6:00 a.m. MST.  
Transmitter: 2011 N. 44th St., Phoenix, Ariz.

### AGENCY COMMISSION

15% on net time, if paid by 10th of month following service; no cash discount.

### GENERAL

Accepts AAAA copyrighted contract.  
Discounts apply on broadcasts under contract for consecutive broadcasting within one year from date of first broadcast, except that 10-second announcements, Class "B" announcements, Announcement Package Plans and Week-End Wallops may not be counted for frequency discounts. Programs and announcements may not be combined for frequency discounts.  
Rates are guaranteed for six months from effective date of any increase, providing advertising is running at the time of effective date of increase.  
ASCAP, BMI and SESAC licenses.

### TIME RATES

Rates effective July 1, 1957. (Card No. 9.)  
Card received July 5, 1957.

### PROGRAM RATES

CLASS "A"

(6:30 a.m. to 7:00 p.m.)				
	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	76.00	45.60	30.40	14.40
13 times.....	72.20	43.30	28.90	13.70
26 times.....	68.40	41.05	27.35	12.95
52 times.....	64.60	38.80	25.85	12.25
104 times.....	60.80	36.50	24.35	11.50
156 times.....	58.90	35.35	23.60	11.15
260 times.....	57.00	34.20	22.80	10.80
312 times.....	53.20	31.90	21.30	10.05

### CLASS "B"

(6:00 a.m. to 6:30 a.m. and 7:00 p.m. to midnight)				
	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	53.20	31.90	21.30	10.10
13 times.....	50.55	30.30	20.25	9.60
26 times.....	47.90	28.75	19.15	9.05
52 times.....	45.20	27.15	18.10	8.60
104 times.....	42.55	25.55	17.05	8.05
156 times.....	41.25	24.75	16.50	7.80
260 times.....	39.90	23.95	15.95	7.55
312 times.....	37.25	22.35	14.90	7.05

### ANNOUNCEMENTS

(Guaranteed times)

	Class "AA"		Class "A"	
	1 min.	25 sec.	1 min.	25 sec.
1 time.....	8.00	7.00	3.50	6.30
13 times.....	7.75	6.75	3.40	5.95
26 times.....	7.25	6.25	3.30	5.60
52 times.....	6.75	5.75	3.20	5.25
104 times.....	6.25	5.25	3.10	4.90
156 times.....	6.00	5.00	3.00	4.75
260 times.....	5.75	4.75	2.90	4.55
312 times.....	5.25	4.25	2.80	4.20
520 times.....	4.75	3.75	2.75	3.95

Class "AA"—6:30 a.m. to 9:00 a.m.; noon to 1:00 p.m.; 4:00 p.m. to 7:00 p.m.  
Class "A"—6:00 a.m. to 6:30 a.m.; 9:00 a.m. to noon; 1:00 p.m. to 4:00 p.m.; 7:00 p.m. to 10:00 p.m.

### CLASS "B"

(10:05 p.m. to 6:00 a.m. Monday through Saturday)			
	Per week		
	1 min.	25 sec.	10 sec.
1 to 13 weeks:			
48 times.....	75.00	52.50	52.50
96 times.....	125.00	96.00	96.00
144 times.....	160.00	129.60	129.60
14 to 26 weeks:			
48 times.....	60.00	48.00	48.00
96 times.....	110.00	86.40	86.40
144 times.....	144.00	115.20	115.20
27 to 52 weeks:			
48 times.....	45.00	43.20	43.20</

	Per week		
	1 min.	25 sec.	10 sec.
14 to 26 weeks	5.50	4.50	2.40
5 times.....	5.00	4.00	2.30
10 times.....	4.50	3.50	2.20
15 times.....	4.25	3.25	2.10
20 times.....	4.00	3.00	2.00
25 times.....	3.50	2.50	1.90
27 to 52 weeks:			
5 times.....	4.50	3.50	2.30
10 times.....	4.25	3.25	2.20
15 times.....	4.00	3.00	2.10
20 times.....	3.75	2.75	2.00
25 times.....	3.50	2.50	1.90
30 times.....	3.00	2.25	1.80

**"WEEK-END WALLOPS"**

(Saturday and Sunday only)

Spots cannot be combined for frequency discount. Musical programs: 1 hour, each, 50.00; 1/2 hour, each, 30.00; 1/4 hour, each, 20.00. Newscasts: 10 five-minute newscasts per weekend (5 five-minute newscasts on Saturday and 5 five-minute newscasts on Sunday) per weekend 100.00.

Announcements (Run-of-schedule)

	1 min.	Sta. brk.	10 sec.
Per weekend:			
10 announcements, each.....	4.50	3.50	2.20
20 announcements, each.....	4.00	3.00	2.00
30 announcements, each.....	3.50	2.50	1.80

**COMBINATION RATES**

See CBS Radio Network (Mountain Group) and Columbia Pacific Network (Supplementary Stations).

**SPECIAL FEATURES**

News Service—UPI. Participating announcements within special feature programs take announcement rates. Library Service—Standard.

**CLOSING TIME**

Closing date 3 weeks in advance of service if program is to be included in general publicity releases. Final closing 1 week.

**K O Y  
PHOENIX**

(Established 1922)

**THE JOHN BLAIR STATION  
Don Lee - - Mutual Networks**



Koy Broadcasting Co., P. O. Box 2671, 840 N. Central Ave., Phoenix, Ariz. Alpine 8-8181.

**PERSONNEL**

Manager—John L. Hogg. Sales Manager—James W. Ross. Program Manager—John R. Williams.

**REPRESENTATIVES**

John Blair & Company.

**FACILITIES**

5,000 w days, 1,000 w. nights; 550' kc. Nondirectional. Operating schedule: full time, MST. Transmitter: 12th St. & Camelback Rd., Phoenix, Ariz.

**AGENCY COMMISSION**

15% on time only; no cash discount.

**GENERAL**

Discounts are for broadcasts to be used within 1 year from start of schedule. Announcements and programs cannot be combined to earn frequency discounts. Rates include music copyright fees. ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective July 1, 1958.

Rates received May 28, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	96.00	57.80	38.40	19.20
26 times.....	88.80	53.28	35.52	17.76
156 times.....	81.60	48.96	32.64	16.32
260 times.....	74.40	44.64	29.76	14.88

**Announcements**

(6:00 a.m. to 9:00 a.m. Monday through Saturday)

	Each Wkly.		St. brk. Each Wkly.	
	1-minute	St. brk.	1-minute	St. brk.
Less than 6 weekly, staggered	14.00			
6 weekly, staggered, 1 per day	12.00	72.00		

(9:00 a.m. to 6:00 p.m. Monday through Saturday)

	11.00	8.00	7.00	42.00
Less than 6 weekly				
6 weekly, 1 per day	10.00	60.00	7.00	42.00

**Impact Plans**

	9.00	108.00	6.50	78.00
12 ann. weekly.....				
24 ann. weekly.....	8.00	192.00	6.00	144.00
48 ann. weekly.....	7.00	336.00	5.50	264.00
96 ann. weekly.....	6.00	576.00	4.50	432.00

(After 6:00 p.m. Monday through Saturday; all day Sunday)

	10.00	7.00	6.50	39.00
Less than 6 weekly				
6 weekly, 1 per day	9.00	54.00	6.50	39.00

**Impact Plans**

	7.00	84.00	5.50	66.00
12 ann. weekly.....				
24 ann. weekly.....	6.50	156.00	5.00	120.00
48 ann. weekly.....	6.00	288.00	4.50	216.00
96 ann. weekly.....	5.00	480.00	4.00	384.00

Portions of Impact Plans may be scheduled in 6:00 a.m. to 9:00 a.m. Monday through Saturday, at the regular applicable rate for this period. Since these announcements may count toward Impact Plan frequency, the balance of the schedule will be sold at pro-rata the Impact Plan cost.

50% applicable minute rate. ID's may be combined with minutes and station breaks to earn frequency on the ID's, but not on the minutes and station breaks.

**DISCOUNTS**

Rates are guaranteed for 6 months from date of 1st broadcast or for 6 months from effective date of any increase in these rates, providing advertising is actually running at time of effective date of increase and providing the broadcasts continue without interruption. All broadcasts placed with station for advertiser within 1 year from date of first broadcast shall be combined for purpose of calculating total amount of frequency discounts earned provided, however, that announcements cannot be so combined with 5-minute or longer programs.

**COMBINATION RATES**

See Mutual Broadcasting System, Don Lee Broadcasting System, Arizona Network, and ABC Radio.

**SPECIAL FEATURES**

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

**CLOSING TIME**

Should advertiser fail to deliver program material to station at least 24 hours in advance, station reserves right to proceed with the broadcast by announcing name, address and business of advertiser and putting on any available program which it considers suitable. Recorded programs must be received 1 week in advance to protect on breakage, etc. Station has no deadline on closing contracts, but prefers 1 week in advance.

**K P H O**

PHOENIX

(Established 1940)

**A Meredith Owned Station**



Meredith Engineering Co., Inc., KPHO Bldg., 631 N. 1st Ave., Phoenix, Ariz.

**PERSONNEL**

General Manager—Richard B. Rawls. Station Manager—Eugene Spry. Commercial Manager—John R. Crowley.

**REPRESENTATIVES**

The Katz Agency, Inc.

**FACILITIES**

5,000 w., 910 kc. Directional—night only. Operating schedule: 5:45 a.m. to midnight Monday through Saturday; 7:00 a.m. to midnight Sunday. Transmitter: 27th Ave. & Maryland, Phoenix, Ariz.

**AGENCY COMMISSION**

15% on net time; no cash discount.

**GENERAL**

Station reserves the right to change its rates effective such date as it may announce. Rate increases will not apply for 6 months from effective date of increase to advertisers who have established a contractual year prior to effective date of rate increase.

Discounts are for broadcasts to be used within 1 year from start of schedule. Announcements and programs cannot be combined to earn frequency discounts. All broadcasts placed with station for advertiser for broadcasting within 1 contract year from the date of the first broadcast shall be combined for purpose of calculating total amount of frequency discounts earned provided, however, that announcements cannot be so combined with 5-minute or longer programs. 2 or more program units of 15 minutes or more, broadcast on same day for same sponsor may be combined to earn the 1/2 hour rate. All programs so combined to earn a lower rate may be scheduled contiguously at station's option on 28 days' notice. Standard AAAA-NAB contract form used with following variation: form amended to delete consecutive requirements for rate protection and combination for frequency discount.

Rates include music copyright fees. ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective August 1, 1958. (Card No. 14.)

Card received June 30, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	30	10
1 time.....	100.00	50.00	34.00	17.00	12.00	9.60
13 times.....	95.00	47.50	32.30	16.15	11.25	9.00
26 times.....	90.00	45.00	30.60	15.30	10.50	8.40
52 times.....	85.00	42.50	28.90	14.45	9.75	7.80
104 times.....	80.00	40.00	27.20	13.60	9.00	7.20
260 times.....	70.00	35.00	23.80	11.90	8.25	6.60
312 times.....	60.00	30.00	20.40	10.20	7.50	6.00

1-minute announcements may be combined with 10-second and 30-second announcements for frequency discount but not vice-versa.

**MULTI-SPOT PLANS**

(Guaranteed Position)

	1 wk.	26 wks.	52 wks.
1-minute announcements:			
10 times per week.....	70.00	67.50	65.00
15 times per week.....	97.50	93.75	90.00
20 times per week.....	120.00	115.00	110.00
25 times per week.....	137.50	131.25	125.00
50 times per week.....	250.00	237.50	225.00

10-second announcements—50% of minute rate. 30-second announcements—80% of minute rate. 1-minute announcements may be combined with 10-second and 30-second announcements and Plan rates for frequency discounts but not vice-versa.

The number-of-weeks rate is determined by the number of weeks in which a minimum of 10 announcements-per-week is run. The times-per-week rate is then determined by the number of announcements scheduled in a given week. Plan announcements may be counted for frequency discounts on non-plan announcements.

**SPECIAL FEATURES**

News Service—UPI. Regular rates and discounts apply; no talent charge.

**K P O K  
SCOTTSDALE**

(Established 1956)

Scottsdale Broadcasting Co., Scottsdale, Ariz. Business Office and Studio—Safari Hotel Radio Center Bldg., 4601 N. Scottsdale Rd., Scottsdale, Ariz. Whitney 5-KPOK and Whitney 5-1440. Other Office, Studio & Transmitter—6100 East Thomas Rd., Scottsdale, Ariz. Whitney 5-1563.

**PERSONNEL**

Pres. & Gen'l Mgr.—Morris Mindel.

**REPRESENTATIVES**

Forjoe & Company, Inc.

**FACILITIES**

5,000 w. days; 1440 kc. Non-directional. Operating schedule: 5:00 a.m. to local sunset MST. Transmitter—6100 E. Thomas Road, Scottsdale, Ariz.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills payable when rendered.

**GENERAL**

Accepts AAAA copyrighted contract. Station contract forms available. ASCAP, BMI and SESAC licenses. Rates include music copyright fees.

**TIME RATES**

Rates effective October 1, 1958. (Card No. 2.)

Rates effective September 22, 1958.

**WEEKLY ANNOUNCEMENT PACKAGES**

Per week:	1 minute		30 seconds	
	Each	Total	Each	Total
5 times.....	6.00	30.00	5.00	25.00
10 times.....	5.50	55.00	4.50	45.00
15 times.....	5.00	75.00	4.00	60.00
20 times.....	4.50	90.00	3.50	70.00
30 times.....	4.00	120.00	3.00	90.00
50 times.....	3.50	175.00	2.50	125.00

10-second rate is 50% applicable minute rate.

**ANNOUNCEMENTS**

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	7.00	5.50	104 times.....	6.25
26 times.....	6.75	5.25	260 times.....	5.75
52 times.....	6.50	5.00	312 times.....	5.50

**SPECIAL FEATURES**

News Service—UPI and local news broadcasts.

**SPECIAL FEATURES**

Per week:	Each	Total	Per week:	Each	Total
5 minute newscasts, at 5 minutes before the hour.					
3 times.....	10.00	30.00	15 times.....	7.00	105.00
5 times.....	9.00	45.00	20 times.....	6.00	120.00
10 times.....	8.00	80.00			

1-minute news capsules on the 1/2 hour. Sponsor identification and full minute commercial at applicable 1-minute rate. Broadcasts by mobile unit; rates on request. Talks—when acceptable, handled and charged as program time.

**Participating Programs**

Foreign Language Programs Spanish — "Efrén Valenzuela Show"—5:00 a.m. to 6:45 a.m. Monday through Saturday.

**CLOSING TIME**

24 hours before broadcast.

**K R I Z  
PHOENIX**

(Established 1950)



**Independent**

A Wheeler Station

Radio Phoenix, Inc., 2345 Westward Blvd., Phoenix, Ariz. Alpine 4-8436.

**PERSONNEL**

General Manager—Richard B. Wheeler. Asst. Mgr. & Com'l. Mgr.—Sheldon Engel. Program Director—Jim Kithcart.

**REPRESENTATIVES**

New York, Seattle, Atlanta, Chicago—Radio TV Representatives, Inc. Los Angeles—Jim Gates Company. San Francisco—Ted Hall Company.

**FACILITIES**

250 w., 1230 kc. Nondirectional. Operating schedule: 24 hours Tuesday through Sunday; 5:30 a.m. is sign-on Monday. MST. Transmitter: same as office address.

**AGENCY COMMISSION**

15% to recognized agencies. Bills rendered monthly unless requested on a weekly basis.

**GENERAL**

Accepts AAAA copyrighted contract. Rates include music copyright fees.

**TIME RATES**

Rates effective October 15, 1957.

Rates received November 19, 1957.

**CLASS "AA"**

		4:00 p.m. to 6:00 p.m.		1:00 p.m. to 4:00 p.m.	
	1 hr.	1/2 hr.	1/4 hr.	5 min.	30
1 time.....	52.00	32.00	24.00	15.00	8.40
13 times.....	50.00	31.00	23.00	15.00	8.00
26 times.....	48.00	30.00	22.00	14.40	7.60
52 times.....	46.00	29.00	21.00	13.80	7.20
104 times.....					6.80
260 times.....					6.40
312 times.....					6.00

**CLASS "A"**



# ARIZONA

## Phoenix—K R I Z—Continued

**CLASS "B"**  
(5:00 a.m. to 7:00 a.m.; 7:00 p.m. to 1:00 a.m.)  
50% of Class "AA" rates.

**CLASS "C"**  
(All other times)  
25% of Class "AA" rates.

ANNOUNCEMENTS	10 sec.
30 times per week.....	52.50
50 times per week.....	72.50
100 times per week.....	135.00

### ANNOUNCEMENTS PACKAGES

CLASS "AA"	Per week			
	1 wk.	13 wks.	26 wks.	52 wks.
1-minute:				
6 times.....	39.60	38.40	37.20	36.00
12 times.....	74.40	72.00	69.60	67.20
18 times.....	104.40	100.80	97.20	93.60
24 times.....	129.60	124.80	120.00	115.20
30-seconds:				
6 times.....	28.80	26.40	25.20	24.00
12 times.....	52.80	50.40	48.00	45.60
18 times.....	75.60	72.00	68.40	64.80
24 times.....	96.00	91.20	86.40	81.60

CLASS "A"	1 wk.	13 wks.	26 wks.	52 wks.
1 minute:				
6 times.....	29.70	28.80	27.90	27.00
12 times.....	55.80	54.00	52.20	50.40
18 times.....	78.30	75.60	72.90	70.20
24 times.....	97.20	93.60	90.00	86.40
30-seconds:				
6 times.....	21.60	19.80	18.90	18.00
12 times.....	39.60	37.80	36.00	34.20
18 times.....	56.70	54.00	51.30	48.60
24 times.....	72.00	68.40	64.80	61.20

### SPECIAL FEATURES

News Service—AP and Western Union sports wire. Regular 5-minute rate applies. Time signals, weather, temperature reports—10-second rates apply.

### Participating Programs

Above rates and discounts apply. Rates include all talent fees.  
"The Keith Morris Show"—6:00 a.m. to 9:00 a.m. and 11:00 a.m. to 1:00 p.m. Monday through Friday.  
"The Jim Kithcart Show"—9:00 a.m. to 11:00 a.m. Monday through Friday.  
"The Jim Titus Show"—1:00 p.m. to 3:00 p.m. and 6:00 p.m. to 9:00 p.m. Monday through Friday.  
"The Bob Pond Show"—3:00 p.m. to 6:00 p.m. Monday through Friday.  
"The Sheldon Gibbs Show"—9:00 p.m. to midnight Monday through Saturday.  
"The J. Adams Show"—midnight to 6:00 a.m. Monday through Saturday.

### CLOSING TIME

All advertising closes 24 hours before broadcast.

## KRUX

GLENDALE

(Established 1946)



KRUX Radio, 417 North 1st St., Phoenix, Arizona. Alpine 8-1551.

### PERSONNEL

President—Don G. Owsley.  
Gen'l Sales Mgr.—Ira L. Lavin.

### REPRESENTATIVES

McGavren-Quinn Co.

### FACILITIES

5,000 w. days; 500 w. nights; 1360 kc. Directional—nights only. Operating schedule: 24 hours, MST. Transmitter: Glendale, Ariz.

### AGENCY COMMISSION

15% to recognized agencies on gross billings less applicable discounts; no cash discounts. Bills due and payable when rendered.

### GENERAL

Accepts AAAA copyrighted contract. ASCAP, BMI and SESAC licenses. Rates include music copyright fees. In event of a rate increase, advertisers on the air at the time of the increase will be given six months' rate protection from the effective date of the increase.

### TIME RATES

Rates effective May 1, 1957.  
Rates received April 3, 1957.

### ANNOUNCEMENTS Weekly Saturation Plan

	Per week				
	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
1-minute:					
12 announcements	72.00	70.20	68.40	66.60	64.80
18 announcements	99.00	96.30	93.60	90.90	89.10
24 announcements	120.00	116.40	114.00	110.40	108.00
36 announcements	162.00	156.60	153.00	149.40	145.80
20 or 30 seconds:					
12 announcements	50.40	49.14	47.88	46.62	45.36
18 announcements	69.30	67.30	65.52	63.63	62.37
24 announcements	84.00	81.48	79.80	77.28	74.20
36 announcements	113.40	109.62	107.10	104.58	102.06

Maximum of 33-1/3% of Package Plan spots guaranteed in Class "AA" time when available. Saturation plan announcements may not be combined with other announcements to earn frequency discounts.

### CLASS "AA"

(6:30 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m.)

	1 min.		20 or 30 sec.		*10 sec.
	1 min.	20 or 30 sec.	1 min.	20 or 30 sec.	
1 time.....	12.00	9.00	6.00	4.50	
26 times.....	11.00	8.25	5.50	4.15	
52 times.....	10.00	7.50	5.00	3.75	
104 times.....	9.50	7.15	4.75	3.50	
156 times.....	9.00	6.75	4.50	3.25	
260 times.....	8.50	6.40	4.25	3.00	
312 times.....	8.00	6.00	4.00	2.75	
500 times.....	7.50	5.65	3.75	2.50	

**CLASS "A"**  
(9:00 a.m. to 4:00 p.m. and 6:00 a.m. to 6:30 a.m.)

	1 min.		20 or 30 sec.		*10 sec.
	1 min.	20 or 30 sec.	1 min.	20 or 30 sec.	
1 time.....	10.00	7.50	5.00	3.75	
26 times.....	9.00	6.75	4.50	3.38	
52 times.....	8.00	6.00	4.00	3.00	
104 times.....	7.50	5.65	3.75	2.81	
156 times.....	7.00	5.25	3.50	2.63	
260 times.....	6.50	4.90	3.25	2.45	
312 times.....	6.00	4.50	3.00	2.27	
500 times.....	5.50	4.15	2.75	2.09	

**CLASS "B"**  
(5:30 a.m. to 6:00 a.m. and 7:00 p.m. to 1:30 a.m.)

	1 min.		20 or 30 sec.		*10 sec.
	1 min.	20 or 30 sec.	1 min.	20 or 30 sec.	
1 time.....	6.00	4.50	3.00	2.25	
26 times.....	5.50	4.15	2.75	2.06	
52 times.....	5.00	3.75	2.50	1.88	
104 times.....	4.75	3.60	2.40	1.80	
156 times.....	4.50	3.40	2.25	1.72	
260 times.....	4.25	3.20	2.15	1.64	
312 times.....	4.00	3.00	2.00	1.56	
500 times.....	3.75	2.85	1.90	1.48	

**CLASS "C"**  
(1:30 a.m. to 5:30 a.m.)

	1 min.		20 or 30 sec.		*10 sec.
	1 min.	20 or 30 sec.	1 min.	20 or 30 sec.	
1 time.....	5.00	3.75	2.50	1.88	
26 times.....	4.50	3.40	2.25	1.72	
52 times.....	4.00	3.00	2.00	1.56	
104 times.....	3.75	2.80	1.90	1.48	
156 times.....	3.50	2.65	1.75	1.40	
260 times.....	3.25	2.45	1.65	1.32	
312 times.....	3.00	2.25	1.50	1.24	
500 times.....	2.75	2.10	1.40	1.16	

(\* ) When computing frequency discounts, 10 second announcements accrue at the rate of two for one; i.e., 52 ten second announcements qualify for the 26 time rate shown above.

### PROGRAMS

Five minutes:	"AA"	"A"	"B"	"C"
1 time.....	18.00	15.00	9.00	7.50
26 times.....	16.50	13.50	8.25	6.75
52 times.....	15.00	12.00	7.50	6.00
104 times.....	14.25	11.25	7.15	5.85
156 times.....	13.50	10.50	6.75	5.25
260 times.....	12.75	9.75	6.40	4.90
312 times.....	12.00	9.00	6.00	4.50
500 times.....	11.25	8.25	5.65	4.15

Fully commissionable added charge of 3.00 per program is applicable if program is a newscast.

### SPECIAL FEATURES

News Service—UPI, Western Union sports wire. 3 mobile units. Political—Time sold for political broadcasts on the basis of conformity with station policies and the FCC.

### Participating Programs

"Lucky Lawrence Show"—6:00 a.m. to 9:00 a.m. Monday through Friday; 10:00 a.m. to 2:00 p.m. Saturday; 6:00 a.m. to 8:00 a.m. Sunday.  
"Dave Lockwood Show"—9:00 a.m. to noon Monday through Friday; noon to 6:00 p.m. Sunday.  
"Steve McCall Show"—noon to 4:00 p.m. Monday through Friday; 8:00 a.m. to noon Sunday.  
"Dick Gray Show"—4:00 p.m. to 8:00 p.m. Monday through Friday; 6:00 a.m. to 9:00 a.m. Saturday.  
"Bob Randall Show"—8:00 p.m. to midnight.  
"Bill Tanner Show"—midnight to 6:00 a.m. Monday through Saturday; 6:00 p.m. to 12:30 a.m. Sunday.  
"Voice of the News" with Joe Patrick—every half-hour, 48 times daily.

### CLOSING TIME

Copy and contracts must be submitted to station 24 hours before broadcast time.

## KTAR

PHOENIX

(Established 1922)

## NBC Affiliate



KTAR Broadcasting Company, KTAR Bldg., 1101 N. Central Ave., Phoenix, Ariz. Alpine 4-4161.

### PERSONNEL

Pres. & Gen'l Mgr.—Dick Lewis.  
Commercial Manager—Ray Smucker.

### REPRESENTATIVES

Avery Knodel, Inc.

### FACILITIES

5,000 w., 620 kc. Directional—night only. Operating schedule: Full time, MST. Transmitter: cor. 36th St. and E. Thomas Rd., Phoenix, Ariz.

### AGENCY COMMISSION

15% on net time; no cash discount.

### GENERAL

Accepts AAAA copyrighted contract. Discounts apply on time charges only; allowed only on programs or announcements under contracts not exceeding 1 year's duration, and without lapse. Announcements and programs may not be combined to earn frequency discounts. Rates include music copyright fees.

### TIME RATES

Rates effective August 1, 1958.  
Rates received August 5, 1958.

	1 hr.		1/2 hr.		1/4 hr.		5 min.		1 min.		30 sec.	
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	90.00	54.00	36.00	18.00	12.00	9.60	90.00	54.00	36.00	18.00	12.00	9.60
26 times.....	81.00	48.60	32.40	16.20	11.50	9.20	81.00	48.60	32.40	16.20	11.50	9.20
52 times.....	72.00	43.20	28.80	14.40	10.80	8.65	72.00	43.20	28.80	14.40	10.80	8.65
156 times.....	67.50	40.50	27.00	13.50	10.00	8.00	67.50	40.50	27.00	13.50	10.00	8.00
260 times.....	63.00	37.80	25.20	12.60	9.45	7.55	63.00	37.80	25.20	12.60	9.45	7.55
312 times.....	58.50	35.10	23.40	11.70	9.15	7.35	58.50	35.10	23.40	11.70	9.15	7.35

### SATURATION PACKAGE RATES

1-minute announcements per week:	1 wk.		26 wks.		52 wks.	
	1 wk.	26 wks.	1 wk.	26 wks.	1 wk.	26 wks.
10 times.....	60.00	57.50	55.00	52.50	50.00	47.50
15 times.....	82.50	78.75	75.00	71.25	67.50	63.75
20 times.....	100.00	95.00	90.00	85.00	80.00	75.00
25 times.....	112.50	106.25	100.00	93.75	87.50	81.25
50 times.....	200.00	187.50	175.00	162.50	150.00	137.50

10-second announcements—50% of minute rates. 10-second announcements may not be counted for minute announcements, but minute announcements may be counted for Saturation Package Rates for 10-second announcements.

Announcements currently running on a straight frequency basis can combine with announcements purchased on a weekly package basis to earn lower weekly package as well as higher yearly frequency rates. The number-of-weeks rate is determined by the number of weeks in which a minimum of 10 announcements per week are broadcast. The time-per-week rate is determined by the number of announcements scheduled in a given week.

### COMBINATION RATES

See NBC Radio Network (Pacific Coast Network—Arizona Group) and Arizona Broadcasting System.

### SPECIAL FEATURES

Market Reports, News, News Commentaries, Locally Produced Talent Programs, Electrical Transcription Features, Sports Reviews, Weather and Irrigation Reports—information and rates on request. Talk Programs—when acceptable, are handled and charged for as program time, plus 50%. Library Service—Thesaurus, Standard, Capitol.

## KTYL

—FM—

MESA

(Established 1950)



Greater Phoenix Broadcasting Co., P. O. Box 5333, Sands Hotel, Phoenix, Ariz. Br. 5-4466.

### PERSONNEL

President—Sherwood R. Gordon.  
Managing Director—George H. Bush.  
Program Director—Frank Kallil.

### REPRESENTATIVES

Adam Young, Inc.

### FACILITIES

ERP 16,000 w., 104.7 mc. Operating schedule: 8:00 a.m. to 1:00 a.m., MST. Antenna ht.—140 ft. above average terrain.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered monthly.

### GENERAL

Rates include music copyright fees.

### TIME RATES

Rates effective April 1, 1951.



**Phoenix—Continued**

(Call letters not received)  
(C.P. 500 w.; 1010 kc., days)

Phoenix Broadcasting Co.  
P. O. Box 933  
Beverly Hills, Calif.

**PRESCOTT (3 AM)**

Yavapai County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

**KNOT**

(Established 1957)



Thunderbird Broadcasting Company, P.O. Box 151,  
Hassayampa Hotel, Gurley and Marina Sts., Prescott,  
Ariz. Phone 1450.

**PERSONNEL**

Pres. & Gen'l. Mgr.—Roy L. Albertson, Jr.  
Vice-Pres. & Prog. Director.—Harold L. Sanner.  
Traffic Supervisor—Sue Nutting.

**REPRESENTATIVES**

Eastern and Southern—Jack Masla & Co., Inc.  
West Coast—Lee F. O'Connell Company.

**FACILITIES**

250 w.; 1450 kc.  
Operating schedule: 6:00 a.m. to midnight weekdays;  
8:00 a.m. to midnight Sundays, PST.  
Transmitter—3rd and Merritt Sts., Prescott, Ariz.

**AGENCY COMMISSION**

15% on net time; no cash discount. Bills rendered and payable monthly.

**GENERAL**

Accepts AAAA copyrighted contracts; station contracts available.  
Rates include music copyright fees.  
ASCAP and BMI licenses.  
No blanket contracts accepted unless accompanied by insertion order. No contracts accepted for longer than 52 weeks duration. Renewal contracts subject to rates in effect on date of renewal. In event of a rate increase, advertisers on air at time of the increase receive rate protection for 6 months from date of increase.

**TIME RATES**

Rates effective February 1, 1958. (Card No. 2.)  
Card received December 23, 1957.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	45.00	27.00	18.00	9.00
13 times.....	42.75	25.85	17.10	8.55
26 times.....	40.50	24.30	16.20	8.10
52 times.....	38.25	22.95	15.30	7.65
104 times.....	36.00	21.60	14.40	7.20
156 times.....	33.75	20.25	13.50	6.75
208 times.....	31.50	18.90	12.60	6.30
260 times.....	29.25	17.55	11.70	5.85
312 times.....	27.00	16.20	10.80	5.40

**SPOT ANNOUNCEMENTS**

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	4.50	3.00	2.30	1.80
25 times.....	4.10	2.80	1.90	1.65
50 times.....	3.70	2.60	1.50	1.40
100 times.....	3.30	2.40	1.10	1.15
150 times.....	2.70	2.15		

**PACKAGE PLANS**

Details on request.

**COMBINATION RATES**

See Arizona Network.

**SPECIAL FEATURES**

News Service—UPI.  
Political—Time sold for broadcasts on basis of conformity with station policies and FCC Regulations.  
Library Service—Thesaurus.

**Participating Programs**

"Lynn Sanner Show"—6:00 a.m. to 9:00 a.m. Monday through Saturday.  
"Chuck Mills Show"—9:00 a.m. to noon, Monday through Friday.  
"Musically Speaking"—noon to 1:00 p.m. Monday through Friday.  
"Sanner's Siesta"—1:00 p.m. to 4:00 p.m. Monday through Friday.  
"Listener's Digest"—4:00 p.m. to 6:00 p.m. Monday through Friday.  
"Dinner Date"—6:00 p.m. to 7:00 p.m. Monday through Friday.  
"Top 40 Show"—7:00 p.m. to 9:00 p.m. Monday through Saturday.  
"Night Time" with Paul Inkmann—9:00 p.m. to midnight Monday through Saturday.  
"Sam Seeborg Show"—10:00 a.m. to 1:00 p.m. Saturday.  
"Curtain Call"—4:00 p.m. to 7:00 p.m. Saturday.  
"The Sunday Show"—8:00 a.m. to 4:00 p.m. Sunday.

**CLOSING TIME**

Programs close 48 hours before broadcast. Add 24 hours for weekends and Monday starting times. All copy and program material subject to approval prior to broadcast.

**KYCA**

(Established 1940)

Southwest Broadcasting Company, East Gurley St., Prescott, Ariz. Phone 244.

**PERSONNEL**

General Manager—Harold F. Ritter.

**REPRESENTATIVES**

Avery Knodel, Inc.

**FACILITIES**

250 w., 1400 kc. Nondirectional.  
Operating schedule: unlimited, MST.  
Transmitter: East Gurley St., Prescott, Ariz.

**AGENCY COMMISSION**

15% on time only; no cash discount.

**GENERAL**

Discounts apply on time only; allowed on contracts not exceeding 1 year. Announcements and programs

may not be combined to earn frequency discounts. Rates include music copyright fees.

**TIME RATES**

Rates effective February 1, 1956.  
Rates received January 30, 1956.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	30.00	18.00	12.00	9.00
13 times.....	28.50	17.10	11.40	8.55
26 times.....	27.00	16.20	10.80	8.10
39 times.....	25.50	15.30	10.20	7.65
52 times.....	24.00	14.40	9.60	7.20
104 times.....	22.50	13.50	9.00	6.75
260 times.....	21.00	12.60	8.40	6.30
312 times.....	19.50	11.70	7.80	5.85

**ANNOUNCEMENTS**

1 minute or less, including; 30-word station breaks or time signals:

1 time.....	4.50	104 times.....	3.80
26 times.....	4.30	260 times.....	3.60
52 times.....	4.05	520 times.....	3.40

**ANNOUNCEMENT PACKAGE RATES**

(Fixed Position)

Announcements to be used within any 7 day period.  
5 ann's per week... 14.50 15 ann's per week... 33.75  
8 ann's per week... 21.60 20 ann's per week... 41.00  
10 ann's per week... 25.00 20 ann's per week... 47.50

**COMBINATION RATES**

See NBC Radio Network (Pacific Coast Network—Arizona Group) and Arizona Broadcasting System.

**SPECIAL FEATURES**

Spanish Program: Participation program, 1 hour daily on weekdays. 75-word announcements, including translation into Spanish—regular announcement rates.  
Morning Shopping Guides: Participating program, 50-word announcements, exclusive of names and address—regular announcement rates.  
Weather Reports. Commercial announcements available at regular announcement rates; copy not to exceed 50 words.  
Market Reports, Sports Reviews, Civic, Western and other special features—rates and details on request.  
Talk Programs—when acceptable, are handled and charged as program time, plus 50%.  
Musical Library Services—25% of station time.

**CLOSING TIME**

All proposals subject to prior looking of time.

**KZOK**

(Established 1958)

Northern Arizona Broadcasters, Inc., P. O. Box 1033,  
E. Gurley St., Prescott, Ariz. Phones 112, 115.

**PERSONNEL**

President—Dick Gilbert.  
Vice-Pres. & Gen'l Mgr.—James E. Shepler.  
Secretary-Treasurer—Jeff Lapping.

**FACILITIES**

250 w.; 1340 kc. Nondirectional.  
Operating schedule: fulltime, MST.  
Transmitter: E. Gurley St., Prescott, Ariz.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered weekly, payable at face when rendered. Bills payable monthly on 10th.

**GENERAL**

Affiliated with Keystone Network.  
ASCAP, BMI and SESAC licenses.  
Accepts AAAA copyrighted contracts.  
No P. I.'s accepted. No blanket contracts accepted unless accompanied by insertion order. Renewal contracts subject to rates in effect at time of renewal. Rates include music copyright fees.  
All contracts subject to cancellation, unless program starts within 30 days.  
Alcoholic beverage advertising: beer and wine only. No time periods sold in bulk for resale.  
Announcements and programs cannot be combined to earn larger discounts. Rates subject to change without notice.  
Length of commercial copy:

5 minutes.....	1:15 minutes
10 minutes.....	2:10 minutes
15 minutes.....	3:00 minutes
30 minutes.....	4:15 minutes
45 minutes.....	5:45 minutes
60 minutes.....	7:00 minutes

**TIME RATES**

Rates effective March 1, 1958. (Card No. 1.)  
Card received February 17, 1958.

**WEEKLY PROGRAM RATES**

Per week:	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	45.00	27.00	18.00	9.00
2 times.....	42.50	25.00	16.50	8.00
3 times.....	40.00	23.00	15.00	7.00
4 times.....	37.50	21.00	13.50	6.00
5 times.....	35.00	19.00	12.00	5.00

**WEEKLY ANNOUNCEMENT RATES**

Per week:	1 min.	30 sec.	10 sec.
1 announcement.....	5.00	4.00	3.00
2 announcements.....	4.80	3.80	2.80
3 announcements.....	4.60	3.60	2.60
4 announcements.....	4.40	3.40	2.40
5 announcements.....	4.20	3.20	2.20
10 announcements.....	4.00	3.00	2.00
25 announcements.....	3.80	2.80	1.80
50 announcements.....	3.60	2.60	1.60
100 announcements.....	3.40	2.40	1.40
150 announcements.....	3.20	2.20	1.20
200 announcements.....	3.00	2.00	1.00

Maximum of 30 announcements in 1 day.

**PROGRAMS**

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	45.00	27.00	18.00	9.00
26 times.....	42.50	25.00	16.50	8.00
52 times.....	40.00	23.00	15.00	7.00
104 times.....	37.50	21.00	13.50	6.00
156 times.....	35.00	19.00	12.00	5.00
260 times.....	32.50	17.00	10.00	4.00
520 times.....	30.00	15.00	8.00	3.00

**ARIZONA**

**ANNOUNCEMENTS**

	1 min.	30 sec.	10 sec.
1 time.....	5.00	4.00	3.00
25 times.....	4.80	3.80	2.80
50 times.....	4.60	3.60	2.60
100 times.....	4.40	3.40	2.40
150 times.....	4.20	3.20	2.20
200 times.....	4.00	3.00	2.00
250 times.....	3.80	2.80	1.80
500 times.....	3.60	2.60	1.60
750 times.....	3.40	2.40	1.40
1,000 times.....	3.20	2.20	1.20
2,000 times.....	3.00	2.00	1.00

**SPECIAL FEATURES**

News Service—UPI.  
Mobile unit broadcasts—rates on request.  
Political—regular rates apply.  
Foreign—Spanish, 1 hour daily except Sunday. Rates on request.

**CLOSING TIME**

Programs 1 week in advance; talks, 72 hours in advance; commercial copy, 24 hours before broadcast.

**SAFFORD**

Graham County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

**KGLU**

(Established 1938)

Gila Broadcasting Company, P. O. Box 669, 520  
Main St., Safford, Ariz. Phone 15.

**PERSONNEL**

General Manager—Paul Merrill.  
Sta. & Com'l Mgr.—Harl Barnett.

**REPRESENTATIVES**

Paul H. Raymer Company, Inc.

**FACILITIES**

1,000 w., 1480 kc. Nondirectional.  
Operating schedule: 5:59 a.m. to midnight, MST.  
Transmitter: Hwy. 70 east, Lone Star, Ariz.

**AGENCY COMMISSION**

15% on time; no cash discount. Bills rendered 1st, payable 10th of month.

**GENERAL**

Accepts AAAA copyrighted contract.  
Discounts apply on time only; allowed only on programs or announcements under contracts not exceeding 1 year, and without lapse. Announcements and programs may not be combined to earn frequency discounts.

**TIME RATES**

Rates effective February 1, 1956.  
Rates received January 30, 1956.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	30.00	18.00	12.00	7.50
13 times.....	28.50	17.10	11.40	7.15
26 times.....	27.00	16.20	10.80	6.75
39 times.....	25.50	15.30	10.20	6.40
52 times.....	24.00	14.40	9.60	6.00
104 times.....	22.50	13.50	9.00	5.65
260 times.....	21.00	12.60	8.40	5.25
312 times.....	19.50	11.70	7.80	4.90

**ANNOUNCEMENTS**

1 time.....	4.25	104 times.....	3.60
26 times.....	4.05	260 times.....	3.40
52 times.....	3.85	520 times.....	3.20

**ANNOUNCEMENT PACKAGE RATES**

(Fixed Position)

Announcements to be used within any 7 day period.  
5 ann's per week... 14.50 15 ann's per week... 33.75  
8 ann's per week... 21.60 20 ann's per week... 41.00  
10 ann's per week... 25.00 20 ann's per week... 47.50

**COMBINATION RATES**

See NBC Radio Network (Pacific Coast Network—Arizona Group); Arizona Broadcasting System and Mutual Broadcasting System.

**SPECIAL FEATURES**

News Service—UPI, AP, PA, International Press—service charge, 1.00 plus time.  
Library Service—Thesaurus. Supplemental recordings.  
Foreign Language Programs  
Spanish—1 hr. daily except Sunday—rates on request.

**CLOSING TIME**

24 hours before broadcast.

**SCOTTSDALE**

Maricopa County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

**See Phoenix**

**SHOW LOW**

Navajo County—Map Location G-2  
See SRDS consumer market map and data at beginning of the State.

**KVWM**

(Established 1957)

Peak Broadcasting Company, P. O. Box 606, Show  
Low, Ariz. Phone 100.

**PERSONNEL**

Pres. & Gen'l Mgr.—S. J. Woodworth.

**FACILITIES**

250 w.; 1050 kc. Non-directional.  
Operating schedule: Daytime only, MST.  
Transmitter and Studio: Highway 173, 1.8 miles south of Show Low, Ariz.

**AGENCY COMMISSION**

15% on net time.

**GENERAL**

Rates include music copyright fees.  
Alcoholic beverage advertising: beer accepted.  
(This listing continued on next page)

# ARIZONA

Show Low—K V W M—Continued

## TIME RATES

Rates effective March 1, 1958.  
Rates received February 24, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time.....	28.00	20.00	12.00	6.80	2.40
13 times.....	27.20	19.20	11.60	6.60	2.32
26 times.....	26.40	18.40	11.20	6.40	2.20
39 times.....	25.60	17.60	10.80	6.20	2.12
52 times.....	24.80	16.80	10.40	6.00	2.00
104 times.....	23.20	15.20	9.60	5.60	1.84
156 times.....	21.60	12.80	8.00	5.20	1.60
208 times.....	20.00	11.20	7.20	4.80	1.40
260 times.....	18.40	10.00	6.40	4.40	1.20
312 times.....	16.00	8.80	5.60	4.00	1.00

## SPECIAL FEATURES

News Service—UPI and area coverage.  
Talks—when acceptable, handled and charged as program time.

## Participating Programs

Regular rates apply:  
"Holbrook-Winslow Shoppers' Guide"—9:45 a.m. to 10:30 a.m. week days.  
"St. John's Hour"—2:30 p.m. to 2:55 p.m. Monday through Saturday.  
"Springerville Round Valley Revue"—2:00 p.m. to 2:30 p.m. weekdays.  
"Snowflake-Taylor Hour"—1:15 p.m. to 1:55 p.m. Thursdays.

## Foreign Language Programs

Apache Indian—1 hour weekly. Rates on request.

# SIERRA VISTA

Cochise County—Map Location G-5

See SRDS consumer market map and data at beginning of the State.

## KHFH

(Established 1957)

Carleton W. Morris, Sierra Vista, Ariz.

## PERSONNEL

Manager—John Bonnett, Jr.

## REPRESENTATIVES

West Coast—William A. Ayres Company.  
New York & Chicago—Bob Dore Associates.

## FACILITIES

1,000 watts; 1420 kc. Non-directional.  
Operating schedule: Sunrise to sunset.  
Transmitter—Sierra Vista, Ariz.

## AGENCY COMMISSION

15% on net time; no cash discount. Terms net—10 days.

## TIME RATES

Rates effective May 1, 1957.  
Rates received April 20, 1957.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	80.00	44.00	24.00	12.00
26 times.....	72.00	40.00	22.00	11.00
52 times.....	64.00	36.00	20.00	10.00
104 times.....	56.00	32.00	18.00	9.00
156 times.....	48.00	28.00	16.00	8.00
260 times.....	40.00	24.00	14.00	7.00
520 times.....	36.00	20.00	12.00	6.00

## ANNOUNCEMENTS

	1 min.	30 sec.	10 sec.
1 time.....	7.00	5.50	3.50
26 times.....	6.75	5.25	3.25
52 times.....	6.50	5.00	3.00
156 times.....	6.25	4.75	2.75
260 times.....	6.00	4.50	2.50
520 times.....	5.50	4.00	2.25
800 times.....	4.75	3.50	2.00
1,200 times.....	4.00	3.00	1.75
1,800 times.....	3.50	2.60	1.60
2,400 times.....	3.00	2.40	1.50

## SPECIAL FEATURES

News, market reports—rates on request.

# TUCSON (8 AM; 1 FM)

Pima County—Map Location F-5

See SRDS consumer market map and data at beginning of the State.

## KAIR

(Established 1956)



Joe DuMond Radio Enterprises, Inc., P. O. Box 951,  
Santa Rita Hotel, Tucson, Ariz., Main 4-0401.

## PERSONNEL

Pres. & Gen'l Mgr.—Joe DuMond.  
Assistant Manager—Joe DuMond, Jr.

## REPRESENTATIVES

McGavren-Quinn Co.

## FACILITIES

250 w., 1490 kc. Nondirectional.  
Operating schedule: 24 hours daily, except Monday when sign on at 6:00 a.m. MST.  
Transmitter: West Grant Rd., Tucson, Ariz.

## AGENCY COMMISSION

15% on time only; no cash discount. Bills payable when rendered.

## GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising: beer and wine only.

## TIME RATES

Rates effective June 15, 1957.  
Rates received June 27, 1957.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	63.00	38.00	25.25	12.50	8.00	6.50
13 times.....	60.00	36.00	24.00	12.00	7.50	6.00
26 times.....	57.00	34.00	23.00	11.50	7.00	5.50
52 times.....	53.50	32.25	21.50	11.00	6.50	5.25
104 times.....	50.50	30.25	20.25	10.00	6.25	5.00
156 times.....	49.00	28.50	19.00	9.25	6.00	4.75
260 times.....	47.25	26.25	18.00	8.50	5.50	4.50
10 second rates.....	request.					

## PACKAGE RATES

One minute announcements (run-of-schedule):	Each	Total
Per week:	6.00	30.00
5 times.....	5.75	28.75
10 times.....	5.50	27.50
15 times.....	5.25	26.25
20 times.....	5.00	25.00
25 times.....	5.00	125.00

## SPECIAL FEATURES

News Service—UPI.	Each	Total
Five-minute Capsule News—before each hour		
1 time.....	12.50	104 times..... 10.00
13 times.....	12.00	156 times..... 9.25
26 times.....	11.50	260 times..... 8.50
52 times.....	11.00	

## News Headlines

(Includes 1 minute of headlines, plus 15-second open and close.)	Each	Total
1 time.....	9.00	104 times..... 8.00
13 times.....	8.75	156 times..... 7.50
26 times.....	8.50	260 times..... 7.00
52 times.....	8.25	

Sports Roundup—five minutes at 5:30 p.m. daily. News rates apply.  
Agricultural Report—five minutes at 5:30 a.m. daily. News rates apply.  
Political—Cash in advance; subject to frequency discounts.  
Merchandising—Information on request.

## Participating Programs

"Mike Shew Shoe"—6:00 a.m. to 9:00 a.m. and noon to 3:00 p.m. daily. Regular rates apply.  
"Jack Meyers Show"—9:00 a.m. to noon and 3:00 p.m. to 6:00 p.m. daily. Regular rates apply.  
"Glenn Adams Show"—6:00 p.m. to midnight. Regular rates apply.

## CLOSING TIME

24 hours before broadcast.

# KCNA

(Established 1946)

Catalina Broadcasting Company, P. O. Box 2348  
Sands Motor Hotel, 222 South Freeway, Hwy. 80  
Tucson, Arizona. Main 2-4664. TWX TSN 1821.

## PERSONNEL

Pres. & Gen'l Mgr.—Harry B. Chambers.

## REPRESENTATIVES

G.I. Perna, Inc.  
West Coast—Tracy Moore and Associates, Inc.

## FACILITIES

5,000 w. days, 500 w. nights; 580 kc. Directional—night only.  
Operating schedule: 5:00 a.m. to midnight.  
Transmitter: Swan Rd. Extension, Tucson, Ariz.

## AGENCY COMMISSION

15% on net time and talent; no cash discount.

## GENERAL

Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.

## TIME RATES

Rates effective October 30, 1957.

Rates received October 7, 1957.

	1/4 hr.	10 min.	5 min.	(*)
1 time.....	25.00	20.00	15.00	10.00
52 times.....	23.00	18.50	14.00	9.50
104 times.....	21.00	17.00	13.00	9.00
260 times.....	19.00	15.50	12.00	8.50
312 times.....	17.00	14.00	11.00	8.00
364 times.....	15.00	12.50	10.00	7.50

## (\*) 1-minute or less.

## WEEKLY PACKAGE RATES

(Run of schedule 7:00 a.m. to 7:00 p.m.)

	15 sec	(*)	15 sec.
7 times.....	42.00	29.00	28 times..... 126.00 88.00
14 times.....	77.00	54.00	35 times..... 140.00 98.00
21 times.....	105.00	74.00	42 times..... 147.00 103.00

(\*) 1-minute or less.  
Station guarantees no double spotting. Times other than 7:00 a.m. to 7:00 p.m. less 15%. Selected times (such as news adjacencies) available on request. Packages can be scheduled horizontally or vertically up to 14 spots in any 1 day, but must be used in 1 week. Packages not combinable for frequency discounts.

## COMBINATION RATES

Affiliated with Arizona Broadcasting System.

## SPECIAL FEATURES

News Service—AP and State wire. Regular rates apply on participation with 2.00 news charge when scheduled saturation or frequency on newscasts.

# KCUB

(Established 1929)



Gordon Broadcasting of Tucson, P. O. Box 5158,  
Tucson, Ariz., Main 3-4353, 4323.

## PERSONNEL

President—Sherwood R. Gordon.  
Group Manager—George H. Bush.  
Station Manager—Gene Ackerley.  
Program Director—Dick Venturino.

## REPRESENTATIVES

Adam Young, Inc.

## FACILITIES

1,000 w., 1290 kc. Nondirectional.  
Transmitter: 10th Ave. and Elm St.

## AGENCY COMMISSION

15% on time only, no cash discount. Bills due and payable 10th of month following broadcast.

## GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

## TIME RATES

Rates effective August 1, 1958.  
Rates received August 6, 1958.

## ANNOUNCEMENTS

1 time.....	6.00	104 times.....	5.10
52 times.....	5.70	260 times.....	4.80
78 times.....	5.40	312 times.....	4.50

## Weekly Saturation Plans

Plan 1  
(All announcements to be scheduled in Class "A" time.)

	Each	Total
1-minute:		
36 per week.....	4.25	153.00
24 per week.....	4.50	108.00
18 per week.....	4.75	85.50
12 per week.....	5.00	60.00
6 per week.....	5.50	33.00
20 or 30 seconds:		
36 per week.....	3.20	115.20
24 per week.....	3.40	81.60
18 per week.....	3.55	63.90
12 per week.....	3.75	45.00
6 per week.....	4.15	24.90
10 seconds:		
72 per week.....	2.15	154.80
48 per week.....	2.25	108.00
36 per week.....	2.40	86.40
24 per week.....	2.50	60.00
12 per week.....	2.75	33.00

## Plan 2

(One-half of such announcements to be scheduled in Class "A" and 1/2 in Class "B" time.)

	Each	Total
1-minute:		
36 per week.....	3.50	126.00
24 per week.....	3.75	90.00
18 per week.....	4.00	72.00
12 per week.....	4.25	51.00
6 per week.....	4.50	27.00
20 or 30 seconds:		
36 per week.....	2.65	95.40
24 per week.....	2.80	67.20
18 per week.....	3.00	54.00
12 per week.....	3.20	38.40
6 per week.....	3.40	20.40
10 seconds:		
72 per week.....	1.75	126.00
48 per week.....	1.90	91.20
36 per week.....	2.00	72.00
24 per week.....	2.15	51.60
12 per week.....	2.25	27.00

Saturation plan announcements may not be combined with other announcements to earn additional frequency discounts.

## CLASS "A"

(6:00 a.m. to 7:00 p.m.)

	1 min.	20-30 sec.	10 sec.
1 time.....	9.00	6.75	5.00
26 times.....	8.00	6.00	4.50
52 times.....	7.00	5.25	4.00
104 times.....	6.50	4.90	3.50
156 times.....	6.00	4.50	3.25
260 times.....	5.50	4.15	3.00

## CLASS "B"

(All other times)

	Each	Total
1 time.....	7.00	5.25
26 times.....	6.00	4.50
52 times.....	5.00	3.75
104 times.....	4.50	3.40
156 times.....	4.00	3.00
260 times.....	3.50	2.65

## Weekend Plan

Same rates as Plan 2 but all announcements to be scheduled during Class "A" time on Saturday and Sunday (no more than 2/3 of the announcements on either day.)

## 5 Minute Newscasts

Tucson—K E V T—Continued

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time...	44.80	23.80	12.60	8.40	6.00
13 times...	43.68	23.20	12.28	8.19	5.85
26 times...	42.56	22.61	11.97	7.98	5.70
52 times...	40.32	21.42	11.34	7.56	5.40
150 times...	38.08	19.72	10.70	7.14	5.10
260 times...	35.84	19.04	10.08	6.72	4.80
312 times...	33.60	17.85	9.45	6.30	4.50

COMBINATION RATES

See National Spanish Language Network.

SPECIAL FEATURES

News Service—AP. Special rates available. Special charge for news. Programs broadcast in Spanish only. Rates include services of translation into Spanish and announcer.

Political—rates on request.

CLOSING TIME

All copy must be in 48 hours before broadcast.

KMOP

(Established 1957)

KMOP, Tucson Inn, 101 W. Drachman, Tucson, Ariz.

PERSONNEL

Pres. & Gen'l Mgr.—Richard N. Jacobson.  
Exec. Vice-Pres.—Howard A. Kalmenson.  
Sales Manager—James Johnson.  
Promotion Manager—Eddie Bailey.  
Program Director—Bob Wolfe.

REPRESENTATIVES

Eastern—Stars National, Inc.  
Western—W. S. Grant Company, Inc.

FACILITIES

500 w.; 1330 kc.  
Operating schedule: 4:00 a.m. to local sunset. MST.  
Transmitter: 0.2 miles south of 700 W. Congress St.

AGENCY COMMISSION

15%; no cash discount. Bills payable when rendered.

GENERAL

Accepts AAAA copyrighted contract.  
Rates guaranteed for 6 months from effective date on any increase, providing advertiser is running at the time of increase.

TIME RATES

Rates effective August 1, 1958.

Rates received August 21, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	50.00	30.00	22.00	12.00
25 times.....	47.50	28.50	21.00	11.40
52 times.....	45.00	27.00	20.00	10.80
104 times.....	42.50	25.50	19.00	10.20
156 times.....	40.00	24.00	18.00	9.60
260 times.....	35.00	22.50	17.00	8.40

WEEKLY PACKAGE RATES

(1 minute announcements)					
Per week:	1 wk.	6 wks.	13 wks.	26 wks.	52 wks.
5 times..	30.00	29.25	28.50	27.00	25.50
10 times..	45.00	44.10	42.75	40.50	38.25
15 times..	60.00	58.80	57.00	54.00	51.00
20 times..	70.00	68.50	66.50	63.00	59.50
25 times..	80.00	78.00	76.00	72.00	68.00
30 times..	90.00	87.75	85.50	81.00	76.50
35 times..	95.00	92.50	90.25	85.50	80.75
40 times..	100.00	97.50	95.00	90.00	85.00

BUCKSHOT PLAN

(10 seconds only)

Per week:	20 times..	30 times..	40 times..	50 times..
	30.00	40.00	45.00	55.00
	24.25	39.00	48.90	58.60
	28.50	38.00	42.75	51.25
	27.00	36.00	40.50	49.50
	25.50	34.00	38.25	46.75

SPECIAL FEATURES

News Service—AP.

Pony Express News

1 minute, plus billboard:	13.00	104 times.....	10.50
1 time.....	12.50	156 times.....	9.50
26 times.....	12.00	260 times.....	8.50
52 times.....	11.50		

Sports headlines every 1/2 hour.  
Farm reports daily at 5:00 a.m.  
Political—cash in advance.  
Merchandising—rates and details on request.

Participating Programs

"Morning Roundup"—4:00 a.m. to 9:00 a.m.  
"Country Music Jubilee"—9:00 a.m. to noon.  
"Chuck Wagon Special"—noon to 3:00 p.m.  
"Evening Roundup"—3:00 p.m. to sign-off.

KOLD

(Established 1947)

CBS Radio Network

Old Pueblo Broadcasting Co., 115 W. Drachman St., Tucson, Ariz. Main 4-2511.

PERSONNEL

Chairman Board of Directors—Gene Autry.  
Pres. & Gen'l Mgr.—Tom Chauncey.  
Vice-Pres. & Sta. Mgr.—E. S. Mittendorf.  
Sales Manager—Bernie Perlin.  
Program Director—Ed Tucker.

REPRESENTATIVES

AM Radio Sales Company.

FACILITIES

250 w., 1450 kc. Nondirectional.  
Operating schedule: unlimited, on MST.

AGENCY COMMISSION

15%; no cash discount.

GENERAL

Accepts AAAA copyrighted contract.  
ASCAP, BMI, and SESAC licenses.  
Rates include music copyright fees.  
Rates guaranteed for 6 months from effective date of any increase, providing advertising is running at the time of increase.

TIME RATES

Rates effective January 1, 1958. (Card No. 3.)  
Card received January 6, 1958.

CLASS "A"

(6:30 a.m. to 7:00 p.m.)

	1 hr.	1/2 hr.	5 min.
1 time.....	50.00	30.00	22.00
13 times.....	48.00	28.50	21.00
26 times.....	46.00	27.00	20.00
52 times.....	44.00	25.50	19.00
104 times.....	42.00	24.00	18.00
156 times.....	40.00	22.50	17.00
260 times.....	38.00	21.00	16.00
312 times.....	36.00	19.50	15.00

CLASS "B"

(6:00 a.m. to 6:30 a.m. and 7:00 p.m. to midnight)			
	1 hr.	1/2 hr.	5 min.
1 time.....	38.00	22.00	14.00
13 times.....	36.00	20.75	13.25
26 times.....	34.00	19.50	12.50
52 times.....	32.00	18.25	11.75
104 times.....	30.00	17.00	11.00
156 times.....	28.00	15.75	10.25
260 times.....	26.00	14.50	9.50
312 times.....	24.00	13.25	8.75

ANNOUNCEMENTS

(Guaranteed Times)

Class "AA"		Class "A"	
	1 min.	25 sec.	10 sec.
1 ti..	6.00	4.75	3.50
13 ti..	5.75	4.50	3.25
26 ti..	5.50	4.25	3.00
52 ti..	5.25	4.00	2.75
04 ti..	5.00	3.75	2.50
56 ti..	4.75	3.50	2.25
260 ti..	4.50	3.25	2.00
312 ti..	4.25	3.00	1.75
520 ti..	4.00	2.75	1.50

Class "AA"—6:30 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m.  
Class "A"—6:00 a.m. to 6:30 a.m.; 9:00 a.m. to 4:00 p.m. and 7:00 p.m. to midnight.

ANNOUNCEMENT PACKAGE RATES

(Run-of-schedule)

1-13 weeks, per week:					
	5 ti.	10 ti.	15 ti.	20 ti.	25 ti.
1 min.	4.00	3.60	3.30	3.00	2.80
25 sec.	3.30	3.00	2.65	2.30	2.15
10 sec.	1.75	1.60	1.55	1.45	1.40
14-26 weeks:					
1 min.	3.65	3.35	3.00	2.85	2.65
25 sec.	3.00	2.65	2.35	2.20	2.00
10 sec.	1.60	1.55	1.45	1.40	1.30
27-52 weeks:					
1 min.	3.00	2.85	2.65	2.50	2.35
25 sec.	2.35	2.15	2.00	1.85	1.65
10 sec.	1.55	1.45	1.40	1.30	1.25

WEEKEND WALLOPS

(Saturday and Sunday only)

Cannot be combined for frequency discounts.  
Musical Programs  
1 hour..... 35.00  
1/2 hour..... 20.00

Newscasts

10 5-minute newscasts per weekend (5 newscasts on Saturday and 5 newscasts on Sunday), per week-end ..... 66.00

Announcements

(Run-of-schedule)

Per announcement—	
Per weekend:	1 min. Sta. brk. 10 sec.
10 announcements.....	3.00
20 announcements.....	2.70
30 announcements.....	2.35

Discounts

Discounts apply on broadcasts under contract for consecutive weeks broadcasting within 1 year from date of first broadcast, except that 10-second announcements, Package Plans and Weekend Wallops may not be counted for frequency discounts. Programs and announcements may not be combined for frequency discounts.

COMBINATION RATES

See CBS Radio Network (Mountain Group) and Columbia Pacific Network (Supplementary Stations).

SPECIAL FEATURES

News Service—AP.  
Library Service—Standard.  
Participating announcements within special feature programs take announcement rates.

CLOSING TIME

1 week in advance of broadcast.

KTKT

(Established 1949)

Copper State Broadcasting Corp., P. O. Box 5585, Tucson, Ariz. Main 2-6711.

PERSONNEL

Pres. & Gen'l Mgr.—Tom Wallace.  
Ass't Gen'l Mgr.—George Wallace.  
REPRESENTATIVES  
Forjoe & Company, Inc.

FACILITIES

10,000 w. days, 990 kc. Directional.  
Operating schedule: Sunrise to local sunset, MST.  
AM Transmitter—W. Grand Rd. at Silver Bell Rd., Tucson, Ariz.  
FM FACILITIES  
ERP 3,100 w., 99.5 mc.  
Antenna ht.—200 ft. above average terrain.  
FM Transmitter—Arizona Land Title Bldg., Tucson, Ariz.

AGENCY COMMISSION

15%; no cash discount.

TIME RATES

Rates effective August 1, 1957.

Rates received July 9, 1957.

Class "A"		Class "B"	
	1 min.	30 sec.	1 min.
1 time.....	12.00	10.00	10.00
26 times.....	11.00	9.00	9.50
52 times.....	10.50	8.25	9.00
104 times.....	9.75	7.50	8.50
156 times.....	9.00	6.75	8.00
260 times.....	8.25	6.00	7.50

Class "A"—7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m. Monday through Friday.  
Class "B"—6:00 a.m. to 7:00 a.m.; 9:00 a.m. to 4:00 p.m. and 6:00 p.m. to 7:00 p.m. Monday through Friday and all day Saturday and Sunday.

WEEKLY PACKAGE RATES

(Class "B" Only)

One minute announcements:				
	Per week			
	1 wk.	13 wks.	26 wks.	52 wks.
5 times.....	42.50	40.50	38.00	34.00
10 times.....	80.00	76.00	72.00	64.00
15 times.....	112.50	107.00	101.00	90.00
20 times.....	140.00	133.00	126.00	112.00
30 times.....	195.00	185.00	175.00	156.00
40 times.....	240.00	228.00	216.00	192.00
30-second announcements:				
5 times.....	32.50	31.00	29.00	26.00
10 times.....	60.00	52.00	54.00	48.00
15 times.....	82.50	78.50	74.00	66.00
20 times.....	100.00	95.00	90.00	80.00
30 times.....	135.00	128.00	121.50	108.00
40 times.....	160.00	152.00	144.00	128.00

SPECIAL FEATURES

News Service—UPI.  
Sponsorship of 60-second news headlines plus spot announcement time every hour at above spot rates.

KTUC

(Established 1929)



Tucson Broadcasting Co., 1511 E. 16th St., Tucson, Ariz. Main 2-3344.

PERSONNEL

General Manager—C. Van Haften.  
Assistant Manager—Robert Lebsock.  
Sales Manager—George Bradley.  
Program Director—Robert Brown.

REPRESENTATIVES

Radio-TV Representatives, Inc.

FACILITIES

250 w., 1400 kc. Nondirectional.  
Operating schedule: 24 hours daily except midnight Sunday to 5:45 a.m. Monday.

AGENCY COMMISSION

15% on net time; no cash discount.

GENERAL

Accepts AAAA copyrighted contract.  
Following rates are for national advertising and include music copyright fees.  
Announcements and programs may not be combined to earn a greater frequency discount. Discounts are allowed retroactively on broadcasts within a contract year.  
Rates guaranteed for 6 months from beginning of the contract or effective date of any increase in rates, providing advertising is actually running at the time of effective date of increase and continues without interruption.

TIME RATES

Rates effective May 1, 1958. (Card No. 1.)  
Card received May 19, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	40.00	28.00	20.00	12.00	8.00
26 times.....	38.00	26.00	19.00	11.40	7.60
52 times.....	36.00	25.20	18.00	10.80	7.20
104 times.....	34.00	23.80	17.00	10.20	6.80
156 times.....	32.00	22.40	16.00	9.60	6.40
260 times.....	28.00	19.60	14.00	8.40	5.60

(\*) 1 minute or less.

WEEKLY SPOT PACKAGE RATES

(Run-of-schedule, Class "B" time only)



# ARIZONA

## Winslow—K V N C—Continued

Announcements and programs may not be combined to earn frequency discounts.  
Alcoholic beverage advertising: beer only.  
Rates include music copyright fees.  
BMI, ASCAP, and SESAC licenses.

### TIME RATES

Rates effective October 1, 1953.  
Rates received October 5, 1953.  
(6:00 a.m. to midnight)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	50.00	35.00	22.50	12.00
13 times.....	47.00	33.00	21.00	11.50
26 times.....	44.00	31.00	19.50	11.00
39 times.....	41.00	28.50	18.00	10.50
52 times.....	38.00	26.50	16.00	8.75
104 times.....	33.00	23.00	14.00	8.00
260 times.....	28.00	19.50	12.00	7.25
312 times.....	22.00	15.50	9.50	6.00

### ANNOUNCEMENTS

1 minute or guaranteed time:	
1 time.....	6.00
52 times.....	5.20
104 times.....	4.80

30 seconds non-guaranteed time:	
1 time.....	4.00
52 times.....	3.60
104 times.....	3.40

### ANNOUNCEMENT PACKAGE RATES

(Fixed Position)

Announcements to be used within any 7 day period.	
5 ann's per week.....	14.50
8 ann's per week.....	21.60
10 ann's per week.....	25.00
15 ann's per week.....	33.75
20 ann's per week.....	41.00
25 ann's per week.....	47.50

### COMBINATION RATES

See Mutual Broadcasting System, Don Lee Broadcasting System, and Arizona Network.

### SPECIAL FEATURES

News Service—AP and UPI.  
Library Service—Thesaurus.  
Foreign Language Programs  
Spanish: 1 hr. daily except Sunday—rates on request  
Navajo: 1 hour weekly—rates on request.  
Talks—when acceptable, handled and charged as program time.

## YUMA (3 AM)

Yuma County—Map Location E-4

See SRDS consumer market map and data at beginning of the State.

## KOFA

(Established 1953)

Broadcasters, Inc., P. O. Box 1430, 250 E. 16th St., Yuma, Ariz. Sunset 3-8341.

### PERSONNEL

President—Hank Schechert.  
Manager—Fred A. Pelger.  
Sales Manager—Rose Anne Pelger.

### REPRESENTATIVES

West Coast—Tracy Moore & Associates

### FACILITIES

250 w., 1240 kc. Nondirectional.  
Operating schedule: 5:00 a.m. to midnight Monday through Saturday; 7:00 a.m. to 9:00 p.m. Sunday MST.

### AGENCY COMMISSION

15% on time only; no cash discount. Accounts payable 10th of month following service.

### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
Discounts apply on time only; allowed only on programs or announcements under contract not exceeding 1 year's duration, and without lapse.  
Announcements and programs may not be combined to earn frequency discounts.  
Beer and wine only alcoholic advertising accepted.

### TIME RATES

Rates effective January 1, 1957.

Rates received December 26, 1956.

Revisions (Sat. Plan) rec'd May 27, 1957.

(5:30 a.m. to midnight)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.	20 sec.
1 time.....	30.00	18.00	12.00	6.00	3.75	2.75	1.40
26 times.....	28.50	17.10	11.40	5.70	3.55	2.60	1.35
52 times.....	27.00	16.20	10.80	5.40	3.35	2.50	1.30
104 times.....	25.50	15.30	10.20	5.10	3.10	2.40	1.25
156 times.....	24.00	14.40	9.60	4.80	3.00	2.20	1.15
260 times.....	22.50	13.50	9.00	4.50	2.80	2.00	1.05
312 times.....	21.00	12.60	8.40	4.20	2.50	1.80	.95

### SATURATION PLAN

Spots to be used within one week:	1 min.	30 sec.	15 sec. or less
Per week (per day):			
14 spots (2 daily).....	31.50	25.20	12.65
21 spots (3 daily).....	44.10	35.70	17.95
28 spots (4 daily).....	55.95	44.40	23.65
35 spots (5 daily).....	66.50	52.50	28.65
42 spots (6 daily).....	75.60	58.80	33.05
49 spots (7 daily).....	78.30	63.70	36.90
56 spots (8 daily).....	89.60	69.00	40.20
63 spots (9 daily).....	94.50	75.60	43.10
70 spots (10 daily).....	98.00	77.00	45.55
84 spots (12 daily).....	109.20	79.80	48.75
100 spots (14 daily).....	115.00	85.00	52.00

### SPECIAL FEATURES

News Service—AP and local.  
5-minute news on the hour every hour.  
Sports flashes on the half hour every hour.  
Market reports—12:30 p.m. Monday through Saturday.  
Country and western music—5:30 a.m. to 7:00 a.m. Monday through Saturday.  
Popular music all other hours (except more appropriate music on Sunday).  
Foreign Language Programs  
Spanish—5-minute news—7:00 p.m. and 8:00 p.m. Sunday through Friday.  
"Fiesta Time"—7:00 p.m. to 9:00 p.m. daily except Saturday; Spanish music program; regular rates apply.

### CLOSING TIME

24 hours before broadcast.

## KVOY

(Established 1950)



KYMA-YUMA, Inc., P. O. Box 671, 699 South Avenue B, Yuma, Ariz. Sunset 3-7841.

### PERSONNEL

Pres. & Gen'l Mgr.—Bill Lindsey.

### REPRESENTATIVES

Radio-TV Representatives, Inc.

### FACILITIES

250 w., 1400 kc. Nondirectional.  
Operating schedule: 5:30 a.m. to 12:30 a.m., MST.  
Transmitter: 699 South Avenue B, Yuma, Ariz.

### AGENCY COMMISSION

15% on net time only; no cash discount.

### GENERAL

Accepts AAAA copyrighted contract.  
Discounts are for broadcasts to be used within 1 year from start of schedule. Announcements and programs cannot be combined to earn frequency discounts.  
Alcoholic beverage advertising: beer only  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

### TIME RATES

Rates effective January 1, 1955.

Rates received November 22, 1955.

	1 hr.	1/2 hr.	1/4 hr.	156	260
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.....	12.00	11.40	10.80	10.20	9.60
5 minutes.....	6.00	5.70	5.40	5.10	4.80

### PROGRAM DISCOUNTS

Advertisers using more than 1 program daily for a period of 13 or more consecutive and continuous weeks will be allowed following additional quantity discounts applicable to above program rates: 2 daily, 10%; 3 daily, 15%; 4 or more daily, 20%.

### SPOT ANNOUNCEMENTS

	(*)	(†)	(*)	(†)
1 time.....	8.00	5.00	260 times.....	5.60
13 times.....	7.60	4.75	520 times.....	5.20
26 times.....	7.20	4.50	750 times.....	4.80
52 times.....	6.80	4.25	1000 times.....	4.40
104 times.....	6.40	4.00	1500 times.....	4.00
156 times.....	6.00	3.75	2000 times.....	3.60

(\*) Night rates.  
(†) Day rates.

### COMBINATION RATES

See Mutual Broadcasting System, Don Lee Broadcasting System, and Arizona Network.

### SPECIAL FEATURES

News Broadcasts, Sports and other special events—rates on request.  
Participation Program—regular rates apply.  
Features and time availabilities on request.  
Library Service—World, Sesac.

### Foreign Language Programs

Spanish—"La Hora Mexicana" with Bob Robles—6:00 a.m. to 7:00 a.m. Monday through Saturday. Regular rates apply.

### CLOSING TIME

Should advertiser fail to deliver program material to station at least 24 hours in advance, the station reserves right to proceed with broadcast by announcing name, address and business of advertiser and putting on any available program which it considers suitable. Recorded programs due week in advance to protect on breakage, etc. Station has no deadline on closing contracts, but prefers 1 week in advance.

## KYUM

(Established 1940)

## NBC Affiliate

Yuma Broadcasting Company, First St. and 19th Ave., P. O. Box 352, Yuma, Ariz. Sunset 3-3305.

### PERSONNEL

General Manager—Len Burkland.

### REPRESENTATIVES

Avery Knodel, Inc.

### FACILITIES

1,000 w., 560 kc. Directional—night only.  
Operating schedule: unlimited, MST.  
Transmitter: First St. and 19th Ave., Yuma, Ariz.

### AGENCY COMMISSION

15% on time only; no cash discount.

### GENERAL

Accepts AAAA copyrighted contract.  
Discounts apply on time only; allowed only on programs or announcements under contracts not exceeding 1 year's duration, and without lapse. Announcements and programs may not be combined to earn frequency discount.  
Rates include music copyright fees.

### TIME RATES

Rates effective December 1, 1956.

Rates received October 22, 1956.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	30.00	18.00	12.00	9.00
13 times.....	28.50	17.10	11.40	8.55
26 times.....	27.00	16.20	10.80	8.10
39 times.....	25.50	15.30	10.20	7.65
52 times.....	24.00	14.40	9.60	7.20
104 times.....	22.50	13.50	9.00	6.75
260 times.....	21.00	12.60	8.40	6.30
312 times.....	19.50	11.70	7.80	5.85

### ANNOUNCEMENTS

1 minute or less, including 30-word station breaks or time signals.

1 time.....	5.00	104 times.....	4.00
26 times.....	4.75	260 times.....	3.75
52 times.....	4.50	520 times.....	3.50

### COMBINATION RATES

See NBC Radio Network (Pacific Coast Network—Arizona Group) and Arizona Broadcasting System.

### SPECIAL FEATURES

Talks—when acceptable, handled and charged as program time, plus 50%.  
Library Service—Capitol, Standard, World, Langworth.

# A media buyer's view of media advertising

Some spokesmen for media tell us information makes poor advertising . . . that common sense is a drab motive for which advertisers grudgingly give up their cash . . . that there is no use insisting on formulae for copy which do not appeal to the emotions.

If a medium insists on appealing to this human weakness to the exclusion of telling something useful about the space or time for sale, it greatly underestimates the intelligence of SRDS subscribers.

We users of SRDS publications are not opposed to the emotional appeal in advertising . Our lives are largely guided by emotion. We do not deny that some of our purchases are and will continue to be influenced by emotion. We do not deny the right of media nor of ourselves to employ within the limits of good taste and honesty an emotional appeal that will sell advertising or goods or services at minimum cost.

But to say that the sum total of advertising is the emotional appeal is like saying that the sum total of woman is her beauty appeal. Advertising, as well as some women, would have a hard time qualifying if that was all there was to the argument.

GxF358





# ARKANSAS

## SRDS Consumer Market Data STATE, COUNTY, CITY, METROPOLITAN AREA DATA

### CITIES AND COUNTIES

This list shows counties in which cities are located. Cities are first, counties next.

Blytheville—Mississippi  
El Dorado—Union

Fort Smith—Sebastian  
Hot Springs—Garland

Jonesboro—Craighead  
Little Rock—Pulaski

North Little Rock—  
Pulaski

Pine Bluff—Jefferson  
Texarkana—Miller

Estimates for:	Popu- lation	House- holds	C.S.I. 7/1/57 to 7/1/58	C.S.I. per House- hold	Total Retail Sales	Retail Sales by Store Type					For the Year 7/1/57 to 7/1/58		Farm Popu- lation	Gross Farm Income
STATE	7/1/58	7/1/58	7/1/58	(\$)	7/1/57 to 7/1/58	Food	Drug	General	Apparel	Home	Auto-	Filling	1/1/58	1957
COUNTY—Map Loc. City Metropolitan Area	(000)	(000)	(\$000)	(\$)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(000)	(\$000)
<b>ARKANSAS STATE</b>	<b>1,772.3</b>	<b>494.60</b>	<b>1,994,955</b>	<b>4,033</b>	<b>1,474,088</b>	<b>355,487</b>	<b>45,800</b>	<b>163,064</b>	<b>75,071</b>	<b>63,188</b>	<b>312,596</b>	<b>122,865</b>	<b>593.0</b>	<b>620,499</b>
TOTALS.....	21.7	6.28	31,274	4,980	31,998	6,002	815	2,331	584	882	4,210	2,452	7.6	25,497
ARKANSAS G-5.....	16.8	4.48	22,244	4,965	14,245	4,007	504	2,950	514	167	3,008	1,488	8.4	8,041
ASHLEY G-7.....	6.8	1.97	9,464	4,804	4,915	1,295	200	138	242	39	1,143	470	3.0	1,635
BAXTER F-1.....	33.3	10.42	39,369	3,778	36,188	6,151	1,353	2,032	1,200	1,061	5,128	3,393	15.5	21,113
BENTON C-1.....	13.1	3.98	15,208	3,821	11,833	3,189	407	1,430	559	437	2,746	750	6.3	2,652
BOONE D-1.....	13.3	3.67	11,912	3,246	11,680	2,730	250	1,439	465	451	2,932	912	4.2	1,129
BRADLEY F-7.....	4.9	1.34	3,302	2,464	2,538	982	50	370	.....	42	333	292	2.8	492
CALHOUN F-7.....	11.3	3.52	11,625	3,303	7,663	1,653	296	615	48	227	1,288	666	6.1	6,817
CARROLL D-1.....	17.0	4.91	16,597	3,380	13,125	3,214	459	798	1,060	154	1,830	1,855	8.2	13,056
CHICOT H-7.....	19.6	5.41	22,720	4,200	16,900	4,326	604	1,434	805	925	3,410	1,470	5.5	2,163
CLARK D-6.....	23.8	6.62	20,806	3,143	13,951	3,928	263	1,257	245	903	1,782	1,035	11.2	12,669
CLAY J-1.....	9.5	2.66	6,930	2,605	4,359	745	177	660	50	79	1,343	252	5.3	2,421
CLEBURNE F-3.....	5.7	1.50	4,281	2,854	2,238	781	25	519	25	119	107	224	5.0	1,264
CLEVELAND F-6.....	22.6	6.23	23,853	3,829	19,246	3,921	621	1,621	1,459	945	5,385	1,855	8.6	1,673
COLUMBIA D-7.....	14.6	3.97	13,981	3,522	9,454	2,056	236	1,011	513	563	1,550	873	6.4	3,040
CONWAY E-3.....	50.4	13.59	60,637	4,462	38,311	9,398	1,215	3,544	2,833	2,167	7,578	3,058	18.8	23,409
CRAIGHEAD J-2.....	20.1	6.09	35,206	5,781	30,748	6,613	944	1,706	2,715	2,024	7,402	2,048	.....	.....
Jonesboro	20.5	5.82	20,936	3,597	10,863	3,798	550	489	307	402	2,372	1,034	6.4	2,899
CRAWFORD C-3.....	48.4	12.63	46,274	3,664	36,640	7,318	754	2,003	1,085	1,189	13,536	3,058	20.6	39,479
CRITTENDEN J-3.....	22.6	5.84	19,939	3,414	13,709	2,839	605	1,411	620	500	3,467	849	11.5	21,555
CROSS H-3.....	10.4	2.86	8,599	3,007	9,367	2,143	184	792	428	394	3,472	921	2.9	401
DALLAS E-6.....	22.3	5.99	20,282	3,386	15,864	4,509	467	1,188	640	428	3,166	1,232	10.4	17,030
DESHA H-6.....	15.4	4.14	12,374	2,989	8,469	3,094	300	1,077	367	285	1,883	403	6.5	4,807
DREW G-7.....	21.6	5.89	25,846	4,388	14,963	3,959	414	1,831	637	890	3,208	1,809	9.0	4,439
FAULKNER F-4.....	9.0	2.61	8,817	3,378	5,566	1,034	179	1,070	110	460	1,085	485	5.0	2,642
FRANKLIN C-3.....	7.7	2.21	4,915	2,224	2,773	592	52	317	33	98	768	785	4.8	1,146
FULTON G-1.....	48.6	15.50	62,608	4,039	54,605	13,161	2,203	4,307	5,085	2,504	9,842	4,151	4.4	1,303
GARLAND D-5.....	33.8	11.44	49,148	4,296	51,658	11,986	2,203	3,788	4,982	2,504	9,756	3,695	.....	.....
Hot Springs	7.3	2.03	6,069	2,990	3,286	1,331	66	299	175	.....	611	448	3.2	377
GRANT F-5.....	24.4	6.79	25,639	3,776	15,806	3,685	352	961	1,309	990	2,627	1,089	10.9	10,826
GREENE J-2.....	17.8	5.07	18,007	3,552	13,782	4,203	432	1,500	471	772	3,888	994	7.8	3,293
HEMPSTEAD C-6.....	23.5	6.62	28,086	4,243	14,944	4,655	509	1,094	593	423	3,878	1,713	5.4	1,372
HOT SPRING E-5.....	9.9	2.87	10,013	3,489	7,129	1,612	337	908	216	285	2,049	414	4.8	1,760
HOWARD C-6.....	17.9	5.12	18,526	3,618	15,179	3,151	338	1,268	909	614	4,184	1,410	8.1	5,116
INDEPENDENCE G-3.....	4.6	1.28	4,533	3,541	2,180	317	47	493	82	.....	669	243	4.9	1,338
IZARD F-2.....	24.0	6.52	22,692	3,480	21,681	3,596	580	1,730	1,301	1,481	4,280	2,033	11.5	18,965
JACKSON H-3.....	80.1	22.72	89,716	3,949	61,316	20,011	1,608	3,848	5,152	2,955	11,993	5,345	15.2	20,674
JEFFERSON F-5.....	42.9	13.20	62,183	4,711	55,383	17,473	1,501	3,065	4,731	2,911	11,285	4,490	.....	.....
Pine Bluff	13.2	3.84	12,216	3,181	8,133	2,584	159	589	332	272	1,291	622	5.3	2,713
JOHNSON D-3.....	9.6	2.66	7,863	2,956	6,228	1,705	255	591	351	125	1,375	750	4.4	3,374
LAFAYETTE D-7.....	16.6	4.53	14,245	3,145	10,248	2,602	219	1,078	334	1,240	1,711	1,164	8.4	7,042
LAWRENCE H-2.....	21.0	5.41	17,843	3,298	12,989	2,964	371	1,828	275	529	1,815	1,234	13.6	18,919
LEE H-4.....	11.4	2.85	7,501	2,632	3,377	667	104	944	20	105	795	503	8.4	11,695
LINCOLN G-6.....	7.7	2.20	9,165	4,166	5,014	1,733	218	249	340	58	1,353	594	3.4	1,725
LITTLE RIVER B-6.....	14.7	3.94	13,337	3,385	10,241	2,050	337	1,835	254	417	2,419	1,302	6.5	4,684
LOGAN C-4.....	23.7	6.46	23,803	3,685	18,538	4,769	384	1,893	418	265	4,715	1,714	13.3	21,648
LONOKE G-4.....	9.1	2.51	6,756	2,692	3,368	900	45	411	203	170	779	245	7.3	4,426
MADISON C-2.....	7.6	2.17	5,438	2,506	2,528	1,061	80	428	21	57	122	118	3.6	1,293
MARION E-1.....	31.2	9.03	40,207	4,453	33,825	6,470	781	4,906	3,045	1,399	5,193	3,985	5.6	2,642
MILLER C-7.....	51.3	16.71	76,905	4,602	75,297	15,236	2,752	10,957	5,099	3,755	12,500	9,253	.....	.....
Texarkana <sup>2</sup>	104.5	31.17	140,769	4,516	93,413	21,457	3,391	11,936	5,746	4,323	17,747	11,160	.....	.....
Texarkana Metro Area	71.1	18.43	68,776	3,732	56,158	16,429	1,519	3,453	3,189	2,442	13,125	2,766	34.8	59,822
MISSISSIPPI K-2.....	20.1	6.32	29,104	4,605	27,636	6,764	769	1,867	2,372	1,620	6,935	1,039	.....	.....
Blytheville	17.3	4.59	16,180	3,525	12,702	3,327	332	1,035	393	350	1,746	1,689	7.8	11,265
MONROE H-5.....	4.7	1.36	4,107	3,020	1,559	431	112	544	.....	.....	205	239	2.9	673
MONTGOMERY C-5.....	9.9	2.77	9,320	3,365	6,497	1,815	206	600	300	134	1,739	610	5.4	1,477
NEVADA D-7.....	6.5	1.65	5,467	3,313	518	253	28	80	.....	.....	.....	31	5.3	784
NEWTON D-2.....	32.5	9.08	30,334	3,341	26,550	6,866	721	2,628	1,418	1,205	5,700	2,648	5.0	698
OUACHITA E-7.....	3.9	1.11	3,011	2,713	1,200	360	.....	405	.....	.....	224	53	2.2	1,403
PERRY E-4.....	43.8	12.22	39,161	3,205	30,335	8,656	1,019	3,050	2,304	1,544	5,828	1,764	16.7	26,623
PHILLIPS H-5.....	8.1	2.34	7,651	3,270	4,496	864	181	559	108	22	1,517	577	3.3	738
PIKE D-6.....	38.5	9.57	32,355	3,381	24,935	5,522	1,015	2,149	964	1,070	3,715	1,721	16.8	36,450
POINSETT J-3.....	12.0	3.58	11,161	3,118	8,430	1,996	325	1,082	316	385	1,624	930	5.4	1,187
POLK C-5.....	19.2	5.38	22,968	4,269	15,787	3,715	486	1,272	743	1,276	3,537	1,330	6.7	3,748
POPE E-3.....	11.7	3.14	10,634	3,387	6,332	1,507	234	547	95	462	788	981	5.4	13,480
PRAIRIE G-4.....	261.1	72.28	401,398	5,553	269,816	61,588	9,380	43,094	13,978	12,766	58,190	20,455	11.1	8,115
PULASKI F-4.....	124.0	38.54	241,304	6,261	182,089	40,299	6,745	36,253	10,932	8,194	34,015	10,867	.....	.....
Little Rock	261.1	72.28	401,398	5,553	269,816	61,588	9,380	43,094	13,978	12,766	58,190	20,455	.....	.....
Little Rock-North	57.5	16.98	83,321	4										

# SRDS Radio Household Data

Data from the Census Bureau and from independent sources were combined to provide an estimate of radio households in the U.S., county-by-county as of July 1, 1958.

County	Estimated Total Households 7-1-58	Estimated Households with Radio 7-1-58	% U.S. Total Radio Households 7-1-58
STATE TOTAL	494,600	466,270	.9535
Arkansas	6,280	5,980	.0122
Ashley	4,480	4,180	.0085
Baxter	1,970	1,840	.0038
Benton	10,420	9,930	.0203
Boone	3,980	3,830	.0078
Bradley	3,670	3,430	.0070
Calhoun	1,340	1,240	.0025
Carroll	3,520	3,350	.0069
Chicot	4,910	4,390	.0090
Clark	5,410	5,150	.0105
Clay	6,620	6,370	.0130
Cleburne	2,660	2,500	.0051
Cleveland	1,500	1,410	.0029
Columbia	6,230	5,810	.0119
Conway	3,970	3,780	.0077
Craighead	13,590	13,080	.0268
Crawford	5,820	5,490	.0113
Crittenden	12,630	11,410	.0233
Cross	5,840	5,450	.0111
Dallas	2,860	2,640	.0054
Desha	5,990	5,530	.0113
Drew	4,140	3,860	.0079
Faulkner	5,890	5,610	.0115
Franklin	2,610	2,460	.0050
Fulton	2,210	2,100	.0043
Garland	15,500	14,770	.0302
Grant	2,030	1,910	.0039
Greene	6,790	6,530	.0133
Hempstead	5,070	4,730	.0097
Hot Springs	6,620	6,300	.0129
Howard	2,870	2,710	.0055
Independence	5,120	4,880	.0100
Izard	1,280	1,220	.0025
Jackson	6,520	6,080	.0124
Jefferson	22,720	20,970	.0429
Johnson	3,840	3,650	.0075
Lafayette	2,660	2,450	.0050
Lawrence	4,530	4,360	.0089
Lee	5,410	4,940	.0101
Lincoln	2,850	2,570	.0053
Little River	2,200	2,010	.0041
Logan	3,940	3,790	.0078
Lonoke	6,460	6,090	.0125
Madison	2,510	2,370	.0048
Marion	2,170	2,040	.0042
Miller	9,030	8,420	.0172
Mississippi	18,430	17,010	.0348
Monroe	4,590	4,190	.0086
Montgomery	1,360	1,300	.0027
Nevada	2,770	2,580	.0052
Newton	1,650	1,550	.0032
Ouachita	9,080	8,560	.0175
Perry	1,110	1,030	.0021
Phillips	12,220	11,040	.0226
Pike	2,340	2,250	.0046
Poinsett	9,570	9,020	.0184
Polk	3,580	3,340	.0068
Pope	5,380	5,130	.0105
Prairie	3,140	2,960	.0061
Pulaski	72,280	69,530	.1422
Randolph	3,670	3,460	.0071
St. Francis	9,100	8,400	.0172
Saline	6,430	6,130	.0125
Scott	1,990	1,880	.0038
Searcy	2,400	2,220	.0045
Sebastian	21,950	21,120	.0432
Sevier	2,710	2,550	.0052
Sharp	1,860	1,770	.0036
Stone	1,810	1,710	.0035
Union	13,760	12,700	.0260
Van Buren	2,000	1,890	.0039
Washington	14,310	13,770	.0282
White	10,100	9,620	.0197
Woodruff	4,000	3,730	.0076
Yell	2,350	2,220	.0045

## ARKANSAS

See SRDS consumer market map and data at beginning of the State.

### ARKADELPHIA

Clark County—Map Location D-8  
See SRDS consumer market map and data at beginning of the State.

#### KVRC

(Established 1947)

Arkadelphia Broadcasting Co., 506 Main St., Arkadelphia, Ark.

**PERSONNEL**  
General Manager—Bill Deaton.  
**REPRESENTATIVES**  
Hil F. Best Company.

### FACILITIES

250 w., 1240 kc. Nondirectional.  
Operating Schedule: 6:00 a.m. to 11:00 p.m. CST.  
Transmitter: Arkadelphia, Ark.

### AGENCY COMMISSION

15% on time; no cash discount. Invoice rendered and payable monthly.

### GENERAL

Accepts AAAA copyrighted contract.  
BMI, ASCAP and SESAC licenses.

### TIME RATES

Rates effective September 1, 1947. (Card No. 1A.)

#### CLASS "A"

	Sundays					
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	*50 wds.
11:30 a.m. to 1:30 p.m., 6:00 p.m. to 10:00 p.m. weekdays, and 11:30 a.m. to 10:00 p.m. Sundays						
1 time	48.00	30.00	19.00	15.00	9.00	5.50 4.50
13 times	45.60	28.50	18.05	14.25	8.50	5.25 4.25
26 times	43.20	27.00	17.10	13.50	8.00	5.00 4.00
52 times	40.80	25.50	16.15	12.75	7.50	4.75 3.75
104 times	38.40	24.00	15.20	12.00	7.00	4.50 3.50
156 times	36.00	22.50	14.25	11.25	6.50	4.25 3.25
260 times	31.20	19.50	12.35	9.75	5.50	3.75 2.75
312 times	28.80	18.00	11.40	9.00	5.00	3.50 2.50

#### CLASS "B"

(6:00 a.m. to 11:30 a.m. and 1:30 p.m. to 6:00 p.m. weekdays)

	6:00 p.m. weekdays					
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	*50 wds.
1 time	38.00	22.50	15.00	11.00	7.50	4.50 4.00
13 times	36.10	21.35	14.25	10.50	7.10	4.25 3.80
26 times	34.20	20.20	13.50	10.00	6.70	4.00 3.60
52 times	32.30	19.00	12.75	9.50	6.30	3.75 3.40
104 times	30.40	17.90	12.00	9.00	5.90	3.50 3.20
156 times	28.50	16.75	11.25	8.50	5.50	3.25 3.00
260 times	24.70	14.50	9.75	7.50	4.70	2.75 2.60
312 times	22.80	13.30	9.00	7.00	4.30	2.50 2.40

(\*) Spots at specified time—rates on request.

### Package Rates

50-word announcements, run-of-schedule:

	3 daily	6 daily
1 month, per month	180.00	300.00
3 months, per month	147.50	280.00
6 months, per month	137.50	260.00
12 months, per month	125.00	237.50

### SPECIAL FEATURES

News Service—AP.  
Time Signals, Weather Reports, Market Quotations—rates on request.  
Political—rates and details on request.  
Library Service—World.

### CLOSING TIME

Programs close 1 week before broadcast.

## BATESVILLE

Independence County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

### KBTA

(Established 1950)



White River Valley Broadcasters, Inc., P. O. Box 1112, Glen St. and Dam Rd., Batesville, Ark. Phones 1112-13.

### PERSONNEL

Gen'l & Com'l Mgr.—J. F. Higginbottom.  
Chief Engineer—Charles T. Smith.  
Promotion Mgr.—Murray Schroyer.

### REPRESENTATIVES

Hil F. Best Company.

### FACILITIES

250 w. 1340 kc. Nondirectional.  
Operating schedule: 5:30 a.m. to 11:00 p.m.

### AGENCY COMMISSION

15% to recognized agencies; no cash discount. Bills due 10th of month following service.

### GENERAL

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Maximum term of contract—one year.  
Contract subject to cancellation on fourteen days written notice, and to earned rate adjustment.

### TIME RATES

Rates effective January 1, 1957. (Card No. 4.)  
Card received December 3, 1956.

	Sundays					
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time	30.00	17.50	11.00	8.50	7.00	4.00
26 times	27.00	15.00	10.50	8.00	6.50	3.75
52 times	26.00	14.50	10.00	7.50	6.00	3.50
104 times	25.00	14.00	9.50	7.00	5.50	3.25
156 times	24.00	13.50	9.00	6.50	5.25	3.00
260 times	23.00	13.00	8.50	6.00	5.00	2.75
312 or more times	22.00	12.50	8.00	5.50	5.00	2.50

(\*) 1 minute or less.

Announcements and programs may not be combined to earn further discounts.  
Programs take precedence over announcements.  
Announcements adjacent to, or during any program specified by station as premium shows take the one-time open rate.  
Rates are for station time only; talent and/or remote charges additional.

### SPECIAL FEATURES

News Service—AP.

### CLOSING TIME

3 days before broadcast.

## ARKANSAS

## BENTON

Saline County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

### KBBA

(Established 1953)

The Benton Broadcasting Service, Hwy. 67-70, 2 mi. northeast of Benton.

### PERSONNEL

General Manager—Lavelle Langley.  
Chief Engineer & Com'l Mgr.—Preston Bridges.

### FACILITIES

250 w., 690 kc. Nondirectional.  
Operating schedule: daytime only, CST.  
Transmitter: same as office address.

### AGENCY COMMISSION

15%.

### GENERAL

Accepts AAAA copyrighted contract.

### TIME RATES

Rates effective August 1, 1958.  
Card received August 9, 1958.

	1 tl.	26 tl.	52 tl.	104 tl.	156 tl.	260 tl.
1/2 hour	25.00	22.50	20.00	17.50	15.00	12.50
1/4 hour	20.00	18.00	16.00	14.00	12.00	10.00
5 minutes	10.00	9.00	8.00	7.00	6.00	5.00
Spots	5.00	4.50	4.00	3.50	3.00	2.50

### SPECIAL FEATURES

News Service—AP.

## BERRYVILLE

Carroll County—Map Location D-1  
See SRDS consumer market map and data at beginning of the State.

### KTCN

(Established 1958)

Ozark Radio & Equipment Co., State Hwy. 21 at 62, Berryville, Ark. Garfield 3-2148.

Other Studios—Eureka Springs & Green Forest, Ark.

### PERSONNEL

President—T. W. Rogers.  
Vice-Pres. & Gen'l Mgr.—Mel Lymbery.  
Secretary-Treasurer—Fred Ward.

### FACILITIES

1,000 w.; 1480 kc. Nondirectional.  
Operating schedule: 5:00 a.m. to local sunset.  
Transmitter: same as office address.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills payable 10th of month following broadcast.

### GENERAL

Affiliated with Keystone Network.

### TIME RATES

Rates effective July 25, 1958.

	1/2 hr.	1/4 hr.	5 min.	Spot
1 time	46.20	23.75	9.45	4.75
26 times	41.50	21.10	8.90	4.50
52 times	37.50	19.60	8.35	4.10
78 times	33.10	16.70	7.60	3.70
104 times	27.00	14.20	6.95	3.05
156 times	24.25	12.75	6.00	2.70
234 times	21.30	11.25	5.30	2.30
312 times	18.40	9.45	4.60	1.80
624 times	13.95	7.35	3.85	1.55

1-hour rates on request.  
10-second time signals flat, each..... 1.00  
No contract less than 100, to be used within 30 days.

### SPECIAL FEATURES

News Service—AP.  
Library Service—World, Sesac.  
Participating Programs  
"Farm Fare of the Ozarks" with Jim Morrow—5:30 a.m. to 7:00 a.m.  
"Larry Thurman Show"—music.  
"Morning Matinee"—10:30 a.m. to 11:30 a.m.  
"Green Forest Hour"—1:00 p.m. to 2:00 p.m.  
"Dwight Nichols Show"—2:00 p.m. to 2:30 p.m.  
"Teen Tempo Time" with Tom Millard—3:30 p.m. to 4:30 p.m.

## BLYTHEVILLE (1 AM; 1 FM)

Mississippi County—Map Location K-2  
See SRDS consumer market map and data at beginning of the State.

### KLCN

(Established 1922)

Harold L. Sudbury, Sudbury Bldg., Main St., Blytheville, Ark. Phone 2093.

### PERSONNEL

General Manager—Harold L. Sudbury.  
Promotion Manager—J. T. Sudbury.  
Program Director—Carl Frame.

### REPRESENTATIVES

John E. Pearson Company.

### FACILITIES

5,000 w. days, 910 kc. Nondirectional.  
Operating schedule: daytime, CST.  
Transmitter: E. Hwy 18, Blytheville, Ark.

### AGENCY COMMISSION

15%; no cash discount. Bills payable monthly.

### TIME RATES

Rates received March 9, 1945.  
CLASS "A"  
(11:59 a.m. to 1:01 p.m.)

1 hour	50.00
1/2 hour	30.00
1/4 hour	20.00
5 minutes	10.00
100 words or less	5.00

CLASS "B"  
(All Other Times)

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	156 tl.	260 tl.
1 hour	50.00	47.00	42.50	40.00	35.00	32.50	30.00
1/2 hour	30.00	28.00	26.00	24.00	22.00	20.00	1

# ARKANSAS

## Blytheville—K L C N—Continued

**SPECIAL FEATURES**  
News Service—AP.  
Political—rates on request.

## K L C N-FM

(Established 1948)

Harold L. Sudbury (see AM station above).

### FACILITIES

Exp. 21,000 w., 96.1 mc.  
Operating schedule: 5:30 a.m. to 10:30 p.m. CST.  
Antenna ht.—398 ft. above average terrain.

### AGENCY COMMISSION

15% on time and talent; no cash discount.

### GENERAL

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

### TIME RATES

Rates effective March, 1948. (Card No. 1.)					
	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	25.00	15.00	10.00	5.00	2.50
13 times.....	23.50	14.00	9.50	4.50	2.40
26 times.....	21.25	13.00	9.00	4.25	2.25
52 times.....	20.00	12.00	8.00	4.00	2.00
104 times.....	17.50	11.00	7.50	3.75	1.90
156 times.....	16.25	10.00	6.50	3.50	1.75
260 times.....	15.00	9.00	6.00	3.25	1.50

(\*) 100 words or less.

### SPECIAL FEATURES

News Service—AP.  
Religious—rates on request.  
Political—rates on request.

## CAMDEN

Ouachita County—Map Location E-7

See SRDS consumer market map and data at beginning of the State.

## K A M D

(Established 1946)

Camden Radio, Inc., 674 California St., P. O. Box 5859, Camden, Ark. Temple 6-5091.

### PERSONNEL

Manager—Donald Cathey.  
Program Director—Cal Carter.

### FACILITIES

1,000 w. days, 500 w. nights; 910 kc. Directional, nights only.  
Operating schedule: unlimited, CST.  
Transmitter—1/4 mile N. E. City Limits, Highway 73 N.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills payable on receipt.

### GENERAL

Accepts AAAA copyrighted contract.  
Following rates are for national advertising.

### TIME RATES

Rates effective February 1, 1952						
Rates received February 28, 1952						
Revisions received February 9, 1955.						
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	1/2 min.
1 time.....	45.00	27.00	18.00	9.00	6.00	4.00
13 times.....	42.75	25.00	17.00	8.50	5.90	3.95
26 times.....	40.50	24.50	16.00	8.00	5.85	3.90
52 times.....	38.00	23.00	15.00	7.50	5.70	3.80
104 times.....	36.00	21.50	14.00	7.25	5.40	3.60
156 times.....	33.50	20.00	13.00	7.00	5.10	3.40
260 times.....	31.00	18.50	12.50	6.50	4.80	3.20
312 times.....	28.00	17.50	12.00	6.00	4.50	3.00

### COMBINATION RATES

See Mutual Broadcasting System.

### SPECIAL FEATURES

News Service—AP.  
Library Service—World.  
St. Louis Cardinal games.

## CLARKSVILLE

Johnson County—Map Location D-3

See SRDS consumer market map and data at beginning of the State.

## K L Y R

(Established 1957)

Owned and operated by Roy Forrester and Reece Adkison, P. O. Box 489, Clarksville, Ark. Pleasant 4-3092.

### PERSONNEL

General Manager—Roy Forrester.  
Sta. & Com'l Mgr.—Reece Adkison.

### FACILITIES

500 w. days; 1360 kc. Nondirectional.  
Operating schedule: local sunrise to sunset, CST—DST not observed.  
Transmitter: 2 miles west of Clarksville, Ark.

### AGENCY COMMISSION

15% on net time only; no cash discount. Bills payable 1st of month following service.

### GENERAL

Affiliated with Arkansas and Razorback Networks.  
Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
National and local rates same.

### TIME RATES

Rates effective April 15, 1958.					
Rates received April 15, 1958.					
	1 hr.	1/2 hr.	1/4 hr.	Ann.	
1 time.....	34.85	18.50	9.50	5.00	2.50
26 times.....	34.10	17.40	8.50	4.50	2.20
52 times.....	32.00	16.30	8.45	4.25	2.10
78 times.....	29.95	15.20	7.80	3.95	1.95
104 times.....	28.50	14.35	7.20	3.65	1.65
156 times.....	26.40	13.60	6.85	3.45	1.45
312 times.....	19.65	10.20	5.20	1.20	

## SATURATION PLANS

Rates on request.

### SPECIAL FEATURES

News Service—AP. No extra charge.  
Religious—15% discount on 6 months contract.

### CLOSING TIME

24 hours in advance of broadcast.

## CONWAY

Faulkner County—Map Location F-4

See SRDS consumer market map and data at beginning of the State.

## K C O N

(Established 1950)

Conway Broadcasting Co., ASTC Campus, Conway, Ark. Phone 189.

### PERSONNEL

General Manager—James E. Clayton.  
Program Director—Sarah Frances Morehead.

### REPRESENTATIVES

Hil F. Best Company.

### FACILITIES

250 W., 1230 kc. Non-directional.  
Operating schedule: 6:00 a.m. to 11:00 p.m. weekdays; 7:00 a.m. to 11:00 p.m. Sundays, CST.  
Transmitter: ASTC Campus, Conway, Ark.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered and payable 1st of month.

### GENERAL

Affiliated with Keystone Network.  
Class "A" and class "B" time can be combined for frequency discounts.  
Alcoholic beverage advertising not accepted.  
Station will not broadcast any lotteries, horse races, or quiz programs where prizes are given.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

### TIME RATES

Rates effective November 16, 1950. (Card No. 1.)  
Card received March 5, 1952.

### CLASS "A"

[Noon to 1:30 p.m. and 6:00 p.m. to 10:30 p.m. weekdays; noon to 10:30 p.m. Sundays]		
1/2 hour.....		30.00
1/4 hour.....		18.50
5 minutes.....		8.25
1 minute or 100 words.....		5.00
50 words.....		3.00

### CLASS "B"

(All Other Times)		
1/2 hour.....		24.00
1/4 hour.....		13.50
5 minutes.....		6.75
1 minute or 100 words.....		3.20
50 words.....		1.90

### CONTRACT FREQUENCY DISCOUNTS

1 time.....	None
13 times.....	5%
26 times.....	10%
52 times.....	15%
104 times.....	20%

### Promotion Announcements

50 words or less, run of schedule, daily 7 days a week, 1 month contract:	
3 spots daily.....	125.00
2 spots daily.....	90.00
1 spot daily.....	52.50

### SPECIAL FEATURES

Weather Forecasts, Time Announcements, Market Quotations, Newscasts, Sportscasts and feature programs.  
Political Advertising—All at 1-time (no discount)  
Class "A" rates, payable before broadcast. Copy of political speeches or discussion of controversial subjects must be submitted to station 24 hours earlier and left as a permanent record of the station.  
Library Service—World, Sesac.

### CLOSING TIME

24 hours before broadcast.

## CROSSETT

Ashley County—Map Location G-7

See SRDS consumer market map and data at beginning of the State.

## K A G H

(Established 1951)

Julian Haas, 900 Main St., Crossett, Ark. Forrest 4-2181.

### PERSONNEL

General Manager—Julian Haas.

### REPRESENTATIVES

Dallas—Clyde Melville Company.  
Memphis—C. K. Beaver & Associates.

### FACILITIES

250 w. days, 800 kc. Nondirectional.  
Operating schedule: Local sunrise to local sunset.  
Transmitter: 6th and Maple Sts., Crossett, Ark.

### AGENCY COMMISSION

15% on net time only.

### GENERAL

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising: beer and wine only.  
Following rates are for national advertising.

### TIME RATES

Rates effective November 1, 1957. (Card No. 2.)						
Card received September 30, 1957.						
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	45.00	27.00	18.00	9.00	6.00	4.00
13 times.....	42.75	25.50	17.00	8.50	5.90	3.95
26 times.....	40.50	24.50	16.00	8.00	5.85	3.90
52 times.....	38.00	23.00	15.00	7.50	5.70	3.80
104 times.....	36.00	21.50	14.00	7.25	5.40	3.60
156 times.....	33.50	20.00	13.00	7.00	5.10	3.40
260 times.....	31.00	18.50	12.50	6.50	4.80	3.20
312 times.....	28.00	17.50	12.00	6.00	4.50	3.00

## SPECIAL FEATURES

News Service—AP.

### Participating Programs

"Ashley County Farm & Home Hour"—11:00 a.m. to 11:30 a.m. Monday through Friday.  
"The 45 Club"—3:00 p.m. to 6:00 p.m.  
"Party Line"—8:30 a.m. to 9:00 a.m.

## DE QUEEN

Sevier County—Map Location B-6

See SRDS consumer market map and data at beginning of the State.

## K D Q N

(Established 1956)

Radio De Queen, 1923 S. Fourth St., De Queen, Ark., Juniper 4-2446.

### PERSONNEL

General Manager—Glen D. Hammons.

### REPRESENTATIVES

Continental Radio Sales.

### FACILITIES

500 w. days; 1390 kc. Non-directional.  
Operating schedule: 6:00 a.m. to local sunset weekdays; 7:00 a.m. to local sunset Sundays CST.  
Transmitter—9th St. and Holly Ave., De Queen, Ark.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered 1st day of month; payable in 10 days.

### GENERAL

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

### TIME RATES

Rates effective August 5, 1956.  
Rates received January 30, 1957.  
Rev. (eff. date Nov. 1, 1957) rec'd December 24, 1957.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	50 wds.
1 time.....	45.00	25.00	15.00	7.00	4.00	3.25
26 times.....	42.00	23.50	14.00	6.25	3.70	3.00
52 times.....	39.00	22.00	13.00	5.50	3.50	2.75
104 times.....	35.50	20.25	11.50	5.00	3.20	2.60
156 times.....	32.00	18.50	10.00	4.50	3.00	2.50
260 times.....	28.50	16.75	8.50	4.50	2.90	2.30
312 times.....	25.00	15.00	7.00	3.50	2.75	2.10

### SPECIAL FEATURES

News Service—AP. No extra charge.  
Political—regular rates apply.

### Participating Programs

Monday through Friday:  
"Morning Neighbor" with Leck Brandon—6:03 a.m. to 7:29 a.m.  
"Camp Meetin' Time"—7:30 a.m. to 7:59 a.m.  
"Jerry Hammons Show"—8:30 a.m. to 9:45 a.m.  
"Prizes from Rephan's"—9:45 a.m. to 9:59 a.m.  
"Women in the News" with Ina—10:00 a.m. to 10:30 a.m.  
"Jerry Hammons Show"—10:30 a.m. to 11:59 a.m.  
"Country Music Jamboree"—12:30 p.m. to 1:30 p.m.  
"Anniversary Hour" with Wendell Harlan—1:30 p.m. to 2:30 p.m.  
"The Wen Harlan Show"—2:30 p.m. to 5:00 p.m.  
Sunday:  
"Camp Meetin' Time" with Jerry—2:30 p.m. to 4:00 p.m.

## EL DORADO (2 AM)

Union County—Map Location E-8

See SRDS consumer market map and data at beginning of the State.

## K D M S

(Established 1949)



El Dorado Broadcasting Company, 210 North Cleveland, El Dorado, Ark. Union 3-5121.

### PERSONNEL

General Manager—James A. West, Jr.

### REPRESENTATIVES

Rambeau, Vance, Hoppie, Inc.  
Southeast—Dora-Clayton Agency, Inc.  
Southwest—Clyde Melville Company.

### FACILITIES

5,000 w. days, 1290 kc. Non-directional.  
Operating schedule: 5:30 a.m. to local sunset, CST.  
Transmitter—4 miles southwest of El Dorado, Ark.

### AGENCY COMMISSION

15% on net time only; no cash discount. Bills rendered 1st, payable 10th of month following broadcast.

### GENERAL

Accepts AAAA copyrighted contract.

### TIME RATES

Rates effective April 1, 1957.						
Rates received January 29, 1957.						
Rev. (Pkg.) rec'd October 30, 1958.						
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	312



**KELD**  
(Established 1935)  
**ABC Radio Network**

Radio Enterprises, Inc., Radio Center Bldg., 208 N. Washington, El Dorado, Ark. Union 3-6126.

**PERSONNEL**  
General Manager—W. N. McKinney.  
**REPRESENTATIVES**  
Walker-Rawatt Company, Inc.

**FACILITIES**  
250 w., 1400 kc. Nondirectional.  
Operating schedule: unlimited, CST.  
Transmitter: Country Club Colony, El Dorado, Ark.

**AGENCY COMMISSION**  
15% on time only; no cash discount. Bills rendered and payable 1st of month.

**GENERAL**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC.  
Length of commercial copy:

	Programs		News	
	Day	Evening	Day	Evening
5 min.	1:25 min.	1:10 min.	1:10 min.	1:00 min.
10 min.	2:00 min.	1:50 min.	1:50 min.	1:30 min.
15 min.	3:15 min.	2:30 min.	2:30 min.	2:00 min.
30 min.	4:30 min.	3:00 min.		
60 min.	9:00 min.	6:00 min.		

Following rates are for national advertising.  
**TIME RATES**  
Rates effective March 1, 1958. (Card No. 7.)  
Card received January 23, 1958.

	1 hr.		1/2 hr.		1/4 hr.		5 min.		1 min.		30 sec.	
	hr.	hr.	hr.	hr.	min.	min.	min.	min.	min.	min.	sec.	
1 time	42.50	25.50	15.00	8.00	5.50	4.00						
26 times	38.25	22.95	13.50	7.20	4.95	3.60						
52 times	34.00	20.40	12.00	6.40	4.40	3.20						
156 times	29.75	17.85	10.50	5.60	3.85	2.80						
260 times	27.65	16.60	9.75	5.20	3.60	2.60						
10-second ID's, no discount						2.00						

**SATURATION PLANS**

10 times per week	45.00	32.50
15 times per week	63.75	45.00
25 times per week	100.00	68.75

1-minute transcribed or 100 words live.  
30 seconds or 25 seconds transcribed or 50 words live.

**COMBINATION RATES**  
See ABC Radio.

**SPECIAL FEATURES**

News Service—AP, National, regional and local.  
Political—regular rates apply.

**FAYETTEVILLE (2 AM)**

Washington County—Map Location C-2  
See SRDS consumer market map and data at beginning of the State.

**KFAY**

(Established 1957)

H. Weldon Stamps and Clifford L. Stamps d/b Stamps Radio Broadcasting Co., P. O. Box 112, University Station, Fayetteville, Ark.

**PERSONNEL**  
General Manager—H. Weldon Stamps.  
Program Director—Joanne Herndon.

**REPRESENTATIVES**  
Bob Dore Associates.

**FACILITIES**  
500 w.; 1250 kc. Non-directional.  
Operating schedule: 6:00 a.m. to local sunset weekdays; 7:00 a.m. to local sunset Sunday.  
Transmitter: Highway 16, West, Fayetteville, Ark.

**AGENCY COMMISSION**  
15%; no cash discount.

**GENERAL**  
Affiliated with Mutual Broadcasting System, Magic Circle Network and Arkansas Quality Stations.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising: beer and wine only.  
Rates for periods longer than 1 hour in exact proportion to corresponding 1 hour rate.  
Announcements and programs cannot be combined to earn greater discount. 2 or more program units for one sponsor combinable to earn half-hour or 1 hour rate, whichever applies. All programs so combined may be scheduled contiguously at station's option on 28 days notice to advertiser. Continuous frequency discounts apply on renewals of contracts broadcast without interruption for 1 year or more.  
Announcements accepted with understanding that they may be pre-empted by programs scheduled in conflict. Such announcements may be rescheduled by station at equally advantageous times.

**TIME RATES**

Rates effective April 1, 1958.  
Rates received March 24, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time	35.00	22.50	12.50	6.25	3.00
26 times	31.50	20.25	11.25	5.75	2.70
52 times	29.75	19.00	10.55	5.25	2.55
104 times	28.00	18.00	9.90	4.75	2.40
156 times	26.75	16.75	9.20	4.25	2.25
260 times	25.00	15.50	8.50	3.75	2.10

**Saturation Discounts**

10 times per week, from earned frequency	10%
15 times per week, from earned frequency	15%
20 times per week, from earned frequency	20%
25 times per week, from earned frequency	25%
30 times per week, from earned frequency	30%

If identical schedule bought on KTCS, Fort Smith, additional 10% discount.  
Special package rates for "shortie" spots on request.

**SPECIAL FEATURES**

Political—copy and payment due 24 hours before broadcast.

**CLOSING TIME**

24 hours before broadcast.

**KHOG**

(Established 1946)



Fayetteville Broadcasting Co., Inc., P. O. Box 517, 103 West Mountain, Fayetteville, Ark. Hillcrest 2-2322.

**PERSONNEL**  
General Manager—Fred Stevenson.  
Commercial Manager—Ed Gideon.  
Program Director—Steve Starwyck.

**REPRESENTATIVES**  
Walker-Rawatt Company, Inc.

**FACILITIES**  
250 w., 1450 kc. Nondirectional.  
Operating schedule: 5:30 a.m. to 11:30 p.m. CST.  
Transmitter: 922 N. Leverett.

**AGENCY COMMISSION**  
15% on time only; no cash discount.

**GENERAL**  
Affiliated with Diamond State Network.  
Discounts apply to station time only. Announcements and programs cannot be combined to earn larger discounts. All discounts are allowed retroactively on number of broadcasts used within 1 year, with or without interruption.

**TIME RATES**

Rates effective September 1, 1957.  
Rates received September 3, 1957.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 hour	40.00	36.00	34.00	32.00	30.00	28.00
1/2 hour	24.00	21.60	20.40	19.20	18.00	16.80
1/4 hour	16.00	14.40	13.60	12.80	12.00	11.20
5 minutes	8.00	7.20	6.80	6.40	6.00	5.60
100 words	4.50	4.05	3.80	3.60	3.35	3.15
50 words	3.25	2.90	2.75	2.60	2.45	2.25

**SPECIAL FEATURES**

News Service: AP 24 hour news wire, local news and University of Arkansas News.  
Political or Religious—rates on request.

**FORREST CITY**

St. Francis County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

**KXJK**

(Established 1949)



Forrest City Broadcasting Co., Washington St., Forrest City, Ark. Melrose 3-1252.

**PERSONNEL**  
Gen. & Com'l Mgr.—William Fogg.  
**REPRESENTATIVES**  
Burn-Smith Company, Incorporated.

**FACILITIES**  
5,000 w. days, 950 kc. Nondirectional.  
Operating schedule: 5:30 a.m. to 7:00 p.m. CST.  
Transmitter: Hwy. 70, 4 mi. west of Forrest City.

**AGENCY COMMISSION**  
15% on time only; no cash discount. Invoices rendered and payable monthly at face.

**GENERAL**  
Affiliated with Keystone Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Contract renewals subject to rates in effect at time of renewal.

**TIME RATES**

Rates effective June 1, 1954.  
Rates received May 27, 1954.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	1/2 min.
1 time	30.00	20.00	10.00	5.00	4.00	
26 times	47.50	28.50	19.00	9.50	4.75	3.80
52 times	45.00	27.00	18.00	9.00	4.50	3.60
104 times	42.50	25.50	17.00	8.50	4.25	3.40
156 times	40.00	24.00	16.00	8.00	4.00	3.20
260 times	37.50	22.50	15.00	7.50	3.75	3.00
312 times	35.00	21.00	14.00	7.00	3.50	2.80
520 times				6.00	3.00	2.40
1,040 times					2.50	2.00

**SPECIAL FEATURES**

News Service—UPI, 24-hour service. Newscasts available at regular rates.  
Negro Programs—0 hours per week.  
Political—cash and copy in advance.  
Religious Broadcasts—rates on request.  
Library Service—Lang-Worth.

**CLOSING TIME**

Broadcast material must be submitted at least 48 hours in advance for review by program director.

**FORT SMITH (4 AM)**

Sebastian County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

**KFPW**

(Established 1930)

**CBS Radio Network**



KFPW Broadcasting Company, P. O. Box 98, Station "B", 2415 N. Albert Pike Rd., Fort Smith, Ark. Sunset 3-4105.

**PERSONNEL**  
Owner—George T. Herneich.  
Gen'l Mgr. & Nat'l Sales Mgr.—J. Paul McCashin.  
**REPRESENTATIVES**  
Avery-Knodel, Inc.

**FACILITIES**  
250 w., 1230 kc. Nondirectional.  
Operating schedule: 6:00 a.m. to 11:30 p.m. CST.  
Transmitter: same as Fort Smith address.

**ARKANSANS**

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills due when rendered.

**GENERAL**

Announcements adjacent to higher time brackets take the higher rate.  
All rates guaranteed for 1 year from date of first broadcast. Following rates are for national advertising and include music copyright fees.  
ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective May 1, 1957. (Card No. 3-G.)  
Rates received May 1, 1957.

	1 hr.		1/2 hr.		1/4 hr.		5 min.		1 min.		20 sec.	
	hr.	hr.	hr.	hr.	min.	min.	min.	min.	sec.	sec.	sec.	
1 time	54.00	32.40	21.60	8.10	5.40	4.50						
52 times	51.30	30.75	20.52	7.70	5.13	4.27						
156 times	48.60	29.15	19.44	7.29	4.86	4.05						
260 times	45.90	27.55	18.36	6.89	4.59	3.83						
312 times	43.20	26.90	17.28	6.48	4.32	3.60						
520 times	42.50	24.30	16.24	6.08	4.25	3.38						
1040 times	37.80	22.68	15.12	5.67	3.78	3.15						

**Weekly Impact Announcement Packages**

Per week:	(*)	(†)	(‡)
12 times	5.00	4.40	3.00
18 times	4.80	4.25	2.80
24 times	4.60	4.05	2.60
30 times	4.40	3.90	2.40
36 times	4.20	3.70	2.20
42 times	4.00	3.50	2.10
48 times	3.80	3.35	1.80

(\*) 1-minute transcribed or 150 words each.  
(†) 20-seconds transcribed or 50 words each.  
(‡) 10-second "quickies" each.

**DISCOUNTS**

Allowed retroactively on number of broadcasts given within 1 year. Announcements and program periods of 5 minutes or more cannot be combined to earn larger discounts.

**CONTINUING DISCOUNTS**

Contracts renewed for same schedule without interruption beyond a 52 week period take same earned time rate as prevailing during preceding 52 weeks. When a contract is continued without interruption beyond a 52 week period, but schedule is reduced in frequency, time rate will become that which would have been earned during preceding 52 weeks had the reduced schedule prevailed throughout. Contracts renewed for same schedule or a reduced schedule beyond a 52 week period and subsequently cancelled or interrupted prior to completion of such subsequent contract fiscal year, will take rate for completed portion of such renewed contract which will be the same as that earned for preceding 52 week period. No short rate will be charged. However, a resumption of advertising after interruption will be on basis of a new fiscal year and frequency discount will be allowed as earned.

**SPECIAL FEATURES**

News Service—UPI and local. Regular rates apply.  
Cut-In Announcements—rates on request.  
Political—Regular rates apply.  
Library Service—World.

**CLOSING TIME**

Contracts must be closed 2 weeks in advance to make printed program schedule. Records due at least 10 days in advance.

**KFSA**

(Established 1947)

**ABC Radio Network**

Owned and operated by Fort Smith Broadcasting Co. Office and Studio: 920 Rogers Ave., P. O. Box 569, Fort Smith, Ark. Sunset 2-9126. TWX FS 84.

**PERSONNEL**  
President—Donald Reynolds.  
General Manager—J. W. Slates.  
Commercial Manager—James E. Fesperman.

**REPRESENTATIVES**  
Venard, Rintoul & McConnell.  
Dallas—Clyde Melville Company.  
Atlanta—James S. Ayers Company.

**FACILITIES**

1,000 w. days, 500 w. nights; 950 kc. Directional—nights only.  
Operating schedule: 5:30 a.m. to 11:00 p.m. CST.  
AM Transmitter: 3800 Wheeler, Fort Smith, Ark.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered monthly, payable 15 days.

**GENERAL**

ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising: beer and wine only.  
Accepts AAAA copyrighted contract.  
Rates for periods longer than 1 hour are in exact proportion to corresponding 1 hour rate.  
Announcements and programs cannot be combined to earn greater discounts. 2 or more program units of 15 minutes or more broadcast on same day for same sponsor may be combined to earn the half-hour or 1-hour rate, whichever applies. All programs so combined may be scheduled contiguously at station's option on 28 days' notice to advertiser.  
Programs of 10 minutes or less and announcements are subject to removal by programs of 15 minutes or more. Following rates are for national advertising and include music copyright fees.

**TIME RATES**

Rates effective September 1, 1957. (Card No. 5-G.)  
Rates received August 30, 1957.

	1 hr.		1/2 hr.		1/4 hr.		5 min.		1 min.		20 sec.	
	hr.	hr.	hr.	hr.	min.	min.	min.	min.	sec.	sec.	sec.	
1 time	60.00	36.00	24.00	12.00	9.00	6.00	3.00					
26 times	57.00	34.20	22.80	11.40	8.55	5.70	2.85					
52 times	54.00	32.40	21.60	10.80	8.10	5.40	2.70					
104 times	51.00	30.60	20.40	10.20	7.65	5.10	2.55					
156 times	48.00	28.80	19.20	9.60	7.20	4.80	2.40					
260 times	45.00	27.00	18.00	9.00	6.75	4.50	2.25					

(This listing continued on next page)

# ARKANSAS

## Fort Smith—K F S A—Continued

### SATURATION DISCOUNTS

Per week:	
10 times, from earned frequency.....	10%
15 times, from earned frequency.....	15%
20 times, from earned frequency.....	20%
25 times, from earned frequency.....	25%
30 or more times, from earned frequency.....	30%

### COMBINATION RATES

See ABC Radio.

### SPECIAL FEATURES

News Service—UPI.  
Weather Forecasts, Time Signals, Market quotations—rates on request.  
Political—regular rates apply; cash in advance.  
Religious—accepted on commercial basis, providing copy does not solicit funds and meets standards acceptable to station management.

### CLOSING TIME

All programs and announcements subject to station approval and must be submitted at least 48 hours in advance.

## KTCS

(Established 1956)

H. Weldon Stamps, 4120 Towson Avenue, P. O. Box 217, Fort Smith, Ark. Sunset 2-3049.

### PERSONNEL

Owner & General Mgr.—H. Weldon Stamps.  
Station Manager—Mrs. Evelyn Britt.  
Program Director—Dorothy Bearup.  
Chief Engineer—Cecil Stamps.

### REPRESENTATIVES

Bob Dore Associates.

### FACILITIES

500 w. days, 1410 kc. Nondirectional.  
Licensed to operate daytime only.  
CST, Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to local sunset weekdays; 7:30 a.m. to local sunset Sundays.  
Transmitter: same as office address.

### AGENCY COMMISSION

15%; no cash discount.

### GENERAL

Affiliated with Keystone Network, Mutual Broadcasting System, Magic Circle Network and Arkansas Quality Stations.  
BMI, ASCAP and SESAC licenses.  
Alcoholic beverage advertising; beer and wine only.  
Rates for periods longer than 1 hour in exact proportion to corresponding 1 hour rate.  
Announcements and programs cannot be combined to earn greater discounts. 2 or more program units for one sponsor combinable to earn half hour or 1 hour rate, whichever applies. All programs so combined may be scheduled contiguously at station's option on 28 days notice to advertiser. Continuous frequency discounts apply on renewals of contracts broadcast without interruption for 1 year or more.  
Announcements accepted with understanding that they may be pre-empted by programs scheduled in conflict. Such announcements may be rescheduled by station at equally advantageous times.

### TIME RATES

Rates effective April 1, 1958.					
Rates received March 24, 1958.					
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	35.00	22.50	12.50	6.25	3.00
26 times..	31.50	20.25	11.25	5.75	2.70
52 times..	29.75	19.00	10.55	5.25	2.55
104 times..	28.00	18.00	9.90	4.75	2.40
156 times..	26.75	16.75	9.20	4.25	2.25
260 times..	25.00	15.50	8.50	3.75	2.10

### Saturation Discounts

10 times per week, from earned frequency.....	10%
15 times per week, from earned frequency.....	15%
20 times per week, from earned frequency.....	20%
25 times per week, from earned frequency.....	25%
30 times per week, from earned frequency.....	30%

If identical schedule bought on KFAV, Fayetteville, additional 10% discount.  
Special package rates for "shortline" spots on request.

### SPECIAL FEATURES

News Service—UPI. Quarter hour and 5-minute news-cast available at time charges only.  
Weather forecasts, time signals, market quotations rates on request.  
Political—regular rates apply; cash in advance.

## KWHN

(Established 1947)



KWHN Broadcasting Co., Inc., Radio Center, 421-23 Garrison Ave., Fort Smith, Ark. Sunset 3-8967.

### PERSONNEL

Gen'l Mgr., Sec'y & Treas.—J. H. Friedman.  
Manager—Glenn A. O'Neal.  
Program Director—Keith Cummings.

### REPRESENTATIVES

Rambeau, Vance, Hopple, Inc.  
Atlanta—Dora Clayton Agency, Inc.

### FACILITIES

5,000 w., 1320 kc. Directional—night only.  
Operating schedule: 5:55 a.m. to midnight; Sundays 7:00 a.m. to midnight CST.  
Transmitter: Plum St., 3 mi. from Fort Smith, Ark.

### AGENCY COMMISSION

15% on net time; no cash discount. Program, talent and announcement charges billed in accordance with credit arrangements approved by credit manager.

### GENERAL

BMI, ASCAP and SESAC licenses.  
Discounts allowed retroactively on number of broadcasts given within 1 year under contract not to exceed 1 year's duration. Announcements accepted with under-

standing that programs take precedence and that announcements scheduled for periods later sold for programs may be re-scheduled by station at equally advantageous time.  
Following rates are for national advertising and include music copyright fees.

### TIME RATES

Rates effective February 10, 1953.							
Rates received February 16, 1953.							
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	(*)
1 time....	60.00	36.00	24.00	19.00	13.00	9.00	6.50
26 times..	57.00	34.20	22.80	18.05	12.35	8.55	6.15
52 times..	55.50	33.30	22.20	17.80	11.70	8.33	6.00
104 times..	54.00	32.40	21.60	16.70	11.05	8.10	5.85
156 times..	51.00	30.60	20.40	15.80	10.70	7.65	5.50
260 times..	48.00	28.80	19.20	14.90	10.35	7.20	5.20
312 times..	45.00	27.00	18.00	14.00	10.00	6.75	4.90

(\*) 1/2 minute or station break.

### SPECIAL FEATURES

News Service—AP and local news—regular rates apply.

## HARRISON

Boone County—Map Location D-1  
See SKDS consumer market map and data at beginning of the State.

## KHOZ

(Established 1946)

Harrison Broadcasting Corp., Harrison, Ark.

### PERSONNEL

General Manager—R. S. Wheeler, Jr.  
Station Manager—Everett Horton.

### REPRESENTATIVES

Walker-Rawalt Company, Inc.

### FACILITIES

250 w., 900 kc. Non-directional.  
Operating schedule: Daytime only.  
Transmitter: Harrison, Ark.

### AGENCY COMMISSION

15% on time only; no cash discount. Invoices due and payable when rendered. On all contracts other than established firms with established credit records terms are cash in advance.

### GENERAL

Accepts AAAA copyrighted contract.

### TIME RATES

Rates effective March 1, 1957. (Card No. 2.)							
Card received September 3, 1957.							
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.	
1 time....	40.00	24.00	16.00	8.00	4.50	3.25	
13 times..	36.00	21.60	14.40	7.20	4.05	2.90	
26 times..	34.00	20.40	13.60	6.80	3.80	2.75	
52 times..	32.00	19.20	12.80	6.40	3.60	2.60	
104 times..	30.00	18.00	12.00	6.00	3.35	2.45	
260 times..	28.00	16.80	11.20	5.60	3.15	2.25	

### DISCOUNTS

Allowed retroactively on number of broadcasts within 1 year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed from date of first broadcast, with or without interruption. 2 or more program units of 15 minutes or more, broadcast on same day for same sponsor, 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 station's option on 28 days notice. All combined contracts are billed on 1 invoice to 1 company.

### SPECIAL FEATURES

News Service—UPI.  
Political—rates and details on request.

## HELENA

Phillips County—Map Location H-5  
See SKDS consumer market map and data at beginning of the State.

## KFFA

(Established 1941)



Helena Broadcasting Co., 215 York St., Helena, Ark. Hickory 4-2361.

### PERSONNEL

Manager—Sam Anderson.

### REPRESENTATIVES

Hil F. Best Company.

### FACILITIES

1,000 w., 1360 kc. Directional—night only.  
Operating schedule: 5:00 a.m. to midnight, CST.  
Transmitter: S. 7th St., West Helena, Ark.

### AGENCY COMMISSION

15% on time only; no cash discount. Invoices payable 10th of month following broadcast.

### GENERAL

Following rates are for national advertising and apply to total number of broadcasts within 1 year.

### TIME RATES

Rates effective September 1, 1956. (Card No. 6.)							
Rates received September 7, 1954.							
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.	
1 time....	40.00	24.00	16.00	8.00	5.00	4.50	
13 times..	36.00	21.60	14.40	7.20	4.50	4.00	
26 times..	32.00	19.20	12.80	6.40	4.25	3.75	
52 times..	28.00	16.80	11.20	5.60	4.00	3.50	
104 times..	26.00	16.20	10.80	5.40	3.85	3.25	
156 times..	24.00	15.60	10.40	5.20	3.75	3.00	
260 times..	22.00	15.00	10.00	5.00	3.60	2.75	
364 times..	20.00	14.40	8.80	4.80	3.50	2.50	
500 times..	.....	.....	.....	.....	3.00	2.25	

### DISCOUNTS

Program sponsors may purchase announcements during life of program 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.

### COMBINATION RATES

See Mutual Broadcasting System.

### SPECIAL FEATURES

News Service—AP.  
Weather Forecast; Time Signals; Market Reports—rates on request.

## HOPE

Hempstead County—Map Location C-6  
See SKDS consumer market map and data at beginning of the State.

## KXAR

(Established 1947)



Hope Broadcasting Company, P. O. Box 138, Hope, Ark. Phone 7-3601.

### PERSONNEL

Commercial Manager—Louise Griffin.  
General Manager—L. B. Tooley.

### FACILITIES

250 w., 1490 kc. Nondirectional.  
Operating schedule: 6:00 a.m. to 11:00 p.m. weekdays; 7:00 a.m. to 11:00 p.m. Sunday, CST.  
Transmitter and Studio: State Hwy. 29 north, Hope, Ark. Phone 508.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills payable 10th of following month.

### GENERAL

Affiliated with Keystone Network.  
Alcoholic beverage advertising not accepted.  
Following rates are for national advertising.

### TIME RATES

Rates effective July 1, 1954.							
Rates received June 11, 1954.							
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	or less	
1 time....	40.00	24.00	14.00	7.00	4.00	4.00	
26 times..	35.00	21.00	12.25	6.15	3.25	3.00	
52 times..	30.00	18.00	10.50	5.25	3.00	3.00	
104 times..	25.00	15.00	8.75	4.40	2.75	2.75	
260 times..	20.00	12.00	7.00	3.50	2.50	2.50	

### SPECIAL FEATURES

News Service—AP. Rates on request.  
Time Signals—Rates on request.

## HOT SPRINGS (3 AM)

Garland County—Map Location D-5  
See SKDS consumer market map and data at beginning of the State.

## KBHS

(Established 1953)

Resort Broadcasting Co., Inc., 113 3rd St., Hot Springs, Ark. Na. 3-6661.

### PERSONNEL

President—A. M. McGregor.  
Vice-President—Gena Kelley.  
Manager—Ed Appler.  
Program Director—Forrest Eddy.

### REPRESENTATIVES

New York—Thomas F. Clark Company, Inc.  
Chicago—Sears & Ayer, Inc.  
Southern—Clarke Brown Company.

### FACILITIES

5,000 w.; 590 kc.  
Operating schedule: 5:00 a.m. to local sunset.  
Transmitter: Millcreek Rd., Hot Springs, Ark.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered 1st, payable 10th of month.

### GENERAL

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

### TIME RATES

Rates effective January 1, 1953. (Card No. 1.)							
Card received June 1, 1953.							
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.	
1 time....	45.00	27.00	18.00	9.00	6.00	4.00	
13 times..	42.75	25.50	17.00	8.50	5.90	3.95	
26 times..	40.50	24.50	16.00	8.00	5.85	3.90	
52 times..	38.00	23.00	15.00	7.50	5.70	3.80	
104 times..	36.00	21.50	14.00	7.25	5.40	3.60	
156 times..	33.50	20.00	13.00	7.00	5.10	3.40	
260 times..	31.00	18.50	12.50	6.50	4.80	3.20	
312 times..	28.00	17.50	12.00	6.00	4.50	3.00	
364 times..	.....	.....	.....	.....	4.20	2.80	
416 times..	.....	.....	.....	.....	3.90	2.60	
468 times..	.....	.....	.....	.....	3.60	2.40	
520 times..	.....	.....	.....	.....	3.30	2.20	

### PACKAGE RATES

Discount from earned rates.	
10 per week, less.....	10%
15 per week, less.....	15%
20 per week, less.....	20%
25 per week, less.....	25%
30 or more per week, less.....	30%

### SPECIAL FEATURES

News Service—UPI.  
Political—regular rates apply; cash in advance.  
Library Service—Thesaurus.

### Participating Programs

"The Morning Show"—6:00 a.m. to 9:00 a.m. Monday through Saturday.  
"Hot Springs Today"—11:30 a.m. to 12:30 p.m. Monday through Friday.

### CLOSING TIME

24 hours before broadcast.  
(Hot Springs continued on next page)

**KBLO**

(Established 1953)

**Mutual Broadcasting System**



Hot Springs Broadcasting Company, Inc., P. O. Box 916, 1011 Central Ave., Hot Springs, Ark. National 4-3313.

**PERSONNEL**

Pres. & Gen'l Mgr.—C. J. "Gus" Dickson.  
Vice-President—Dick Biddle.  
Program Director—Jack Ridgeway.  
Commercial Manager—Harry Ladass.

**REPRESENTATIVES**

Rambeau, Vance, Hoppie, Inc.  
Atlanta—Dora-Clayton Agency, Inc.

**FACILITIES**

1,000 w. days, 1470 kc. Nondirectional.  
Operating schedule: 5:00 a.m. to local sunset, CST.  
Transmitter: Ridgeway Blvd., Hot Springs, Ark.

**AGENCY COMMISSION**

15% on time, talent, and news premiums; no cash discount. Bills payable when rendered.

**GENERAL**

Affiliated with Mutual Broadcasting System and Southeastern Key Market Network.  
Accepts AAAA copyrighted contract.  
Continuing discount allowed. Announcement or program service which has been maintained for 52 consecutive weeks and continues without lapse, will receive the same rates, or the rate applicable to that portion of the service which continues without interruption. Announcements and programs cannot be combined for discount purposes.  
Alcoholic beverage advertising: beer and light wine only.

**TIME RATES**

Rates effective—		Rates received March 21, 1958.					
		1/2	1/4	10	5	1	30
		hr.	hr.	min.	min.	min.	sec.
1 time.....	25.00	18.00	13.50	9.00	6.00	4.00	
13 times.....	24.50	17.00	12.75	8.50	5.90	3.95	
26 times.....	24.00	16.00	12.00	8.00	5.85	3.90	
52 times.....	23.00	15.00	11.25	7.50	5.70	3.80	
104 times.....	21.50	14.00	10.50	7.25	5.40	3.60	
156 times.....	20.00	13.00	10.00	7.00	5.10	3.40	
260 times.....	18.50	12.50	9.50	6.50	4.80	3.20	
312 times.....	17.50	12.00	7.00	6.00	4.50	3.00	

**PACKAGE RATES**

10 times per week.....	15%
15 times per week.....	20%
20 times per week.....	25%
25 times per week.....	30%
30 or more times per week.....	40%

**SPECIAL FEATURES**

News Service—UPI and local.  
Mobile news unit available.  
MBS news on the hour and 1/2 hour.  
All news adjacencies available at regular rates.  
Political—regular rates apply. Cash and copy in advance.

**Participating Programs**

Monday through Saturday:  
"Western Caravan"—5:00 a.m. to 6:00 a.m.  
"Rising with Ridgeway"—6:05 a.m. to 7:00 a.m.  
"Musical Clock"—7:05 a.m. to 8:00 a.m.  
"Coffee Date"—9:05 a.m. to 10:30 a.m.  
"Wayne Brock Show"—1:05 p.m. to 2:00 p.m.  
"The 1470 Club"—2:05 p.m. to 3:00 p.m.  
"Hand Sanders Show"—3:05 p.m. to 4:00 p.m.  
"Hot Springs Hit Parade"—4:00 p.m. to 5:00 p.m.

**CLOSING TIME**

24 hours before broadcast for all copy and material.

**KWFC**

(Established 1941)

Spa Broadcasting Co., Inc., P. O. Box 1038, Malco Theatre Bldg., Hot Springs, Ark., Na 4-1225.

**PERSONNEL**

General Manager—Harman I. Moseley II.  
Commercial Manager—Tillman Diekson.

**REPRESENTATIVES**

Ve and, Rintoul & McConnell, Inc.  
Regional—Clyde Melville Company.

**FACILITIES**

1,000 w. days, 500 w. nights, 1350 kc. Directional—nights.  
Operating schedule: 5:00 a.m. to midnight, CST.  
Transmitter: Mill Creek Road, Hot Springs, Ark.

**AGENCY COMMISSION**

15% on time (if payment is made before 15th of month following broadcast); no cash discount. Invoices rendered monthly; payable at face when rendered. Short rate billed if frequency is not earned.

**TIME RATES**

Rates effective October 1, 1957.		Rates received August 29, 1957.					
		1	1/2	1/4	5	1	30
		hr.	hr.	hr.	min.	min.	sec.
1 time.....	45.00	27.00	18.00	9.00	6.00	4.00	
13 times.....	42.75	25.50	17.00	8.50	5.90	3.95	
26 times.....	40.50	24.50	16.00	8.00	5.85	3.90	
52 times.....	38.00	23.00	15.00	7.50	5.70	3.80	
104 times.....	36.00	21.50	14.00	7.25	5.40	3.60	
156 times.....	33.50	20.00	13.00	7.00	5.10	3.40	
260 times.....	31.00	18.50	12.50	6.50	4.80	3.20	
312 times.....	28.00	17.50	12.00	6.00	4.50	3.00	

**SATURATION PACKAGE**

10 times per week.....	10%
15 times per week.....	15%
20 times per week.....	20%
25 times per week.....	25%
30 or more times per week.....	35%

**SPECIAL FEATURES**

News Service—AP.  
Monthly Time Signals, Weather Forecasts and Market Reports—rates on request.  
Political—regular rates apply; cash and copy in advance.

**CLOSING TIME**

24 hours in advance of broadcast.

**JONESBORO (2 AM; 1 FM)**

Craighead County—Map Location J-2

See SRDS consumer market map and data at beginning of the State.

**KBTM**

(Established 1930)



Patteson Brothers, KBTM Bldg., 603 Madison St., Jonesboro, Ark.

**PERSONNEL**

General Manager—Alan Patteson Jr.  
Station Manager—Clarence Adams.

**REPRESENTATIVES**

Burn-Smith Company, Inc.

**FACILITIES**

250 w., 1230 kc. Nondirectional.  
Operating schedule: 5:30 a.m. to 11:00 p.m. CST.  
AM Transmitter: 1 mile east of Jonesboro, Ark.

**FM FACILITIES**

ERP 8,000 w., 101.9 mc.  
Operating schedule: 5:30 a.m. to 11:00 p.m. CST.  
Antenna ht.—200 ft. above average terrain.

**AGENCY COMMISSION**

15% on time only; 2% cash discount if paid within 10 days of billing.

**GENERAL**

Accepts AAAA copyrighted contract.  
FM operated in conjunction with AM.  
Discounts apply to station time only. Announcements and programs cannot be combined to earn larger discounts. All discounts allowed retroactively on number of broadcasts used within 1 year, without interruption.

Following rates are for national advertising.

**TIME RATES**

Rates effective January 1, 1957. (Card No. 5.)  
Card received February 6, 1957.

		1	1/2	1/4	5	1	30
		hr.	hr.	hr.	min.	min.	sec.
1 time.....	70.00	45.00	30.00	15.00	7.00	5.00	
13 times.....	66.00	42.00	28.00	14.00	6.75	4.70	
26 times.....	62.00	39.00	26.00	13.00	6.50	4.40	
52 times.....	58.00	36.00	24.00	12.00	6.00	4.10	
104 times.....	54.00	33.00	22.00	11.00	5.50	3.80	
156 times.....	50.00	30.00	20.00	10.00	5.00	3.50	
260 times.....	46.00	27.00	18.00	9.00	4.50	3.25	
312 times.....	42.00	25.00	16.00	8.00	4.00	3.00	

Bulk discounts for quantity purchases available on request.

**COMBINATION RATES**

See Mutual Broadcasting System and Keystone Network.

**SPECIAL FEATURES**

News Service—AP and local news.  
News—No premium charge for sponsorship of regular 5-min. local newscasts.  
Weather—schedule and rates on request.  
Man At The Stockyards—11:30 a.m. Open for participations; no talent fee.  
Jimmie Fidler—5 minute programs at 9:15 a.m. and 6:00 p.m. Hollywood news flashes. Adjacencies available at regular rates.

**KNEA**

(Established 1950)

Radio Jonesboro, Inc., New Citizens Bank Bldg., Jonesboro, Ark. Webster 2-8381-2.

**PERSONNEL**

Gen'l & Com'l Mgr.—Harold Gregson.  
Program Director—Mitch Odom

**REPRESENTATIVES**

Gill-Perna, Inc.

**FACILITIES**

1,000 w. days, 970 kc. Nondirectional.  
Operating schedule: 5:00 a.m. to local sunset, CST.  
Transmitter: north of Hwy. 69, 1/2 mile northwest of Jonesboro, Ark.

**AGENCY COMMISSION**

15% on time only; 2% cash discount if paid by 10th of month.

**GENERAL**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees, as licensed.  
ASCAP, BMI and SESAC licenses.  
Contracts may be signed 60 days before starting date of schedules. All discounts are allowed retroactively on total number broadcasts used within 52 weeks from starting date. Rates shown after deduction of all applicable discounts.  
Rates for periods longer than 1 hour are in exact proportion to corresponding 1-hour rate.

**TIME RATES**

Rates effective March 1, 1958. (Card No. 2.)

		1	1/2	1/4	5	1	30
		hr.	hr.	hr.	min.	(*)	(†)
1 time.....	75.00	45.00	30.00	15.00	7.50	5.00	
13 times.....	67.50	40.00	26.50	13.50	6.75	4.50	
26 times.....	62.50	37.00	24.00	12.00	6.00	4.00	
52 times.....	57.50	34.00	22.50	11.00	5.50	3.75	
104 times.....	52.50	32.00	21.00	10.50	5.25	3.50	
260 or more times.....	50.00	30.00	20.00	10.00	5.00	3.25	

(\*) 1 minute transcription or 100 words.  
(†) 50 words or less live; 30 seconds or less transcribed.

**PACKAGE RATES**

Rates on request.

**SPECIAL FEATURES**

News Service—UPI. Rates on request.  
Library Service—World.

**Participating Programs**

"Coffee Club," "KNEA—UP Sunday Review."

**CLOSING TIME**

Copy and program material must be received 1 week before broadcast.



**Are you an SRDS SNATCHER?**

If you need Standard Rate that much . . . you should have your own subscription

When you have to snatch a copy of SRDS you take what you can get . . . maybe an old copy with obsolete information that can waste your time; even cause embarrassment!  
Your own subscription costs very little.

Keep up to date . . . with **Standard Rate**

Subscription Department  
Standard Rate & Data Service  
1740 Ridge Avenue, Evanston, Illinois

**ARKANSAS**

**LITTLE ROCK**

(including North Little Rock)  
(8 AM)

Pulaski County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.  
Area stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**KARK**

(Established 1928)

**NBC Affiliate**



Arkansas Radio and Equipment Company, 10th & Spring Sts., Little Rock, Ark. Franklin 6-2481.

**PERSONNEL**

Exec. Vice Pres.—T. K. Barton.  
Vice Pres. & Station Mgr.—Douglas J. Romine.  
Commercial Manager—Ernest Howard.  
Promotion Director—Shirley R. Kennedy.  
Program Director—Ernie Howard.  
Farm Director—Robert Buice.

**REPRESENTATIVES**

Edward Petry & Company, Inc.

**FACILITIES**

5,000 w., 920 kc. Directional—night only.  
Operating schedule: 6:30 a.m. to 11:15 p.m. Sundays:  
5:00 a.m. to 11:10 p.m. weekdays CST.  
Transmitter: 2 mi. northeast of Little Rock on U. S. Hwy. No. 67.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills payable when rendered.

**GENERAL**

Two or more program units of 5 minutes or more, broadcast on the same day for the same sponsor in any class time may be combined to earn whatever cumulative rate applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station's option on 28 days notice.  
Any advertiser who continues into a second contract year with schedules uninterrupted and with frequency maintained, will be allowed the discount as earned in the first 52-week period, for as long as the schedules are maintained uninterrupted and uncurtailed.

**TIME RATES**

Rates effective September 1, 1958. (Card No. 14.)  
Rates received July 23, 1958.

**CLASS "A"**  
(6:59 a.m. to 9:01 a.m. Monday through Saturday)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	100.00	60.00	40.00	33.00	25.00
26 times	97.50	58.50	39.00	32.20	24.40
52 times	95.00	57.00	38.00	31.35	23.75
104 times	90.00	54.00	36.00	29.70	22.50
156 times	85.00	51.00	34.00	28.05	21.25
260 times	80.00	48.00	32.00	26.40	20.00
312 times	75.00	45.00	30.00	24.75	18.75

**CLASS "B"**  
(5:59 a.m. to 6:59 a.m.; 9:01 a.m. to 7:01 p.m. Monday through Saturday)

1 time	75.00	45.00	30.00	24.75	18.75
26 times	73.15	43.90	29.25	24.15	18.30
52 times	71.25	42.75	28.50	23.50	17.80
104 times	67.50	40.50	27.00	22.25	16.85
156 times	63.75	38.25	25.50	21.00	15.90
260 times	60.00	36.00	24.00	19.75	14.95
312 times	56.25	33.75	22.50	18.50	14.00

**CLASS "C"**  
(7:01 p.m. to 5:59 a.m. Monday through Saturday; anytime Sunday)

1 time	50.00	30.00	20.00	16.50	12.50
26 times	48.75	29.25	19.50	16.10	12.20
52 times	47.50	28.50	19.00	15.70	11.90
104 times	45.00	27.00	18.00	14.85	11.25
156 times	42.50	25.50	17.00	14.05	10.65
260 times	40.00	24.00	16.00	13.20	10.00
312 times	37.50	22.50	15.00	12.40	9.40

**ANNOUNCEMENTS**  
**CLASS "A"**  
(6:59 a.m. to 9:01 a.m. Monday through Saturday)

	1 min.	(*)	(†)
1 time	20.00	15.00	7.50
26 times	19.50	14.65	7.35
52 times	19.00	14.25	7.15
104 times	18.00	13.50	6.75
156 times	17.00	12.75	6.40
260 times	16.00	12.00	6.00
312 times	15.00	11.25	5.65

**CLASS "B"**  
(5:59 a.m. to 6:59 a.m.; 9:01 a.m. to 7:01 p.m. Monday through Saturday)

1 time	17.00	12.75	6.40
26 times	16.60	12.45	6.25
52 times	16.15	12.10	6.05
104 times	15.30	11.50	5.75
156 times	14.45	10.85	5.45
260 times	13.60	10.20	5.10
312 times	12.75	9.55	4.80

**CLASS "C"**  
(7:01 p.m. to 5:59 a.m. Monday through Saturday; anytime Sunday)

1 time	10.00	7.50	3.75
26 times	9.75	7.30	3.65
52 times	9.50	7.15	3.60
104 times	9.00	6.75	3.40
156 times	8.50	6.40	3.20
260 times	8.00	6.00	3.00
312 times	7.50	5.65	2.85

(\*) Station break.  
(†) Quickies (combine with Minutes and Station breaks for frequency discounts.)

**ANNOUNCEMENT PACKAGES**

(To be completed within any contiguous 7 day period. Fixed position but not guaranteed.)

**CLASS "A"**  
(6:59 a.m. to 9:01 a.m. Monday through Saturday)

	Minutes	Station breaks
	Each	Per wk.
10 times	15.00	150.00
15 times	14.00	210.00
20 times	13.00	260.00

**CLASS "B"**  
(5:59 a.m. to 6:59 a.m.; 9:01 a.m. to 7:01 p.m. Monday through Saturday)

10 times	13.00	130.00	9.75	97.50
15 times	12.00	180.00	9.00	135.00
20 times	11.00	220.00	8.25	165.00
25 times	10.00	250.00	7.50	187.50
30 times	9.00	270.00	6.75	202.50

**CLASS "C"**  
(7:01 p.m. to 5:59 a.m. Monday through Saturday; anytime Sunday)

10 times	7.50	75.00	5.65	56.50
15 times	7.00	105.00	5.25	78.75
20 times	6.50	130.00	4.90	98.00
25 times	6.00	150.00	4.50	112.50
30 times	5.50	165.00	4.15	124.50

Additional package announcements at pro-rated cost. Minutes and station breaks in any time classification may be combined at pro-rated cost. Packages may be bought at all times. Any announcements on regular rate card may be counted to earn package rate; however, package announcements do not earn discounts for announcements ordered on a regular rate card basis.

**DISCOUNTS**

Discounts allowed retroactively on broadcasting within 1 year. Announcements and programs cannot be combined to earn larger discounts. Rates guaranteed for 1 year from date of 1st broadcast; providing broadcasts are without interruption.

**COMBINATION RATES**

See NBC Radio Network.

**SPECIAL FEATURES**

News Service—AP. 4 full time news editors.  
News Service Fees:  
5 minutes..... 2.50 15 minutes..... 5.50  
10 minutes..... 3.50  
Farm Service Program Talent Fees; commissionable:  
5 minutes..... 7.50 15 minutes..... 12.50  
10 minutes..... 10.00

**Participating Programs**

"Farm Fare"—5:30 a.m. to 6:00 a.m. Mon. through Sat. Farm news, markets, music.  
"Time to Smile"—7:15 a.m. to 8:55 a.m. Monday through Friday. Popular transcribed music, time and weather reports.  
"Matinee with Cassaday"—3:20 p.m. to 4:30 p.m. Monday through Friday. Pop music.  
"Western Spotlight"—4:30 p.m. to 5:00 p.m. Monday through Friday. Western and folk music.  
"Road Show"—5:10 p.m. to 5:45 p.m. Monday through Friday.  
"Roundup Time"—12:15 p.m. to 12:30 p.m. Monday through Friday. Western and folk music.  
"Nightcat"—9:05 p.m. to 10:00 p.m. and 10:15 p.m. to 11:00 p.m. Monday through Thursday, 10:15 p.m. to 11:00 p.m. Friday; pop music.

**K G H I**

(Established 1927)



Radio Arkansas, P. O. Box 3099, 618 W. 7th St., Little Rock, Ark. Franklin 2-0166.

**PERSONNEL**

Station Manager—Al Shirey.  
Commercial Manager—Hugh Mitchell.  
Program Director—Boyce Wilkerson.

**REPRESENTATIVES**

Weed Radio Corporation.

**FACILITIES**

1,000 w. days, 500 w. nights; 1250 kc. Directional—night only.  
Operating schedule: 6:00 a.m. to 11:00 p.m. Monday through Sunday.  
Transmitter: Cantrell Rd., Little Rock, Ark.

**AGENCY COMMISSION**

15% on net charges for facilities; no cash discount. Bills due and payable 10th of month following service.

**GENERAL**

Affiliated with Mutual Broadcasting System. Following rates are for national advertising. Discounts allowed at termination of contract.

**TIME RATES**

Rates effective October 1, 1955. (Card No. 11.)  
Rates received September 23, 1955.

Rev. (5-day Package Plan) rec'd May 16, 1957.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time	80.00	50.00	28.00	15.00	10.00	8.00
13 times	76.00	46.00	26.00	14.50	9.50	7.50
26 times	72.00	43.00	24.00	14.40	8.50	7.00
52 times	68.00	39.00	22.00	13.00	8.00	6.50
104 times	64.00	36.00	20.00	12.00	7.50	6.00
156 times	60.00	32.00	18.00	11.00	7.00	5.50
260 times	55.00	29.00	16.00	10.00	6.50	4.50
312 times	50.00	26.00	14.00	9.00	6.00	4.50

7:01 p.m. to 6:00 a.m.—50% of rates.

**PACKAGE RATES**

(Run-of-schedule)

Announcements per week:	Minutes	30 sec.
5 announcements	35.00	25.00
10 announcements	60.00	45.00
15 announcements	81.00	60.75
20 announcements	98.00	73.00
30 announcements	141.00	105.00
40 announcements	184.00	136.00
50 announcements	225.00	165.00

Five-minute newscasts per day, any 5 days weekly, Monday through Sunday:

per day	Each	Weekly
1 per day	12.00	60.00
2 per day	11.00	110.00
3 per day	10.00	150.00
4 per day	9.50	190.00
5 per day	9.00	225.00

**"Annual Bulk Package"**

	Per announcement			
	600	1000	1400	1800
	tl.	tl.	tl.	tl.
1 minute	5.90	5.80	5.70	5.50
30 seconds	4.40	4.30	4.20	4.00

**DISCOUNTS**

Above rates apply to total number of broadcasts within 1 year, under same (and/or renewal) contract. Programs and announcements cannot be combined to earn larger discounts.  
Night and day programs may be combined to earn frequency discounts. Same applies to night and day announcements. Sponsors may purchase announcements during life of program contract at frequency discounts earned by programs.

**COMBINATION RATES**

May be combined with WTHR, Panama City, Fla. to earn discounts. For combination rates see Mutual Broadcasting System, Inc.  
Member of Arkansas Sports Network.

**SPECIAL FEATURES**

News Service—AP and local. Mutual news every 1/2 hour.  
Library Service—World.

**Participating Programs**

"Kirk Justice Show"—6:00 a.m. to noon.  
"Boyce Wilkerson Show"—noon to 6:00 p.m.  
"Al Evans Show"—6:00 p.m. to 11:00 p.m.  
(Little Rock continued on next page)

**Hot Springs, Ark.**  
Pop. 33,800

is larger than  
**Midland, Texas**  
Pop. 64,700

in General Merchandise  
Store Sales.

The "Why" is important

Ask Tom Clark  
Bert Sears  
Clarke Brown or

**KBHS**

5000 watts at 590 kc

113 Third St., Hot Springs, Ark.

**YOUR PROBLEM  
OF MEDIA SELECTION**

... is always in the minds of SRDS publication advertisers. That's why they try to give you the data you need and want as you prepare lists.

Media advertisers in SRDS publications pack their Service-Ads with facts about their markets, data on editorial or programming, and services to you. It's the best way to make quick, clear, media comparisons.

GXF-123



Little Rock—Continued  
**KLRA**  
 (Established 1927)

**ABC Radio Network**

KLRA, Inc., 3rd Floor, Gazette Bldg., P. O. Box 550, Little Rock, Ark. Franklin 5-3206.

**PERSONNEL**

President—Leonard Coe.  
 Manager—K. F. Tracy.

**REPRESENTATIVES**

Bob Dore Associates.  
 Southern and Denver—Clark Brown Company.

**FACILITIES**

10,000 w. days, 5,000 w. nights; 1010 kc. Directional—night only.

Operating schedule: 5:00 a.m. to midnight.  
 Transmitter & Studio: 7-1/2 miles east on Hwy. 70, Pulaski County, Ark.

**AGENCY COMMISSION**

15% on net charges for facilities; no cash discount. Bills payable 10th of month following service.

**GENERAL** Rates include music copyright fees.

AS: AP, BMI and SESAC licenses.  
 Length of commercial copy in accordance with NAB Standards of Practice.

**TIME RATES**

Rates effective June 1, 1958. (Card No. 13.)

Rates received July 25, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	20 sec.	10 sec.
1 time.....	60.00	36.00	24.00	12.00	7.50	6.00	4.50
13 times.....	57.00	34.20	22.80	11.40	7.15	5.65	4.25
26 times.....	54.00	32.40	21.60	10.80	6.80	5.30	4.00
52 times.....	51.00	30.60	20.40	10.20	6.50	5.00	3.80
104 times.....	48.00	28.80	19.20	9.60	6.20	4.70	3.60
260 times.....	45.00	27.00	18.00	9.00	5.90	4.40	3.45
520 times.....	42.00	25.20	16.80	8.40	5.60	4.20	3.25

**PACKAGE RATES**

(Run of Schedule)

Per week:	1 min.	20 sec.	10 sec.
10 announcements.....	65.00	52.00	37.50
20 announcements.....	120.00	96.00	60.00
30 announcements.....	165.00	132.00	82.50
50 announcements.....	250.00	200.00	125.00

**COMBINATION RATES**

See ABC Radio.

**SPECIAL FEATURES**

News Service—AP.  
 Political and Religious—Regular rates apply; payable in advance.

**Participating Programs**

"Johnny Webb Show"—6:00 a.m. to 9:00 a.m. and 10:00 a.m. to noon Monday through Saturday.  
 "Mary Heffington Show"—noon to 4:30 p.m. Monday through Saturday.  
 "Cliff Ford Show"—4:30 p.m. to 9:30 p.m. Monday through Saturday.  
 "Blande Perry Show"—10:00 p.m. to midnight. Monday through Saturday.

**CLOSING TIME**

Copy, transcription and program material—24 hours in advance.

**KNLR**

**NORTH LITTLE ROCK**

(Established 1957)

Arkansas Valley Broadcasting Co., Inc., P. O. Box 423, North Little Rock, Ark., Fr 6-1997-8.

**PERSONNEL**

General Manager—Chester H. Pierce.  
 Program Director—Ed Balley.  
 Local Sales Manager—Phillip Sklar.  
 News Director—Ray Poindexter.

**REPRESENTATIVES**

W. S. Grant Company, Inc.

**FACILITIES**

1000 w.; 1380 kc. Daytime only.  
 Operating schedule: 5:00 a.m. to local sunset, CST.  
 Transmitter—17th & Hickory, North Little Rock, Ark.

**AGENCY COMMISSION**

15% on time and talent; no cash discount. Bills payable 1st of month.

**GENERAL**

Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI, and SESAC licenses.  
 Rates are for time and talent only.

**TIME RATES**

Rates effective April 21, 1957.

Rates received July 1, 1957.

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	7.00	5.50	312 times.....	5.00 3.50
26 times.....	6.50	5.00	624 or more	
52 times.....	6.00	4.50	times .....	4.50 3.00
156 times.....	5.50	4.00		

**ANNOUNCEMENT PACKAGES**

(Live or transcribed)

Per week:	1 min.	*30 sec.	*20 sec.	*10 sec.
10 times.....	55.00	40.00	35.00	30.00
15 times.....	75.00	55.00	45.00	40.00
20 times.....	95.00	70.00	60.00	50.00
25 times.....	115.00	85.00	70.00	60.00
30 times.....	135.00	100.00	80.00	70.00
35 times.....	150.00	115.00	90.00	75.00
40 times.....	170.00	130.00	100.00	85.00
50 times.....	205.00	155.00	125.00	100.00
70 times.....	280.00	210.00	170.00	140.00
100 times.....	390.00	295.00	235.00	195.00

(\* ) Combine with minutes to earn package rate.

**PROGRAM PACKAGES**

	1/4 hr.	5 min.	1 min.
3 times.....	60.00	36.00	25.00
5 times.....	90.00	55.00	35.00
6 times.....	100.00	65.00	40.00
7 times.....	110.00	70.00	45.00
10 times.....	150.00	95.00	60.00
12 times.....	170.00	110.00	70.00
14 times.....	180.00	120.00	80.00
20 times.....	240.00	160.00	110.00

**SPECIAL FEATURES**

5-minute newscasts scheduled on the hour with commercial 10-second open and 60-second close. News capsules scheduled on the 1/2 hour with commercial 5-second open and 30-second close.  
 Political—regular rates apply; cash in advance.

**ARKANSAS**

**SATURATION PACKAGES**

1-minute:	Each	25 per week.....	Each
10 per week.....	7.00	30 per week.....	5.50
15 per week.....	6.50	30 per week.....	5.00
20 per week.....	6.00		

**COMBINATION RATES**

Also sold in combination with WOKJ, Jackson, Miss.; WENN, Birmingham, Ala.; and KOKA, Shreveport, La. Special combination discount of 5% for any two stations; 7-1/2% for three stations; and 10% for all four stations on earned frequency at each station on their respective published rates. Like schedules must be run on chosen stations to earn combination discounts. See McLendon Ebony Group.

**SPECIAL FEATURES**

News Service—UPI and local Negro news correspondent.

5-minute newscasts every hour on the hour.  
 15-minute sportscast late afternoon Monday through Saturday.

**Participating Programs**

(All Negro Programming)

Monday through Saturday:

- "Old Time Religion" with R. L. Weaver—5:00 a.m. to 6:30 a.m.
- "Leo Carter Show"—6:30 a.m. to 8:00 a.m.
- "Break at Eight" with Hal Hartley—8:05 a.m. to 9:00 a.m.
- "Hallelujah Train" with R. L. Weaver—9:05 a.m. to 9:45 a.m.
- "The Counsel Room" with R. L. Weaver—9:45 a.m. to 10:00 a.m.
- "Sound Wave" with Leo Carter—1:05 a.m. to 11:00 a.m.
- "The Upper Room" with R. L. Weaver—11:05 a.m. to noon.
- "Harley's Noon Flight"—12:05 p.m. to 1:00 p.m.
- "West 9th Street R&B Ass'n" with Jacko—1:05 p.m. to 2:00 p.m.
- "Glory Road" with R. L. Weaver—2:05 p.m. to 2:45 p.m.
- "Afternoon Mediations" with alternate ministers—2:45 p.m. to 3:00 p.m.
- "Klub KOKY" with Hal Hartley—3:05 p.m. to 4:00 p.m.
- "Jocko's Jamboree" with Leo Carter—4:05 p.m. to 5:00 p.m.
- "Hal Hartley Show"—5:05 p.m. to sign-off.

(Little Rock continued on next page)

**WANT DATA ON CANADIAN RADIO?**

Refer to the "Radio Stations" and "Radio Networks and Groups" sections of *Canadian Media Rates and Data*, a monthly SRDS publication.

Stations are listed alphabetically by province and city. Also included are lists of radio station representatives, and all Canadian stations (AM and FM) arranged alphabetically by call letters.

In addition to radio data, *Canadian Media Rates and Data* includes all Canadian media—newspapers, TV stations, consumer magazines, farm publications, business publications, and transportation advertising.

To get the complete "Canadian Media Story"...

**Canadian media rates and data**

R-25

**KOKY**

(Established 1956)

**Independent Negro**

A McLendon Ebony Station

Ebony Radio of Arkansas, Inc., P. O. Box 1956, 1604 W. 14th St., Little Rock, Ark., Franklin 2-0391.

**PERSONNEL**

General Manager—John M. McLendon.  
 Station Manager—Ed Phelan.  
 Director of National Sales—John M. McLendon, Executive Offices, Suite 509, Lamar Life Bldg., Jackson 5, Miss., Fleetwood 4-1617.

**REPRESENTATIVES**

John E. Pearson Company.

**FACILITIES**

5,000 watts days; 1440 kc. Nondirectional.  
 Operating schedule: 5:00 a.m. to sunset, CST.  
 Transmitter: East side Arch St. Pike at City Limits.

**AGENCY COMMISSION**

15% on time only; no cash discount. No commission on talent, remote control equipment charges, lines or operator charges. Bills rendered 1st of month following broadcast; due 10th of month following broadcast.

**GENERAL**

Affiliated with WOKJ, Jackson, Miss.; WENN, Birmingham, Ala.; and KOKA, Shreveport, La., all Negro programmed stations—The McLendon Ebony Group.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Maximum length of contract; 1 year.  
 Announcements and programs cannot be combined to earn frequency discounts.  
 Advertisers are protected for a period of 26 weeks from date of rate increase, provided continuous weekly schedules are maintained. Continuing discount allowed provided same weekly schedule is maintained for both contract years. Schedules of 2 or more products of same manufacturer may be combined to earn maximum discounts.

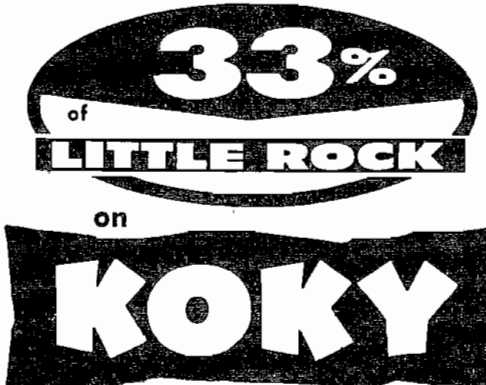
**TIME RATES**

Rates effective October 1, 1958.

Rates received September 2, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	10 sec.
1 time.....	60.00	36.00	24.00	12.00	9.00	4.50
26 times.....	57.00	34.20	22.80	11.40	8.50	4.25
52 times.....	54.00	32.40	21.60	10.80	8.00	4.00
104 times.....	51.00	31.00	20.40	10.20	7.50	3.75
156 times.....	48.00	28.80	19.20	9.60	7.00	3.50
260 times.....	45.00	27.00	18.00	9.00	6.50	3.25
312 times.....	42.00	25.20	16.80	8.40	6.00	3.00
520 times.....					5.50	2.75
780 times.....					5.00	2.50

**SELL...**



**5000 WATTS**

Arkansas' ONLY Negro station • In Little Rock — the 87th Market — 33% Negro • Top-rated consistently by Hooper-O'Connor • The ONLY way to the 114,000 Negroes of the Little Rock-Pine Bluff Metropolitan Area.

**SELL**

- 48%** of JACKSON on **WOKJ**
- 42%** of BIRMINGHAM on **WENN**
- 39%** of SHREVEPORT on **KOKA**

**THE McLENDON EBONY STATIONS REPRESENTED BY JOHN E. PEARSON**

# ARKANSAS

Little Rock—Continued

**KTHS**

(Established 1924)

**CBS Radio Network**



Radio Broadcasting, Inc., P. O. Box 269, Eighth and Izard Sts., Little Rock, Ark. Fr. 4-3764.

**PERSONNEL**

President—William H. Bronson.  
Executive Vice-Pres.—Henry B. Clay.  
General Manager—Fred A. Watkins, Jr.  
Commercial Manager—A. C. Dowden.  
Program Manager—Robert Hicks.  
News Director—Bill Neel.  
Farm Director—Marvin Vines.

**REPRESENTATIVES**

Henry I. Christal Co., Inc.

**FACILITIES**

50,000 w., 1090 kc. Directional—night only.  
Operating schedule: full time, CST.  
Transmitter, Wrightsville, Ark.

**AGENCY COMMISSION**

15% on time only; no cash discount. Payable 10th of month following service.

**GENERAL**

Accepts AAAA copyrighted contract.  
Basic rates quoted are guaranteed only during original contract for specific number of broadcasts. Contracts cannot run more than 1 year from date of original order.

**TIME RATES**

Rates effective July 1, 1958.  
Rates received June 30, 1958.

**CLASS 'A'**

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

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	125.00	75.00	50.00	40.00	25.00
52 times	118.75	71.25	47.50	38.00	23.75
156 times	112.50	67.50	45.00	36.00	22.50
260 times	106.25	63.75	42.50	34.00	21.25
312 times	100.00	60.00	40.00	32.00	20.00
624 times	93.75	56.25	37.50	30.00	18.75

**CLASS 'B'**

(5:00 a.m. to 6:00 a.m. and 11:00 p.m. to 1:00 a.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	100.00	60.00	40.00	32.00	20.00
52 times	95.00	57.00	38.00	30.40	19.00
156 times	90.00	54.00	36.00	28.80	18.00
260 times	85.00	51.00	34.00	27.20	17.00
312 times	80.00	48.00	32.00	25.60	16.00
624 times	75.00	45.00	30.00	24.00	15.00

**ANNOUNCEMENTS**

	1 min.	20 sec.	10 sec.
1 time.....	22.00	16.00	8.00
52 times.....	20.90	15.20	7.60
104 times.....	19.80	14.40	7.20
156 times.....	18.70	13.60	6.80
260 times.....	17.60	12.80	6.40
312 times.....	16.50	12.00	6.00

**Weekly Quantity Discounts**

In addition to frequency discounts earned within a contractual year, an advertiser can also earn weekly quantity discounts or any week (defined as a period of 7 consecutive days) or weeks during which he broadcasts 10 or more announcements (1 minute or 20 seconds) on the following basis:

10-14 times per week.....	10%
15-19 times per week.....	15%
20-29 times per week.....	20%
30 or more times per week.....	25%

1-minute announcements, 20-second station breaks and 10-second ID's may be combined to earn frequency discounts, however, 10-second ID's may not be combined with minutes or station breaks to earn weekly quantity discounts although 10-second ID's may earn such discounts by themselves.

**COMBINATION RATES**  
See CBS Radio Network

**SPECIAL FEATURES**

News Service—UPI, AP, News Service fees:	
5 minutes.....	6.50
10 minutes.....	9.50
Farm Service Program, talent charges:	
5 minutes.....	9.00
10 minutes.....	12.00

**KVLC**

(Established 1947)

**AIMS - - Independent**

An Associated Independent Metropolitan Station  
Southwestern Broadcasting Co., Southern National Bldg., Little Rock, Ark. Franklin 5-5321.

**PERSONNEL**

Vice-Pres. & Gen'l Mgr.—Dale Mahurin.  
Assistant Manager—Henry H. Steele.  
Program Director—Charlie Simms.  
News Director—Herbie Byrd.

**REPRESENTATIVES**

New York—Richard O'Connell, Inc.  
Midwest—Radio-TV Representatives, Inc.  
West Coast—Tracy Moore & Associates, Inc.

**FACILITIES**

1,000 w days, 1050 kc. Nondirectional.  
Operating schedule: sunrise to local sunset.  
Transmitter: North Little Rock.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills payable 10th of month following broadcast.

**GENERAL**

Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Retroactive discounts are applicable during any 52 consecutive weeks broadcasting. Earned credits paid in cash or time credit.

**TIME RATES**

Rates effective November 1, 1958.  
Rates received November 24, 1958.

	1/4 hr.	5 min.	1 min.
1 time.....	25.00	16.00	9.00
<b>PACKAGE RATES</b>			
Per week:	Each	Total	
5 times.....	8.00	40.00	
10 times.....	7.00	70.00	
15 times.....	6.00	90.00	
20 times.....	5.50	110.00	
30 times.....	5.00	150.00	
50 times.....	4.50	225.00	

**SPECIAL FEATURES**

News Service—AP.  
Newscasts: regular rate plus 20%.  
Mobile news service, Aerial news. Also, news every hour on the hour. Rates on request.

**Participating Programs**

"Al Dent Show"—7:15 a.m. to 9:00 a.m. and 11:00 a.m. to 1:00 p.m. Monday through Friday.  
"Charlie Simms Show"—9:00 a.m. to 10:00 a.m. and 11:00 a.m. to noon Monday through Saturday; 2:00 p.m. to 3:00 p.m. Monday through Friday.  
"Charlie Austin Show"—1:00 p.m. to 2:00 p.m. and 3:00 p.m. to 5:00 p.m. Monday through Thursday; 9:00 a.m. to 11:00 a.m. and 2:00 p.m. to 5:00 p.m. Saturday.

**KXLR**

**NORTH LITTLE ROCK**

(Established 1946)

Sander's Arkansas Broadcasting Company, Cotton Belt Bldg., P. O. Box 89, North Little Rock, Ark. Franklin 2-2155.

**PERSONNEL**

Pres. & Gen'l Mgr.—J. M. Sanders.  
Program Director—Hugh Brown.  
News Director—Ray Green.

**REPRESENTATIVES**

The Bolling Company, Inc.

**FACILITIES**

5,000 w. days, 1,000 w. nights; 1150 kc. Directional—night only.  
Operating schedule: 5:30 a.m. to midnight CST.  
Transmitter: 4 mi. northeast of Little Rock, Ark.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills due and payable 10th of month following broadcast.

**GENERAL**

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Accepts AAAA copyrighted contract.  
The following rates are for national advertising.  
All live talent, transcribed or recorded programs, or transcribed or recorded announcements, produced for a specified trade-named product or products, by or for any advertiser or agency outside of a 25-mile radius of Greater Little Rock, shall be classified as general advertising and must carry the general rate, except in cases wherein the product advertised does not have multiple distribution in the primary coverage area of this station, and except in cases wherein the advertising is placed by and for a retailer. Announcements and programs may not be combined to earn a greater frequency discount.

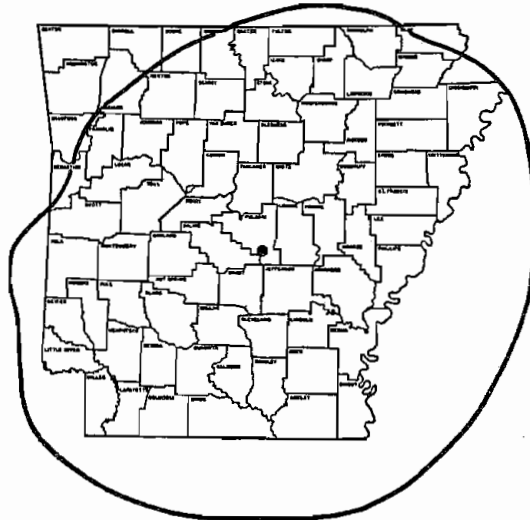
(This listing continued on next page)

ONLY 50,000 WATT, **KTHS**, LITTLE ROCK  
REACHES THE ENTIRE

**\$ BILLION**

**ARKANSAS MARKET**

KTHS COVERS 73 OF ARKANSAS' 75 COUNTIES. THESE 73 COUNTIES COMPRISE A MARKET OF NEARLY 1½ BILLION DOLLARS ANNUALLY.



- A. Consumer Spendable Inc...\$1,910,518,000
- B. Population (Daytime)..... 1,712,900
- C. Radio Families (Daytime)..... 454,500
- D. Passenger Cars ..... 364,400
- E. Trucks and Trailers..... 208,743
- F. Farms ..... 145,075
- G. Gross Income ..... \$592,572,000
- H. Retail Sales .....\$1,384,467,000
  - 1. Food .....\$328,759,000
  - 2. Drug ..... 41,848,000
  - 3. Gen. Mdse. .... 165,566,000
  - 4. Apparel ..... 70,075,000
  - 5. Home Furn. .... 62,818,000
  - 6. Automotive ..... 322,061,000
  - 7. Filling Stations ..... 114,214,000

**KTHS**

"Great Voice of Arkansas"

Represented Nationally by



The Henry I. Christal Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President ● Fred A. Watkins, General Manager

Source: STANDARD RATE & DATA

**Little Rock—K X L R—Continued**

Discounts are allowed retroactively on broadcasts within a contract year.  
Length of commercial copy: — Day and Evening — Programs News

5 minutes.....	1:45 min.	1:30 min.
10 minutes.....	2:00 min.	1:45 min.
15 minutes.....	2:30 min.	2:15 min.
25 minutes.....	2:45 min.	.....
30 minutes.....	3:00 min.	.....
60 minutes.....	6:00 min.	.....

**TIME RATES**

Rates effective September 1, 1957. (Card No. 5.)  
Card received August 19, 1957.

1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.... 60.00	36.00	24.00	12.00	7.50
26 times.. 57.00	34.20	22.80	11.40	7.10
52 times.. 55.50	33.30	22.20	11.10	6.95
104 times.. 54.00	32.40	21.60	10.80	6.75
156 times.. 52.50	31.50	21.00	10.50	6.55
260 times.. 48.00	28.80	19.20	9.60	6.00
312 or more times.....	45.00	27.00	18.00	9.00 5.60

(\*) 1 minute or less

**SATURATION PACKAGE PLAN**

10 1-minute announcements, per week.....	70.00
20 1-minute announcements, per week.....	120.00
30 1-minute announcements, per week.....	165.00
20-second announcements, 80% of 1-minute rate.	
10-second announcements, 50% of 1-minute rate.	

**SPECIAL FEATURES**

News Service—AP.  
Newscasts—regular rates plus 20%. Weather summaries every hour.  
Mobile News Unit at no additional charge.  
Baseball, football and other sports—rates on request.  
Political—regular rates apply; payable in advance.

**Participating Programs**

(Monday through Saturday)  
"Hugh Brown Show"—5:00 a.m. to 9:00 a.m.  
"Tom Clark Show"—9:00 a.m. to noon.  
"Bruce Jenkins Show"—noon to 3:00 p.m.  
"Don Foreman Top 50 Show"—3:00 p.m. to 6:00 p.m.  
"Ray Green Show"—6:00 p.m. to midnight.

**MAGNOLIA**

Columbia County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

**KVMA**

(Established 1948)



Magnolia Broadcasting Co., 212 N. Jefferson St., Magnolia, Ark. Phone 630.

**PERSONNEL**

General Manager—W. M. Bigley.

**REPRESENTATIVES**

John E. Pearson Company.

**FACILITIES**

1,000 w. days, 630 kc. Nondirectional.  
Operating schedule: 6:00 a.m. to local sunset Monday through Saturday; 6:30 a.m. to local sunset Sundays, CST.  
Transmitter: 2.2 mi. north of Magnolia city limits.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 1st, payable 10th of month.

**GENERAL**

Affiliated with Mutual Broadcasting System.  
Accepts AAAA copyrighted contract.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising: no hard liquor.  
Advertiser can combine for frequency all schedules run within contract year. Programs and announcements may not be combined for frequency. Advertiser is entitled to rate protection for 52 weeks from date of any published rate increase, provided at least 1 announcement or program a week is maintained for each of the 52 weeks.

**TIME RATES**

Rates effective January 1, 1953. (Card No. 6.)  
Rates received November 26, 1952.

1 hr.	26	52	104	156	208	260
1 hr.	40.00	36.00	34.00	32.00	30.00	28.00 26.00 24.00
1/2 hr.	22.00	19.80	18.70	17.60	16.50	15.40 14.30 13.20
1/4 hr.	14.00	12.60	11.90	11.20	10.50	9.80 9.10 8.40
10 min.	11.00	9.90	9.35	8.80	8.25	7.70 7.15 6.60
5 min.	7.00	6.30	5.95	5.60	5.25	4.90 4.55 4.20
1 minute or less	5.00	4.50	4.25	4.00	3.75	3.50 3.25 3.00

(\*) 312 or more times.

**DISCOUNTS**

2 or more program units of 15 minutes or more broadcast on same day for same sponsor may be combined to earn the 1/2-hour, 3/4-hour or 1-hour rates, whichever applies. All programs station's option on 28 days' notice. Rates apply to uninterrupted broadcast schedules only.

**SPECIAL FEATURES**

News Service—AP.  
Political—regular rates and discounts apply; payable in advance.  
Religious—regular rates apply.

**Participating Programs**

"7-11 Club"—3:00 p.m. to 4:00 p.m. Monday through Friday. Disc Jockey featuring Negro music and news.  
"Listen to Lois"—9:30 a.m. to 10:30 a.m. Monday through Friday. Local ladies news and music.

**CLOSING TIME**

1 hour before broadcast.

**MALVERN**

Hot Spring County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

**KBOK**

(Established 1951)



Malvern Broadcasting Co., Inc. Highway 270 West, Malvern, Ark. Phone 1800.

**PERSONNEL**

Pres. & Gen'l Mgr.—Kermit Richardson.  
Sales Manager—W. D. Stroud.  
Program Director—Robert Padgett.

**REPRESENTATIVES**

Devney, Incorporated.  
Dallas—Clyde Melville Company.

**FACILITIES**

1,000 w. days, 1420 kc. Nondirectional.  
Operating schedule: 6:00 a.m. to local sunset, CST.  
Transmitter and studios: 1-1/2 mi. north on U. S. Hwy. 270, Malvern, Ark.

**AGENCY COMMISSION**

15% on net time only; no cash discount. Bills rendered 1st, payable 10th of month following broadcast.

**GENERAL**

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contracts.  
ASCAP, BMI and SESAC licenses.  
Maximum term of contract: 1 year.

**TIME RATES**

Rates effective October 1, 1958.  
Rates received August 18, 1958.

1 hr.	1/2 hr.	1/4 hr.	5 min.	1	50
1 time.... 35.00	23.50	12.00	7.00	4.50	3.50
26 times.. 33.50	21.50	11.00	6.50	4.25	3.25
52 times.. 31.00	20.00	10.50	6.00	4.00	3.00
104 times.. 29.50	18.50	10.00	5.50	3.75	2.75
156 times.. 28.00	17.00	9.50	5.00	3.50	2.50
260 times.. 26.50	15.50	9.00	4.50	3.25	2.25
312 times.. 25.00	14.00	8.50	4.00	3.00	2.00

**SALESPower SATURATION PLANS**

(Each weekly package to be used within a 7 day period. All spots are run-of-schedule; may be specified within general time periods, but cannot be guaranteed.)

Per week:	1 min.	20 sec.	10 sec.
12 times.....	42.00	33.60	25.20
18 times.....	58.50	46.80	35.10
24 times.....	72.00	57.60	43.20
30 times.....	82.50	66.00	49.50
36 times.....	90.00	72.00	54.00
42 times.....	94.50	75.60	56.70

**SPECIAL FEATURES**

News Service—AP and local. Regular rates apply.  
Political or Religious—regular rates apply.

**Participating Programs**

"Top of the Morning"—7:35 a.m. to 9:00 a.m. Monday through Saturday.  
"KBOK Coffee Klub"—9:30 a.m. to 11:00 a.m. Monday through Saturday.  
"Pops on Parade"—4:00 p.m. to sign-off Monday through Sunday.

**MAMMOTH SPRING**

Fulton County—Map Location G-1  
See SRDS consumer market map and data at beginning of the State.

**KAMS**

—FM—

(Established 1955)

Robert F. Neathery, Box 245, Mammoth Spring, Ark.

**PERSONNEL**

Owner—Robert F. Neathery.

**FM FACILITIES**

ERP 348 w., 103.9 mc.  
Operating schedule: full time, CST.  
Antenna ht.—200 ft. above average terrain.  
FM Transmitter: same as office address.

**AGENCY COMMISSION**

15%; no cash discount.

**TIME RATES**

Rates received October 19, 1955.

1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.... 18.50	12.00	7.00	4.00	3.00
26 times.. 15.00	10.00	7.00	3.50	2.75
52 times.. 14.00	9.00	6.50	3.00	2.50
104 times.. 13.25	8.00	6.00	2.90	2.25
260 times.. 12.50	7.00	5.50	2.75	2.00
312 times.. 10.00	6.00	4.00	2.50	1.90

**COMBINATION RATES**

See Magic Circle Network.

**MARKED TREE**

Poinsett County—Map Location J-3  
See SRDS consumer market map and data at beginning of the State.

**KTML**

(Established 1956)



KTML, Inc., P. O. Box 17, Marked Tree, Ark. Phone 1580.

**PERSONNEL**

General Manager—Carlton Garner.

**REPRESENTATIVES**

Continental Radio Sales.

**FACILITIES**

250 w. days; 1580 kc. Non-directional.  
Operating schedule: Sunrise to local sunset weekdays; 7:00 a.m. to local sunset Sunday, CST.  
Transmitter—Marked Tree, Ark.

**ARKANSAS**

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 1st of month; payable when rendered.

**TIME RATES**

Rates effective February 21, 1958.

1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.... 30.00	25.00	21.00	15.00	6.00
13 times.. 28.00	23.00	19.00	13.00	5.75
26 times.. 26.00	21.00	17.00	12.50	5.50
52 times.. 23.00	18.00	14.00	11.00	4.25
104 times.. 21.00	16.00	12.00	9.00	3.75
156 times.. 19.50	13.50	11.00	7.00	3.50
260 times.. 17.00	11.00	8.00	5.00	3.00

(\*) 1-minute or less.

**SATURATION PACKAGE PLAN**

100 spots in a 5-week period, each.....	3.50
1000 spots in a 52-week period, each.....	2.00
1000 20-second spots in a 52-week period, each....	1.30

**SPECIAL FEATURES**

News Service—UPI. All news participations on 52-week contract.  
News every hour on the hour; local news at 10:00 a.m.  
Political—rates on request.

**McGEHEE**

Desha County—Map Location H-6  
See SRDS consumer market map and data at beginning of the State.

**KVSA**

(Established 1953)

Southeast Arkansas Broadcasters, Inc., P. O. Box 1220, U. S. Hwy. 65, between McGehee and Dermott, Ark. Canal 2-2400.

**PERSONNEL**

Pres. and Gen'l Mgr.—Abbott F. Kinney.

**REPRESENTATIVES**

Hil F. Best Company.

**FACILITIES**

1,000 w. days, 1220 kc. Nondirectional.  
Operating schedule: sunrise to sunset, CST.  
Transmitter: same as office address.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered and payable 1st of month.

**GENERAL**

Accepts standard NAB contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Schedule must start within 60 days of contract date.  
No cash rebates.

**TIME RATES**

Rates effective June 29, 1953. (Card No. 1.)  
Card received January 27, 1954.

1 hr.	1/2 hr.	1/4 hr.	5 min.	1	50
1 time.... 70.00	38.50	21.00	9.10	3.50	1.89
13 times.. 47.60	26.60	15.40	7.00	3.15	1.75
26 times.. 43.40	23.80	12.60	6.30	2.80	1.61
52 times.. 38.50	21.00	11.90	5.60	2.59	1.40
104 times.. 35.00	19.60	11.20	4.90	2.45	1.26
156 times.. 33.60	18.20	10.50	4.62	2.31	1.19
208 times.. 32.20	17.50	9.80	4.48	2.24	1.12
260 times.. 31.50	16.80	9.10	4.20	2.10	1.05

**SPECIAL FEATURES**

News Service—AP.  
Political—regular rates and frequency discounts apply; cash in advance.  
Library Service—Capitol.  
Participating Programs

Spot rates.

**CLOSING TIME**

Copy and program material must be received not later than 48 hours before broadcast.

**MENA**

Polk County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

**KENA**

(Established 1950)

Owned and operated by R. B. Bell, S. Reine St., Mena, Ark. Phone 944.

**PERSONNEL**

General Manager—R. L. Hunnicutt, Jr.

Program Director—Helen McGee.

Chief Engineer—O. D. Frederick.

**REPRESENTATIVES**

Hil F. Best Company.

Regional—Bell & Associates.

**FACILITIES**

250 w., 1450 kc. Nondirectional.  
Operating schedule: 6:00 a.m. to 6:00 p.m. (except for special broadcasts) CST.  
Transmitter: S. Reine St., Mena, Ark.

**AGENCY COMMISSION**

15% on time and talent; no cash discount. Bills rendered 1st, payable 10th of month.

**GENERAL**

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
ASCAP, BMI and SESAC licenses.  
Rates include music copyright fees.  
No cash rebates.

**TIME RATES**

Rates effective August 1, 1958.  
Rates received June 30, 1958.

1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.... 45.00	27.00	16.00	8.00	4.00
26 times.. 42.00	25.00	14.00	7.00	3.50
52 times.. 39.00	23.00	13.00	6.50	3.20</

# 1,500 MAJOR MEDIA DATA CHANGES EACH MONTH IN SRDS LISTINGS

## ***Some Changes Can't Wait For Monthly Issues!***

Each month, *one out of every five* media listings in SRDS publications requires changes in rates or other advertising data that affect the selection of that medium—changes of such great importance that they can't wait the full four weeks before the next issue comes out.

## ***Listing-Change Bulletins Bridge The Gap From One SRDS Issue To The Next***

To make sure changes of major importance are in your hands as they happen during the month, SRDS reports *all* changes directly affecting media selection on special listing-change bulletins. Each bulletin for individual SRDS publications contains changes for as many as 30 media—if you subscribe to all 10 SRDS publications, you can receive as a regular part of your subscriptions an average of 50 listing-change bulletins each month.

## ***Each Monthly SRDS Issue Up To Date***

All changes reported during the month on special bulletins are incorporated into the next monthly issues . . . *plus countless miscellaneous changes affecting an average of one out of every three* listings in SRDS publications.

## ***SRDS Monthly Publications Continually Changing***

In a dynamic, changing business like advertising, you need the most accurate, up-to-the-minute media information available to the industry. Pass-along, out-dated copies of SRDS publications that do not reflect the thousands of changes that take place every month could cause costly errors. In most cases, you are *not* doing a friend a favor by passing along obsolescent media data in the form of cast-off copies of SRDS publications. If he needs SRDS, chances are he also needs the accuracy of *current* media information—found only in *continually changing* SRDS *monthly* publications, and their bulletin supplements.



# MONTICELLO

Drew County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.

## KHBM

(Established 1955)

Baker Broadcasting Co., P. O. Box 446, Monticello, Ark. Phone 91.

**PERSONNEL**  
Gen'l. & Coml. Mgr.—Keith Baker.

**REPRESENTATIVES**  
George T. Hopewell, Inc.

### FACILITIES

1,000 w. days, 1430 kc. Nondirectional.  
Operating schedule: 5:00 a.m. to local sunset. CST.  
Transmitter: Monticello, Ark.

### AGENCY COMMISSION

15% on time only; no cash discount.

### GENERAL

Affiliated with Keystone Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Rates are for station time only.

### TIME RATES

Rates received August 25, 1955.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time..	40.00	24.00	16.00	8.00	3.50
26 times..	37.50	22.50	15.00	7.50	3.30
52 times..	35.00	21.00	14.00	7.00	3.10
104 times..	32.50	19.50	13.00	6.50	2.90
156 times..	29.00	17.40	11.60	5.80	2.70
260 times..	27.50	16.50	10.80	5.50	2.60
312 times..	24.00	14.40	9.60	4.80	2.45

### SPECIAL FEATURES

News Service—UPI and local.  
Political—regular rates apply.  
Library Service—Sesac and Standard.

### CLOSING TIME

Copy and program material must be received not later than 10 hours before broadcast.

# MORRILTON

Conway County—Map Location E-3

See SRDS consumer market map and data beginning of the State.

## KVOM

(Established 1953)

Morrilton Broadcasting Company, P. O. Box 541, Morrilton, Ark. Phone 506.

**PERSONNEL**  
Station Manager—J. C. Willis.  
Commercial Manager—Bill Harper.

### FACILITIES

250 w. days, 800 kc. Nondirectional.  
Operating schedule: sunrise to sunset, CST.  
Transmitter: 1 ml. east on Hwy. 64, Morrilton, Ark.

### AGENCY COMMISSION

15% on time only; no cash discount. Billed monthly.

### GENERAL

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

### TIME RATES

Rates effective July 1, 1954.

Rates received June 28, 1954.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	34.50	19.00	11.00	6.75	4.50
26 times..	33.00	18.25	10.75	6.50	4.25
52 times..	31.50	17.50	10.25	6.25	4.00
104 times..	30.00	16.75	9.75	6.00	3.75
156 times..	28.50	16.00	9.25	5.75	3.50
260 times..	27.00	15.25	8.75	5.50	3.25
312 times..	25.50	14.50	8.25	5.25	3.00
624 times..	24.00	13.75	7.75	5.00	2.75

### SPECIAL FEATURES

News Service—AP.  
Political or Religious—rates on request.  
Library Service—Standard and World.

### CLOSING TIME

24 hours before broadcast.

# MOUNTAIN HOME

Baxter County—Map Location F-1

See SRDS consumer market map and data at beginning of the State.

## KTLO

(Established 1953)

Mountain Home Broadcasting Corp., Hwy. 5 north, Mountain Home, Ark. Phone 1490.

**PERSONNEL**  
Pres. & Gen'l Mgr.—A Stricklen.  
Commercial Manager—L. E. Cranor.

### REPRESENTATIVES

Hil F. Best Company.

### FACILITIES

250 w., 1490 kc. Nondirectional.  
Operating schedule: 6:00 a.m. to 10:00 p.m. Mon. through Sat.; 6:55 a.m. to 8:00 p.m. Sundays, CST  
Transmitter: same as office address.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered 1st, payable 10th. On all accounts other than established firms with established credit records, terms are cash in advance.

# GENERAL

Affiliated with Keystone Network.  
Discounts allowed retroactively on number of broadcasts within 1 year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed from date of first broadcast, with or without interruption.  
2 or more program units of 15 minutes or more, broadcast by same sponsor in Class "A" or "B" time, may be combined to earn the 1/2-hour, 3/4- or 1-hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contiguous at station's option on 28 days' notice.

### TIME RATES

Rates effective May 1, 1955.  
Rates received April 25, 1955.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	35.00	21.00	14.00	7.50	2.50
13 times..	31.50	18.90	12.60	6.75	2.40
26 times..	29.75	17.85	11.90	6.35	2.30
52 times..	28.00	16.80	11.20	6.00	2.20
104 times..	26.25	15.75	10.50	5.60	2.10
156 times..	24.50	14.70	9.80	5.25	2.00
208 times..	22.75	13.65	9.10	4.85	1.90
260 times..	21.00	12.60	8.40	4.50	1.80
364 times..	19.25	11.55	7.70	4.10	1.70

(\*) 100 words or less.

### SPECIAL FEATURES

News Service—UPI.  
Library Service—World.

# NEWPORT

Jackson County—Map Location H-3

See SRDS consumer market map and data at beginning of the State.

## KNBY

(Established 1949)

Newport Broadcasting Co., U. S. Hwy. 67, Newport, Ark.

### PERSONNEL

General Manager—Gene Howe.  
Program Director—Jerry Grojean.

### FACILITIES

1,000 w. days, 1280 kc. Nondirectional.  
Operating schedule: daytime only, CST.  
Transmitter: Newport, Ark.

### AGENCY COMMISSION

15%; no cash discount.

### GENERAL

Accepts AAAA copyrighted contract.

### TIME RATES

Rates effective September 1, 1949. (Card No. 3.)

#### CLASS "A"

(11:59 a.m. to 1:01 p.m.)

1-time rates apply; no frequency discounts. See Class "B" schedule.

#### CLASS "B"

(All Other Times)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	50.00	30.00	20.00	10.00	5.00
13 times..	47.00	28.00	19.00	9.00	4.75
26 times..	42.50	26.00	18.00	8.50	4.50
52 times..	40.00	24.00	16.00	8.00	4.00
104 times..	35.00	22.00	15.00	7.50	3.75
156 times..	32.50	20.00	13.00	7.00	3.50
260 times..	30.00	18.00	12.00	6.50	3.00

(\*) 100 words or less.

### SPECIAL FEATURES

Political—rates on request.

# NORTH LITTLE ROCK

Pulaski County—Map Location F-4

See SRDS consumer market map and data at beginning of the State.

## See Little Rock

# OSCEOLA

Mississippi County—Map Location K-2

See SRDS consumer market map and data at beginning of the State.

## KOSE

(Established 1949)

Osceola Broadcasting Corp., Box 311, Osceola, Ark. Locust 3-2641 and 3-2642.

### PERSONNEL

General Manager—Don Whitney.

### REPRESENTATIVES

Continental Radio Sales.

### FACILITIES

1,000 w. days, 860 kc. Nondirectional.  
Operating schedule: daytime, CST.  
Transmitter: 5 miles south of Osceola, Ark.

### AGENCY COMMISSION

15% on time only; no cash discount. Billed monthly.

### GENERAL

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees, but music sheets must be furnished station, showing title, composer and publisher of each musical selection.  
BMI, ASCAP and SESAC licenses.  
No cash rebates.

# ARKANSAS

Alcoholic beverage advertising: beer and wine only. Schedules must start within 60 days of contract date. National advertising rates shown.

Length of commercial copy:	Programs	News
5 minutes.....	1:45 min.	1:30 min.
10 minutes.....	2:00 min.	1:45 min.
15 minutes.....	2:30 min.	2:15 min.
25 minutes.....	3:00 min.	
30 minutes.....	3:00 min.	
60 minutes.....	6:00 min.	

### TIME RATES

Rates effective January 1, 1954.  
Rates received February 2, 1954.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	50 wds.
1 time....	50.00	30.00	20.00	10.00	4.00	3.00
13 times..	45.00	27.00	18.00	9.00	3.60	2.70
26 times..	40.00	24.00	16.00	8.00	3.20	2.40
52 times..	35.00	21.00	14.00	7.00	2.80	2.10
104 times..	33.00	19.80	13.20	6.60	2.60	1.95
156 times..	31.00	18.60	12.40	6.20	2.40	1.80
260 times..	29.00	17.00	11.60	5.80	2.25	1.70
364 times..	27.50	15.80	11.00	5.50	2.10	1.60

### SPECIAL FEATURES

News Service—AP.  
Political—regular rates apply.

### CLOSING TIME

Copy and program material must be received not later than 48 hours before broadcast.

# PARAGOULD

Greene County—Map Location J-2

See SRDS consumer market map and data at beginning of the State.

## KDRS

(Established 1947)



T. M. Self and G. T. Rand, The Progressive Broadcasting Co., Tower Drive, P. O. Box 491, Paragould, Ark. Cedar 2-7627.

### PERSONNEL

General Manager—Ted Rand.  
Sales Manager—Doyle F. Bateman.  
Business Manager—T. M. Self.

### FACILITIES

250 w., 1490 kc. Nondirectional.  
Operating schedule: weekdays 5:30 a.m. to 10:05 p.m.; Sundays 6:55 a.m. to 10:05 p.m. CST.  
Transmitter: Hwy. 25 east, Paragould, Ark.

### AGENCY COMMISSION

15% on time only; no cash discount. Invoices payable on receipt.

### GENERAL

Accepts AAAA copyrighted contract.

### TIME RATES

Rates effective July 17, 1952, (Card No. 2-N.)  
Card received July 28, 1952.

Rev. (1 hr.) received January 23, 1956.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	50 wds.
1 time....	40.00	30.00	20.00	10.00	3.25	2.50
13 times..	37.50	27.00	18.00	9.00	2.93	2.25
26 times..	35.00	25.50	17.00	8.50	2.76	2.13
52 times..	32.50	24.00	16.00	8.00	2.60	2.00
104 times..	30.00	21.00	14.00	7.00	2.28	1.75
156-300 tl..	27.00	18.00	12.00	6.00	1.75	1.50

### DISCOUNTS

Allowed retroactively on number of broadcasts given within 1 year. Announcements and programs cannot be combined to earn larger discounts. Rates guaranteed for 1 year from date of first broadcast, with or without interruption.

### SPECIAL FEATURES

News Service—AP.  
Political or Religious—regular rates apply. Payment in advance for political.  
"Newscast"—1:00 p.m. to 5:00 p.m. Monday through Saturday.

### CLOSING TIME

24 hours prior to broadcast.

# PINE BLUFF (3 AM)

Jefferson County—Map Location F-5

See SRDS consumer market map and data at beginning of the State.

## KCLA

(Established 1947)

Radio Engineering Service, 2900 W. 28th Ave., P. O. Box 752, Pine Bluff, Ark. Je 5-1241.

### PERSONNEL

Owners—Kenneth Kesterson, Charles Penix.

### REPRESENTATIVES

Hil F. Best Company.

### FACILITIES

250 w., 1400 kc. Nondirectional.  
Operating schedule: Unlimited, CST.  
Transmitter: same as office address.

### AGENCY COMMISSION

15% on time only; no cash discount. Invoices payable on presentation.

### GENERAL

Following rates are for national advertising.  
Not retroactive.

### TIME RATES

Rates effective May 1, 1956.  
Card received April 9, 1956.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	40.00	24.00	16.00	8.00	4.00
13 times..	38.00	22.80	15.20	7.60	3.80

# ARKANSAS

## Pine Bluff—KCLA—Continued

"Automotive" Rate—not retroactive; no cash rebates:  
Per spot announcement..... 3.20

### Package Plan

1 minute or less:  
25 announcements (in a week)..... 75.00  
100 announcements (in a month)..... 250.00

### SPECIAL FEATURES

News Service—AP.  
Political or Religious—regular rates apply.

## KOTN

(Established 1934)



Universal Broadcasting Corp., 505-1/2 Main St.,  
P. O. Box 957, Pine Bluff, Ark. Je 4-8732.

### PERSONNEL

Pres. & Gen'l Mgr.—B. J. Parrish.

### REPRESENTATIVES

Walker-Rawalt Company, Inc.

### FACILITIES

250 w., 1490 kc. Nondirectional.  
Operating schedule: full time, CST.  
Transmitter: same as office address.

### AGENCY COMMISSION

15% on time only; No cash discount. Bills mailed  
1st, or on completion of service when less than 1  
month.

### GENERAL

Following rates are for national advertising.

### TIME RATES

Rates effective July 1, 1957.  
Rates received November 14, 1957.

	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	30.00	20.00	10.00	5.00
26 times.....	27.00	18.00	9.00	4.75
52 times.....	24.00	16.00	8.00	4.50
104 times.....	21.00	14.00	7.00	4.25
260 times.....	20.00	12.00	6.00	4.00

1 hour rates on request.

### SATURATION ANNOUNCEMENT PLAN

1-minute or less:	Each	Total
10 announcements weekly.....	4.50	45.00
15 announcements weekly.....	4.25	63.75
20 announcements weekly.....	4.00	80.00
25 announcements weekly.....	3.75	93.75
30 announcements weekly.....	3.50	100.50

### COMBINATION RATES

See Mutual Broadcasting System

### SPECIAL FEATURES

News Service—AP  
Political or Religious—regular rates apply.

## KPBA

(Established 1957)

Radio Pine Bluff, 1607 W. 6th St., Pine Bluff, Ark.  
Phones 4-1523, 4-2288.

### PERSONNEL

Owner—W. L. Kent.  
General Manager—Howard M. Peters.

### REPRESENTATIVES

Devney, Incorporated.

### FACILITIES

1,000 w. days; 1590 kc. Non-directional.  
Operating schedule: 5:00 a.m. to local sunset CST.  
Transmitter: Highway 79, Pine Bluff, Ark.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered  
1st of month, payable 10th.

### TIME RATES

Rates effective October 16, 1957.  
Rates received November 4, 1957.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	50.00	30.00	20.00	10.00	4.50
26 times.....	45.00	28.00	18.00	9.00	4.00
52 times.....	42.50	26.00	17.00	8.50	3.80
104 times.....	37.50	24.00	15.00	7.50	3.40
156 times.....	35.00	22.00	14.00	7.00	3.20
260 times.....	32.50	20.00	13.00	6.50	3.10
312 times.....	30.00	18.00	12.00	6.00	3.00

(\*) 1-minute or less.  
10-second quickies—50% of earned minute rate.

### PACKAGE RATES

(Run-of-schedule)

1 minute or less:	
12 announcements per week.....	36.00
18 announcements per week.....	49.50
24 announcements per week.....	60.00

### SPECIAL FEATURES

News Service—UPI. No extra charge.

### Participating Programs

Monday through Friday:  
"Chuck Clifton Show"—6:30 a.m. to 8:00 a.m.  
"Bob Meador Show"—8:00 a.m. to 10:00 a.m.  
"Howard Watson Show"—10:00 a.m. to 1:00 p.m.  
"Bob Meador Show"—1:00 a.m. to 3:00 p.m.  
"Howard Watson Show"—3:00 p.m. to 4:00 p.m. and  
to 5:00 p.m.

(Call letters not received)

(C. P. 5,000 w. days; 1270 kc.)

Jefferson County Broadcasters  
Pine Bluff, Ark.

# POCAHONTAS

Randolph County—Map Location H-1  
See SRDS consumer market map and data at begin-  
ning of the State.

## KPOC

(Established 1950)



Pocahontas Radio, Inc., P. O. Box 250, Pocahontas,  
Ark. TW-2-5234.

### PERSONNEL

General Manager—Adrian L. White.  
Program Director—Bill Nicholson.  
Sales Manager—Virgil Pace.

### FACILITIES

1,000 w. days, 1420 kc. Nondirectional.  
Operating schedule: 6:00 a.m. to local sunset, CST.  
AM Transmitter: Pocahontas, Ark.

### FM FACILITIES

ERP 390 w., 99.5 mc.  
Antenna ht.—170 ft. above average terrain.

### AGENCY COMMISSION

15% on time and talent; no cash discount. Bills  
rendered 10th of month.

### GENERAL

Affiliated with Keystone Network.  
Rates include music copyright fees,  
ASCAP, BMI and SESAC licenses.  
Announcements and programs may be used any time  
within 1 year from starting date of contract to earn  
discounts.

### TIME RATES

Card received May 29, 1953.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)	(‡)
1 time.....	41.00	25.60	16.50	9.00	3.25	2.50	2.00
13 times.....	36.90	19.44	14.85	8.10	2.95	2.25	1.80
26 times.....	32.80	17.28	13.20	7.20	2.60	2.15	1.60
52 times.....	30.25	16.20	12.38	6.75	2.45	1.95	1.50
104 times.....	28.70	15.12	11.50	6.30	2.30	1.85	1.40
156 times.....	24.60	14.04	10.73	5.85	2.15	1.75	1.30
260 times.....	22.55	12.94	9.90	5.40	2.00	1.60	1.20
312 times.....	20.50	11.88	7.50	4.50	1.80	1.35	1.00
500 times.....	.....	.....	6.00	4.00	1.65	1.25	.90
1,000 times.....	.....	.....	.....	3.50	1.50	1.20	.80

(\*) Spots—100 words.  
(†) Station breaks—50 words.  
(‡) Time signals—25 words.

### SPECIAL FEATURES

News Service—AP.  
Political—regular rates apply.  
Library Service—World.

### CLOSING TIME

24 hours before broadcast.

# PRESCOTT

Nevada County—Map Location D-7

See SRDS consumer market map and data at begin-  
ning of the State.

(Call letters not received)  
(C.P. 500 w. days; 1370 kc.)

D. R. James Jr.  
Randolph Hotel  
El Dorado, Ark.

# ROGERS

Benton County—Map Location C-1

See SRDS consumer market map and data at begin-  
ning of the State.

## KAMO

(Established 1954)



KAMO, Inc., American National Bank Bldg., Rogers,  
Ark. Phone 1390  
Other Studio: Bentonville.

### PERSONNEL

President—G. Don Thompson.  
Station Manager—W. E. Dacus.

### REPRESENTATIVES

Walker-Rawalt Company, Inc.

### FACILITIES

1,000 w. days, 1390 kc. Nondirectional.  
Operating schedule: 5:30 a.m. to sunset, CST.  
Transmitter: 2 mi. west of Rogers on U. S. Hwy. 71.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered  
1st, payable 10th of month.

### GENERAL

Affiliated with Diamond State Network and North  
Arkansas Group.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
All broadcasts placed with station for advertiser for  
broadcasting within 1 year from date of first broad-  
cast shall be combined for purpose of calculating total  
number of frequency discounts earned, provided, how-  
ever, that announcements cannot be so combined with  
5-minute or longer programs.  
Rates guaranteed for 1 year from date of first broad-  
cast without lapse of schedule.  
No cash rebates.  
Alcoholic beverage advertising: beer and light wine  
only (subject to copy approval).  
Length of commercial copy: Programs News

5 minutes.....	1:30 min.	1:15 min.
10 minutes.....	2:10 min.	1:45 min.
15 minutes.....	3:00 min.	2:30 min.
30 minutes.....	4:30 min.	.....
60 minutes.....	8:00 min.	.....

### TIME RATES

Rates effective April 1, 1955.  
Rates received March 7, 1955.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	50 wds.
1 time.....	34.50	19.00	11.00	6.75	4.50	3.50
26 times.....	33.00	18.25	10.75	6.50	4.25	3.25
52 times.....	31.50	17.50	10.25	6.25	4.00	3.00
104 times.....	30.00	16.75	9.75	6.00	3.75	2.75
156 times.....	28.50	16.00	9.25	5.75	3.50	2.50
260 times.....	27.00	15.25	8.75	5.50	3.25	2.25
312 times.....	25.50	14.50	8.25	5.25	3.00	2.00
384 times.....	24.00	13.75	7.75	5.00	2.75	1.75

### SPECIAL FEATURES

News Service—AP and local news staff.  
Political—regular rates apply; cash and copy 48 hours  
in advance.  
Library Service—World, Thesaurus.  
Religious Broadcasts—accepted at regular rates.

### Participating Programs

Rates on request.

### CLOSING TIME

Program copy and material must be received 1 week  
prior to broadcast. Announcements or advertising copy  
must be delivered 48 hours before broadcasts.

# RUSSELLVILLE

Pope County—Map Location E-3

See SRDS consumer market map and data at begin-  
ning of the State.

## KXRJ

(Established 1946)



Valley Broadcasters, Second & Commerce, Russell-  
ville, Ark. Phone 299.

### PERSONNEL

Directing Manager—Clyde R. Horne.  
Commercial Manager—L. L. Bryan.

### FACILITIES

250 w., 1490 kc. Nondirectional.  
Operating schedule: 5:30 a.m. to midnight, CST.  
Transmitter: Russellville, Ark.

### AGENCY COMMISSION

15% on time only if payment is made before 15th of  
month following broadcast; no cash discount. Invoices  
payable at face when rendered monthly.

### GENERAL

Affiliated with Keystone Network.  
BMI, ASCAP and SESAC licenses.  
Announcement copy will be broadcast as submitted, if  
approved, and charges made at next higher rate if  
number of words exceed limit in any class.

### TIME RATES

Rates effective January 1, 1947. (Card No. 1.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	50 wds.
1 time.....	34.50	19.00	11.00	6.75	4.50	3.50
26 times.....	33.00	18.25	10.75	6.50	4.25	3.25
52 times.....	31.50	17.50	10.25	6.25	4.00	3.00
104 times.....	30.00	16.75	9.75	6.00	3.75	2.75
156 times.....	28.50	16.00	9.25	5.75	3.50	2.50
260 times.....	27.00	15.25	8.75	5.50	3.25	2.25
312 times.....	25.50	14.50	8.25	5.25	3.00	2.00
624 times.....	24.00	13.75	7.75	5.00	2.75	1.75

### CLASS "B"

(1:30 p.m. to 6:00 p.m. weekdays; 6:00 a.m. to  
11:30 a.m. and 10:00 p.m. to midnight daily)

1 time.....	25.00	14.00	8.00	5.00	3.00	2.50
26 times.....	24.25	13.50	7.75	4.75	2.90	2.35
52 times.....	23.50	13.00	7.50	4.50	2.70	2.20
104 times.....	22.50	12.50	7.25	4.25	2.50	2.00
156 times.....	21.50	12.00	7.00	4.00	2.30	1.80
260 times.....	20.00	11.50	6.75	3.75	2.10	1.60
312 times.....	18.75	11.00	6.50	3.50	2.00	1.50
624 times.....	17.50	10.50	6.00	3.25	1.80	1.40

### PACKAGE RATES

50 words during weekday announcement periods.  
3 daily, per month:  
1 month..... 125.00 6 months..... 110.00  
3 months..... 117.50 12 months..... 100.00  
6 daily, per month:  
1 month..... 240.00 6 months..... 210.00  
3 months..... 225.00 12 months..... 190.00

### SPECIAL FEATURES

News Service—AP. Local news staff and service  
available.  
Political—regular rates apply; cash in advance.  
Religious—rates on request.

### CLOSING TIME

Talks, programs and continuity must be submit  
for review at least 1 week in advance.

# SEARCY

White County—Map Location G-3

See SRDS consumer market map and data at begin-  
ning of the State.

## KWCB

(Established 1951)



White County Broadcasting Co., Inc., 1.7 mi. east on  
Hwy. 67, P. O. Box 95, Searcy, Ark. Phone 1281.

### PERSONNEL

Searcy—K W C B—Continued

AGENCY COMMISSION

15% on time only; no cash discount or rebates. Invoiced monthly, payable at face less earned rate on or before the 15th of month.

GENERAL

Affiliated with Keystone Network. Contract renewals subject to rates in effect at time of renewal. All announcements scheduled at option of station. Alcoholic beverage advertising: light wine only.

TIME RATES

Rates effective May 1, 1952. (Card No. N-2.)  
Card received May 21, 1952.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	42.00	24.00	14.40	6.00	4.20	3.00
13 times.....	41.00	23.00	14.15	5.90	4.10	2.90
26 times.....	40.00	22.80	13.80	5.70	4.00	2.75
52 times.....	38.00	22.00	13.30	5.50	3.70	2.65
104 times.....	35.00	20.50	12.05	5.15	3.50	2.45
156 times.....	33.00	19.50	11.65	4.85	3.25	2.30
260 times.....	31.00	18.00	10.85	4.65	3.00	2.10
300 times.....	29.00	17.00	10.55	4.45	2.90	1.95
364 times.....	27.75	16.00	10.30	4.30	2.55	1.85
Automotive rate.....						3.25

(\*) 1-minute transcription or 150 words live.  
(†) 1/2-minute transcription or 75 words live.

SPECIAL FEATURES

News Service—AP. 24-hour news wire. Political—regular rates apply. Cash and copy in advance. Religious—rates on request.

CLOSING TIME

24 hours before broadcast.

SILOAM SPRINGS

Benton County—Map Location C-1

See SRDS consumer market map and data at beginning of the State.

KUOA

(Established 1923)



KUOA, Inc., Siloam Springs, Ark. Phone 777.

PERSONNEL

Gen'l & Com'l Mgr.—Cecil E. Smith.

REPRESENTATIVES

Southeastern—Dora-Clayton Agency, Inc.

FACILITIES

5,000 w. days, 1290 kc. Nondirectional. Operating schedule: 5:30 a.m. to local sunset, CST. AM Transmitter: Siloam Springs, Ark. FM FACILITIES ERP 2,600 w., 105.7 mc. Operating schedule: 1:00 p.m. to 7:30 p.m. CST. Antenna ht.—455 ft. above average terrain.

AGENCY COMMISSION

15% on time only; 2% cash discount. Billed monthly for service of preceding month. Affidavits of performance furnished on request.

GENERAL

FM rates are 1/5th of AM rates. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Alcoholic beverage advertising not accepted. Length of commercial copy: In conformity with recommended practices of the NAB. Net time costs after deduction of all applicable discounts.

TIME RATES

Rates effective January 1, 1953. (Card No. 8.)  
Rates received January 5, 1953.

	1-a- week	2-a- week	3-a- week	4-a- week	5-a- week	6-a- week
1 hour:						
1-12 weeks	55.00	53.35	51.80	49.95	48.50	46.75
13-25 weeks	52.25	50.65	49.05	47.45	45.85	44.25
26-51 weeks	49.50	48.00	46.50	45.00	43.50	42.00
52 or more weeks.....	46.75	45.35	43.95	42.55	41.15	39.75
1/2 hour:						
1-12 weeks	32.00	31.00	30.00	29.00	28.00	27.00
13-25 weeks	30.50	29.60	28.70	27.80	26.90	26.00
26-51 weeks	29.00	28.20	27.40	26.60	25.80	25.00
52 or more weeks.....	27.50	26.70	25.90	25.10	24.30	23.50
1/4 hour:						
1-12 weeks	21.50	20.85	20.20	19.55	18.90	18.25
13-25 weeks	20.40	19.80	19.20	18.60	18.00	17.40
26-51 weeks	19.30	18.75	18.20	17.65	17.10	16.50
52 or more weeks.....	18.20	17.65	17.10	16.55	16.00	15.50
5 minutes:						
1-12 weeks	10.75	10.40	10.10	9.70	9.45	9.00
13-25 weeks	10.20	9.90	9.60	9.30	9.00	8.70
26-51 weeks	9.65	9.40	9.10	8.75	8.50	8.25
52 or more weeks.....	9.10	8.75	8.50	8.25	8.00	7.75

ANNOUNCEMENTS AND STATION BREAKS

1 minute transcribed or 150 words live:  
Less than 13 times 7.00 104 times..... 5.60  
13 times..... 6.65 260 times..... 5.25  
26 times..... 6.30 312 or more times..... 4.90  
52 times..... 5.95

Station Break 25 seconds or 60 words live:  
Less than 13 times 5.00 104 times..... 4.00  
13 times..... 4.75 260 times..... 3.75  
26 times..... 4.50 312 or more times..... 3.50  
52 times..... 4.25

DISCOUNTS

Discounts are allowed on basis of quantity of time purchased and used within 52 consecutive weeks. At time of execution of an agreement all time purchased within the 52 weeks, ending with the closing date of the agreement in hand may be counted in computing

rate of instant contract. Rebates not allowed on previously contracted rates. Rates shown in table are after deduction of all applicable discounts.

COMBINATION RATES

See Mutual Broadcasting System.

SPECIAL FEATURES

News Service—UPI and Oklahoma news. No added charge for news service or talent fee for news announcers, except for special coverage. Political—regular commercial rates apply; payment in advance. Library Service—Lang-Worth and World. Instantaneous Reference Recordings: Occasional check recordings made at no charge on programs broadcast weekly over a period longer than 13 weeks. Recording service available at cost of material plus .20 per minute recording time.

SPRINGDALE

Washington County—Map Location C-2

See SRDS consumer market map and data at beginning of the State.

KBRS

(Established 1949)

Southwestern Publishing Co., Hwy. 71, 1/2 mi. north of Springdale, Ark.

PERSONNEL

General Manager—Phil Phillips. Commercial Manager—C. C. Hornor, Jr. Program Director—Jim H. Wilkison.

REPRESENTATIVES

Hil F. Best Company. Southwest—Clyde Melville Company.

FACILITIES

250 w., 1340 kc. Nondirectional. Operating schedule: Sundays 6:00 a.m. to 11:00 p.m.; weekdays 5:30 a.m. to midnight, CST. Transmitter: same as office address.

AGENCY COMMISSION

15% on time and talent; no cash discount. Bills rendered monthly, payable within 15 days.

GENERAL

Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Rates for periods longer than 1 hour are in exact proportion to corresponding 1-hour rate. Rates are guaranteed for a period of 1 year from date of first broadcast with or without interruption. Announcements and programs cannot be combined to earn greater discounts. 2 or more program units of 15 minutes or more broadcast on same day for same sponsor within same time bracket may be combined to earn the 1/2-hour or 1-hour rate, whichever applies. All programs so combined may be scheduled contiguously at station's option on 28 days' notice to agency or advertiser. Discounts allowed retroactively on total number of broadcasts within 1 year if used without interruption. Continuous frequency discounts apply on renewals of contracts broadcast without interruption for 1 year or more. Programs of 10 minutes or less and announcements are subject to removal by programs of 15 minutes or more. Alcoholic beverage advertising: beer and wine only. Length of commercial copy in conformance with NAB Standards.

TIME RATES

Rates effective November 1, 1951. (Card No. 2.)  
Rates received October 29, 1951.  
Revisions received January 23, 1957.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	45.00	24.00	13.00	8.00	4.50
26 times.....	42.50	22.50	12.25	7.50	4.25
52 times.....	40.00	21.00	11.50	7.00	4.00
104 times.....	37.50	19.25	10.75	6.50	3.75
156 times.....	33.50	17.50	10.00	6.00	3.50
Automotive rate.....					3.50

COMBINATION RATES

See ABC Radio. For discount allowed when used in combination with KHBG, Okmulgee, Okla., and/or KFSA, Fort Smith, Ark.; see listing of KHBG, Okmulgee, Okla.

SPECIAL FEATURES

AP and local news service. Extra, 20% of 1-time rate. Weather Forecasts, Time Signals, and Market Quotations—rates on request. Religious Broadcasts—accepted on commercial basis provided copy does not solicit funds and program meets standards acceptable to station management. Political Broadcasts—accepted at 1-time rate; no frequency discount. Cash in advance. Transcriptions—Production rates:

5 minutes, per program.....	1.50
10 minutes, per program.....	2.50
30 minutes, per program.....	4.00
Instantaneous Reference Recordings: 1 reference recording free for each 13-time cycle of broadcasting. Additional recordings at following rates:	
Announcements, each.....	2.50
15-minute program, each.....	5.00
30-minute program, each.....	7.50

CLOSING TIME

48 hours before broadcast.

STUTT GART

Arkansas County—Map Location G-5

See SRDS consumer market map and data at beginning of the State.

KWAK

(Established 1948)



Stuttgart Broadcasting Corp., P. O. Box 271, Stuttgart, Ark. Wabash 2-5212.

PERSONNEL

General Manager—Melvin P. Spann. Station Manager—June S. Spann.

FACILITIES

250 w., 1240 kc. Nondirectional. Operating schedule: 5:30 a.m. to 10:00 p.m. CST. Transmitter—Stuttgart, Ark.

AGENCY COMMISSION

15% on time only; no cash discount. Invoices payable when rendered. On all contracts other than established firms with established credit records, terms are cash in advance.

GENERAL

Accepts AAAA copyrighted contract. Discounts allowed retroactively on number of broadcasts given within 1 year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed from date of first broadcast, with or without interruption. 2 or more program units of 5 minutes or more, broadcast on same day for same sponsor may be combined to earn the 1/4-hour, 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 station's option on 28 days' notice. All combined contracts are billed on 1 invoice to 1 company.

TIME RATES

Rates effective March 1, 1958. (Card No. 2.)  
Card received March 24, 1958.

	1/2 hr.	1/4 hr.	10 min.	5 min.	Spots
1 time.....	25.00	15.00	11.25	7.50	5.00
13 times.....	24.40	14.60	10.95	7.30	4.85
26 times.....	23.75	14.25	10.70	7.10	4.75
52 times.....	23.10	13.85	10.40	6.90	4.60
104 times.....	21.85	13.10	9.75	6.55	4.40
156 times.....	18.75	11.25	8.45	5.65	3.75
260 times.....	15.60	9.40	6.75	4.70	3.10
312 times.....	14.00	8.45	6.35	4.20	2.80
364 times.....	12.50	7.50	5.65	3.75	2.50

The 1 hour rates are on request.

SPECIAL FEATURES

News Service—AP. and local news. Political—regular rates apply; payable in advance. Library Service—Standard, World.

TEXARKANA (3 AM; 1 FM)

Ark.—Miller County—Map Location C-7  
Tex.—Bowie County—Map Location C-7

See SRDS consumer market map and data at beginning of the State.

KCMC

(Established 1932)



(This is a duplicate of the listing appearing under Texarkana, Tex.)

KCMC, Inc., Gazette Bldg., 317 Pine St., Texarkana, Arkansas-Texas.

PERSONNEL

Manager—Frank O. Myers.

REPRESENTATIVES

Venard, Rintoul & McConnell, Inc. Southwest—Clyde Melville Company.

FACILITIES

250 w., 1230 kc. Nondirectional. (100% modulation—crystal control) Operating schedule: 6:00 a.m. to midnight, CST. AM Transmitter: Texarkana, Arkansas-Texas. FM FACILITIES ERP 40,000 w., 98.1 mc. Antenna ht.—415 ft. above average terrain.

AGENCY COMMISSION

15% on net time to agencies on business created and contracted for by them; none on program charges. No cash discount. Bills payable when rendered monthly.

GENERAL

Discounts allowed retroactively on number of broadcasts within 1 year. Announcements and programs of 5 minutes or longer cannot be combined to earn larger discounts. AM-FM sold in combination.

TIME RATES

Rates effective February 1, 1952.  
Rates received February 28, 1952.

	CLASS "A"					
	6:00 p.m. to 10:00 p.m.)					
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	sec.
1 time.....	65.00	39.00	26.00	14.00	8.00	6.00
13 times.....	61.75	37.00	24.00	13.00	7.90	5.90
26 times.....	58.50	35.00	23.00	12.00	7.80	5.85
52 times.....	55.25	33.00	22.00	11.00	7.60	5.70
104 times.....	52.00	31.00	20.00	10.50	7.20	5.40
156 times.....	48.75	29.00	19.00	10.00	6.80	5.10
260 times.....	45.50	27.00	18.00	9.50	6.40	4.80
312 times.....	42.00	25.00	17.00	9.00	6.00	4.50

(6:00 a.m. to 6:00 p.m. and after 10:00 p.m.)

1 time.....	45.00	27.00	18.00	9.00	6.00	4.00
13 times.....	42.75	25.50	17.00	8.50	5.90	3.95
26 times.....	40.50	24.50	16.00	8.00	5.85	3.90
52 times.....	38.00	23.00	15.00	7.50	5.70	3.80
104 times.....	36.00	21.50	14.00	7.25	5.40	3.60
156 times.....	33.50	20.00	13.00	7.00	5.10	3.40
260 times.....	31.00	18.50	12.50	6.50	4.80	3.20
312 times.....	28.00	17.50	12.00	6.00	4.50	3.00

COMBINATION RATES

See ABC Radio and Texas State Network.

SPECIAL FEATURES

Political—rates on request; cash and copy in advance.

CLOSING TIME

1 week in advance (after arranging all details.) (D)

(Texarkana continued on next page)

# ARKANSAS

## Texarkana—Continued

### KOSY (Established 1951) Mutual Network



(This is a duplicate of the listing appearing under Texarkana, Tex.)  
Gateway Broadcasting Co., Wadley Bldg., State Line Ave., at 6th St., Texarkana, Tex.

**PERSONNEL**  
General Manager—Tom Dillahunt.  
Sales Manager—Herman Cecil.

**REPRESENTATIVES**  
John E. Pearson Company.

**FACILITIES**  
1,000 w. days, 500 w. nights; 790 kc. Directional—night only.  
Operating schedule: 6:00 a.m. to midnight, CST.  
Transmitter: Line Ferry Rd. Texarkana, Ark.

**AGENCY COMMISSION**  
15% on time, talent, and news premium; no cash discount. Bills payable when rendered.

#### TIME RATES

Rates effective October 1, 1951.  
Rates received October 10, 1951.

#### CLASS "A"

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	50 wds.
(5:59 p.m. to 10:01 p.m. weekdays and 11:59 a.m. to 10:01 p.m. Sundays)						
1 time.....	75.00	45.00	30.00	18.00	10.00	8.00
26 times....	73.25	44.00	29.25	17.50	9.75	7.75
52 times....	71.25	42.75	28.50	17.00	9.50	7.50
104 times....	67.50	40.50	27.00	16.25	9.00	7.25
156 times....	63.75	38.25	25.50	15.25	8.50	6.75
260 times....	60.00	36.00	24.00	14.50	8.00	6.50
312 times....	56.25	33.75	22.50	13.50	7.50	6.00

#### CLASS "B"

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	50 wds.
(6:00 a.m. to 5:59 p.m. weekdays and after 10:01 p.m. daily)						
1 time.....	50.00	30.00	20.00	12.00	8.00	6.00
26 times....	48.75	29.25	19.50	11.75	7.75	5.75
52 times....	47.50	28.50	19.00	11.50	7.50	5.50
104 times....	45.00	26.00	18.00	10.75	7.25	5.25
156 times....	42.50	24.50	17.00	10.25	6.75	5.00
260 times....	40.00	23.00	16.00	9.50	6.50	4.75
312 times....	37.50	22.50	15.00	9.00	6.00	4.50

**COMBINATION RATES**  
See Mutual Broadcasting System.

#### SPECIAL FEATURES

News—regular time charges plus 20% of basic rate.  
Time Signals, Temperature, Weather, Market Reports available. Rates on request.  
Political—frequency discounts do not apply. Payment and copy required 48 hours before broadcast.  
Library Service—Thesaurus. (D)

## KTFS

(Established 1946)

(This is a duplicate of the listing appearing under Texarkana, Tex.)  
Radio Station KTFS, Inc., 4305 N. Stateline Ave., Texarkana, Tex. Phone 3-5123.

**PERSONNEL**  
Owner & Gen'l Mgr.—Robert S. Bieloh.

**REPRESENTATIVES**  
Walker-Rawalt Company, Inc.  
Southeast—Dora-Clayton Agency, Inc.

**FACILITIES**  
250 w., 1400 kc. Nondirectional.  
Operating schedule: 6:00 a.m. to 11:00 p.m. CST.  
Transmitter: Northpark Addition, Texarkana, Tex.

**AGENCY COMMISSION**  
15%; no cash discount. Bills payable when rendered.

**GENERAL**  
Affiliated with Diamond State Network.

#### TIME RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
Rates received November 2, 1951. Revisions received August 27, 1952.					
1 time....	50.00	32.00	18.00	9.00	6.00
26 times..	47.50	30.00	17.00	8.50	5.75
52 times..	45.00	28.00	16.00	8.00	5.50
104 times..	42.50	26.00	15.00	7.50	5.25
156 times..	40.00	24.00	14.00	7.00	5.00
260 times..	37.50	22.00	13.00	6.50	4.75
312 times..	35.00	20.00	12.00	6.00	4.50
624 times..	.....	.....	.....	.....	4.25
936 times..	.....	.....	.....	.....	4.00

(\*) 1 minute or less.

**COMBINATION RATES**  
KTFS may be purchased in combination with KBLO, Hot Springs, Ark.

#### SPECIAL FEATURES

News Service—UPI.  
Political or Religious—regular rates apply.  
Library Service—World.  
**Participating Programs**  
"Rise and Shine Show"—6:00 a.m. to 9:00 a.m.  
"Gospel Hour" with Jim Waites—9:00 a.m. to 9:55 a.m. Gospel quartets.  
"Homemaker Harmonies" with John Crawford—10:00 a.m. to 11:55 a.m. Monday through Friday.  
"The Hank Sanders Show"—2:00 p.m. to 3:30 p.m.  
"The Jim Waites Show"—3:30 p.m. to 5:30 p.m.  
Regular spot rates apply.  
"The Top 100"—Saturday afternoon.  
Regular rates apply on all DJ shows. (D)

#### ADVERTISEMENT

## KWKH—Shreveport

KWKH serves Texarkana in primary fashion with 55% weekly daytime average (NCS No. 2 1956) and a signal of at least 2MV/M.

# VAN BUREN

Crawford County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

(Call letters not received)  
(C.P. 1,000 w. days; 1580 kc.)

Broadcasters, Inc.  
P. O. Box 550  
Van Buren, Ark.

## WALNUT RIDGE

Lawrence County—Map Location H-2

See SRDS consumer market map and data at beginning of the State.

## KRLW

(Established 1951)



Lawrence County Broadcasting Company, P. O. Box 30, Walnut Ridge, Ark. Phone 980.

#### PERSONNEL

Manager—William H. Cate.

#### REPRESENTATIVES

Memphis—C. K. Beaver & Associates.

#### FACILITIES

1,000 w. days, 1320 kc. Nondirectional.  
Operating schedule: 6:00 a.m. to local sunset, CST.  
Transmitter: Walnut Ridge, Ark.

#### AGENCY COMMISSION

15%; no cash discount.

#### GENERAL

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising: beer only.  
Announcements and programs may be used any time within 1 year from starting date of contract to earn discounts. Announcements and programs may not be combined to earn frequency discounts.

#### TIME RATES

Rates effective November 1, 1955. (Card No. 3.)  
Rates received September 28, 1955.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	30.00	17.50	9.00	5.00	3.00	2.00
13 times....	27.50	15.00	8.25	4.65	2.85	1.85
26 times....	25.00	13.50	7.75	4.15	2.50	1.65
52 times....	23.50	11.75	7.00	3.75	2.25	1.50
100 or more times....	21.75	11.00	6.25	3.35	2.00	1.35

Package Rate  
Thirty 30-second announcements per week..... 36.00

#### SPECIAL FEATURES

News Service—UPI. Rates on request.  
Political Broadcasts—regular 1-time rate.  
Religious Broadcasts—regular card rate, subject to frequency discount, and a flat 10% religious discount on total contract billing. Station reserves right to determine acceptability of religious broadcasts, as to program standards.  
Library Service—Thesaurus.

# WARREN

Bradley County—Map Location F-7

See SRDS consumer market map and data at beginning of the State.

## KWRF

(Established 1953)

Pines Broadcasting Co., Warren, Ark. Phones: 353, 354.

#### PERSONNEL

General Manager—Lee Reaves.  
Commercial Mgr.—H. M. Harris.  
Program Dir.—Nell Brogden Cater.

#### REPRESENTATIVES

Hil F. Best Company.

#### FACILITIES

250 w. days, 860 kc. Nondirectional.  
Operating schedule: sunrise to local sunset, CST.  
Transmitter: 1 mi. north of Warren Hwy. No. 15.

#### AGENCY COMMISSION

15%; no cash discount. Billed monthly, payable 10 days.

#### GENERAL

Affiliated with Keystone Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

#### TIME RATES

Rates effective July 20, 1956. (Card No. 2.)  
Card received July 30, 1956.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	46.00	28.00	16.50	9.50	4.50
13 times..	43.00	26.25	15.50	8.90	4.35
26 times..	40.00	24.50	14.50	8.30	4.20
52 times..	37.00	22.75	13.50	7.70	4.05
104 times..	34.00	21.00	12.50	7.10	3.90
156 times..	31.00	19.25	11.50	6.50	3.75
260 times..	28.00	17.50	10.50	5.90	3.60
364 times..	25.00	15.75	9.50	5.30	3.45

#### SPECIAL FEATURES

News Service—AP.  
Political—regular rates apply; cash in advance.  
Library Service—World.

# WYNNE

Cross County—Map Location H-3

See SRDS consumer market map and data at beginning of the State.

## KWYN

(Established 1956)



East Arkansas Broadcasters, Inc., Highway No. 1, N., Wynne, Ark. Phones 1188, 1189.

#### PERSONNEL

General Manager—Raymond O. "Bud" Raley.  
Commercial Manager—W. H. Mayo.  
Program Director—Art Rogers.

#### FACILITIES

250 w.; 1400 kc. Non-directional.  
Operating schedule: 5:30 a.m. to 10:00 p.m. weekdays; 6:00 a.m. to 10:00 p.m. Sunday. CST.  
Transmitter: Wynne, Arkansas.

#### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered 1st; payable 10th of month.

#### GENERAL

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

#### TIME RATES

Rates effective November 1, 1958.  
Rates received November 11, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time....	43.75	25.00	15.00	7.50	4.50	4.00
52 times..	40.00	22.50	12.50	6.00	4.00	3.00
104 times..	37.50	20.00	10.00	5.00	3.25	2.50
364 times..	32.50	17.00	9.00	4.06	2.50	2.00

(\*) Less than 1 minute.

No announcements acceptable if longer than 1-minute or more than 100 words. Rates for longer than 1 hour are in exact proportion to the corresponding 1-hour rate.

#### PACKAGE PLANS

Rates on request.

#### SPECIAL FEATURES

News Service—UPI. No extra charge.  
Sports—St. Louis Cardinal Baseball Network and Arkansas Razorback Sports Network.  
Political—rates on request.  
Library Service—World.

#### Participating Programs

"Rise and Shine Show", "Yawn Patrol", "Mid Morning Melodies", "Top Tunes of Our Times Show", "Platter Party", "The Old Country Church", "Artie's Party", and Dreamtrain".

#### CLOSING TIME

1 week before broadcast.

## WHAT ADVERTISING IN SRDS PUBLICATIONS MEANS TO YOU

Advertisements in SRDS are valuable

... to all media which invest in them as a means to promote sales of space and time.

... to all buyers of media who need on-the-spot information in addition to the listing data.

... to all SRDS subscribers, by making it possible to furnish a unique service at surprisingly low cost. All listings in SRDS are at no cost to insure inclusion of all information. Frequent bulletins, between issues, report important changes—a plus service rendered to all subscribers.

4GXF-114





# CALIFORNIA

### Map Explanations

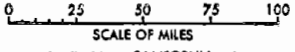
Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION SRDS Consumer Market Data
●	▲	○	◻	◇	◐	◑	◒	With Daily Media.
◻	◇	○	◐	◑	◒	◓	◔	Without Daily Media.

Symbols Designate Types of Media.

★ Newspaper    ⚡ Radio    ⓧ Television

COUNTY NAMES ARE IN ITALIC TYPE



Applicable to CALIFORNIA only

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# SRDS Consumer Market Data

## STATE, COUNTY, CITY, METROPOLITAN AREA DATA

**CITIES AND COUNTIES**

This list shows counties in which cities are located. Cities are first, counties next.  
 Alameda—Alameda  
 Albany—Alameda  
 Alhambra—Los Angeles  
 Alisal—Monterey  
 Anaheim—Orange  
 Arcadia—Los Angeles  
 Bakersfield—Kern  
 Belvedere Township—Los Angeles  
 Berkeley—Alameda  
 Beverly Hills—Los Angeles  
 Buena Park—Orange  
 Burbank—Los Angeles  
 Burlingame—San Mateo

Chula Vista—San Diego  
 Compton—Los Angeles  
 Concord—Contra Costa  
 Coronado—San Diego  
 Culver City—Los Angeles  
 Daly City—San Mateo  
 El Cajon—San Diego  
 El Centro—Imperial  
 El Cerrito—Contra Costa  
 Eureka—Humboldt  
 Fresno—Fresno  
 Fullerton—Orange  
 Gardena—Los Angeles  
 Garden Grove—Orange  
 Glendale—Los Angeles  
 Hawthorne—Los Angeles  
 Hayward—Alameda

Huntington Park—Los Angeles  
 Inglewood—Los Angeles  
 Lakewood—Los Angeles  
 Lodi—San Joaquin  
 La Mesa—San Diego  
 Long Beach—Los Angeles  
 Los Angeles—Los Angeles  
 Lynwood—Los Angeles  
 Manhattan Beach—Los Angeles  
 Menlo Park—San Mateo  
 Merced—Merced  
 Modesto—Stanislaus  
 Monrovia—Los Angeles  
 Montebello—Los Angeles  
 Monterey—Monterey

Monterey Park—Los Angeles  
 Mountain View—Santa Clara  
 National City—San Diego  
 Newport Beach—Orange  
 Oceanside—San Diego  
 Ontario—San Bernardino  
 Orange—Orange  
 Oxnard—Ventura  
 Palo Alto—Santa Clara  
 Pasadena—Los Angeles  
 Pomona—Los Angeles  
 Redlands—San Bernardino  
 Redondo Beach—Los Angeles  
 Redwood City—San Mateo  
 Richmond—Contra Costa  
 Riverside—Riverside

Sacramento—Sacramento  
 Salinas—Monterey  
 San Bernardino—San Bernardino  
 San Bruno—San Mateo  
 San Diego—San Diego  
 San Francisco—San Francisco  
 San Gabriel—Los Angeles  
 San Jose—Santa Clara  
 San Leandro—Alameda  
 San Mateo—San Mateo  
 San Pablo—Contra Costa  
 Santa Ana—Orange  
 Santa Barbara—Santa Barbara  
 Santa Clara—Santa Clara

Santa Cruz—Santa Cruz  
 Santa Monica—Los Angeles  
 Santa Rosa—Sonoma  
 South Gate—Los Angeles  
 South San Francisco—San Mateo  
 Stockton—San Joaquin  
 Sunnyvale—Santa Clara  
 Torrance—Los Angeles  
 Vallejo—Solano  
 Ventura—Ventura  
 West Covina—Los Angeles  
 Whittier—Los Angeles

ESTIMATES FOR:	POPULATION	HOUSEHOLDS	C.S.I. TO	C.S.I. PER	TOTAL	RETAIL SALES BY STORE TYPE					FOR THE YEAR	FILLING	FARM	GROSS	
STATE	7/1/58	7/1/58	7/1/57	HOUSEHOLD	RETAIL SALES	FOOD	DRUG	GENERAL	MDSE.	APPAREL	HOME	AUTO-	STATION	POPULATION	FARM
COUNTY—Map Loc.	(000)	(000)	7/1/58	(\$)	7/1/57 TO 7/1/58	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	1/1/58	INCOME
City Metropolitan Area															
<b>CALIFORNIA STATE</b>															
TOTALS.....	14,475.6	4,655.73	30,127,496	6,471	19,837,479	5,120,779	644,941	1,973,139	1,187,543	1,220,052	3,317,780	1,763,117	550.9	3,317,527	
ALAMEDA B-6.....	901.2	297.20	2,028,509	6,825	1,179,222	312,487	42,245	128,100	77,500	87,570	176,106	87,998	5.5	32,920	
Alameda.....	72.0	23.22	161,628	6,961	53,683	20,538	3,359	2,244	2,709	3,231	9,145	5,288			
Albany.....	20.5	6.55	42,902	6,550	15,157	4,434	304	352	276	357	6,314	920			
Berkeley.....	119.1	39.03	311,127	7,971	159,897	42,067	6,232	12,088	9,918	15,060	23,055	14,604			
Hayward.....	60.1	18.87	115,473	6,119	137,651	35,827	3,457	7,653	8,499	8,037	18,365	9,285			
Oakland.....	409.8	140.06	941,235	6,720	674,550	150,481	22,936	97,524	50,265	55,269	98,358	43,954			
San Francisco-Oakland Metro Area.....	2,722.7	880.93	6,275,579	7,124	3,648,818	972,254	116,699	404,633	246,837	233,723	506,427	247,313			
San Leandro.....	64.9	20.35	134,516	6,610	128,917	44,175	4,255	6,047	4,821	5,198	19,355	13,287			
ALPINE D-5.....	.3	.10	503	5,030	764	235	129	129	198	63	46	92	.1	61	
AMADOR C-5.....	8.4	2.66	13,325	5,009	8,393	2,447	297	864	198	63	1,106	693	1.1	1,441	
BUTTE C-4.....	72.6	24.26	119,748	4,936	103,080	28,341	3,023	7,606	4,852	4,807	14,328	6,919	10.2	42,074	
CALAVERAS C-5.....	9.4	3.15	15,090	4,790	7,625	2,453	291	621	144	198	1,212	1,080	1.5	2,790	
COLUSA B-4.....	10.4	3.24	27,079	8,358	18,421	3,793	345	887	547	549	2,359	1,949	2.8	38,870	
CONTRA COSTA B-6.....	367.0	104.66	722,702	6,905	413,509	136,175	12,590	35,757	18,892	23,137	63,334	46,910	7.3	23,152	
Concord.....	29.9	7.73	47,989	6,208	45,455	17,075	1,368	1,196	948	1,644	3,235	4,027			
El Cerrito.....	25.2	7.91	54,836	6,932	27,619	9,896	880	446	330	906	2,489	4,058			
Richmond.....	77.9	22.82	131,638	5,769	93,529	28,112	3,177	13,949	7,225	5,357	22,505	13,047			
San Pablo.....	26.3	7.90	43,128	5,459	19,618	11,524	327	355	81	288	580	3,494			
DEL NORTE A-2.....	19.3	6.37	26,050	4,089	20,365	5,105	569	1,810	625	449	4,322	3,268	.5	1,645	
EL DORADO C-5.....	20.8	7.24	27,207	3,758	26,869	8,121	488	745	1,023	611	4,210	3,288	1.7	6,121	
FRESNO D-7.....	346.8	103.44	591,551	5,719	452,985	123,484	15,154	36,253	27,581	29,397	56,344	36,037	55.2	314,337	
Fresno.....	123.6	39.58	265,581	6,710	297,497	73,724	11,325	28,303	23,530	23,777	36,852	21,666			
Fresno Metro Area.....	346.8	103.44	591,551	5,719	452,985	123,484	15,154	36,253	27,581	29,397	56,344	36,037			
GLENN B-4.....	15.9	4.94	30,312	6,136	24,179	5,098	582	2,247	388	637	4,816	2,291	6.6	34,651	
HUMBOLDT A-3.....	102.3	32.38	221,667	6,846	151,347	41,548	3,395	15,195	5,527	6,751	24,216	13,339	5.6	14,955	
Eureka.....	30.2	9.85	74,585	7,572	79,539	19,662	1,374	9,546	3,838	4,674	15,823	4,874			
IMPERIAL H-11.....	73.5	19.71	125,611	6,373	93,673	21,169	2,543	9,639	4,794	3,103	12,583	9,865	10.8	165,388	
El Centro.....	18.3	5.34	37,179	6,962	38,835	6,739	1,293	3,655	2,128	1,594	8,359	3,314			
INYO F-7.....	13.0	4.34	29,551	6,809	22,164	5,188	560	2,300	304	329	4,068	3,447	.4	2,214	
KERN E-9.....	279.6	81.76	521,197	6,375	372,597	94,451	11,419	43,183	14,755	19,712	58,207	46,412	20.8	261,530	
Bakersfield.....	54.3	17.46	143,253	8,205	188,150	41,029	6,855	36,898	10,479	13,349	37,937	21,834			
Bakersfield Metro Area.....	279.6	81.76	521,197	6,375	372,597	94,451	11,419	43,183	14,755	19,712	58,207	46,412			

### RETAIL SALES—FILLING STATIONS

From the 1954 Census of Business Retail Trade, the Filling Station group is comparable to the "Gasoline Service Station" Census classification. It includes those firms primarily engaged in selling gasoline and other automotive products. Garages which derive the larger part of their receipts from gasoline and oil are included.

Check the explanation pages for definitions of other store types.

8-RTVN-46

# SRDS Consumer Market Data

## STATE, COUNTY, CITY, METROPOLITAN AREA DATA

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Popu- lation 7/1/58 (000)	House- holds 7/1/58 (000)	C.S.I. 7/1/57 to 7/1/58 (\$000)	C.S.I. per House- hold (\$)	Total Retail Sales 7/1/57 to 7/1/58 (\$000)	Retail Sales by Store Type — For the Year 7/1/57 to 7/1/58					Filling Station (\$000)	Farm Popu- lation 1/1/58 (000)	Gross Farm Income 1957 (\$000)	
						Food (\$000)	Drug (\$000)	General Mise. (\$000)	Apparel (\$000)	Home Furn. (\$000)				Auto- motive (\$000)
KINGS D-8.....	53.2	15.01	77,791	5,183	61,199	14,657	1,780	4,919	2,507	3,035	7,821	3,303	12.9	90,106
LAKE B-4.....	13.0	4.78	17,859	3,736	15,291	4,539	378	1,123	416	447	1,502	1,690	2.9	9,937
LASSEN C-3.....	19.9	6.00	33,127	5,521	16,106	7,189	454	1,127	513	420	3,482	1,736	1.7	4,988
LOS ANGELES E-10.....	5,615.6	1,869.95	12,530,535	6,701	8,399,505	2,117,968	291,473	879,967	536,366	544,321	1,636,853	776,086	17.8	236,330
Alhambra.....	56.3	19.89	134,388	6,757	122,977	22,589	3,571	10,221	9,352	11,167	33,964	9,347	.....	.....
Arcadia.....	38.8	13.13	96,027	7,314	50,159	17,123	2,226	3,080	4,276	2,036	3,961	6,114	.....	.....
Belvedere Township.....	54.7	18.51	124,730	6,739	21,671	13,392	239	1,415	652	1,025	290	3,037	.....	.....
Beverly Hills.....	31.1	11.56	201,357	17,418	169,696	20,595	6,738	8,726	31,944	11,729	35,697	6,565	.....	.....
Burbank.....	92.8	30.17	201,971	6,694	137,634	46,489	5,077	6,654	6,040	7,979	32,792	15,048	.....	.....
Compton.....	67.9	20.74	131,243	6,328	147,755	34,756	2,990	28,768	4,517	7,370	50,279	9,780	.....	.....
Culver City.....	35.6	11.65	79,864	6,855	89,160	19,837	1,757	3,738	3,182	3,850	35,986	7,343	.....	.....
Gardena.....	31.2	9.42	58,774	6,239	70,903	22,576	1,307	596	2,141	1,862	9,272	8,060	.....	.....
Glendale.....	116.1	42.96	314,356	7,317	217,760	65,608	7,581	26,362	14,539	15,014	60,728	17,840	.....	.....
Hawthorne.....	32.8	10.17	54,480	5,357	53,623	22,068	2,461	1,108	3,432	2,962	9,427	3,751	.....	.....
Huntington Park.....	29.6	11.86	75,091	6,331	119,413	14,142	6,751	12,109	15,352	9,355	48,240	5,636	.....	.....
Inglewood.....	61.6	20.91	147,306	7,045	171,608	35,877	5,944	30,522	15,007	9,781	33,838	16,718	.....	.....
Lakewood.....	57.3	19.16	130,926	6,833	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Long Beach.....	334.4	123.65	748,647	6,055	555,975	127,176	17,101	82,256	34,533	37,120	118,721	53,998	.....	.....
Los Angeles.....	2,362.4	810.67	5,262,259	6,491	4,186,377	904,894	149,862	500,081	268,059	278,420	694,809	350,544	.....	.....
Los Angeles- Long Beach Metro Area.....	6,214.0	2,058.85	13,660,964	6,635	8,972,818	2,298,033	314,614	913,358	581,344	579,392	1,745,570	851,081	.....	.....
Lynwood.....	32.3	10.19	65,227	6,401	51,790	22,952	1,898	588	1,831	1,813	8,766	5,601	.....	.....
Manhattan Beach.....	33.1	11.30	80,169	7,095	22,598	3,929	1,171	360	977	1,714	5,189	3,381	.....	.....
Monrovia.....	25.9	8.96	65,556	7,317	44,766	11,243	1,208	2,595	1,862	2,442	21,391	4,335	.....	.....
Montebello.....	31.2	9.75	65,151	6,682	36,774	15,945	1,661	1,146	1,696	2,138	929	5,173	.....	.....
Monterey Park.....	33.5	11.18	71,303	6,378	26,772	13,625	1,119	4,877	696	1,122	1,573	4,464	.....	.....
Pasadena.....	122.2	43.54	324,656	7,456	297,061	49,321	8,906	62,660	20,839	18,668	64,668	20,510	.....	.....
Pomona.....	62.2	20.93	123,402	5,896	134,171	29,597	2,565	13,117	8,557	8,018	23,279	9,262	.....	.....
Redondo Beach.....	45.6	14.64	84,973	5,804	64,982	27,863	2,963	2,408	2,195	2,911	14,784	5,361	.....	.....
San Gabriel.....	27.4	7.25	64,895	8,951	48,081	18,055	1,266	754	533	1,383	8,764	3,928	.....	.....
Santa Monica.....	84.5	31.23	210,901	6,753	203,866	49,128	6,016	21,315	14,567	13,423	37,714	13,951	.....	.....
South Gate.....	56.8	18.47	121,723	6,590	86,338	19,084	4,194	974	2,034	4,012	36,089	9,350	.....	.....
Torrance.....	93.6	26.12	153,606	5,881	67,250	25,191	2,251	2,334	3,089	3,189	8,292	8,085	.....	.....
West Covina.....	46.4	12.60	84,084	6,673	12,360	4,442	300	1,216	387	586	124	1,644	.....	.....
Whittier.....	35.5	12.50	82,252	6,580	95,645	27,876	2,957	4,995	10,324	7,467	18,823	8,591	.....	.....
MADERA D-7.....	41.0	11.44	57,960	5,066	41,832	13,196	1,014	2,024	1,528	1,609	5,768	4,952	11.8	63,254
MARIN B-5.....	125.5	38.00	265,898	6,997	160,514	50,629	4,801	10,913	7,842	7,760	20,874	12,144	1.9	15,567
MARIPOSA D-6.....	5.1	1.73	7,496	4,333	4,594	1,908	78	76	48	.....	62	1,197	1.2	5,205
MENDOCINO A-4.....	65.9	19.84	103,610	5,222	58,649	15,883	1,320	7,127	1,350	1,664	8,636	8,697	7.0	12,214
MERCED C-7.....	92.2	26.55	145,961	5,498	98,598	23,761	2,487	5,906	4,888	5,379	12,751	8,933	21.1	100,394
Merced.....	20.8	6.53	38,945	5,964	52,506	11,325	1,120	2,915	3,586	3,039	7,739	3,609	.....	.....
MODOC C-2.....	9.7	3.00	15,140	5,047	9,556	2,242	374	863	320	346	1,047	1,148	2.9	12,833
MONO E-6.....	2.1	0.72	3,851	5,349	4,088	1,252	.....	130	.....	.....	953	.....	.....	524
MONTEREY C-8.....	181.2	52.33	300,384	5,740	208,114	49,652	5,723	23,297	11,755	7,470	27,379	21,326	12.5	87,174
Alisal.....	20.1	6.04	27,876	4,615	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Monterey.....	22.9	7.15	41,391	5,789	38,454	8,258	1,067	2,625	2,135	1,222	11,093	3,445	.....	.....
Salinas.....	24.9	8.05	52,793	6,558	65,523	13,363	1,683	7,586	4,596	2,588	10,408	4,914	.....	.....
NAPA B-5.....	67.7	18.79	86,680	4,613	68,610	18,229	1,710	4,475	1,862	2,372	8,721	4,224	6.3	17,217
NEVADA C-4.....	20.5	7.01	35,244	5,028	29,465	11,571	804	1,325	826	1,152	3,752	3,117	1.4	2,204
ORANGE F-10.....	598.4	188.90	1,130,429	5,984	573,313	180,065	23,141	33,391	44,978	35,071	108,717	74,995	12.5	120,557
Anaheim.....	78.8	23.29	121,677	5,224	123,866	26,927	2,453	8,133	4,499	6,640	21,036	8,127	.....	.....
Buena Park.....	32.0	12.04	68,587	5,697	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Fullerton.....	50.4	17.39	103,332	5,942	71,954	20,374	2,844	2,017	4,037	6,769	19,306	6,757	.....	.....
Garden Grove.....	60.6	19.31	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Newport Beach.....	22.4	8.40	68,200	8,119	27,843	9,082	1,234	321	1,833	961	4,961	5,875	.....	.....
Orange.....	21.9	7.04	41,508	5,896	22,259	8,093	962	866	636	961	4,732	3,055	.....	.....
Santa Ana.....	74.1	25.27	154,189	6,102	196,454	36,328	6,850	18,471	23,392	10,664	37,470	14,108	.....	.....
PLACER C-4.....	50.6	14.95	71,727	4,798	67,090	17,699	1,820	3,962	1,470	2,478	13,214	6,491	6.9	19,172
PLUMAS C-4.....	13.2	4.28	23,030	5,381	12,561	4,402	697	1,162	483	157	1,654	1,474	.5	1,374
RIVERSIDE G-10.....	242.7	78.08	432,279	5,536	369,335	91,111	11,330	25,601	19,929	16,685	53,849	39,772	17.0	135,372
Riverside.....	76.7	25.30	162,792	6,434	155,109	34,062	4,287	15,313	9,425	8,875	27,878	10,050	.....	.....
San Bernardino- Riverside-Ontario Metro Area.....	668.9	211.41	1,181,464	5,588	929,214	243,676	25,741	76,197	42,081	46,960	140,426	117,420	.....	.....
SACRAMENTO G-5.....	431.5	128.71	872,726	6,781	614,532	168,900	19,602	74,605	31,220	54,758	79,514	47,587	15.8	58,530
Sacramento.....	167.5	52.60	374,109	7,112	452,539	100,869	14,220	62,947	27,919	41,157	65,872	4,171	.....	.....
Sacramento Metro Area.....	431.5	128.71	872,726	6,781	614,532	168,900	19,602	74,605	31,220	54,758	79,514	47,587	.....	.....
SAN BENITO C-7.....	16.2	4.91	27,607	5,623	14,936	3,367	508	934	531	461	2,239	1,631	8.2	22,140

### CONSUMER SPENDABLE INCOME

This term is defined as income remaining to persons after deduction of personal tax and non-tax payments to the federal and state governments. The definition derived is similar to the Department of Commerce term, "disposable personal income."

Each major component of state income was estimated separately and then added to obtain projections of total income.

Consumer Spendable Income per Household is purely an arithmetic average obtained by dividing the Consumer Spendable Income in a given area by its corresponding number of households in that area.

# SRDS Consumer Market Data

## STATE, COUNTY, CITY, METROPOLITAN AREA DATA

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Popu- lation 7/1/58 (000)	House- holds 7/1/58 (000)	C.S.I. 7/1/57 to 7/1/58 (\$000)	C.S.I. per House- hold (\$)	Total Retail Sales 7/1/57 to 7/1/58 (\$000)	Retail Sales by Store Type — For the Year 7/1/57 to 7/1/58						Filling Station (\$000)	Farm Popu- lation 1/1/58 (000)	Gross Farm Income 1957 (\$000)
						Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)			
SAN BERNARDINO G-9.	426.2	133.33	749,185	5,619	559,879	152,565	14,411	50,596	22,152	30,275	86,577	77,648	14.1	98,033
Ontario.....	44.7	14.75	90,586	6,141	69,888	12,896	1,210	4,500	3,531	4,487	15,354	6,750	.....	.....
Redlands.....	25.9	8.71	53,116	6,098	41,541	11,014	998	3,295	1,834	3,001	6,348	3,717	.....	.....
San Bernardino.....	90.1	29.63	185,759	6,269	220,678	50,483	6,883	30,129	11,938	13,249	33,530	16,923	.....	.....
San Bernardino- Riverside-Ontario Metro Area.....	668.9	211.41	1,181,464	5,588	929,214	243,676	25,741	76,197	42,081	46,960	140,426	117,420	.....	.....
SAN DIEGO G-11.....	921.0	320.27	2,015,915	6,294	1,144,782	267,543	33,227	109,419	63,920	70,343	199,897	83,593	24.4	79,637
Chula Vista.....	36.1	11.64	74,534	6,403	31,370	12,779	711	920	1,808	2,015	3,508	2,328	.....	.....
Coronado.....	25.5	8.24	66,469	8,067	10,894	3,355	671	198	1,022	155	1,839	708	.....	.....
El Cajon.....	28.1	8.67	49,973	5,764	34,015	10,121	1,642	2,930	1,327	2,341	5,619	2,621	.....	.....
La Mesa.....	25.5	8.87	50,675	5,713	25,246	7,485	759	353	845	1,403	9,181	1,964	.....	.....
National City.....	32.4	10.14	57,221	5,643	27,019	8,436	802	881	1,007	1,800	6,352	2,003	.....	.....
Oceanside.....	22.8	7.72	45,201	5,855	30,906	8,773	821	1,200	1,743	3,295	5,955	2,414	.....	.....
San Diego.....	517.4	165.04	978,201	5,927	543,806	87,341	12,680	54,179	27,891	27,599	81,814	29,699	.....	.....
San Diego Metro Area.....	921.0	320.27	2,015,915	6,294	1,144,782	267,543	33,227	109,419	63,920	70,343	199,897	83,593	.....	.....
SAN FRANCISCO B-6.....	810.1	282.08	2,038,422	7,226	1,274,079	276,474	34,978	184,138	111,566	79,837	150,530	49,320	.....	2,641
San Francisco.....	810.1	282.08	2,038,422	7,226	1,274,079	276,474	34,978	184,138	111,566	79,837	150,530	49,320	.....	.....
San Francisco- Oakland Metro Area.....	2,722.7	880.93	6,275,579	7,124	3,648,818	972,254	116,699	404,633	246,837	233,723	506,427	247,313	.....	.....
SAN JOAQUIN C-6.....	242.8	72.07	451,885	6,270	305,497	69,394	9,111	27,449	17,483	17,133	47,764	19,486	27.5	171,341
Lodi.....	20.4	6.89	42,367	6,149	37,314	7,373	941	2,611	1,560	1,867	9,926	2,444	.....	.....
Stockton.....	85.7	24.12	183,295	7,599	193,037	39,180	8,022	21,299	14,115	13,354	27,286	11,182	.....	.....
Stockton Metro Area.....	242.8	72.07	451,885	6,270	305,497	69,394	9,111	27,449	17,483	17,133	47,764	19,486	.....	.....
SAN LUIS OBISPO C-9.....	64.2	21.00	132,593	6,314	83,956	21,765	2,024	3,846	3,450	4,621	9,559	9,674	7.5	33,045
SAN MATEO B-6.....	395.5	122.54	969,252	7,910	487,743	157,430	18,061	35,464	24,523	25,401	72,074	37,179	1.4	13,668
Burlingame.....	22.5	8.02	66,567	8,300	51,581	14,058	1,724	2,931	3,801	4,116	15,665	6,180	.....	.....
Daly City.....	35.4	11.22	75,101	6,693	52,091	18,336	1,156	443	1,479	1,102	16,020	3,056	.....	.....
Menlo Park.....	25.9	6.79	61,433	9,048	24,915	8,115	2,628	653	3,525	1,432	20,347	2,464	.....	.....
Redwood City.....	46.9	14.88	99,686	6,699	94,319	31,575	4,126	5,363	2,205	2,291	1,233	3,058	.....	.....
San Bruno.....	23.5	7.18	46,859	6,526	32,309	10,207	859	988	8,375	7,870	4,765	7,221	.....	.....
San Mateo.....	67.1	21.20	195,529	9,223	111,223	28,477	3,555	21,935	728	1,515	3,689	2,126	.....	.....
South San Francisco.....	41.3	11.43	84,362	7,381	26,577	9,736	945	1,348	1,674	1,990	5,722	2,972	.....	.....
SANTA BARBARA D-9.....	121.3	38.74	256,870	6,631	184,063	43,935	5,825	8,289	12,710	12,788	24,541	12,461	8.3	63,742
Santa Barbara.....	57.1	19.72	129,352	6,559	107,203	26,407	4,078	4,961	10,320	9,303	13,101	5,964	.....	.....
Santa Barbara Metro Area.....	121.3	38.74	256,870	6,631	184,063	43,935	5,825	8,289	12,710	12,788	24,541	12,461	.....	.....
SANTA CLARA C-7.....	543.0	153.44	1,032,958	6,732	741,171	194,409	23,564	82,597	47,388	48,020	99,270	66,676	26.3	117,747
Mountain View.....	29.3	9.14	60,821	6,654	71,816	18,057	1,457	2,046	921	3,499	7,789	4,135	.....	.....
Palo Alto.....	48.4	16.39	148,370	9,052	119,472	23,293	3,457	7,497	12,874	6,410	19,026	8,783	.....	.....
San Jose.....	134.3	40.88	281,892	6,896	351,066	77,306	9,942	47,883	23,291	27,442	36,077	23,095	.....	.....
San Jose Metro Area.....	543.0	153.44	1,032,958	6,732	741,171	194,409	23,564	82,597	47,388	48,020	99,270	66,676	.....	.....
Santa Clara.....	43.9	12.26	56,776	4,631	33,888	12,173	578	801	663	1,655	1,613	4,320	.....	.....
Sunnyvale.....	42.2	11.43	62,198	5,442	36,188	13,931	956	1,609	942	778	3,457	1,898	.....	.....
SANTA CRUZ B-7.....	69.9	25.31	116,701	4,611	99,105	27,702	3,488	8,430	4,644	5,840	13,140	7,565	5.8	26,932
Santa Cruz.....	23.2	9.18	44,598	4,858	49,540	12,894	1,863	4,466	2,691	2,842	7,560	3,612	.....	.....
SHASTA B-3.....	44.0	14.21	85,192	5,995	77,140	21,965	2,054	6,448	2,359	3,748	11,926	11,558	4.2	5,598
SIERRA C-4.....	3.3	1.18	4,229	3,584	1,578	489	104	313	.....	76	168	222	.....	674
SISKIYOU B-2.....	31.9	10.43	56,373	5,405	37,128	10,500	1,039	2,824	1,034	1,154	6,854	4,487	4.5	11,277
SOLANO B-5.....	123.4	36.45	250,796	6,881	133,751	39,059	4,024	10,261	6,514	10,018	23,590	13,762	7.3	39,464
Vallejo.....	47.5	14.86	116,968	7,871	68,868	17,605	2,701	8,034	4,476	6,865	10,864	5,805	.....	.....
SONOMA B-5.....	139.0	45.49	220,086	4,838	199,223	47,178	6,721	17,684	6,221	8,059	22,543	16,029	23.0	65,133
Santa Rosa.....	35.1	12.86	75,684	5,885	77,231	14,653	2,991	11,949	3,291	4,468	9,462	4,703	.....	.....
STANISLAUS C-6.....	150.8	45.07	240,671	5,340	208,698	48,630	6,956	16,450	11,663	13,579	29,315	17,167	26.0	133,581
Modesto.....	35.1	12.83	90,343	7,042	124,326	24,490	4,653	12,263	8,781	8,853	20,101	8,271	.....	.....
SUTTER C-5.....	31.6	9.66	57,150	5,916	21,899	6,795	404	600	505	362	1,983	1,864	9.0	54,703
TEHAMA B-4.....	22.0	7.13	36,261	5,086	25,433	6,416	925	1,598	903	664	3,554	3,681	6.5	15,949
TRINITY B-3.....	7.3	2.61	9,842	3,771	5,420	2,661	26	396	32	.....	71	630	.....	511
TULARE E-8.....	152.0	44.56	223,707	5,020	190,214	49,694	4,996	13,725	8,714	9,607	29,518	13,893	38.2	238,837
TUOLUMNE D-6.....	15.3	5.39	24,536	4,552	16,397	4,443	573	1,635	658	805	2,279	2,025	1.3	3,991
VENTURA D-9.....	163.1	46.62	266,871	5,724	196,410	54,951	5,925	14,841	9,905	10,443	34,094	17,311	14.0	110,304
Oxnard.....	34.6	9.60	53,267	5,549	60,037	15,102	1,248	3,026	2,935	3,456	11,759	4,591	.....	.....
Ventura.....	27.1	8.86	49,180	5,551	69,181	18,912	2,595	8,377	5,098	3,590	10,474	5,324	.....	.....
YOLO B-5.....	57.4	17.17	99,349	5,786	72,961	19,167	2,039	3,443	2,428	1,593	14,437	7,179	6.5	58,986
YUBA C-4.....	34.8	10.55	49,216	4,665	47,871	9,299	1,471	4,430	2,809	2,742	9,131	4,663	3.6	14,492

## SRDS Radio Household Data

Data from the Census Bureau and from independent sources were combined to provide an estimate of Radio households in the U.S., county-by-county as of July 1, 1958.

County	Estimated Total Households 7-1-58	Estimated Households with Radio 7-1-58	% U.S. Total Radio Households 7-1-58
STATE TOTAL	4,655,730	4,457,030	9.1153
Alameda	297,200	285,990	.5849
Alpine	100	90	.0002
Amador	2,660	2,480	.0051
Butte	24,260	22,630	.0463
Calaveras	3,150	2,880	.0059
Colusa	3,240	3,050	.0062
Contra Costa	104,660	101,730	.2080
Del Norte	6,370	5,810	.0119
Eldorado	7,240	6,760	.0138

County	Estimated Total Households 7-1-58	Estimated Households with Radio 7-1-58	% U.S. Total Radio Households 7-1-58	County	Estimated Total Households 7-1-58	Estimated Households with Radio 7-1-58	% U.S. Total Radio Households 7-1-58
Fresno	103,440	97,500	.1994	Sacramento	128,710	122,590	.2507
Glenn	4,940	4,650	.0095	San Benito	4,910	4,580	.0094
Humboldt	32,380	30,200	.0618	San Bernardino	133,330	126,990	.2597
Imperial	19,710	17,420	.0356	San Diego	320,270	308,180	.6303
Inyo	4,340	3,920	.0080				



# CALIFORNIA

See SRDS consumer market map and data at beginning of the State.

## STATE NETWORKS

### A-BUY in California Group

(Established 1957)

Comprised of:

KARM—Fresno  
KEEN—San Jose  
KFIV—Modesto  
KGEE—Bakersfield  
KIDD—Monterey-Salinas  
KINS—Eureka  
KIST—Santa Barbara  
Business Office—Clark Hotel, Stockton 2, Calif., Howard 4-7338.

KITO—San Bernardino  
KPAY—Chico  
KROY—Sacramento  
KSTN—Stockton  
KVIP—Redding  
XEAK—San Diego

#### PERSONNEL

Chairman—Robert W. Dumm; KROY, Sacramento.  
Vice-Chairman—Robert Harmon; XEAK, San Diego.  
Treasurer—Knox La Rue; KSTN, Stockton.

#### REPRESENTATIVES

George P. Hollingbery Company.

#### AGENCY COMMISSION

15% on net time only; no cash discount. Bills payable when rendered.

#### GENERAL

A-Buy in California is composed of thirteen California stations which offer their facilities to advertisers on a flexible group basis, with the advantages of a single rate card, contract and bill. Rates are for national advertising and include music copyright fees. BMI, ASCAP and SESAC licenses. Length of commercial copy as recommended by NAB standards of practice.

#### TIME RATES

Rates effective October 1, 1958.  
Rates received October 27, 1958.

#### ANNOUNCEMENTS

(6:00 a.m. to 7:00 p.m.)

1-minute announcements, weekly packages, fixed position.

	Cost per announcement				
	2-3 sta.	4-5 sta.	6-7 sta.	8-11 sta.	12 sta.
<b>KARM:</b>					
Weekly—					
5 times.....	5.82	5.64	5.52	5.40	5.10
10 times.....	4.85	4.70	4.60	4.50	4.25
20 times.....	4.61	4.47	4.37	4.28	4.05
30 times.....	4.37	4.23	4.14	4.05	3.85
40 times.....	4.13	4.00	3.91	3.83	3.65
50 times.....	3.88	3.76	3.68	3.60	3.50
<b>KEEN:</b>					
5 times.....	7.00	6.80	6.60	6.45	6.25
10 times.....	6.00	5.80	5.65	5.40	5.25
20 times.....	5.75	5.55	5.40	5.25	5.05
30 times.....	5.50	5.35	5.20	5.05	4.90
40 times.....	5.25	5.10	4.90	4.75	4.50
50 times.....	5.00	4.85	4.70	4.55	4.25
<b>KFIV:</b>					
5 times.....	5.82	5.64	5.52	5.40	5.10
10 times.....	4.85	4.70	4.60	4.50	4.25
20 times.....	4.61	4.47	4.37	4.28	4.05
30 times.....	4.37	4.23	4.14	4.05	3.85
40 times.....	4.13	4.00	3.91	3.83	3.65
50 times.....	3.88	3.76	3.68	3.60	3.50
<b>KGEE:</b>					
5 times.....	6.31	6.11	5.98	5.85	5.52
10 times.....	5.82	5.64	5.52	5.40	5.20
20 times.....	5.34	5.17	5.06	4.95	4.68
30 times.....	4.85	4.70	4.60	4.50	4.25
40 times.....	4.37	4.23	4.14	4.05	3.82
50 times.....	3.88	3.76	3.68	3.60	3.49
<b>KIDD:</b>					
5 times.....	4.66	4.52	4.42	4.32	4.05
10 times.....	4.27	4.14	4.05	3.96	3.85
20 times.....	4.08	3.95	3.87	3.78	3.65
30 times.....	3.88	3.76	3.68	3.60	3.50
40 times.....	3.69	3.57	3.50	3.42	3.35
50 times.....	3.50	3.39	3.31	3.24	3.20
<b>KINS:</b>					
5 times.....	6.30	6.11	5.98	5.85	5.50
10 times.....	5.82	5.64	5.52	5.40	5.20
20 times.....	4.85	4.70	4.60	4.50	4.65
30 times.....	4.61	4.46	4.37	4.27	4.25
40 times.....	4.36	4.23	4.14	4.05	3.80
50 times.....	4.12	3.99	3.91	3.82	3.65
<b>KIST:</b>					
5 times.....	4.36	4.23	4.14	4.05	3.85
10 times.....	4.12	3.99	3.91	3.82	3.65
20 times.....	3.88	3.76	3.68	3.60	3.50
30 times.....	3.64	3.52	3.45	3.39	3.35
40 times.....	3.30	3.29	3.22	3.15	3.06
50 times.....	3.15	3.05	2.99	2.92	2.83
<b>KITTO:</b>					
5 times.....	5.82	5.64	5.52	5.40	5.10
10 times.....	4.85	4.70	4.60	4.50	4.25
20 times.....	4.61	4.47	4.37	4.28	4.05
30 times.....	4.37	4.23	4.14	4.05	3.85
40 times.....	4.13	4.00	3.91	3.83	3.65
50 times.....	3.88	3.76	3.68	3.60	3.50
<b>KPAY:</b>					
5 times.....	9.70	9.40	9.20	9.00	8.50
10 times.....	8.70	8.45	8.25	8.10	7.65
20 times.....	7.75	7.50	7.35	7.20	6.80
30 times.....	6.80	6.55	6.45	6.30	5.95
40 times.....	5.80	5.65	5.50	5.40	5.20
50 times.....	4.85	4.70	4.60	4.50	4.25
<b>KROY:</b>					
5 times.....	9.70	9.40	9.20	9.00	8.50
10 times.....	8.70	8.45	8.25	8.10	7.65
20 times.....	7.75	7.50	7.35	7.20	6.80
30 times.....	6.80	6.55	6.45	6.30	5.95
40 times.....	5.80	5.65	5.50	5.40	5.20
50 times.....	4.85	4.70	4.60	4.50	4.25
<b>KSTN:</b>					
5 times.....	9.70	9.40	9.20	9.00	8.50
10 times.....	8.70	8.45	8.25	8.10	7.65
20 times.....	7.75	7.50	7.35	7.20	6.80
30 times.....	6.80	6.55	6.45	6.30	5.95
40 times.....	5.80	5.65	5.50	5.40	5.20
50 times.....	4.85	4.70	4.60	4.50	4.25
<b>KVIP:</b>					
5 times.....	5.34	5.17	5.06	4.95	4.65
10 times.....	4.85	4.70	4.60	4.50	4.25
20 times.....	4.37	4.23	4.14	4.05	4.00
30 times.....	3.88	3.76	3.68	3.60	3.50
40 times.....	3.39	3.29	3.22	3.15	3.00
50 times.....	2.91	2.82	2.76	2.70	2.55



TAKE ALL  
OF  
PART  
OF ME!

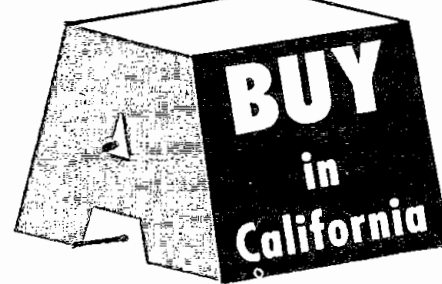
A BUY

... is the only  
California  
group radio  
buy which  
offers  
coverage  
in ALL the  
markets  
or any  
part of  
them.

DISCOUNTS UP TO 15%

### BUY THE MARKETS YOU WANT

Bakersfield—KGEE  
Chico—KPAY  
Eureka—KINS  
Fresno—KARM  
Modesto—KFIV  
Monterey-Salinas—KIDD  
Redding—KVIP  
Sacramento—KROY  
San Bernardino—KITO  
Los Angeles-San Diego—XEAK  
San Jose—KEEN  
Santa Barbara—KIST  
Stockton—KSTN



Represented by  
**GEORGE P. HOLLINGBERY**  
COMPANY

# CALIFORNIA

	Cost per announcement				
	2-3 sta.	4-5 sta.	6-7 sta.	8-11 sta.	12 sta.
<b>XEAK:</b>					
5 times.....	11.64	11.28	11.04	10.80	10.20
10 times.....	10.67	10.34	10.12	9.90	9.35
20 times.....	9.70	9.40	9.20	9.00	8.50
30 times.....	9.22	8.93	8.74	8.55	8.10
40 times.....	8.73	8.46	8.28	8.10	7.65
50 times.....	8.25	7.99	7.82	7.65	7.25
20-30 second announcements, weekly packages, fixed position.					
<b>KARM:</b>					
5 times.....	4.66	4.52	4.42	4.32	4.10
10 times.....	3.88	3.76	3.68	3.60	3.45
20 times.....	3.69	3.58	3.50	3.42	3.25
30 times.....	3.50	3.39	3.32	3.24	3.10
40 times.....	3.30	3.20	3.13	3.06	2.90
50 times.....	3.11	3.01	2.95	2.88	2.75
<b>KEEN:</b>					
5 times.....	5.00	4.85	4.70	4.55	4.40
10 times.....	4.50	4.35	4.20	4.05	3.90
20 times.....	4.25	4.05	3.90	3.75	3.55
30 times.....	4.00	3.85	3.70	3.55	3.40
40 times.....	3.90	3.75	3.55	3.35	3.20
50 times.....	3.80	3.65	3.50	3.35	3.10
<b>KFIV:</b>					
5 times.....	4.66	4.52	4.42	4.32	4.10
10 times.....	3.88	3.76	3.68	3.60	3.45
20 times.....	3.69	3.58	3.50	3.42	3.25
30 times.....	3.50	3.39	3.32	3.24	3.10
40 times.....	3.30	3.20	3.13	3.06	2.90
50 times.....	3.11	3.01	2.95	2.88	2.75
<b>KGEE:</b>					
5 times.....	5.05	4.89	4.79	4.68	4.40
10 times.....	4.66	4.52	4.42	4.32	4.10
20 times.....	4.27	4.14	4.05	3.96	3.65
30 times.....	3.88	3.76	3.68	3.60	3.45
40 times.....	3.50	3.39	3.32	3.24	3.10
50 times.....	3.11	3.01	2.95	2.88	2.75
<b>KIDD:</b>					
5 times.....	3.73	3.61	3.54	3.46	3.30
10 times.....	3.42	3.31	3.24	3.17	3.00
20 times.....	3.26	3.16	3.10	3.03	2.85
30 times.....	3.11	3.01	2.95	2.88	2.75
40 times.....	2.95	2.86	2.80	2.74	2.60
50 times.....	2.80	2.71	2.65	2.60	2.45
<b>KINS:</b>					
5 times.....	5.04	4.89	4.78	4.68	4.40
10 times.....	4.66	4.51	4.42	4.32	4.10
20 times.....	3.88	3.76	3.68	3.60	3.49
30 times.....	3.69	3.57	3.50	3.42	3.25
40 times.....	3.49	3.38	3.31	3.24	3.10
50 times.....	3.30	3.19	3.13	3.06	2.90
<b>KIST:</b>					
5 times.....	3.50	3.39	3.32	3.24	3.10
10 times.....	3.30	3.20	3.13	3.06	2.90
20 times.....	3.11	3.01	2.95	2.88	2.75
30 times.....	2.91	2.82	2.76	2.70	2.55
40 times.....	2.72	2.64	2.58	2.52	2.35
50 times.....	2.53	2.45	2.40	2.34	2.30
<b>KITO:</b>					
5 times.....	4.66	4.52	4.42	4.32	4.10
10 times.....	3.88	3.76	3.68	3.60	3.45
20 times.....	3.69	3.58	3.50	3.42	3.25
30 times.....	3.50	3.39	3.32	3.24	3.10
40 times.....	3.30	3.20	3.13	3.06	2.90
50 times.....	3.11	3.01	2.95	2.88	2.75
<b>KPAY:</b>					
5 times.....	7.76	7.52	7.36	7.20	6.85
10 times.....	6.99	6.77	6.63	6.48	6.15
20 times.....	6.21	6.02	5.89	5.76	5.45
30 times.....	5.44	5.27	5.16	5.04	4.80
40 times.....	4.66	4.52	4.42	4.37	4.10
50 times.....	3.88	3.76	3.68	3.60	3.45
<b>KROY:</b>					
5 times.....	7.76	7.52	7.36	7.20	6.85
10 times.....	6.99	6.77	6.63	6.48	6.15
20 times.....	6.21	6.02	5.89	5.76	5.45
30 times.....	5.44	5.27	5.16	5.04	4.80
40 times.....	4.66	4.52	4.42	4.32	4.19
50 times.....	3.88	3.76	3.68	3.60	3.45
<b>KSTN:</b>					
5 times.....	7.76	7.52	7.36	7.20	6.85
10 times.....	6.99	6.77	6.63	6.48	6.15
20 times.....	6.21	6.02	5.89	5.76	5.45
30 times.....	5.44	5.27	5.16	5.04	4.80
40 times.....	4.66	4.52	4.42	4.32	4.19
50 times.....	3.88	3.76	3.68	3.60	3.45
<b>KVIP:</b>					
5 times.....	4.27	4.14	4.05	3.96	3.75
10 times.....	3.88	3.76	3.68	3.60	3.45
20 times.....	3.50	3.39	3.32	3.24	3.10
30 times.....	3.11	3.01	2.95	2.88	2.79
40 times.....	2.72				

# CALIFORNIA

## A-BUY in California Group—Continued

	Cost per announcement				
	2-3 sta.	4-5 sta.	6-7 sta.	8-11 sta.	12 sta.
<b>Weekly—</b>					
<b>KIDD:</b>					
5 times.....	2.33	2.26	2.21	2.16	2.05
10 times.....	2.14	2.07	2.03	1.98	1.90
20 times.....	2.04	1.98	1.94	1.89	1.80
30 times.....	1.94	1.88	1.84	1.80	1.70
40 times.....	1.85	1.79	1.75	1.71	1.60
50 times.....	1.75	1.70	1.66	1.62	1.55
<b>KINS:</b>					
5 times.....	3.15	3.06	2.99	2.93	2.80
10 times.....	2.91	2.82	2.76	2.70	2.55
20 times.....	2.43	2.35	2.30	2.25	2.15
30 times.....	2.31	2.23	2.19	2.14	2.05
40 times.....	2.18	2.12	2.07	2.03	1.95
50 times.....	2.06	2.00	1.96	1.91	1.80
<b>KIST:</b>					
5 times.....	2.19	2.12	2.07	2.03	2.05
10 times.....	2.07	2.01	1.96	1.92	1.95
20 times.....	1.94	1.88	1.84	1.80	1.70
30 times.....	1.83	1.77	1.73	1.70	1.60
40 times.....	1.70	1.65	1.61	1.58	1.50
50 times.....	1.59	1.54	1.50	1.47	1.40
<b>KITO:</b>					
5 times.....	2.91	2.82	2.76	2.70	2.55
10 times.....	2.43	2.35	2.30	2.25	2.15
20 times.....	2.31	2.24	2.19	2.15	2.05
30 times.....	2.19	2.12	2.07	2.02	1.95
40 times.....	2.07	2.01	1.96	1.92	1.80
50 times.....	1.94	1.88	1.84	1.80	1.70
<b>KPAY:</b>					
5 times.....	4.85	4.70	4.60	4.50	4.25
10 times.....	4.37	4.23	4.14	4.05	3.85
20 times.....	3.88	3.76	3.68	3.60	3.45
30 times.....	3.39	3.29	3.22	3.15	3.00
40 times.....	2.91	2.82	2.76	2.70	2.55
50 times.....	2.43	2.35	2.30	2.25	2.15
<b>KROY:</b>					
5 times.....	4.85	4.70	4.60	4.50	4.25
10 times.....	4.37	4.23	4.14	4.05	3.85
20 times.....	3.88	3.76	3.68	3.60	3.45
30 times.....	3.39	3.29	3.22	3.15	3.00
40 times.....	2.91	2.82	2.76	2.70	2.55
50 times.....	2.43	2.35	2.30	2.25	2.15
<b>KSTN:</b>					
5 times.....	4.85	4.70	4.60	4.50	4.25
10 times.....	4.37	4.23	4.14	4.05	3.85
20 times.....	3.88	3.76	3.68	3.60	3.45
30 times.....	3.39	3.29	3.22	3.15	3.00
40 times.....	2.91	2.82	2.76	2.70	2.55
50 times.....	2.43	2.35	2.30	2.25	2.15
<b>KVIP:</b>					
5 times.....	2.67	2.50	2.53	2.48	2.45
10 times.....	2.43	2.35	2.30	2.25	2.15
20 times.....	2.19	2.12	2.07	2.03	1.95
30 times.....	1.94	1.88	1.84	1.80	1.60
40 times.....	1.70	1.65	1.61	1.58	1.50
50 times.....	1.46	1.41	1.38	1.35	1.30
<b>XEAK:</b>					
5 times.....	5.82	5.64	5.52	5.40	5.15
10 times.....	5.34	5.17	5.06	4.95	4.70
20 times.....	4.85	4.70	4.60	4.50	4.30
30 times.....	4.61	4.47	4.37	4.28	4.05
40 times.....	4.37	4.23	4.14	4.05	3.85
50 times.....	4.13	4.00	3.91	3.83	3.65

**DISCOUNTS**  
30 second and one minute announcements combine for weekly frequency. 10 second announcements combine with longer announcements on basis of two 10 seconds for one longer announcement.  
Number of weeks discount within one contract year applies to net weekly rate earned (not necessary that weeks be consecutive) 13 weeks—5%, 26 weeks—10%, 52 weeks—15%.

### PROGRAMS

Rates on request.

## Beeline, McClatchy

Comprised of:

- KFBK—Sacramento, Calif.
- KBEE—Modesto, Calif.
- KMJ—Fresno, Calif.
- KERN—Bakersfield, Calif.
- KOH—Reno, Nev.

Send all communications to 21st and "Q," Sacramento 4, Calif. Phone GI 2-5011.

### PERSONNEL

President—Eleanor McClatchy.  
Director of Sales—Keith B. Collins.

### REPRESENTATIVES

Paul H. Raymer Company, Inc.

### AGENCY COMMISSION

15% on net time only; no cash discount. Bills payable when rendered.

### GENERAL

Rates are for national advertising and include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Length of commercial copy as recommended by NAB standards of practice.

### TIME RATES

Rates effective September 1, 1958. (Card No. 13.)  
Card received August 4, 1958.

### SECTION I

#### INDIVIDUAL STATION

#### PROGRAM RATES

If 3 or more stations are purchased, the following discounts apply:

3 stations..... 5% 5 stations..... 15%  
4 stations..... 10%

2 or more program units of 10 minutes or more broadcast on same day for same sponsor may be combined to earn to 20-minute, 1/2 hour, 3/4 hour or 1 hour rate, whichever applies. On Saturday and Sunday and after 9:00 a.m. weekdays, 5-minute programs may be combined. Time in excess of 1 hour pro-rata of the 1-hour rate. Announcements cannot be combined with programs of 5 minutes or more to earn discounts; however, the greatest discount earned by either will apply to the other, except that announcements cannot earn discounts for programs beyond the 312 frequency. All programs subject to acceptance of Beeline management and must conform to station policies and all government regulations. Management reserves right to discontinue or reject any advertising or program.

	(6:00 a.m. to 7:30 p.m.)				
	1 hr.	1/2 hr.	20 min.	1/4 hr.	10 min.
<b>1 time:</b>					
KFBK.....	150.00	85.00	65.00	55.00	45.00
KBEE.....	50.00	30.00	24.00	20.00	18.00
KMJ.....	150.00	85.00	65.00	55.00	45.00
KERN.....	60.00	36.00	27.00	25.00	20.00
KOH.....	50.00	30.00	24.00	20.00	18.00
<b>13 times:</b>					
KFBK.....	145.00	82.00	63.00	53.00	43.00
KBEE.....	48.00	29.00	23.00	19.00	17.00
KMJ.....	145.00	82.00	63.00	53.00	43.00
KERN.....	58.00	35.00	26.00	24.00	19.00
KOH.....	48.00	29.00	23.00	19.00	17.00
<b>26 times:</b>					
KFBK.....	140.00	79.00	61.00	51.00	41.00
KBEE.....	46.00	28.00	22.00	18.00	16.00
KMJ.....	140.00	79.00	61.00	51.00	41.00
KERN.....	56.00	34.00	25.00	23.00	18.00
KOH.....	46.00	28.00	22.00	18.00	16.00
<b>52 times:</b>					
KFBK.....	135.00	76.00	59.00	49.00	39.00
KBEE.....	44.00	27.00	21.00	17.00	15.00
KMJ.....	135.00	76.00	59.00	49.00	39.00
KERN.....	54.00	33.00	24.00	22.00	17.00
KOH.....	44.00	27.00	21.00	17.00	15.00
<b>65 times:</b>					
KFBK.....	130.00	73.00	57.00	47.00	38.00
KBEE.....	42.00	26.00	20.00	16.00	14.00
KMJ.....	130.00	73.00	57.00	47.00	38.00
KERN.....	52.00	32.00	23.00	21.00	16.00
KOH.....	42.00	26.00	20.00	16.00	14.00
<b>104 times:</b>					
KFBK.....	125.00	70.00	55.00	45.00	36.00
KBEE.....	40.00	25.00	19.00	15.00	13.00
KMJ.....	125.00	70.00	55.00	45.00	36.00
KERN.....	49.00	30.00	22.00	20.00	15.00
KOH.....	40.00	25.00	19.00	15.00	13.00
<b>156 times:</b>					
KFBK.....	120.00	67.00	53.00	43.00	34.00
KBEE.....	38.00	23.00	18.00	14.00	12.00
KMJ.....	120.00	67.00	53.00	43.00	34.00
KERN.....	46.00	28.00	21.00	19.00	14.00
KOH.....	38.00	23.00	18.00	14.00	12.00
<b>260 times:</b>					
KFBK.....	110.00	62.00	49.00	39.00	32.00
KBEE.....	36.00	22.00	16.00	13.00	11.00
KMJ.....	110.00	62.00	49.00	39.00	32.00
KERN.....	43.00	26.00	20.00	18.00	13.00
KOH.....	36.00	22.00	16.00	13.00	11.00
<b>312 times:</b>					
KFBK.....	100.00	57.00	45.00	35.00	30.00
KBEE.....	34.00	20.00	15.00	12.00	10.00
KMJ.....	100.00	57.00	45.00	35.00	30.00
KERN.....	40.00	24.00	18.00	16.00	12.00
KOH.....	34.00	20.00	15.00	12.00	10.00

### ADDITIONAL RATES

(5 minute Program)

	500 ti.	750 ti.	1,000 ti.
KFBK.....	19.00	18.00	17.00
KBEE.....	5.50	5.00	4.50
KMJ.....	19.00	18.00	17.00
KERN.....	7.50	7.00	6.50
KOH.....	5.50	5.00	4.50

Special Evening Program & Announcement Package Rates—(7:30 p.m. to 9:00 p.m.) 50% additional discounts off regular guaranteed time program and announcement rates.

(All other times)

Rates on request.

### SECTION II

#### ANNOUNCEMENTS

1 minute transcribed or 125 words; 20 seconds transcribed or 50 words.  
ID's or service announcements: 15 words or 8 seconds —50% of regular announcement rate.

Regular frequency applies and may be applied toward frequency earned by announcements. Announcements adjacent to higher rate classification take higher rate.  
(6:00 a.m. to 7:30 p.m.)

	Individual stations			
	3	4	5	6
<b>1 time:</b>				
KFBK.....	23.00	21.85	20.70	19.55
KBEE.....	6.00	5.70	5.40	5.10
KMJ.....	23.00	21.85	20.70	19.55
KERN.....	8.00	7.60	7.20	6.80
KOH.....	6.00	5.70	5.40	5.10
Total.....	66.00			56.10
<b>13 times:</b>				
KFBK.....	22.00	20.90	19.80	18.70
KBEE.....	5.85	5.56	5.26	4.97
KMJ.....	22.00	20.90	19.80	18.70
KERN.....	7.80	7.41	7.02	6.63
KOH.....	5.85	5.56	5.26	4.97
Total.....	63.50			53.97
<b>26 times:</b>				
KFBK.....	21.00	19.95	18.90	17.85
KBEE.....	5.70	5.41	5.13	4.84
KMJ.....	21.00	19.95	18.90	17.85
KERN.....	7.90	7.22	6.84	6.46
KOH.....	5.70	5.41	5.13	4.84
Total.....	61.00			51.84
<b>52 times:</b>				
KFBK.....	20.00	19.00	18.00	17.00
KBEE.....	5.55	5.27	4.99	4.72
KMJ.....	20.00	19.00	18.00	17.00
KERN.....	7.40	7.03	6.66	6.29
KOH.....	5.55	5.27	4.99	4.72
Total.....	58.50			49.73
<b>65 times:</b>				
KFBK.....	19.00	18.05	17.10	16.15
KBEE.....	5.40	5.13	4.86	4.59
KMJ.....	19.00	18.05	17.10	16.15
KERN.....	7.20	6.84	6.48	6.12
KOH.....	5.40	5.13	4.86	4.59
Total.....	56.00			47.60
<b>104 times:</b>				
KFBK.....	18.00	17.10	16.20	15.30
KBEE.....	5.25	4.99	4.72	4.46
KMJ.....	18			

**Beeline, McClatchy—Continued**

	Cost per announcement					
	10	15	20	25	30	40
26 weeks:	ann.	ann.	ann.	ann.	ann.	ann.
KFBK.....	12.00	11.00	10.00	9.00	8.00	7.00
KBEE.....	4.00	3.80	3.60	3.40	3.20	2.80
KMJ.....	12.00	11.00	10.00	9.00	8.00	7.00
KERN.....	4.80	4.40	4.00	3.70	3.50	3.20
KOH.....	4.00	3.80	3.60	3.40	3.20	2.80
Total.....	36.80	34.00	31.20	28.50	25.90	22.80

6 announcement packages available on KFBK and KMJ only.

	1 wk.	6 wks.	13 wks.	26 wks.
KFBK or KMJ.....	16.00	15.00	14.00	13.00

Additional 5% discount for 52 weeks.  
Weekend Saturation Package  
15 minutes or station breaks scheduled from 6:00 p.m. Friday through Sunday within one weekend:  
Per announcement:  
KFBK ..... 10.00 KERN ..... 4.00  
KBEE ..... 3.50 KOH ..... 3.50  
KMJ ..... 10.00

Regular rates apply; cash in advance.  
**CLOSING TIME**  
All talks must be submitted in manuscript form 24 hours preceding broadcast.

**Big Mike**

**The Cal-Val, Cal-Coast Radio Package**

Comprised of:  
KAFY—Bakersfield KFXM—San Bernardino  
KDAN—Eureka KXRX—San Jose  
KBIF—Fresno KVEC—San Luis Obispo  
KWIP—Merced KDB—Santa Barbara  
KTRB—Modesto KCOY—Santa Maria  
KONE—Reno, Nev. KSRO—Santa Rosa  
KXOA—Sacramento KJOY—Stockton  
KSBW—Salinas KUDU—Ventura  
Business Offices—c/o McGavren-Quinn Corp.; 1741 Ivar Ave., Los Angeles, Calif.; 110 Sutter St., San Francisco, Calif.

**PERSONNEL**  
See individual station listings.  
**REPRESENTATIVES**  
McGavren-Quinn Corporation.  
**AGENCY COMMISSION**  
15% on net time only; no cash discount. Bills payable when rendered.  
**GENERAL**  
The California Group is composed of 2 radio groups: the Cal-Val Group consisting of 7 stations and the Cal-Coast Group consisting of 6 stations. These stations offer their facilities on a single rate card to give added value, service, and convenience to advertisers and agencies. Rates are for national advertising and include music copyright fees. BMI, ASCAP and SESAC licenses.  
Length of commercial copy as recommended by NAB standards.

**TIME RATES**

Rates effective June 1, 1958.  
Rates received July 7, 1958.

Rates shown are for 1-minute announcements—weekly packages.  
(30-second announcements—80% of minute rate.)  
(10-second announcements—50% of minute rate.)

1-minute:	1	2-3	4	5	6-7
sta.	sta.	sta.	sta.	sta.	sta.
<b>Bakersfield—KAFY:</b>					
10 times..	4.50	4.15	4.04	3.93	3.82
15 times..	4.25	4.15	4.04	3.70	3.60
20 times..	4.00	3.90	3.80	3.70	3.60
25 times..	3.75	3.66	3.57	3.48	3.38
30 times..	3.50	3.42	3.33	3.24	3.15
35 times..	3.25	3.17	3.09	3.01	2.93
50 times..	3.00	2.93	2.86	2.78	2.70
<b>Eureka—KDAN:</b>					
10 times..	6.50	6.34	6.18	6.02	5.85
15 times..	6.25	6.10	5.94	5.78	5.62
20 times..	6.00	5.85	5.70	5.55	5.40
25 times..	5.75	5.61	5.47	5.33	5.18
35 times..	5.00	4.88	4.76	4.63	4.50
50 times..	4.75	4.64	4.52	4.40	4.28
<b>Fresno—KBIF:</b>					
10 times..	6.00	5.85	5.70	5.55	5.40
15 times..	5.75	5.61	5.47	5.33	5.18
20 times..	5.25	5.12	4.99	4.86	4.73
25 times..	5.00	4.88	4.76	4.63	4.50
30 times..	4.75	4.64	4.52	4.40	4.28
35 times..	4.50	4.39	4.28	4.17	4.05
50 times..	4.25	4.15	4.04	3.93	3.82
<b>Merced—KWIP:</b>					
10 times..	3.00	2.93	2.86	2.78	2.70
15 times..	2.90	2.83	2.76	2.69	2.61
20 times..	2.80	2.73	2.64	2.57	2.50
25 times..	2.70	2.63	2.56	2.49	2.43
30 times..	2.65	2.59	2.53	2.46	2.39
35 times..	2.60	2.54	2.48	2.41	2.34
50 times..	2.55	2.49	2.43	2.37	2.30
<b>Modesto—KTRB:</b>					
10 times..	6.00	5.85	5.70	5.55	5.40
15 times..	5.75	5.61	5.47	5.33	5.18
20 times..	5.50	5.37	5.23	5.09	4.95
25 times..	5.25	5.12	4.99	4.86	4.73
30 times..	5.00	4.88	4.76	4.63	4.50
35 times..	4.75	4.64	4.52	4.40	4.28
50 times..	4.50	4.39	4.28	4.17	4.05
<b>Reno—KONE:</b>					
10 times..	4.50	4.39	4.28	4.17	4.05
15 times..	4.25	4.15	4.04	3.93	3.82
20 times..	4.00	3.90	3.80	3.70	3.60
25 times..	3.75	3.66	3.57	3.48	3.38
30 times..	3.50	3.42	3.33	3.24	3.15
35 times..	3.25	3.17	3.09	3.01	2.93
50 times..	3.00	2.93	2.86	2.78	2.70
<b>Sacramento—KXOA:</b>					
10 times..	9.50	9.27	9.03	8.79	8.55
15 times..	9.00	8.78	8.56	8.33	8.10
20 times..	8.50	8.29	8.08	7.87	7.65
30 times..	7.75	7.56	7.37	7.17	6.97
40 times..	7.00	6.83	6.66	6.48	6.30
50 times..	6.25	6.10	5.94	5.78	5.62
<b>Salinas—KSBW:</b>					
10 times..	5.00	4.88	4.76	4.63	4.50
15 times..	4.75	4.64	4.52	4.40	4.28
20 times..	4.50	4.39	4.28	4.17	4.05
25 times..	4.30	4.20	4.09	3.98	3.87
35 times..	4.10	4.00	3.90	3.80	3.69
50 times..	3.50	3.42	3.33	3.24	3.15



**Significant Areas  
Are Covered With Spots  
By **BIG  
MIKE****  
(the Cal-Val, Cal-Coast  
Radio Package Buy)

- KAFY..... Bakersfield
- KDAN..... Eureka
- KEAP..... Fresno
- KWIP..... Merced
- KTRB..... Modesto
- KONE..... Reno
- KXOA..... Sacramento
- KSBW..... Salinas
- KFXM..... San Bernardino
- KXRX..... San Jose
- KVEC..... San Luis Obispo
- KDB..... Santa Barbara
- KCOY..... Santa Maria
- KSRO..... Santa Rosa
- KJOY..... Stockton
- KUDU..... Ventura

SEE *McGavren-Quinn*  
CORPORATION  
SAN FRANCISCO • LOS ANGELES • CHICAGO  
NEW YORK • DETROIT

**CALIFORNIA**

	1	2-3	4	5	6-7
sta.	sta.	sta.	sta.	sta.	sta.
<b>San Jose—KXRX:</b>					
10 times..	6.00	5.85	5.70	5.55	5.46
15 times..	5.50	5.37	5.23	5.09	4.95
20 times..	5.00	4.88	4.76	4.63	4.50
25 times..	4.75	4.64	4.52	4.40	4.28
35 times..	4.50	4.39	4.28	4.17	4.05
50 times..	4.25	4.15	4.04	3.93	3.82
<b>San Luis Obispo—KVEC:</b>					
10 times..	4.25	4.15	4.05	3.94	3.83
15 times..	4.05	3.95	3.85	3.75	3.65
20 times..	3.85	3.76	3.67	3.57	3.47
25 times..	3.65	3.56	3.47	3.38	3.29
35 times..	3.45	3.37	3.29	3.00	2.91
50 times..	3.00	2.93	2.86	2.78	2.70
<b>Santa Barbara—KDB:</b>					
10 times..	3.75	3.66	3.57	3.48	3.38
15 times..	3.50	3.42	3.33	3.24	3.15
20 times..	3.25	3.17	3.09	3.01	2.93
25 times..	3.00	2.93	2.86	2.78	2.70
35 times..	2.75	2.69	2.62	2.55	2.48
50 times..	2.50	2.44	2.38	2.32	2.25
<b>San Bernardino—KFXM:</b>					
10 times..	7.00	6.83	6.66	6.48	6.30
15 times..	6.75	6.58	6.41	6.24	6.07
20 times..	6.50	6.34	6.18	6.02	5.85
25 times..	6.00	5.85	5.70	5.55	5.40
30 times..	5.50	5.37	5.23	5.09	4.95
35 times..	5.00	4.88	4.76	4.63	4.50
50 times..	4.50	4.39	4.28	4.17	4.05
<b>Santa Maria—KCOY:</b>					
10 times..	3.75	3.66	3.57	3.48	3.38
15 times..	3.50	3.42	3.33	3.24	3.15
20 times..	3.25	3.17	3.09	3.01	2.93
25 times..	3.00	2.93	2.86	2.78	2.70
35 times..	2.75	2.69	2.62	2.55	2.48
50 times..	2.50	2.44	2.38	2.32	2.25
<b>Santa Rosa—KSRO:</b>					
10 times..	4.00	3.90	3.80	3.70	3.60
15 times..	3.75	3.66	3.57	3.48	3.38
20 times..	3.50	3.42	3.33	3.24	3.15
25 times..	3.25	3.17	3.09	3.01	2.93
35 times..	3.00	2.93	2.86	2.78	2.70
50 times..	2.75	2.69	2.62	2.55	2.48
<b>Stockton—KJOY:</b>					
10 times..	5.25	5.12	4.99	4.86	4.73
15 times..	5.17	5.04	4.91	4.78	4.65
20 times..	5.10	4.98	4.85	4.72	4.59
25 times..	5.02	4.90	4.78	4.65	4.52
30 times..	4.95	4.83	4.71	4.58	4.45
35 times..	4.87	4.75	4.63	4.51	4.38
50 times..	4.65	4.54	4.42	4.30	4.18
<b>Ventura—KUDU:</b>					
10 times..	6.00	5.85	5.70	5.55	5.40
15 times..	5.75	5.61	5.47	5.33	5.18
20 times..	5.50	5.37	5.23	5.09	4.95
25 times..	5.25	5.12	4.99	4.86	4.73
35 times..	5.00	4.88	4.76	4.63	4.50
50 times..	4.75	4.64	4.52	4.40	4.28

**KVCV, REDDING & KHSL, CHICO**  
In addition to the Cal-Val and Cal-Coast groups, KHSL Chico and KVCV Redding, both CBS affiliates, can be added, if available, at the following rates:

	KHSL	KVCV
10 per week.....	6.50	6.50
20 per week.....	5.50	5.50
30 per week.....	5.00	5.00

Discounts  
10% discount for use of both stations.  
**SPECIAL FEATURES**  
Political—subject to regular rates and station policies; cash in advance.

**California Farm Network**

Comprised of:  
KFBK—Sacramento KXO—El Centro  
KMJ—Fresno KOMY—Watsonville  
KBEE—Modesto KRE—Berkeley  
KFI—Los Angeles KATY—San Luis Obispo  
KERN—Bakersfield  
Business Office—California Service Agency, California Farm Bureau Bldg., 2223 Fulton St., Berkeley 4, Calif.  
**PERSONNEL**  
Manager—Milton L. Levy.  
**FACILITIES**  
See individual stations for details.  
Operating schedule: KFBK, KMJ, KERN, KXO, KOMY, KBEE—6:30 p.m. to 6:45 a.m. Monday through Friday.  
KFI—12:15 p.m. to 12:30 p.m. Mon. through Fri.  
KRE—1:00 p.m. to 1:15 p.m. Monday through Friday.  
KATY—12:45 p.m. to 1:00 p.m. Monday through Friday.

**AGENCY COMMISSION**  
15%; no cash discount. Bills payable when rendered.

**TIME RATES**  
Rates received May 31, 1957.  
3 1-minute announcements available in each program. Announcements may originate in Berkeley and feed to the full network or may be given by individual stations as local cut-in. Advertiser may take 1 or more announcements per program with 1 per week minimum.  
Per 1-minute network announcement..... 162.90  
Other rates available on request.

**SPECIAL FEATURES**  
"The Voice of California Agriculture"—6:30 a.m. to 6:45 a.m. Monday through Friday. Program originates in Berkeley. Participating spot announcements are available.

**California Northern Group**

Comprised of:  
KSYC—Yreka KBLF—Red Bluff KSUE—Susanville  
Business Office—Tremont Hotel, Red Bluff, Calif.  
Phone 880.  
**PERSONNEL**  
General Manager—W. W. Boone.  
**REPRESENTATIVES**  
Los Angeles & San Francisco—Tracy Moore and Associates, Inc.

(This listing continued on next page)



# CALIFORNIA

## California Northern Group—Continued

AGENCY COMMISSION  
15%; no cash discount.

### TIME RATES

Rates effective January 27, 1958.

#### WEEKLY ANNOUNCEMENT PACKAGES

(Fixed times, flat, no further discounts)

Per wk:	-1 station-		-2 stations-		-3 stations-	
	Each	Per wk	Each	Per wk	Each	Per wk
1 time..	6.00	6.00	6.00	12.00	5.10	15.30
3 times	5.75	17.25	5.75	35.50	4.96	44.10
5 times	5.50	27.50	5.50	55.00	4.40	66.00
10 times	5.00	50.00	5.00	100.00	4.25	127.50
15 times	4.50	67.50	4.50	135.00	3.85	163.25
20 times	4.00	80.00	4.00	160.00	3.40	204.00

### PROGRAMS

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	40.00	24.00	18.00	9.00
13 times.....	38.00	23.00	17.50	8.75
26 times.....	36.00	22.50	17.00	8.50
52 times.....	34.00	21.00	16.00	7.00
104 times.....	32.00	20.00	15.00	6.50
156 times.....	30.00	19.00	14.00	6.00

### Program Discounts

3 stations..... 15%

## California Rural Network

(A Transcription Network)

Comprised of:

KPAS—Banning	KDAC—Fort Bragg
KBMX—Coalinga	KOCS—Ontario
KMOR—Oroville	KROG—Sonora
KAFP—Petaluma	KTKR—Taft
KBLF—Red Bluff	KTUR—Turlock
KRNO—San Bernardino	KWSO—Wasco

Business Office—Arthur W. Chipman, 111 N La Cienega Blvd., Beverly Hills, Calif.

### PERSONNEL

Executive Director—Arthur Chipman.

### REPRESENTATIVES

San Francisco—William A. Ayres Co.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills payable when rendered.

### GENERAL

The Network comprises a group of independent stations in California offering their facilities on a single billing, single contract basis. Announcements or programs may be purchased on a minimum of any 3 stations.

### TIME RATES

GROUP RATES	Discount from total
3 to 5 stations.....	15%
5 to 10 stations.....	20%
10 or more stations.....	33-1/3%

## Imperial Broadcasting System, Inc.

Comprised of:

KPRO—Riverside and San Bernardino
KROP—Brawley and El Centro
KREO—Indio and Palm Springs
KYOR—Blythe

Business Office—3401 Russell St., Riverside, Calif., Overland 6-0260.

### PERSONNEL

General Manager—Frank W. Crane.

### REPRESENTATIVES

Los Angeles & San Francisco—O'Connell-Palmer Company.  
New York & Chicago—Everett-McKinney, Inc.

### AGENCY COMMISSION

15% to recognized agencies on net time charges only. No cash discount.

### GENERAL

Rates include music copyright fees. ASCAP, BMI, SESAC licenses. Advertiser shall pay short rate should time contracted for not be used.

### TIME RATES

Rates received October 31, 1956.  
Revisions received September 29, 1958.

	1/2 hr.		10 min.		5 min.		1 min. (*)
	hr.	hr.	min.	min.	min.	min.	
1 time.....	108.00	72.00	54.00	36.00	20.00	16.00	
26 times.....	102.60	68.40	51.30	34.20	19.00	15.20	
52 times.....	97.20	64.80	48.60	32.40	18.00	14.40	
104 times.....	91.80	61.20	45.90	30.60	17.00	13.60	
156 times.....	86.40	57.60	43.20	28.80	16.00	12.80	
260 times.....	81.00	54.00	40.50	27.00	15.00	12.00	
312 times.....	75.60	50.40	37.80	25.20	14.00	11.20	
624 times.....	70.20	46.80	35.10	23.40	13.00	10.40	

(\*) 20- or 30-second spots.

10-second spots are 50% of one-minute rates. Advertisers purchasing equal schedules on any 2 stations earn 5% discount from individual card rates; any 3 stations, a 10% discount; and equal schedules on all 4 stations earn a 15% discount. 15% has already been discounted from rates listed. For application of discounts, when smallest number of programs or announcements purchased on any station determines the discount which will apply to all schedules.

### PACKAGE RATES

The following prices are flat, no further discounts. Spot packages may not be combined with regular announcements for earned frequency.

Run-of-schedule Spot Packages:	1 min	30 sec.
10-19 spots per week.....	14.00	12.00
20-29 spots per week.....	13.00	11.10
30-39 spots per week.....	12.00	10.20
40-49 spots per week.....	11.00	9.30
50 or more spots per week.....	10.00	8.40

## SPECIAL FEATURES

News Service—UPI and local 5-minute news on the hour. Regular rates apply.  
Farm News Service—regular rates apply.  
Time signals and weather report—rates on request.  
Political—regular rates apply; payment in advance.  
Spanish language—Early morning programming—regular rates apply. Details on request.

## CLOSING TIME

Contracts, program material and commercial copy must be received at least 4 days before first broadcast. All changes must be received at least 2 days preceding broadcast schedule.

## John Poole Stations

Comprised of:

KBIG, Avalon, Calif.  
KBIF, Fresno, Calif.

Business Office—6540 Sunset Blvd., Hollywood 28, Calif. Hollywood 3-3205.

### PERSONNEL

KBIG:  
Pres. & Gen'l Mgr.—John H. Poole.  
Vice-Pres. & Sta. Mgr.—Robert J. McAndrews.  
National Sales Manager—Wayne Muller.  
Oper. Mgr. & Prog. Dir.—Alan Lisser.

### KBIF:

Co-owners: Pres. & Gen'l Mgr.—David T. Harris.  
Vice Pres.—John H. Poole.  
Sec'y-Treas. & Ass't Mgr.—Ethan Bernstein.

### REPRESENTATIVES

Weed Radio Corporation.

### AGENCY COMMISSION

15% on net time and studio charges; no cash discount.

### TIME RATES

Rates effective September 1, 1957.

Rates received August 12, 1957.

When KBIG and KBIF are used together with the same contract dates KBIF may be purchased for 25% off KBIG rates.

## 99 GROUP

Comprised of:

KPMC, Bakersfield  
KYNO, Fresno  
KYOS, Merced  
KRAK, Stockton,  
Sacramento-Modesto

Business Office—110 Sutter St., Suite 911-12, San Francisco, Calif. Yukon 2-4912.

### REPRESENTATIVES

West Coast—Headley-Reed Company.

### AGENCY COMMISSION

15% on net time only; no cash discount. Bills payable when rendered.

### GENERAL

Rates include music copyright fees. BMI, ASCAP, and SESAC licenses. Length of commercial copy: Conforms to NAB code. After the first year advertisers may continue announcements or programs at same discount until schedule is reduced or interrupted. This schedule is not subject to short rate. Advertiser who avails himself of continuing discount policy must begin a new contract period for quantity discount purposes when schedule is reduced or resumed. Run-of-schedule means fixed position within 1 hour. Same discount structures which apply to spot announcements also apply to time segments on each of the separate station rate cards. Contiguous rates allowed on the 1 hour rate broken down into 4 quarter hours within 1 broadcast day. Number of announcements used on package rates combine to earn discounts for subsequent schedules on an earned rate basis in same contractual year.

### TIME RATES

Rates effective July 1, 1957. (Card No. 1.)

Rates received July 17, 1957.

	(1 minute or less)					
	1	100	200	400	800	1000
KRAK	10.00	9.45	9.10	8.85	8.35	7.75
KYOS	6.00	5.50	5.00	4.50	4.00	3.50
KYNO	10.00	9.00	8.50	8.25	8.00	7.75
KPMC	8.00	7.00	6.50	6.00	5.00	4.00

ID's—50% of earned rate.

### Announcement Discounts

2 stations.....	5%
3 stations.....	10%
4 stations.....	15%

### PACKAGE RATES

(1 minute or less)

	Per week		
	10 ti.	20 ti.	30 ti.
KRAK	8.00	7.50	7.00
KYOS	4.00	3.75	3.50
KYNO	7.00	6.00	5.75
KPMC	4.00	3.50	3.00

ID's—50% of package rate.

	Package Discounts		Additional Discounts	
	5%	13 weeks	5%	5%
2 stations.....	6%	26 weeks	10%	10%
4 stations.....	7%	52 weeks	15%	15%

## CLOSING TIME

4 days before broadcast. Changes due at least 2 days before broadcast.

## Sombrero California Network

Comprised of:

KALI—Los Angeles, KLOK—San Jose, XEGM—San Diego.

Business Office—c/o Radio Station KALI, 758 E. Colorado St., Pasadena 1, Calif., Sycamore 6-1666.

### PERSONNEL

Assistant Director—Jim Coyle.

### REPRESENTATIVES

East—Richard O'Connell, Inc.  
Midwest—William J. Reilly.

### AGENCY COMMISSION

15% on time; no cash discount. All bills payable when rendered.

### GENERAL

Network spot announcement, flat..... 17.50  
Affiliated with Sombrero Texas Network (see listing under Texas).

## Valley Community Network

Comprised of:

KMAK, Fresno  
Owned and operated by the McMahan Broadcasting Co.  
Business Office and Studio—2020 McKinley Ave. Fresno, Calif.

### PERSONNEL

President—R. O. McMahan.  
General Manager—Coyle Chambers.

### REPRESENTATIVES

Forjoe & Company, Inc.

### TIME RATES

Rates effective September 1, 1958. (Card No. 2.)  
Rates received October 2, 1958.

	5-min.		
	1	10	10
1 time.....	16.20	12.60	6.30
26 times.....	15.39	11.97	5.98
52 times.....	14.58	11.34	5.67
104 times.....	13.77	10.71	5.36
260 times.....	12.96	10.08	5.04
312 times.....	12.60	9.45	4.73
624 times.....	12.15	8.82	4.41
1,000 times.....	11.70	8.19	4.10

### ANNOUNCEMENTS

(Run-of-schedule)

1-minute:	Each	Total
10 times per week.....	10.80	108.00
15 times per week.....	10.12	151.80
20 times per week.....	9.45	189.00
25 times per week.....	9.00	225.00
35 times per week.....	8.30	290.50
50 times per week.....	7.88	394.00

To qualify for combination rates, client must buy identical schedule on both stations.

## ALTURAS

Modoc County—Map Location C-2

See SRDS consumer market map and data at beginning of the State.

## KCNO

(Established 1951)

Stulor Corp., 327 Main St., Klamath Falls, Ore.

Mailing Address: P. O. Box 1358, Alturas, Calif. Phone 2531.

### PERSONNEL

President—Stuart Wilson.  
Station Manager—Dick Barrett.

### REPRESENTATIVES

Tracy Moore and Associates.

### FACILITIES

1,000 w. days, 570 kc. Nondirectional.  
Operating schedule: local sunrise to local sunset, PST-DST observed.  
Transmitter: 2-1/2 mi. northeast of Alturas, Calif.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered and payable 1st of month.

### GENERAL

Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Rates based on number of times used within 1 year. Alcoholic beverage advertising: beer only. No per inquiry advertising accepted. Length of commercial copy:  
5 minutes..... 1:15 min. 30 minutes..... 6:00 min.  
10 minutes..... 2:10 min. 60 minutes..... 12:00 min.  
15 minutes..... 3:00 min.

### TIME RATES

	Rates effective November 28, 1958.			
	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	40.00	24.00	18.00	9.00
13 times.....	38.00	23.00	17.50	8.75
26 times.....	36.00	22.50	17.00	8.50
52 times.....	34.00	21.00	16.00	7.00
104 times.....	32.00	20.00	15.00	6.50
156 times.....	30.00	19.00	14.00	6.00

### WEEKLY ANNOUNCEMENT PACKAGES

Per week:	Flat, no further discounts, fixed times.)			Total
	Each	Per week	Per week	
1 time.....	6.00	6.00	6.00	
3 times.....	5.75	17.25	17.25	
5 times.....	5.50	27.50	27.50	
10 times.....	5.00	50.00	50.00	
15 times.....	4.50	67.50	67.50	
20 times.....	4.00	80.00	80.00	

### COMBINATION RATES

See California Northern Group.

### SPECIAL FEATURES

News Service—UPI and local coverage facilities. News service charge 25% additional commissionable. Political—regular rates apply. Cash in advance. Library Service—Sesac, Capitol, Standard.

### Participating Programs



# APPLE VALLEY

San Bernardino County—Map Location G-9  
See SRDS consumer market map and data at beginning of the State.

## KAVR

(Established 1954)



Apple Valley Broadcasting Co., Apple Valley Inn,  
Apple Valley, Calif. Victorville 7-7251.

### PERSONNEL

President—Newton T. Bass.  
Vice-Pres. & Mgr.—John Charles Thomas.  
Commercial Manager—Ken Barton.

### REPRESENTATIVES

W. S. Grant Company, Inc.

### FACILITIES

5,000 w. days, 960 kc. Nondirectional.  
Operating schedule: local sunrise to local sunset,  
PST—DST observed.  
Transmitter: 400 ft. northwest of Rincon and Seneca  
Rd.

### AGENCY COMMISSION

15% no cash discount. Bills payable when rendered.

### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising: beer and wine only.  
Contract renewals subject to rates in effect at time  
of renewal.

### TIME RATES

Rates effective April 1, 1957. (Card No. 10-A).

Rates received April 4, 1957

	1/2 hr.	1/4 hr.	5 min.
1 time.....	30.00	20.00	9.00
13 times.....	28.50	19.00	8.50
26 times.....	27.00	18.00	8.00
52 times.....	25.50	17.00	7.00
156 times.....	22.50	15.00	6.50
260 times.....	21.00	14.00	6.00
312 times.....	19.50	13.00	5.00

### ANNOUNCEMENTS

1-minute:			
1 time.....	5.40	156 times.....	4.25
26 times.....	5.00	260 times.....	3.75
52 times.....	4.75	312 times.....	3.50
104 times.....	4.50	365 times.....	3.25

30 seconds:			
1 time.....	4.40	156 times.....	3.60
26 times.....	4.20	260 times.....	3.40
52 times.....	4.00	312 times.....	3.20
104 times.....	3.86	365 times.....	3.00

### VOLUME DISCOUNT PLAN

Firm order of weekly package gives volume discounts.  
All times floating, premium times allowed when  
available.  
All announcements maximum of one minute, live or  
transcribed.

Per week:	1 wk.	13 wks.	26 wks.	52 wks.
10 times.....	43.00	34.50	32.20	29.00
15 times.....	60.75	48.75	45.75	41.25
20 times.....	76.00	60.80	57.00	51.20
25 times.....	87.50	70.00	65.50	59.00
30 times.....	96.00	76.80	72.00	64.50

### SPECIAL FEATURES

News Service—UPI.  
Time Signals—rates on request.  
Political—Regular rates apply. Cash in advance.  
Library Service—World.

### CLOSING TIME

Copy and program material must be received at  
least 24 hours before actual broadcast time. (D)

# ARCATA

Humboldt County—Map Location A-3  
See SRDS consumer market map and data at beginning  
of the State.

## KENL

(Established 1956)

Humboldt Broadcasters, Inc., KENL Bldg., South  
G. St., Arcata, Calif. Vandyke 2-2941.

### PERSONNEL

General Manager—Mel Marshall.

### REPRESENTATIVES

W. S. Grant Company, Inc.

### FACILITIES

250 w., 1340 kc. Nondirectional.  
Operating schedule: 6:00 a.m. to midnight Monday  
through Saturday; 7:00 a.m. to 11:00 p.m. Sunday.  
PST.

Transmitter: same as business address above.

### AGENCY COMMISSION

15% on time and talent. Bills rendered monthly,  
payable in 10 days.

### GENERAL

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Program and announcements based on use of con-  
tracted time within 1 year.  
Station guarantees single spotting and 15-minute  
separation for competitive products.

### TIME RATES

Rates effective January 1, 1958. (Card No. 4.)

Card received January 27, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	45.00	25.00	15.00	10.00	6.50	4.75
13 times.....	43.00	23.00	13.00	8.00	5.85	4.30
26 times.....	41.00	21.00	12.00	7.00	5.25	4.00
52 times.....	39.00	19.00	10.00	6.00	4.70	3.85
104 times.....	37.00	17.00	9.00	5.00	4.25	3.70
156 times.....	35.00	15.00	8.00	4.50	3.85	3.55
312 times.....	33.00	11.00	7.50	4.00	3.45	3.30
365 times.....	30.00	9.00	7.00	3.50	3.15	3.00
730 times.....	.....	.....	.....	.....	3.05	2.90
1,000 times.....	.....	.....	.....	.....	2.95	2.80
1,500 times.....	.....	.....	.....	.....	2.90	2.70
2,000 times.....	.....	.....	.....	.....	2.80	2.50

### SATURATION PACKAGE PLANS

25 spots within 5 days.....	105.00	85.00
50 spots within 5 days.....	187.50	154.00
50 spots within 10 days.....	200.00	176.00
100 spots within 10 days.....	330.00	290.00
150 spots within 30 days.....	485.00	360.00

# COMBINATION RATES

KCRE, Crescent City, Calif. may be purchased in  
conjunction with KENL for 25% of KENL rates.

### SPECIAL FEATURES

News Service—AP.  
Local and national 5-minute news hourly, 1.00 per  
broadcast talent fee, commissionable.  
Weather forecasts hourly, applicable 1-minute rate  
plus 10% talent fee, commissionable.  
Political—Regular commercial rates net to station;  
cash in advance.  
Library Service—Sesac, World.

### CLOSING TIME

48 hours before broadcast.

# ATHERTON

San Mateo County—Map Location B-6  
See SRDS consumer market map and data at begin-  
ning of the State.

## KPEN

—FM—

(Established 1957)



Peninsula FM, 330 El Camino Real, Atherton, Calif.  
Ulmar 1-1581.

### PERSONNEL

Co-General Manager—James Gabbert.  
Co-General Manager—Gary Gielow.  
Station Manager—Kenneth Warren.  
Promotion Manager—John Wickett.  
Sales Manager—Wallace Brazeal.

### FM FACILITIES

ERP 1,500 w., 101.3 mc.  
Operating schedule: 8:00 a.m. to midnight daily.  
Antenna Ht.—1,750 ft. above average terrain.  
Transmitter: Kings Mountain, San Mateo County,  
Calif.

### AGENCY COMMISSION

15% on time; 2% cash discount. Bills payable 30th  
of month following presentation.

### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Commercial limit of 4, 1-minute spots per hour.  
No commercials longer than 1-minute.

### TIME RATES

Rates effective October 1, 1958. (Card No. 3.)

Rates received September 29, 1958.

### CLASS "A"

(5:00 p.m. to 11:00 p.m. Monday through Fri-  
day; Noon to 11:00 p.m. Saturday and Sunday)

	1 hr.	1/2 hr.	1 min.
1 time.....	50.00	30.00	7.00
13 times.....	47.50	28.50	6.65
26 times.....	45.00	27.00	6.30
52 times.....	42.50	25.50	5.95
104 times.....	40.00	24.00	5.60
260 times.....	37.50	22.50	5.25
520 times.....	.....	.....	4.90

### CLASS "B"

(8:00 a.m. to 5:00 p.m. Monday through Fri-  
day; 8:00 a.m. to noon Saturday and Sunday;  
11:00 p.m. to midnight daily)

1 time.....	30.00	18.00	4.00
13 times.....	28.50	17.10	3.80
26 times.....	27.00	16.20	3.60
52 times.....	25.50	15.30	3.40
104 times.....	24.00	14.40	3.20
260 times.....	22.50	13.50	3.00
520 times.....	.....	.....	2.80

### SPECIAL FEATURES

News Service—UPI. Rates on request.  
Participating Programs

Rates on request.

### CLOSING TIME

24 hours in advance of broadcast.

# AUBURN

Placer County—Map Location C-4  
See SRDS consumer market map and data at begin-  
ning of the State.

## KAHI

(Established 1957)

Owned and operated by Don C. Reeves, P. O. Box  
950, Auburn, Calif. Turner 5-5636.

### PERSONNEL

Gen'l Mgr. & Com'l Mgr.—Gene Ragle.

### REPRESENTATIVES

William A. Ayres Company.

### FACILITIES

1,000 w.; 950 kc. Directional.  
Operating schedule: 5:45 a.m. to sunset.  
Transmitter: 3-1/2 mi. north, Highway 49, Auburn,  
Calif.

### AGENCY COMMISSION

15% no cash discount.

### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Contract renewals subject to rates in effect at time  
of renewal. Rates based on use of contracted time  
within one year.

### TIME RATES

Rates effective August 1, 1958. (Card No. 3.)

Card received September 15, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	40.00	25.00	15.00	10.00	7.50
13 times.....	38.00	24.00	14.25	9.50	7.25
26 times.....	36.00	23.00	13.50	9.00	7.00
52 times.....	34.00	22.00	12.75	8.50	6.75
104 times.....	32.00	21.00	12.00	8.00	6.50
156 times.....	30.00	20.00	11.25	7.50	6.25
260 times.....	28.00	19.00	10.50	7.00	6.00
312 times.....	26.00	18.00	9.75	6.50	5.75
500 times.....	24.00	17.00	9.00	6.00	5.50

### ANNOUNCEMENTS

1 time.....	1 min.	30 sec.	10 sec.
26 times.....	5.00	3.50	2.00
52 times.....	4.80	3.35	1.95
104 times.....	4.60	3.20	1.90
156 times.....	4.40	3.05	1.85
500 times.....	4.30	3.00	1.80

# CALIFORNIA

260 times.....	1 min.	30 sec.	10 sec.
312 times.....	4.10	2.85	1.75
500 times.....	4.00	2.75	1.70
1000 times.....	3.70	2.50	1.50
.....	3.00	2.25	1.25

### PACKAGE PLANS WEEKLY

Per week:	1 min.	30 sec.	10 sec.
7 times.....	4.00	3.00	1.70
14 times.....	3.80	2.85	1.60
21 times.....	3.60	2.70	1.50
28 times.....	3.50	2.55	1.40
35 times.....	3.30	2.40	1.30
48 times.....	3.10	2.25	1.20

### SPECIAL FEATURES

News Service—UPI and local.  
Local 5-minute newscasts hourly. No extra charges,  
regular rates apply. Hourly road and weather reports,  
applicable 1-minute rates apply plus, 1.00.  
Foreign language programs accepted before 7:00 a.m.  
only.

### Participating Programs

"Jess Willard Show"—1:00 p.m. to 3:00 p.m. daily.  
Western and country music. Regular rates plus 20%  
talent fee. Fully commissionable.

# AVALON (Catalina Island)

Los Angeles County—Map Location E-10  
See SRDS consumer market map and data at begin-  
ning of the State.

## KBIG

(Established 1952)



John Poole Broadcasting Co.  
Business Office—6540 Sunset Blvd., Hollywood 28,  
Calif. Hollywood 3-3205.

Studios—Avalon, Catalina Island and Hollywood,  
Calif.

### PERSONNEL

Pres. & Gen'l Mgr.—John H. Poole.  
Vice-Pres. & Sta. Mgr.—Robert J. McAndrews.  
Oper. Mgr. & Prog. Dir.—Alan Lissner.  
Nat'l Sales Manager—Wayne Muller.

### REPRESENTATIVES

Weed Radio Corporation.

### FACILITIES

10,000 w. days, 740 kc. Directional.  
Operating schedule: local sunrise to local sunset, PST  
—DST observed.

Transmitter: Renton Pass, Catalina Island.

### AGENCY COMMISSION

15%; 2% cash discount if paid within 10 days from  
billing date (last day of month).

### GENERAL

Rates include copyright fees.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising: beer and wine only.  
Contract renewals subject to rates in effect at time  
of renewal.

Contract subject to cancellation unless broadcasting  
starts within 30 days.

All copy should be sent to Hollywood office.

### TIME RATES

Rates effective July 1, 1956. (Card No. 3.)

Rates received May 31, 1956.

Card received June 21, 1956.

	1 hr.	1/2 hr.	25 min.	10 min.	5 min.
1 time.....	145.00	88.00	75.00	58.00	44

# CALIFORNIA

## Avalon—K B I G—Continued

tion reserves right to withdraw or modify packages without advance notice.

### COMBINATION RATES

See John Poole Stations (Calif.).

### SPECIAL FEATURES

News Service—UPI, AP and City News Service, Los Angeles, per broadcast, 3.00.

"Jim Healy Sports Headlines"—5 minutes before the hour. Regular 1-minute rate plus 4.50 program cost, commissionable.

"Home-Makers Club Inc."—includes spots plus product demonstration.

	Per wk.
13-week contract:	
10 1-minute.....	193.00
15 30-seconds.....	208.00
26-week contract:	
10 1-minute.....	177.00
15 30-seconds.....	194.00
52-week contract:	
10 1-minute.....	155.00
15 30-seconds.....	170.00

Political—regular rates apply; cash in advance.  
**CLOSING TIME**  
 Copy and program material must be received at least 24 hours prior to actual broadcast time. (D)

## BAKERSFIELD (8 AM; 2 FM)

Kern County—Map Location E-9  
 See SRDS consumer market map and data at beginning of the State.

### KAFY

(Established 1946)

## Independent

Radio Station KAFY, P. O. Box 6128, Bakersfield, Calif. Empire 6-4411.

### PERSONNEL

General Manager—Glenn D. Lockhart.

### REPRESENTATIVES

McGavren-Quinn Company.

### FACILITIES

1,000 w., 550 kc. Directional—same pattern all hrs. Operating schedule: 24 hours daily. Transmitter & Studio: Niles St. at Morning Drive, Bakersfield, Calif. Empire 6-4411.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered last day of month.

### GENERAL

Accepts AAAA copyrighted contract. No rates guaranteed beyond 6 months from effective date of rate increase.

Alcoholic beverage advertising: beer and wine only. Rates for periods longer than 1 hour are in exact proportion to the corresponding 1 hour rate. Station has blanket commercial and sustaining licenses for the use of music controlled by ASCAP, BMI and SESAC. Contracts subject to cancellation by 2 weeks' notice (written) accompanied by certified check at short rate to date of last program. Announcements and programs of less than 5 minutes duration may not be combined to earn frequency discounts.

### TIME RATES

Rates effective October 6, 1955.

Rates received October 21, 1955.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	70.00	42.00	30.00	22.50	15.00
13 times.....	66.50	39.90	26.60	19.95	13.30
26 times.....	63.00	37.80	25.20	18.90	12.60
52 times.....	59.50	35.70	23.80	17.85	11.90
65 times.....	56.00	33.60	22.40	16.80	11.20
104 times.....	52.50	31.50	21.00	15.75	10.50
260 times.....	49.00	29.40	19.60	14.70	9.80
312 times.....	45.50	27.30	18.20	13.65	9.10
1,000 times.....	42.00	25.20	16.80	12.60	8.40

### ANNOUNCEMENTS

(Anchored Spots and Fixed Adjacencies)

	1 min.	30 sec.	20 sec.	10 sec.
1 time.....	8.00	5.10	4.10	3.30
13 times.....	7.60	4.85	3.90	3.15
26 times.....	7.20	4.60	3.70	2.95
52 times.....	6.80	4.35	3.50	2.85
65 times.....	6.40	4.10	3.30	2.65
104 times.....	6.00	3.80	3.10	2.45
260 times.....	5.60	3.60	2.90	2.30
312 times.....	5.20	3.30	2.65	2.15
1,000 times.....	4.80	3.10	2.50	2.05

### SHORT TERM SATURATION PACKAGE

(Run-of-Schedule)

1-minute announcements:	
10 announcements per week.....	45.00
15 announcements per week.....	63.75
20 announcements per week.....	80.00
25 announcements per week.....	93.75
30 announcements per week.....	105.00

No further discounts.

### "BAKERS"—(field) DOZEN

13 125-word sales package:	
3 participations between 6:00 a.m. and 8:00 a.m.	
2 participations between 8:00 a.m. and 10:00 a.m.	
3 participations between 10:00 a.m. and 1:00 p.m.	
2 participations between 1:00 p.m. and 3:00 p.m.	
3 participations between 3:00 p.m. and 6:00 p.m.	

Above "13-package" at following rates:

13 participations used in 1 week.....	69.00
13 participations used in 1 day.....	65.00

### PACKAGE PLANS

24 15-second spots per day.....	800.00
24 1-minute spots per day.....	1,500.00

### COMBINATION RATES

See Big Mike.  
 Sold in combination with KFXM, San Bernardino.

### SPECIAL FEATURES

News Service—UPI. Newscasts 5 minutes before hour, 24 hours per day.  
 Political—regular rates apply. Cash in advance. Script must be submitted 24 hours in advance.  
 Instantaneous Reference Recordings: 5-minute programs or longer, 1 recording each 13 week series or 1 recording of program change during series, no charge. Additional recordings: 5-minute programs,

per program, 3.00; 10- or 15-minute program, per program, 5.00; 1/2 hour or longer, per program, 10.00.

### Participating Programs

Regular rates apply.  
 "Rise 'n Shine"—6:00 a.m. to 9:00 a.m.  
 "Kaffy's Coffee Klub"—9:00 a.m. to noon.  
 "Hits For The Mrs."—noon to 3:00 p.m.  
 "550 Club Time"—3:00 p.m. to 5:00 p.m.  
 "Kaffy's Commuter Club"—5:00 p.m. to 7:00 p.m.  
 "Teen Time Bandstand"—7:00 p.m. to 9:30 p.m.  
 "Lucky Lager Dance Time"—9:30 p.m. to 11:00 p.m.  
 "Night Watch"—11:00 p.m. to 6:00 a.m.

### CLOSING TIME

Talent programs close 1 week before broadcast. Announcements and recorded programs or spots close 1 week before first broadcast. All talks must be submitted 24 hours before broadcast.  
 Transcriptions close 24 hours in advance.

## KBIS

(Established 1950)

Eastern Electronic Industries Corp., 2013 Chester Ave., Bakersfield, Calif.

### PERSONNEL

Gen'l Mgr. & Pres.—Hal Brown.

REPRESENTATIVES Weed Radio Corporation.

### FACILITIES

1,000 w., 970 kc. Directional—separate patterns day and night.  
 Operating schedule: 24 hours, PST—DST observed.  
 Transmitter: 2-1/2 mi. northeast of Bakersfield, on Kern River Bluffs, Fairview 5-7291.

### AGENCY COMMISSION

15%; no cash discount. Bills payable when rendered.

### GENERAL

Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. At station's option, cancellation of contracts cannot become effective until 2 weeks after contractual starting date.

### TIME RATES

Rates effective September 1, 1957. (Card No. 9.)  
 Card received August 26, 1957.

### CLASS "AA"

(6:30 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m.)

	1 min.	30 sec.	10 sec.	5 min.
1 time.....	9.00	6.75	4.50	12.00
25 times.....	8.50	6.40	4.25	11.25
50 times.....	8.00	6.00	4.00	10.50
100 times.....	7.50	5.60	3.75	10.00
250 times.....	7.00	5.25	3.50	9.00
500 times.....	6.00	4.50	3.00	8.00
1,000 times.....	5.00	3.75	2.50	7.00

### CLASS "A"

(6:00 a.m. to 7:30 p.m., except Class "AA")

1 time.....	7.50	5.60	3.75	10.00
25 times.....	7.15	5.35	3.55	9.50
50 times.....	6.80	5.10	3.40	9.00
100 times.....	6.45	4.85	3.25	8.50
250 times.....	6.00	4.50	3.00	8.00
500 times.....	5.00	3.75	2.50	7.00
1,000 times.....	4.00	3.00	2.00	6.00

### CLASS "B"

(All other times)  
 50% of Class "AA" rates.

### PACKAGE RATES

Weekly Saturation: Within 7 day period. Prices are for minutes. 30-seconds—75% of following rates. 10-second spots must run 2 for 1. Spots are run-of-schedule with one-third guaranteed in Class "AA" when available, remainder in Class "A," if desired.

	1 wk.	4 wks.	13 wks.	26 wks.	52 wks.
12 spots.....	60.00	57.00	54.00	51.00	48.00
18 spots.....	85.50	81.00	76.50	72.00	67.50
24 spots.....	108.00	102.00	96.00	90.00	84.00
36 spots.....	153.00	144.00	135.00	126.00	117.00

### COMBINATION PACKAGE RATES

KBIS, Bakersfield and KBVM, Lancaster

	1 wk.	4 wks.	13 wks.	26 wks.	52 wks.
1-minute: 1 wk.....	85.50	81.00	76.50	72.00	67.50
12 spots.....	90.00	85.50	81.00	76.50	72.00
18 spots.....	128.25	121.50	114.75	108.00	101.25
24 spots.....	162.00	153.00	144.00	135.00	126.00
36 spots.....	229.50	216.00	202.50	189.00	175.50

### 30 seconds:

12 spots.....	67.50	64.00	60.75	57.50	54.00
18 spots.....	96.25	91.00	86.00	81.00	76.00
24 spots.....	121.50	114.75	108.00	101.25	94.50
36 spots.....	172.00	162.00	152.00	141.75	131.50

### COMBINATION RATES

With the exception of package purchases, when KBIS, Bakersfield is contracted for in combination with KBVM, Lancaster, the KBVM rate is 50% of the applicable KBIS rate. This discount is applicable from the 1-time to and including the 1,000-time rate.

### SPECIAL FEATURES

News Service—UPI and local news.  
 Newscasts—5 minutes. On-the-spot coverage of news in Kern County with mobile short wave transmitter. Cut-ins from mobile unit 24 hours daily. Rates on request.  
 Political—frequency discounts apply; cash in advance.

### CLOSING TIME

24 hours before broadcast.

## KERN

(Established 1932)

A Beeline McClatchy Owned Station



The McClatchy Broadcasting Company, 1535 17th St., Bakersfield, Calif. Fairview 5-7475. TWX BK 21.

### PERSONNEL

Manager—Tom Flynn.

### REPRESENTATIVES

Paul H. Raymer Company, Inc.

### FACILITIES

1,000 w., 1410 kc. Nondirectional.  
 Operating schedule: Sunday 7:00 a.m. to midnight; weekdays 6:00 a.m. to midnight, PST—DST observed.  
 AM Transmitter: Oak and Ming St., Bakersfield.

### FM FACILITIES

ERP 5,000 w., 94.1 mc.  
 Antenna ht.—301 ft. above average terrain.

### AGENCY COMMISSION

15% on net time; no cash discount. Bills payable when rendered.

### GENERAL

Accepts AAAA copyrighted contract.  
 FM operated in conjunction with AM.  
 Rates for periods longer than 1 hour are in exact proportion to the corresponding 1-hour rate.  
 The following rates are for national advertising and include music copyright fees.  
 BMI, ASCAP and SESAC licenses.

Length of commercial copy:  
 5 minutes..... 1:15 min. 30 minutes..... 4:15 min.  
 15 minutes..... 3:00 min. 60 minutes..... 7:00 min.

### TIME RATES

Rates effective September 1, 1958. (Card No. 25.)  
 Card received August 4, 1958.

	1 hr.	1/2 hr.	20 min.	1/4 hr.	10 min.	5 min.
1 time.....	60.00	36.00	27.00	25.00	20.00	12.00
13 times.....	58.00	35.00	26.00	24.00	19.00	11.50
26 times.....	56.00	34.00	25.00	23.00	18.00	11.00
52 times.....	54.00	33.00	24.00	22.00	17.00	10.50
65 times.....	52.00	32.00	23.00	21.00	16.00	10.00
104 times.....	49.00	30.00	22.00	20.00	15.00	9.50
156 times.....	46.00	28.00	21.00	19.00	14.00	9.00
260 times.....	43.00	26.00	20.00	18.00	13.00	8.50
312 times.....	40.00	24.00	18.00	16.00	12.00	8.00
500 times.....	.....	.....	.....	.....	.....	7.50
750 times.....	.....	.....	.....	.....	.....	7.00
1,000 times.....	.....	.....	.....	.....	.....	6.50

### ANNOUNCEMENTS

	(*)	(†)	(*)	(†)
1 time.....	8.00	4.00	156 times.....	6.80
13 times.....	7.80	3.90	260 times.....	6.40
26 times.....	7.60	3.80	312 times.....	6.00
52 times.....	7.40	3.70	500 times.....	5.60
65 times.....	7.20	3.60	750 times.....	5.20
104 times.....	7.00	3.50	1000 times.....	4.80

(\*) 1-minute or less (1-minute transcribed, or 125 words live; 20-seconds transcribed or 50 words live).

(†) 8-second ID or 15 words live.

Special Evening Program & Announcement Package

(7:30 p.m. to 9:00 p.m.)

50% additional discount off regular guaranteed time announcement and program rates.

(All other times)

Rates on request.

Percentage of the hour rate for all periods of time not shown:

25 minutes.....	54%	45 minutes.....	80%
35 minutes.....	67%	55 minutes.....	87%
40 minutes.....	73%	55 minutes.....	93%

**Bakersfield—K G E E—Continued**

**AGENCY COMMISSION**

15% on time only; no cash discount.

**GENERAL**

Accepts AAAA copyrighted contract. Alcoholic beverage advertising: beer and wine only. No rates guaranteed beyond 6 months from effective date of rate increase. Station has blanket commercial and sustaining licenses for music controlled by ASCAP, BMI and SESAC.

**TIME RATES**

Rates effective October 1, 1957. Rates received August 26, 1957.

**PROGRAMS**

	7:00 a.m. to 7:00 p.m.		8-10 min.	5 min.
	1 min.	20-30 sec.		
1 time.....	7.00	5.00	3.50	9.00
50 times.....	6.50	5.20	3.25	8.50
100 times.....	6.00	4.80	3.00	8.00
250 times.....	5.50	4.40	2.75	7.50
500 times.....	5.00	4.00	2.50	7.00
1,000 times.....	4.50	3.60	2.25	6.50
1,500 times.....	4.00	3.20	2.00	6.00
2,000 times.....	3.50	2.80	1.75	5.50

(All Other Times) 50% of rates listed above.

**PACKAGE RATES**

	7:00 a.m. to 7:00 p.m.		
	1 min.	20-30 sec.	8-10 min.
Per week:			
5 announcements, each.....	6.50	5.20	3.25
10 announcements, each.....	6.00	4.80	3.00
20 announcements, each.....	5.50	4.40	2.75
30 announcements, each.....	5.00	4.00	2.50
40 announcements, each.....	4.50	3.60	2.25
50 announcements, each.....	4.00	3.20	2.00

(All Other Times) 50% of above rates.

**DISCOUNTS**

Discounts allowed retroactively on number of broadcasts within 1 year. Announcements may not be combined with programs of 5 minutes or longer, to earn additional discounts. If a contract runs without interruption beyond 52 consecutive weeks the advertiser will continue to earn the discount established during the preceding year.

**Additional Discounts**

No further discounts other than quoted herein. 30-second and 1-minute announcements combine for frequency. 10-second announcements combine with longer announcements on basis of two 10-second for one longer announcement. This policy applicable to both open contract and Weekly Package. Weekly package rates and open contract rates cannot be combined to earn further discounts or retroactive discounts on number of broadcasts within one year.

**COMBINATION RATES**

See A-BUY in California Group.

**SPECIAL FEATURES**

News Service—UPI. KGEE "News Briefs" on the 1/4 and 3/4 hour break, every hour, regular announcement rates apply; weekly package rates excluded. Time, Temperature, Weather, on the hour every hour. Regular rates apply. Political—advance payment in full must accompany order. Copy must arrive day prior to broadcast. Frequency discounts apply.

**Participating Programs**

"Thad Buckley Show"—7:00 a.m. to 10:00 a.m. Monday through Saturday. Regular rates apply.  
 "Gale Peck Show"—10:00 a.m. to noon Monday through Saturday. Regular rates apply.  
 "Thad Buckley Show"—noon to 1:00 p.m. Monday through Saturday. Regular rates apply.  
 "Gale Peck Show"—1:00 p.m. to 3:00 p.m. Monday through Saturday. Regular rates apply.  
 "Dave Hildebran Show"—3:00 p.m. to 6:00 p.m. Monday through Saturday. Regular rates apply.  
 "K-GEE Radio Newsreel"—6:00 p.m. to 6:30 p.m. with repeat 6:30 p.m. to 7:00 p.m. Monday through Saturday. Regular rates apply. Minimum purchase of two commercial participations, one 6:00 p.m. to 6:30 p.m. with repeat 6:30 p.m. to 7:00 p.m. World National news, news of the West, sports news, local and county news and weather.

**Spanish Language Programs**

"Marla Elena"—5:30 a.m. to 7:00 a.m. Monday through Saturday. No frequency discount; per participation 4.00.

**CLOSING TIME**

Talent programs close 1 week before broadcast. Announcements and record programs or spots close 1 week in advance of first broadcast. All talks must be submitted 24 hours before broadcast. Transcriptions close 24 hours in advance.

**KIKK**

(Established 1958)



Valley Radio Corp., P. O. Box 203, Sta. B, 910 Chester St., Bakersfield, Calif. Fairview 7-4401.

**PERSONNEL**

President—Dawkins Espy.

**REPRESENTATIVES**

The Bolling Company, Inc.

**FACILITIES**

250 w. days, 800 kc. Nondirectional. Operating schedule: local sunrise to sunset. PST—DST observed. Transmitter: Lot 20, sec. 5, Township 30 S, Range 28 E. County of Kern.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills payable 10th of month.

**GENERAL**

Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective \_\_\_\_\_  
 Rates received July 17, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	50.00	30.00	20.00	12.50	6.50
26 times.....	47.50	28.50	19.00	11.87	6.25
52 times.....	45.00	27.00	18.00	11.25	6.00
104 times.....	42.50	25.50	17.00	10.62	5.50
156 times.....	40.00	24.00	16.00	10.00	5.25
260 times.....	37.50	22.50	15.00	9.37	5.00

**PACKAGE RATES**

Per week:	Each	25 times.....	Each
10 times.....	4.25	30 times.....	3.50
15 times.....	4.00	30 times.....	3.25
20 times.....	3.75		

**SPECIAL FEATURES**

News Service—UPI.

**CLOSING TIME**

36 hours before broadcast.

**KLYD**

(Established 1958)



Urner Broadcasting Company, 1709 30th St., Bakersfield, Calif. Fairview 7-4831.

**PERSONNEL**

Owner & Gen'l Mgr.—Ed Urner. Sales Manager—Dave Maxwell.

**REPRESENTATIVES**

W. S. Grant Company, Inc.

**FACILITIES**

1000 w., 1350 kc. Nondirectional. Operating schedule: 6:00 a.m. to local sunset. PST.

**AGENCY COMMISSION**

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

**GENERAL**

Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Contracts cannot be cancelled until 2 weeks after contractual starting date. Announcements and programs of 5 minutes or longer may not be combined to earn frequency discounts; however, the greatest discount earned by either will apply to the other. 10 second announcements may not be combined with regular announcements to earn frequency discounts, except on a ratio of 2 to 1.

**TIME RATES**

Rates effective January 1, 1958. (Card No. 1.)  
 Rates received December 19, 1957.

	5 min.	1 min.	30 sec.	10 sec.
1 time.....	10.00	7.50	5.60	3.75
25 times.....	9.50	7.15	5.35	3.55
50 times.....	9.00	6.80	5.10	3.40
100 times.....	8.50	6.45	4.85	3.25
250 times.....	8.00	6.00	4.50	3.00
500 times.....	7.00	5.00	3.75	2.50
1,000 times.....	6.00	4.00	3.00	2.00

**PACKAGE RATES**

Weekly Saturation Plan  
 (1-minute announcements, run-of-schedule, within a 7-day period.)

	1 wk.	4 wks.	13 wks.	26 wks.	52 wks.
12 spots.....	60.00	57.00	54.00	51.00	48.00
18 spots.....	85.50	81.00	76.50	72.00	67.50
24 spots.....	108.00	102.00	96.00	90.00	84.00
36 spots.....	153.00	144.00	135.00	126.00	117.00

30-seconds—75% of Package Rates.  
 10-second announcements must run 2 for 1. 50% of package rates.

**SPECIAL FEATURES**

News Service—AP and local. 5-minute newscasts—every hour on the half-hour. Political—regular rates apply; cash in advance. 2-minute sports flashes every hour on the hour.

**Participating Programs**

Regular rates apply:  
 "Jimmy Thomason Show"—6:00 a.m. to 7:00 a.m. Monday through Saturday. Country and western.  
 "George Day Show"—7:00 a.m. to 11:00 a.m. Monday through Saturday and noon to 1:00 p.m. Sunday. Time Signals and weather briefs.  
 "Dan Speare Show"—11:00 a.m. to 1:00 p.m. Monday through Saturday; 11:00 a.m. to noon Sunday.  
 "Bill Elliott Show"—1:00 p.m. to 6:00 p.m. Monday through Saturday; 1:00 p.m. to 3:00 p.m. Sunday.

**CLOSING TIME**

24 hours in advance of broadcast.

**KMAP**

(Established 1955)

KMAP, Inc., P.O. Box 693, Bakersfield, Calif., Fairview 7-3541. Studio—Padre Hotel, Bakersfield, Calif.

**PERSONNEL**

Pres. & Gen'l Mgr.—Clifford E. Ball. Program Director—Jack Shefrin. Sec'y & Treas.—Dorothy A. Ball.

**REPRESENTATIVES**

Forline & Company, Inc.

**FACILITIES**

250 w., 1490 kc. Nondirectional. Operating schedule: 5:00 a.m. to midnight Monday through Saturday; 7:00 a.m. to midnight. PST—DST observed. Transmitter: Pierce Rd. and Hwy. 99, Bakersfield.

**AGENCY COMMISSION**

15% on time only; no cash discount. Accounts payable 10th of month following service.

**GENERAL**

Affiliated with Mutual-Don Lee Broadcasting System. Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Contracts non-cancellable until 2 weeks after starting date. ID's may be combined with announcements to earn frequency discounts on basis of 2 for 1 announcement. Rates subject to change without notice. Current advertisers receive 6 months' protection. Frequency rates based on number used in 1 year. After 1 year lowest rate continued for same frequency.

**TIME RATES**

Rates effective December 1, 1958.  
 Rates received November 5, 1958.

**CALIFORNIA**

**CLASS "A"**

	6:30 a.m. to 7:30 p.m.				
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	50.00	30.00	20.00	10.00	5.00
13 times.....	45.00	27.00	18.00	9.00	4.50
26 times.....	42.50	25.50	17.00	8.50	4.25
52 times.....	40.00	24.00	16.00	8.00	4.00
100 times.....	35.00	21.00	14.00	7.00	3.50

20-30 seconds, 75% of 1-minute rate.  
 ID's 50% of 1-minute rate.

**CLASS "B"**

(5:00 a.m. to 6:30 a.m. and 7:00 p.m. to midnight)  
 Rates are 75% of Class "A" rates.

**PACKAGE RATES**

(Run-of-schedule)  
 1-minute spots within 7 days:

	1 wk.	13 wks.	26 wks.	52 wks.
10 per week.....	37.50	35.00	32.50	30.00
20 per week.....	70.00	65.00	60.00	55.00
40 per week.....	130.00	120.00	110.00	100.00
60 per week.....	180.00	165.00	150.00	135.00
100 per week.....	275.00	250.00	225.00	200.00

20-30 seconds—75% above rates.  
 ID's—50% above rates.

**COMBINATION RATES**

Affiliated with Mutual-Don Lee.

**SPECIAL FEATURES**

News Service—UPI and local. Regular rates with frequency discounts apply. Time, Temperature and/or Weather—every 1/2 hour at regular rates with frequency discounts. Political—Class "A" time rates with frequency discounts. Script 24 hours before broadcast. Cash in advance.

**Participating Programs**

"Saludos Amigos" (Spanish)—5:00 a.m. to 6:30 p.m. Monday through Saturday. Regular rates less 25% apply.  
 "Jack Shefrin's Syncopated Clock"—6:36 a.m. to 9:00 a.m.  
 "Coffee Break"—9:00 a.m. to 10:00 a.m. Music, women's clubs, news.  
 "Larry's Musical Page"—noon to 5:00 p.m. Music and 5 minute local and national news at 1/2 hour intervals. Special weather reports.  
 "Candlelight and Silver"—6:00 p.m. to 7:00 p.m. Dinnertime music and programming.  
 "Woody's Pop Concert"—8:00 p.m. to 10:00 p.m.

**CLOSING TIME**

24 hours before broadcast.

**KPMC**

(Established 1933)

Pioneer Mercantile Co., 307 E. 21st St., Bakersfield, Calif. Fairview 7-5121, 5-3438.

**PERSONNEL**

Manager—L. A. Schamblin.

**REPRESENTATIVES**

Headley-Reed Company.

**FACILITIES**

10,000 w., 1560 kc. Directional. Operating schedule: full time, PST—DST observed. Transmitter: Pacheco Rd. near Oak St., Bakersfield.

**AGENCY COMMISSION**

15% on net time only; no cash discount. Bills payable when rendered.

**GENERAL**

Accepts AAAA copyrighted contract. Following rates are for national advertising and include music copyright fees. Rates for periods longer than 1 hour are in exact proportion to corresponding 1-hour rate. Rates subject to change without notice. Time periods are not sold in bulk for resale. Contracts with same advertiser for periods in same rate classification may be grouped for purpose of obtaining lower rates.

**TIME RATES**

Rates effective April 15, 1958. (Card No. 10.)  
 Card received April 24, 1958.  
 (6:30 a.m. to 6:30 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	60.00	36.00	24.00	12.00	8.00
100 times.....	50.00	30.00	20.00	10.00	7.00
200 times.....	45.00	27.00	18.00	9.00	6.50
400 times.....	40.00	24.00	16.00	8.00	6.00
800 times.....	35.00	21.00	14.00	7.00	5.00
1,000 times.....	30.00	18.00	12.00	6.00	4.00

(\*) 1 minute or less fixed position.  
 (All other times)

20% discount of above rates.  
 ID's—50% of earned rates.  
 Frequency rates are based on number used during a 12-month period and become effective from beginning of service only on firm contract or as contracts become firm. Announcement service which has been maintained for 52 weeks and continuous without lapse will receive the same frequency rates or the frequency rate applicable to that portion of the service which continues. Station break announcements, 1-minute announcements and participating features can be combined for maximum discounts. Announcements, 1-minute transcribed or 125 words live. Station breaks, 20 second transcribed or 30 words live. ID's, 10 seconds or less.  
 Participating Programs—regular rates apply.

**PACKAGE RATES**

(Run-of-schedule)

One minute or less, per week:	4.00	30 times.....	3.00
10 times.....	4.00	30 times.....	3.00
20 times.....	3.50		

ID's—50% of Package Rate.  
 Additional Discounts on Package Rates  
 13 weeks..... 5% 52 weeks..... 15%  
 26 weeks..... 10%

**COMBINATION RATES**

See "99 Group" at the beginning of California and ABC Radio.

**SPECIAL FEATURES**

Time Signals, Temperature and Weather Reports—regular announcement or station break rates apply. News Time—regular card rates plus 15% net of the gross time cost. Rates on request for special announcers.

(This listing continued on next page)



# CALIFORNIA

## Bakersfield—K P M C—Continued

### Participating Programs

"Bob Rae Show"—7:15 a.m. to 9:00 a.m. and 10:00 a.m. to noon Monday through Friday. Card rates apply.  
 "Breakfast Club"—9:00 a.m. to 10:00 a.m. Monday through Friday. Card rates apply.  
 "On the Record"—12:30 p.m. to 5:10 p.m. Monday through Friday.  
 "Music by Candlelight"—6:30 p.m. to 8:55 p.m. daily.  
 "Weekend Rhythms"—7:15 a.m. to 4:55 p.m. Saturday and 7:00 a.m. to 8:00 a.m. and 12:05 p.m. to 4:00 p.m. Sunday. Card rates apply.  
 "Kern County Kountry Time"—9:00 p.m. to 11:00 p.m. Monday through Saturday.

## KQXR

FM

(Established 1955)

Klef Broadcasters, P. O. Box 425, 708 Belle Terrace, Bakersfield, Calif. Fairview 4-0083.

### PERSONNEL

General Manager—Edward L. Robertson.  
 Commercial Manager—Jim Hodges.

### FACILITIES

ERP 14,500 w.; 101.5 mc.; channel 268; Class B. Antenna ht.—360 ft. above average terrain. Licensed to operate unlimited time. Operating schedule: 6:00 a.m. to midnight PST. Daylight Saving Time observed. Transmitter: same as station address.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills payable when rendered.

### GENERAL

Rates are for day or night, local or national advertising. Rates include music copyright fees. ASCAP and BMI licenses. Alcoholic beverage and tobacco advertising not accepted.

### TIME RATES

Rates effective June 1, 1955. (Card No. 1.)  
 Card received November 13, 1956.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	30 sec.
1 time.....	20.00	12.00	8.00	4.00	2.50
26 times.....	17.00	10.50	7.00	3.40	2.10
52 times.....	15.00	9.50	6.10	3.00	1.90
156 times.....	13.00	8.00	5.30	2.60	1.70
260 times.....	10.00	6.25	4.25	2.10	1.40
728 or more times.....	8.00	5.00	3.30	1.60	1.15

### SPECIAL FEATURES

Stereophonic Broadcasts—scheduled on a weekly basis; all production handled by station on fee basis, rates for 1/2 hour and 1 hour stereo programs on request. Political—regular rates apply; payable in advance. Script must be submitted 24 hours in advance.

### Participating Programs

Regular rates apply.  
 "Music for the Mrs."—8:00 a.m. to noon Monday through Saturday.  
 "Noontime Tunetime"—noon to 1:00 p.m. Monday through Saturday.  
 "Music Unlimited"—1:00 p.m. to 4:00 p.m. Monday through Friday.  
 "Relaxin' Time"—4:00 p.m. to 5:30 p.m. Monday through Friday.  
 "Dinner Date"—5:30 p.m. to 7:00 p.m. Monday through Saturday.  
 "Great Music in Hi-Fi"—9:30 p.m. to 11:00 p.m. Monday through Sunday.  
 "Hi-Fi Review"—2:00 p.m. to 4:00 p.m. Saturday. Noon to 2:00 p.m. Sunday.  
 "Weekend"—9:00 a.m. to noon, 2:00 p.m. to 9:00 p.m. Sunday.

### CLOSING TIME

24 hours before broadcast.

## BANNING

Riverside County—Map Location G-10

See SRDS consumer market map and data at beginning of the State.

## KPAS

(Established 1947.)

Stevens Broadcasting, Inc., 4425 W. Ramsey St., P. O. Box 1394, Banning, Calif. Victor 9-4557.

### PERSONNEL

Pres. & Gen'l Mgr.—Edwin J. Stevens.  
 Station Manager—Lewis F. Shank.  
 Commercial Manager—Joe Kenny.  
 Program Director—Jaek Kellner.

### REPRESENTATIVES

Broadcast Time Sales.

### FACILITIES

250 w., 1490 kc. Nondirectional. Operating schedule: full time PST. Transmitter: Banning, Calif.

### AGENCY COMMISSION

15% on net time. Bills payable when rendered.

### GENERAL

Accepts AAAA copyrighted contract. ASCAP, BMI licenses. Alcoholic beverage advertising: beer and wine only. Advertisers cooperating in group broadcasts are required to make individual contracts, subject to card rates and regulations.

### TIME RATES

Rates effective January 1, 1958.

Rates received May 26, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	50.00	30.00	20.00	12.00	8.00
12 times.....	47.50	28.50	19.00	11.40	7.60
26 times.....	45.00	27.00	18.00	10.80	7.20
52 times.....	42.50	25.50	17.00	10.20	6.80
104 times.....	40.00	24.00	16.00	9.60	6.40
156 times.....	37.50	22.50	15.00	9.00	6.00
260 times.....	35.00	21.00	14.00	8.40	5.60
312 times.....	32.50	19.50	13.00	7.80	5.20

### ANNOUNCEMENTS

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	4.00	2.60	104 times.....	3.15 2.05
13 times.....	3.75	2.45	156 times.....	3.00 1.95
26 times.....	3.50	2.35	260 times.....	2.75 1.80
52 times.....	3.30	2.20		

### SPECIAL FEATURES

News Service—UPI, Local news, 5-minute newscasts on the hour throughout the day; 3-minute newscasts on the half-hour 6:30 a.m. to 9:30 a.m. Weather shorts on the half-hour throughout the day; rates on request.

### Participating Programs

"The Jim Ericson Show"—6:00 a.m. to 7:00 a.m.  
 "The Ed Stevens Show"—7:00 a.m. to 11:00 p.m.  
 "The Jack Kellner Show"—11:00 a.m. to 2:00 p.m.  
 "The Lew Shank Show"—2:00 p.m. to 6:00 p.m.  
 "The Jack Kellner Show"—6:00 p.m. to 11:00 p.m.

## BARSTOW

San Bernardino County—Map Location G-9  
 See SRDS consumer market map and data at beginning of the State.

## KWTC

(Established 1946)

Mojave Valley Broadcasting Co., Inc., P. O. Box 697, Barstow, Calif. Phone 4001.

### PERSONNEL

President—W. T. Brown.  
 Vice-Pres. & Sta. Mgr.—Richard Cruse.

### REPRESENTATIVES

West Coast—Lee F. O'Connell Co.

### FACILITIES

250 w., 1230 kc. Nondirectional. Operating schedule: full time, PST. Transmitter: 29,000 Radio Rd., Barstow.

### AGENCY COMMISSION

15%; no cash discount. Bills payable when rendered.

### GENERAL

Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Announcements and programs cannot be combined to earn greater discounts. Alcoholic beverage advertising: beer and wine only. Station time sold subject to change if necessary network option clearance. Length of commercial copy:  
 5 minutes..... 1:25 min. 30 minutes..... 4:30 min.  
 15 minutes..... 3:15 min. 60 minutes..... 9:00 min.

### TIME RATES

Rates effective September 1, 1958. (Card No. 5.)  
 Card received October 30, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
Per week:				
1 time.....	25.00	18.00	14.00	7.00
2 times.....	45.00	34.00	24.00	13.00
3 times.....	65.00	48.00	30.00	18.00
4 times.....	80.00	60.00	32.00	22.00
5 times.....	90.00	70.00	35.00	25.00

### ANNOUNCEMENTS

	1 min.	30 sec.	10 sec.
Per week:			
5 times.....	21.50	17.20	13.50
10 times.....	30.00	24.00	18.00
15 times.....	38.50	31.00	23.00
20 times.....	47.00	38.00	28.50
25 times.....	55.50	44.50	33.00
30 times.....	64.00	51.00	38.50
35 times.....	72.50	57.50	43.00
40 times.....	81.00	64.50	48.00
45 times.....	89.50	71.50	53.50
50 times.....	98.00	78.00	58.50
55 times.....	106.50	84.50	63.50
60 times.....	115.00	91.00	68.50
65 times.....	123.50	97.50	73.00
70 times.....	132.00	104.00	78.00
75 times.....	140.50	110.50	83.00
80 times.....	149.00	117.00	88.00
85 times.....	157.50	123.50	93.00
90 times.....	166.00	130.00	98.00
95 times.....	174.50	136.50	103.00
100 times.....	183.00	143.00	108.00

### SPECIAL FEATURES

News Service—UPI.  
 News service charge, extra, per quarter hour..... 1.50  
 Political—regular rates apply; discounts as earned. Cash in advance; script 24 hours in advance.  
 Foreign Language Programs  
 Spanish language programs at card rates.

### CLOSING TIME

48 hours in advance.

## BERKELEY

Alameda County—Map Location B-6  
 See SRDS consumer market map and data at beginning of the State.

## See San Francisco-Oakland

## BIJOU

El Dorado County—Map Location D-5  
 See SRDS consumer market map and data at beginning of the State.

## KOWL

(Established 1956)

Tahoe Broadcasters, Inc., P. O. Box 756, Tahoe Valley, Lake Tahoe, Bijou, Calif. Kimball 4-2400. Studios: U. S. Hwy. 89 & 10th St., Tahoe Valley, Calif.

### PERSONNEL

Manager—John J. Murphy.

### FACILITIES

250 w., 1490 kc. Nondirectional. Operating schedule: 6:00 a.m. to 11:00 p.m. daily. Transmitter: Meadow View Rd. near Tamarack Ave., Bijou, Calif.

### AGENCY COMMISSION

15% on net time; no cash discount. Bills due and payable when rendered.

### GENERAL

Accepts AAAA copyrighted contracts. Rates include music copyright fees. ASCAP and BMI licenses. Rates guaranteed for 6 months from effective date of rate increase. Contracts subject to 14 days' written notice for cancellation. Advertisers shall pay short rate for contracted time not used. Frequency discounts apply to advertising used within 1 fiscal year. Continuing discounts allowed on uninterrupted schedules.

### TIME RATES

Rates effective July 1, 1958. (Card No. 2.)

Card received June 3, 1958.

	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.	8 sec.	ID
1 time.....	25.00	15.00	10.00	7.50	5.00	3.50	2.00	
13 times.....	24.00	14.25	9.50	7.25				
26 times.....	23.00	13.50	9.00	7.00	4.80	3.35	1.95	
52 times.....	22.00	12.75	8.50	6.75	4.60	3.20	1.90	
104 times.....	21.00	12.00	8.00	6.50	4.40	3.05	1.85	
156 times.....	20.00	11.25	7.50	6.25	4.30	3.00	1.80	
260 times.....	19.00	10.50	7.00	6.00	4.10	2.85	1.75	
312 times.....	18.00	9.75	6.50	5.75	4.00	2.75	1.70	
500 times.....	17.00	9.25	6.00	5.50	3.70	2.50	1.50	
1,000 times.....					3.00	2.25	1.25	

### WEEKLY PACKAGE PLANS

(Floating)

	1 min.	30 sec.	8 sec.	ID
7 times per week.....	4.00	3.00	1.70	
14 times per week.....	3.80	2.85	1.60	
21 times per week.....	3.60	2.70	1.50	
28 times per week.....	3.50	2.55	1.40	
35 times per week.....	3.30	2.40	1.30	
48 times per week.....	3.10	2.25	1.20	

### SPECIAL FEATURES

News Service—UPI.  
 Political—regular rates apply; cash in advance.

### CLOSING TIME

24 hours before broadcast.

## BISHOP

Inyo County—Map Location F-7

See SRDS consumer market map and data at beginning of the State.

## KIBS

(Established 1953)

Southeastern Sierra Broadcasting Corp., P. O. Box 757, S. Main St., Bishop, Calif. Phone 4411.

### PERSONNEL

Pres. & Gen'l Mgr.—James R. Oliver.  
 Vice-Pres. & Treas.—Donald L. Tatum.  
 Station Manager—Richard Erbe.

### REPRESENTATIVES

Hil F. Best Company.

### FACILITIES

250 w., 1230 kc. Nondirectional. Operating schedule: 7:00 a.m. to 10:00 p.m. daily, PST.

Transmitter: Gates South Hwy. 395, Bishop, Calif.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered 1st. payable 10th of month.

### GENERAL

Affiliated with Keystone Network. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Beer advertising accepted.

### TIME RATES

Rates effective February 1, 1958. (Card No. 5.)

Card received December 23, 1957.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	30.00	20.00	12.00	6.00	4.00	3.00
13 times.....	28.50	19.00	11.40	5.70	3.80	2.85
26 times.....	27.00	18.00	10.80	5.40	3.60	2.70
52 times.....	25.50	17.00	10.20	5.10	3.40	2.55
104 times.....	24.00	16.00	9.60	4.80	3.20	2.40
156 times.....	22.50	15.00	9.00	4.50	3.00	2.25
208 times.....	21.00	14.00	8.40	4.20	2.80	2.10
260 times.....	20.50	13.00	7.80	3.90	2.60	1.95
312 times.....	19.00	12.00	7.20	3.60	2.40	1.80
364 times.....	17.50	11.00	6.60	3.30	2.20	1.65
Over.....	15.00	10.00	5.00	3.00	1.75	1.50

All times at above rates must be used within 52 weeks. In case of prior termination, station reserves right to bill at rate for times actually used. Contract renewals will earn added frequency discounts, but are not retroactive.



Blythe—K Y O R—Continued

**FACILITIES**  
256 w., 1450 kc. Nondirectional.  
Operating schedule: 5:00 a.m. to midnight, PST.  
Transmitter: 2 mi. west of Blythe on Hwy. 60.  
**AGENCY COMMISSION**  
15% on net time only; no cash discount.  
**GENERAL**  
ASCAP, BMI and SESAC licenses.  
Rates include music copyright fees.  
Advertisers shall pay short rate should time contracted for not be used.

**TIME RATES**  
Rates effective February 1, 1957.  
Rates received January 25, 1957.  
Rev. received September 29, 1958

	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time.....	27.50	18.00	10.00	5.00	4.00
13 times.....	26.12	17.10	9.50	4.75	3.80
26 times.....	24.75	16.20	9.00	4.50	3.60
52 times.....	23.37	15.30	8.50	4.25	3.40
156 times.....	22.00	14.40	8.00	4.00	3.20
260 times.....	20.62	13.50	7.50	3.75	3.00
312 times.....	19.25	12.60	7.00	3.50	2.80
624 times.....	17.87	11.70	6.50	3.25	2.60

(\* ) 30 or 20 seconds.  
10-second spots are 50% of 1-minute rates.  
**PACKAGE PLANS**  
Spot packages not combinable with regular announcements for earned frequency. Spot packages are flat rate, no further discount.  
Run of Schedule Spot Packages:

	1 min.	30 sec.
10-24 spots per week.....	3.50	2.80
25-49 spots per week.....	3.25	2.60
50 or more spots per week.....	3.00	2.40

**COMBINATION RATES**  
See ABC Radio and Imperial Broadcasting System, Inc.

**SPECIAL FEATURES**

News Service—UPI and local. 5-minute news; regular rates apply.  
Farm News Service—regular rates apply.  
Early morning Spanish programs available; regular rates apply; details on request.  
Time signals, frost warnings and weather reports—rates on request.  
Political—regular rates apply; payment in advance.  
ABC network participating programs; rates on request.

**CLOSING TIME**

Contracts, program material and commercial copy must be submitted at least 2 days before first broadcast.

**BRAWLEY**

Imperial County—Map Location H-11  
See SRDS consumer market map and data at beginning of the State.

**KROP**

(Established 1946)



Imperial Broadcasting System, Inc., 6331 Hollywood Blvd., Hollywood 28, Calif., Ho. 2-6464.  
Business Office & Studio—Del Rio Country Club Bldg., Brawley, Calif. Phone 1300.

**PERSONNEL**  
Station Manager—Ed Silvera.  
**REPRESENTATIVES**  
Everett-McKinney, Inc.  
Los Angeles & San Francisco—O'Connell-Palmer Company.  
**FACILITIES**  
1,000 w. days, 500 w. nights; 1300 kc., Non-directional.  
Operating schedule: 5:00 a.m. to 12:05 a.m. weekdays; 7:00 a.m. to 12:05 a.m. Sundays, PST—DST observed.  
Transmitter: Del Rio Country Club grounds, 2 miles north of Brawley.

**AGENCY COMMISSION**  
15% on net time only; no cash discount.  
**GENERAL**  
Rates are for national advertising and include music copyright fees. ASCAP, BMI and SESAC licenses. Advertisers shall pay short rate should time contracted for not be used.

**TIME RATES**  
Rates effective February 1, 1957.  
Rates received January 25, 1957.  
Rev. received September 29, 1958.

	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time.....	38.00	24.00	12.50	7.00	5.50
13 times.....	34.20	22.80	11.87	6.65	5.22
26 times.....	32.40	21.60	11.25	6.30	4.95
52 times.....	30.60	20.40	10.62	5.95	4.67
156 times.....	28.80	19.20	10.00	5.60	4.40
260 times.....	27.00	18.00	9.37	5.25	4.12
312 times.....	25.20	16.80	8.75	4.90	3.85
624 times.....	23.40	15.60	8.12	4.55	3.57

(\* ) 30 or 20 seconds.  
10 second spots are 50% of one-time rates.  
**PACKAGE PLANS**  
Spot packages may not be combined with regular announcements for earned frequency. Spot packages are flat rate, no further discount.  
Run of Schedule Spot Packages:

	1 min.	30 sec.
10-19 spots per week.....	5.00	4.00
20-29 spots per week.....	4.50	3.70
30-39 spots per week.....	4.00	3.40
40-49 spots per week.....	3.75	3.10
50 or more spots per week.....	3.50	2.80

**COMBINATION RATES**  
See ABC Radio and Imperial Broadcasting System, Inc.

**SPECIAL FEATURES**

News Service—UPI and local. 5-minute news; regular rates apply.  
Farm News Service—regular rates apply.  
Early morning Spanish programs available; regular rates apply; details on request.

Time signals, frost warnings and weather reports—rates on request.  
ABC participating programs; rates on request.  
Political—regular rates apply; payment in advance.

**CLOSING TIME**

Contracts, program material and commercial copy must be submitted at least 2 days before first broadcast.

**BURBANK**

Los Angeles County—Map Location E-10  
See SRDS consumer market map and data at beginning of the State.

**KBLA**

(Established 1952)

Broadcasters of Burbank, 11516 Oxnard St., North Hollywood, Calif.

**PERSONNEL**  
General Manager—Robert S. Marshall.  
**REPRESENTATIVES**  
Grant Webb & Company.  
**FACILITIES**  
250 w., 1490 kc. Nondirectional.  
Operating schedule: 6:00 a.m. to midnight, PST.  
Transmitter & Studio: 239 Amherst Drive, Burbank, Calif. St 7-3619; Sunset 2-1195.

**AGENCY COMMISSION**  
15% on program time and announcements only; 2% cash discount when check is rendered with order. Bills payable 10th of month following broadcast.

**GENERAL**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Best available periods may be reserved only by non-cancellable contracts.  
Alcoholic beverage advertising: beer and wine only.

**TIME RATES**

(Rates effective January 1, 1958. (Card No. R-S-M.)  
Rates received September 5, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)	(†)	(‡)
1 tl.	95.55	62.10	36.10	23.10	19.20	14.30	11.70	8.45
13 tl.	91.00	59.15	34.45	22.10	18.20	13.65	11.05	7.80
26 tl.	87.00	56.55	32.85	20.80	17.55	13.00	10.40	7.15
39 tl.	82.55	53.95	31.20	19.85	16.60	12.35	9.50	6.90
52 tl.	78.65	51.35	29.90	18.85	15.60	11.70	9.10	6.50
104 tl.	71.50	46.80	27.30	16.90	14.30	10.40	8.45	5.85
156 tl.	64.35	42.15	24.60	16.10	13.60	9.75	8.35	5.60
260 tl.	57.95	37.95	22.10	14.45	12.95	9.25	7.95	5.20
312 tl.	53.30	33.80	19.90	13.65	12.30	8.75	7.45	4.95
365 tl.	48.00	30.45	17.95	13.00	11.70	8.35	6.05	5.10

(\* ) 1 minute—125 words.  
(†) 30 seconds—60 words.  
(‡) 15 seconds—30 words  
**SPECIAL FEATURES**  
News Service—UPI.  
Time Signals, Weather Reports—1/4-minute rate.  
Foreign Language Programs

**ANNOUNCEMENTS**

	(*)	(†)	(*)	(†)
1 time.....	17.75	14.75	104 times..	14.50 12.00
26 times.....	17.00	14.00	312 times..	13.00 11.00
39 times.....	16.00	13.50	365 times..	12.35 10.45
52 times.....	15.25	12.75		

(\* ) 1-minute (125 words).  
(†) 30-seconds (65 words).  
"American-Hellenic Radio Hour"—6:00 p.m. to 7:00 p.m. Sunday.  
"German-American Broadcast"—10:15 a.m. to 10:45 a.m. Saturday.  
"Italian Radio Melodies"—7:05 p.m. to 7:30 p.m. Monday through Friday; 2:00 p.m. to 3:00 p.m. Sunday.  
"Yiddish & Jewish-English Radio Hour"—10:00 a.m. to 10:30 a.m. Monday through Friday.  
"Lithuanian Melody Hour"—8:45 a.m. to 9:15 a.m. Saturday.  
"Romano-Smeraldo Programs"—9:30 a.m. to 10:00 a.m. Monday through Friday; 11:00 a.m. to noon Sunday.  
"Scandinavian Hour"—9:15 a.m. to 10:15 a.m. Saturday.  
Political—regular rates apply; payable in advance.  
Library Service—Capitol.  
Copy must be received not less than 48 hours prior to scheduled broadcast.

**BURLINGAME**

San Mateo County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State.

(Call letters not received)

(C.P. 1,000 w. days; 1310 kc.)

Norman C. Bayley  
1409 Cortez  
Burlingame, Calif.

**CALEXICO AREA (3 AM)**

Imperial County—Map Location H-11  
See SRDS consumer market map and data at beginning of the State.

**KICO**

**CALEXICO**

(Established 1947)

Charles R. Love, Barbara Worth Hotel Studios, P. O. Box 1697, El Centro, Calif. Elgin 2-1490.  
Business Office—P. O. Box 1697, El Centro, Calif. Elgin 2-1490.

**PERSONNEL** Owner—Charles R. Love.  
General Manager—W. L. Gleason.  
**REPRESENTATIVES**  
Broadcast Time Sales.  
**FACILITIES**  
250 w., 1490 kc. Nondirectional.  
Operating schedule: 5:30 a.m. to midnight.  
Transmitter & Studio: 1-1/2 miles north of Calexico on Hwy. 99.  
**AGENCY COMMISSION**  
15% to recognized agencies; 2% cash discount if paid within 10 days from date of invoice.

**GENERAL**

Affiliated with Keystone Network.  
All discounts predicated upon fulfillment of contracts within 12-month period dating from first broadcast.

**TIME RATES**

Rates effective September 1, 1956. (Card No. 2.)  
Card received September 28, 1956.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)	(†)
1 time.....	30.00	18.00	12.00	9.00	6.00	3.00	2.00
13 times.....	28.50	17.00	11.40	8.55	5.70	2.85	1.90
26 times.....	27.00	16.20	10.80	8.10	5.40	2.70	1.80
52 times.....	25.50	15.30	10.20	7.65	5.10	2.55	1.70
104 times.....	24.00	14.40	9.60	7.20	4.80	2.40	1.60
156 times.....	22.50	13.50	9.00	6.75	4.50	2.25	1.50
260 times.....	21.00	12.60	8.40	6.30	4.20	2.10	1.40

(\* ) 1 minute, 120 words.  
(†) Station break, 50 words.  
**WEEKLY PACKAGE PLAN**  
20 (50 word) 1/2 minute spots per week, 30.00.

**SPECIAL FEATURES**

News Service—AP, and local.  
5-minute news every hour on the hour. Participation spot rate plus 20%.  
Official AFL-CIO—Washington, D. C. news reports at 8:30 p.m. daily.  
Spanish program daily.  
Official school broadcasts—tuned in by all valley schools for classwork.  
Spanish—regular spot rate.  
Political—Copy must be submitted 48 hours in advance. Payment in advance.  
**Participating Programs**  
"Sunrise Serenade"—5:30 a.m. to 9:00 a.m. Monday through Friday. Top 50 tunes. Spots, each, 5.00.  
"Luncheon Musicale"—12:30 p.m. to 1:00 p.m.  
"1490 Club"—4:15 p.m. to 5:00 p.m.  
"Border Corral"—12:30 p.m. to 1:30 p.m. daily.

**CLOSING TIME**

Week for programs and news release.

**XED**

**MEXICALI, MEX.**

(Established 1925)

Carlos Blando, P. O. Box 84, Calexico, Calif.  
**PERSONNEL**  
General Manager—Manuel Covantes.  
**REPRESENTATIVES**  
Pacific Coast-Texas—Harlan G. Oakes & Associates.  
New York & Midwest—National Time Sales.  
**MAILING INSTRUCTIONS**  
Mailing Address—c/o Manuel Covantes, P. O. Box 84, Calexico, Calif.

**FACILITIES**  
10,000 w. days, 1,000 w. nights; 1050 kc.  
Operating schedule: 6:00 a.m. to midnight.  
Transmitter and Studio: same as business address.  
**AGENCY COMMISSION**  
15%; no cash discount.

**GENERAL**  
Translation: copy to Spanish without charge.  
Entire schedule broadcast in Spanish.  
Rates include music copyright fees.  
All rates guaranteed 1 year from date of contract, with or without interruption when covered by duly signed contract.

**TIME RATES**

Rates effective June 1, 1954.  
Rates received April 28, 1954.

	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 tl.	26 tl.	52 tl.	104 tl.	260 tl.	312 tl.	
1/2 hour.....	24.00	22.80	21.60	20.40	19.20	18.00
15 minutes.....	16.00	15.20	14.40	13.60	12.80	12.00
5 minutes.....	8.00	7.60	7.20	6.80	6.40	6.00
1 minute or less.....	4.00	3.60	3.40	3.20	3.00	2.80

J minute or less:  
100 announcements, each, flat..... 2.00  
**COMBINATION RATES**  
See National Spanish Language Network.

**SPECIAL FEATURES**

Newscasts—Add 20% to regular rates.  
All programs broadcast in Spanish.  
Political and Religious—not accepted.  
**CLOSING TIME**  
Copy for translation to Spanish must be on hand 48 hours in advance of release.

**XEWV**

**MEXICALI, MEX.**

(Established 1955)

Alonso Esquer Parada, P.O. Box 85, Calexico, Calif. Km. 71/2 Tijuana Rd., Mexicali, Mex. Madero 420.

**PERSONNEL**  
Owner—Alonso Esquer Parada.  
Sales Manager—Vicente Bejarano.  
**REPRESENTATIVES**  
Continental Radio Sales.  
**FACILITIES**  
1,000 w. days; 940 kc. Non-directional.  
Operating schedule: 5:00 a.m. to 6:00 p.m., PST.  
**AGENCY COMMISSION**  
15% to recognized agencies; no cash discount. Bills rendered first of month; payable in 10 days.  
**GENERAL**  
Affiliated with National Mexican Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Station broadcasts in Spanish daily. No charge for translating copy into Spanish.  
Rates are for national advertising.

**TIME RATES**

Rates effective March 12, 1955.  
Rates received March 21, 1957.

	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	27.00	18.00	10.50	6.50
26 times.....	25.65	17.10	9.95	6.25
52 times.....	24.30	16.20	9.40	5.50
104 times.....	22.95	15.30	8.95	5.25
156 times.....	21.60	14.40	8.50	5.00
260 times.....	20.25	13.50	8.05	4.75
312 times.....	18.95	12.60	7.50	4.50

(This listing continued on next page)

# CALIFORNIA

## Colexico Area—X E W V—Continued

**SPECIAL ANNOUNCEMENT PACKAGE**

20 one minute spots, weekly.....	85.00
25 one minute spots, weekly.....	100.00
30 one minute spots, weekly.....	112.50

**SPECIAL FEATURES**

**Newscasts**

15-minute newscast subjects to talent charge..	3.50
5-minute newscast subjects to talent charge..	1.50

## CARMEL

Monterey County—Map Location C-8  
See SRDS consumer market map and data at beginning of the State.

### KTEE

(Established 1957)



Owned and operated by Paul F. Hanson and Albert R. Pearl, P. O. Box 2050, Mission & 6th Sts., Carmel, Calif. Mayfair 4-1215, 1216.

**PERSONNEL**

General Manager—Paul F. Hanson.  
Station Manager—Don Mitchell.  
Commercial Manager—S. "Stan" Simpson.

**FACILITIES**

500 w., 1410 kc. Nondirectional.  
Operating schedule: 6:00 a.m. to local sunset. PST-DST—observed.

Transmitter: Carmel Valley.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills payable 10th following service.

**GENERAL**

Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective December 26, 1957. (Card No. 1.)  
Card received February 10, 1958.

	5 min.	1 min.	30 sec.
1 time.....	7.50	5.00	4.00
26 times.....	7.00	4.50	3.80
52 times.....	6.50	4.25	3.60
104 times.....	6.00	4.00	3.20
312 times.....	5.00	3.50	2.80

**Time Signals**

1 time, each.....	1.25
5 times, daily, per month.....	125.00
10 times, daily, per month.....	200.00

**SPECIAL FEATURES**

News Service—AP and local. No extra charge.  
Weathercasts 24 hours daily.  
Political—regular rates apply; payable in advance.

**Participating Programs**

"Peninsula Concert"—1:00 p.m. to 3:00 p.m. Classical music.

**CLOSING TIME**

24 hours in advance of broadcast.

## CHICO (2 AM)

Butte County—Map Location C-4

See SRDS consumer market map and data at beginning of the State.

### KHSL

(Established 1935)

## CBS Affiliate



The Golden Empire Broadcasting Company, Inc.,  
P. O. Box 303, 4th and Wall St., Chico, Calif  
Fireside 2-0141.

**PERSONNEL**

Pres. & Gen'l Mgr.—Mrs. Hugh McClung.  
Station Manager—Charles H. Kinsley, Jr.

**REPRESENTATIVES**

McGavren-Quinn Co.

**FACILITIES**

5,000 w., 1290 kc. Directional—night only.  
Operating schedule: 6:00 a.m. to 1:00 a.m., PST-DST observed.

Transmitter: Bruce Rd., Chico, Calif.

**AGENCY COMMISSION**

15% net on time and talent; no cash discount. On approved credit, accounts payable 10th of month following service.

**GENERAL** Accepts AAAA copyrighted contract.

**TIME RATES**

Rates effective November 1, 1954. (Card No. 13.)  
Card received October 22, 1954.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	60.00	36.00	24.00	12.00	8.00
13 times.....	58.50	35.10	23.40	11.70	7.80
26 times.....	57.00	34.20	22.80	11.40	7.60
52 times.....	55.50	33.30	22.20	11.10	7.40
65 times.....	54.00	32.40	21.60	10.80	7.20
130 times.....	52.50	31.50	21.00	10.50	7.00
156 times.....	51.00	30.60	20.40	10.20	6.80
260 times.....	48.00	28.80	19.20	9.60	6.40
312 times.....	45.00	27.00	18.00	9.00	6.00
468 times.....	.....	.....	.....	.....	5.80
624 times.....	.....	.....	.....	.....	5.60
936 times.....	.....	.....	.....	.....	5.40
1,248 times.....	.....	.....	.....	.....	5.20

(\*) 100 words or 35-word station break.  
8-second spots: 50% of earned announcement rate.

**WEEKLY SPOT PACKAGES**

10 spots per week.....	65.00
20 spots per week.....	110.00
30 spots per week.....	150.00

**COMBINATION RATES**

See CBS Radio Network.

## SPECIAL FEATURES

Political—regular rates apply.

**CLOSING TIME**

24 hours before broadcast.

### KPAY

(Established 1949)



Owned and operated by Ned Richardson, P. O. Box 523, Chico, Calif. Fireside 2-4211.

**PERSONNEL**

General Manager—Ned Richardson.  
Sales Manager—Robert Campbell.

**REPRESENTATIVES**

George P. Hollingbery Company.

**FACILITIES**

10,000 w., 1060 kc (clear channel). Directional—night only.  
Operating schedule: 5:00 a.m. to midnight. PST-DST observed.

Transmitter: Humbug Rd., Chico, Calif.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 1st; payable 10th of month.

**GENERAL**

Accepts AAAA copyrighted contract.  
Alcoholic beverage advertising: beer and wine only.  
Affiliated with Mutual Network.  
ASCAP and BMI licenses.

**TIME RATES**

Rates effective May 1, 1958. (Card No. 3.)

Card received May 1, 1958.

**ANNOUNCEMENTS**

(6:00 a.m. to 7:00 p.m.)

	1/4 hr.	5 min.	1 min.
1 time.....	30.00	15.00	12.50
52 times.....	28.00	14.00	11.50
104 times.....	26.00	13.00	10.50
156 times.....	24.00	12.00	10.00
260 times.....	22.00	11.00	9.00
312 times.....	20.00	10.00	8.00
520 times.....	.....	.....	6.50
1000 times.....	.....	.....	4.50

**WEEKLY PACKAGE RATES**

	(*)	(†)
5 announcements per week, each.....	10.00	7.50
10 announcements per week, each.....	9.00	6.80
20 announcements per week, each.....	8.00	5.90
30 announcements per week, each.....	7.00	5.20
40 announcements per week, each.....	6.00	4.50
50 announcements per week, each.....	5.00	3.90

(\*) Fixed position.

(†) Run-of-schedule.

Station breaks, 20-30 seconds—80% of 1-minute rate.  
Time Signals, 10 seconds—50% of 1-minute rate.

**Additional Discounts**

13 weeks.....	5%	52 weeks.....	15%
26 weeks.....	10%		

**COMBINATION RATES**

Affiliated with Mutual Broadcasting System.  
Station can be bought in combination with KROY, Sacramento and KSTN, Stockton as Tri-Buy Group and/or California A-BUY Group.

**SPECIAL FEATURES**

News Service—UPI and Mutual news.

5-Minute Newscasts

News on the hour, half-hour and special breaks, each:

	52 wks.	13 wks.	4 wks.
18 times per week.....	9.00	10.25	11.25
12 times per week.....	10.50	11.75	12.75
6 times per week.....	12.00	13.25	14.25
3 times per week.....	13.50	14.75	15.75

Political—regular rates apply.

**Participating Programs**

"Cloud 7"—7:00 p.m. to midnight Monday through Sunday. Minimum weekly participation, 7 times. Only 4 announcements per hour. No competing accounts accepted. Only live copy to be done by "The Navigator".

7 participations Monday through Sunday, per week:

4 weeks.....	49.00
13 weeks.....	42.00
26 weeks.....	38.00
52 weeks.....	35.00

Other participating programs—rates on request.

**CLOSING TIME**

24 hours before broadcast.

## COACHELLA

Riverside County—Map Location G-10

See SRDS consumer market map and data at beginning of the State.

### KCHV

(Established 1954)

Coachella Broadcasting Company, 1694 6th St.,  
Coachella, Calif. Express 8-5534.

**PERSONNEL**

Owner—Edward Gorges.  
Station Manager—I. E. Staples.

**REPRESENTATIVES**

Eastern—Hal Hoiman Company.  
Los Angeles & San Francisco—Tracy Moore & Associates, Inc.

Seattle & Portland—Art Moore & Associates, Inc.

**FACILITIES**

1,000 w. days, 970 kc. Nondirectional.  
Operating schedule: 6:00 a.m. to 6:30 p.m. PST.  
Transmitter: same as office address.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 1st, payable 10th of month.

**GENERAL**

Rates include music copyright fees.  
ASCAP and BMI licenses.

**TIME RATES**

Rates effective October 14, 1957.

	10 minutes.....	18.00
1 hour.....	60.00	18.00
1/2 hour.....	36.00	12.00
1/4 hour.....	24.00	

## ANNOUNCEMENTS

	Each	Total
1 time.....	6.00	6.00
3 times.....	5.50	16.50
5 times.....	5.00	25.00
10 times.....	4.50	45.00
15 times.....	4.00	60.00
20 times.....	3.50	70.00
50 times.....	3.00	150.00

**SPECIAL FEATURES**

News Service—AP.

Political—regular rates apply; payable in advance.

**Participating Programs**

"Salton Sea Serenade"—11:00 a.m. to noon Saturday.

"Coachella Corral"—Noon to 1:00 p.m. Monday through Saturday.

"Serenata Musical"—1-1/2 hours of Spanish music on station opening.

**CLOSING TIME**

48 hours before broadcast.

(D)

## COALINGA

Fresno County—Map Location D-7

See SRDS consumer market map and data at beginning of the State.

### KBMX

(Established 1950)

Westside Broadcasting Co., P. O. Box 1179, Coalinga, Calif. Phone 136.

**PERSONNEL**

Owner-Manager—Vernon J. Stedry.

Sales Manager—Curt Finley.

**REPRESENTATIVES**

Grant Webb & Company.

**FACILITIES**

500 w. days, 1470 kc. Nondirectional.  
Operating schedule (PST, except DST observed and shown for May through September):

Jan... 7:15 a.m.-5:15 p.m.	July... 7:00 a.m.-8:15 p.m.
Feb... 7:00 a.m.-5:45 p.m.	Aug... 7:00 a.m.-7:45 p.m.
Mar... 7:00 a.m.-6:15 p.m.	Sept... 7:00 a.m.-7:15 p.m.
Apr... 7:00 a.m.-6:30 p.m.	Oct... 7:00 a.m.-5:30 p.m.
May... 7:00 a.m.-8:00 p.m.	Nov... 7:00 a.m.-5:00 p.m.
June... 7:00 a.m.-8:15 p.m.	Dec... 7:00 a.m.-4:45 p.m.

Transmitter: 950 W. Elm, Coalinga, Calif.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 1st, payable 10th of month.

**GENERAL**

Affiliated with Keystone Network.

Accepts AAAA copyrighted contract.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective May 17, 1954.

Card received May 26, 1954.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	25.25	18.00	10.25	6.75	3.75	2.25
26 times.....	22.50	15.75	9.75	6.00	3.50	2.10
52 times.....	20.25	14.40	8.25	5.25	3.00	1.95
104 times.....	19.50	13.90	7.95	4.80	2.75	1.85
208 times.....	18.75	11.55	7.20	4.10	2.40	1.65
260 times.....	18.00	10.25	6.75	3.75	2.25	1.50

**275-SPOT PACKAGE RATES**

1 minute..... 400.00  
1/2 minute..... 325.00

Spots on floating basis only to be aired, at sponsor's discretion within 13 weeks.

**SPECIAL FEATURES**

**Corona—K B U C—Continued**

**TIME RATES**

Rates effective March 15, 1958.  
Rates received March 17, 1958.  
(6:00 a.m. to midnight)

	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	26.00	16.00	8.00	5.00
26 times.....	22.00	15.00	7.60	4.75
52 times.....	21.00	14.00	7.20	4.65
104 times.....	20.00	13.00	6.80	4.50
156 times.....	19.00	12.00	6.40	4.25
260 times.....	18.00	11.50	6.00	4.00
312 times.....	16.00	11.00	5.50	3.80

**PACKAGE RATES**

Per week:	wks.	wks.	wks.	wks.
12 times.....	50.40	46.60	42.85	37.80
18 times.....	72.00	66.60	61.20	54.00
24 times.....	91.20	84.35	77.50	68.40
30 times.....	108.00	99.90	91.80	81.00
36 times.....	122.40	113.20	104.00	91.80
48 times.....	153.60	142.10	130.55	115.20

**SPECIAL FEATURES**

News Service—UPI and local. Regular rates plus 15%.  
5-minute local, national and world newscasts, 1-minute headlines, 30-second bulletins.  
5-minute Sports, Weather and Hwy. conditions newscasts.  
"Ray Aparicio Show"—Spanish music and news. Rates on request.  
"Ted Duran Show"—Spanish music and news. Regular rate plus 20%.  
Merchandising staff available.  
Political—regular rates apply; cash in advance. Copy must be received 48 hours before broadcast.

**CLOSING TIME**

24 hours before broadcast.

**CRESCENT CITY**

Del Norte County—Map Location A-2  
See SRDS consumer market map and data at beginning of the State.

**KCRE**

(Established 1950)

Del Norte Broadcasting Co., Del Norte County Fairgrounds, P. O. Box 248, Crescent City, Calif.

**PERSONNEL**

General Manager—Melvin D. Marshall.

**REPRESENTATIVES**

W. S. Grant Company, Inc.

**FACILITIES**

250 w., 1240 kc. Nondirectional.  
Operating schedule: 6:00 a.m. to 10:00 p.m. Monday through Saturday; 7:00 a.m. to 10:00 p.m. Sunday.  
PST.

Transmitter: same as office address.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 1st. payable 10th of month.

**GENERAL**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective November 1, 1958.  
Rates received October 13, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	40.00	25.00	15.00	8.00	4.00
13 times.....	37.50	23.50	12.50	7.50	3.90
26 times.....	35.00	21.00	11.00	7.00	3.80
52 times.....	32.50	19.50	10.00	6.50	3.75
104 times.....	30.00	18.00	9.00	6.00	3.60
156 times.....	27.50	16.50	8.00	5.50	3.50
260 times.....	25.00	15.00	7.50	5.00	3.33
312 times.....	22.50	13.50	7.00	4.50	3.25
364 times.....	.....	.....	.....	.....	3.10
728 times.....	.....	.....	.....	.....	2.88

**SATURATION PACKAGE PLANS**

	1 min.	30 sec.
25 spots within 5 days.....	85.00	72.50
50 spots within 5 days.....	154.00	131.00
50 spots within 10 days.....	176.00	154.00
100 spots within 10 days.....	290.00	246.50
150 spots within 30 days.....	360.00	305.50

**COMBINATION RATES**

When KCRE is used in conjunction with KENL, Arcata, California with contracts conforming as to date and quantity used. KCRE may be purchased for 25% of KENL rates.

**SPECIAL FEATURES**

News Service—AP.  
5-minute news hourly, per broadcast talent fee, 1.00.  
Weather forecasts hourly, applicable 1-minute rate plus 10% talent fee.  
Political—regular rates apply, cash in advance.

**CLOSING TIME**

48 hours before broadcast.

**DELANO**

Kern County—Map Location E-9

See SRDS consumer market map and data at beginning of the State.

**KCHJ**

(Established 1950)

Owned and operated by Charles H. Johnes, P. O. Box 966, County Line Road & Melcher Ave., Delano, Calif. Phone 8676.

Other Studios: Bakersfield, Shafter, Tulare.

**PERSONNEL**

President—Charles H. Johnes.  
General Manager—Jean G. Johnes.  
Program Director—Joe McFollin.  
Sales Manager—Jim Turner.  
National Sales Manager—Bob Colo.  
1223 Princeton St.,  
Delano, California.

**REPRESENTATIVES**

Contact station direct.

**FACILITIES**

5,000 w. days, 1,000 w. nights; 1010 kc. Directional.  
Operating schedule: 6:00 a.m. to 1:00 a.m. PST—DST observed.  
Transmitter: County Line Rd., Delano, Calif.

**AGENCY COMMISSION**

15% on time only; 2% cash discount if paid by 10th of month.

**GENERAL**

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Broadcasting facilities in Tulare, Shafter and Bakersfield.

**TIME RATES**

Rates effective June 1, 1958.  
Rates received June 12, 1958.

**CLASS "A"**

	(5:00 a.m. to 7:00 p.m.)	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	100.00	60.00	40.00	22.50	17.50	12.50	12.50
13 times.....	95.00	57.00	38.00	21.35	16.60	11.85	11.20
26 times.....	90.00	54.00	36.00	20.20	15.70	11.20	11.20
52 times.....	85.00	51.00	34.00	19.05	14.80	10.55	10.55
104 times.....	80.00	48.00	32.00	17.90	13.90	9.90	9.90
156 times.....	75.00	45.00	30.00	16.75	13.00	9.25	9.25
260 times.....	70.00	42.00	28.00	15.60	12.10	8.60	8.60
312 times.....	65.00	39.00	26.00	14.45	11.20	7.95	7.95
500 times.....	60.00	36.00	24.00	13.30	10.30	7.30	7.30
1000 times.....	.....	.....	.....	.....	9.40	6.65	6.65

**CLASS "B"**

	(7:00 p.m. to 5:00 a.m.)	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	75.00	45.00	30.00	17.00	13.00	9.50	9.50
13 times.....	71.25	42.75	28.50	16.50	12.35	9.00	9.00
26 times.....	67.50	40.50	27.00	15.30	11.70	8.50	8.50
52 times.....	63.75	38.25	25.50	14.45	11.05	8.00	8.00
104 times.....	60.00	36.00	24.00	13.60	10.40	7.50	7.50
156 times.....	56.25	33.75	22.50	12.75	9.75	7.00	7.00
260 times.....	52.50	31.50	21.00	11.90	9.10	6.50	6.50
312 times.....	48.75	29.25	19.50	11.05	8.45	6.00	6.00
500 times.....	45.00	27.00	18.00	10.20	7.80	5.50	5.50
1000 times.....	.....	.....	.....	.....	7.15	5.00	5.00

**SPECIAL FEATURES**

News Service—UPI.  
Spanish—6:00 a.m. to 7:30 a.m. Sunday through Saturday.

Political—regular rates apply.

**Participating Programs**

Monday through Saturday:  
"Coffee Club"—7:35 a.m. to 9:00 a.m.  
"Young at Heart"—9:00 a.m. to 10:00 a.m.  
"Melody Rancho"—10:05 a.m. to 10:55 a.m.  
"Bolling Green"—11:00 a.m. to noon.  
"Studio G"—Noon to 12:15 p.m.  
"Club 1010"—1:00 p.m. to 2:00 p.m.  
"Party Line"—2:05 p.m. to 3:30 p.m.  
"Elvis Presley Show"—3:45 p.m. to 4:00 p.m.  
"BT 13"—4:00 p.m. to 5:00 p.m. lady DJ.  
"Stardust Time"—5:00 p.m. to 7:00 p.m.  
"Supper Club"—7:00 p.m. to 8:00 p.m.  
"Sundown"—8:00 p.m. to 9:00 p.m.  
"Flight Line"—9:45 p.m. to 1:00 a.m.  
Sunday:  
"Freeway 99"—10:30 a.m. to 4:00 p.m.

**CLOSING TIME**

Continuity, tapes or transcriptions due 48 hours before broadcasts.

**DINUBA**

Tulare County—Map Location E-8  
See SRDS consumer market map and data at beginning of the State.

**KRDU**

(Established 1946)



Radio Dinuba Co., Nebraska and Englehart Ave., P. O. Box 157, Dinuba, Calif. Dinuba 500.

**PERSONNEL**

Pres. & Gen'l Mgr.—Egon Hofer.  
Sales Manager—Dave Hofer, Jr.

**REPRESENTATIVES**

Continental Radio Sales.  
San Francisco-Los Angeles—William A. Ayres Company.

**FACILITIES**

250 w., 1240 kc. Nondirectional.  
Operating schedule: 5:00 a.m. to 10:00 p.m. PST.  
Transmitter: Dinuba, Calif.

**AGENCY COMMISSION**

15% on time only; no cash discount.

**GENERAL**

Affiliated with Keystone Network.  
Alcoholic beverage advertising: none accepted.

**TIME RATES**

Rates effective October 1, 1958.  
Card received October 10, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	32.00	22.00	15.00	9.50
13 times.....	31.00	21.50	14.50	8.75
26 times.....	30.00	21.00	14.00	8.00
52 times.....	29.00	19.50	13.50	7.50
156 times.....	28.00	19.00	13.00	6.75
260 times.....	27.00	18.00	12.00	6.25

**ANNOUNCEMENTS**

	(*)	†55 sec.	†55 sec.	†20 sec.
1 time.....	5.50	4.75	4.25	3.50
13 times.....	4.75	4.50	3.75	3.25
26 times.....	4.50	4.25	3.50	3.00
52 times.....	4.25	3.75	3.25	2.75
156 times.....	3.75	3.50	2.75	2.50
260 times.....	3.50	3.25	2.50	2.25

(\*) Participating Announcements.  
(†) Fixed Position.  
(‡) Run of schedule.

**PACKAGE RATES**

(to be used within 1 month.)

1-minute:		
65 announcements.....	200.00	
30 announcements.....	100.00	
20-second:		
85 announcements.....	200.00	
40 announcements.....	100.00	

**SPECIAL FEATURES**

News Service—AP & local.  
2-Way Mobile Units Available.  
Political—regular rates apply, payable in advance.  
Library Service—RCA and Thesaurus.

**CALIFORNIA**

**Participating Programs**

"Hymn Request," "Johnny Banks Show," "Spanish Hour," and "Visit with Betty."  
Foreign Language:  
Japanese—2 hrs. Saturday afternoon.  
Spanish—3-1/2 hrs. Monday through Friday 5-1/2 hrs. Saturday.

**EL CAJON**

San Diego County—Map Location G-11  
See SRDS consumer market map and data at beginning of the State.

**KDEO**

(Established 1955)



Dandy Broadcasting Corp., Town & Country Hotel, 500 W. Camino del Rio, San Diego 10, Calif.  
Cypress 8-8371. TWX SD 6326.

**PERSONNEL**

President—Robert E. Sharon.  
Station Manager—Leonard W. Lundmark.  
Managing Director—Sam Babcock.

**REPRESENTATIVES**

The Bolling Company, Inc.

**FACILITIES**

1,000 w., 910 kc. Directional.  
Operating schedule: unlimited, PST.  
Transmitter: El Cajon, Calif.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills due and payable 10th of month following service.

**GENERAL**

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Accepts AAAA copyrighted contract.  
Programs and announcements are not combinable to earn discounts.  
No mail order advertising accepted.  
Rates to which advertisers are entitled is determined by total number of broadcasts used within 1 year from date of initial broadcast.

**TIME RATES**

Rates effective November 1, 1958. (Card No. 1.)  
Rates received November 5, 1958.  
Rev. (Pkg. Rates) rec'd December 3, 1958.

**CLASS "A"**

	(6:00 a.m. to 9:00 a.m. and 3:30 p.m. to 6:30 p.m. Monday through Saturday; sign-on to noon Sunday)	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	75.00	45.00	30.00	15.00	15.00
26 times.....	70.00	42.00	29.00	14.00	14.00
52 times.....	65.00	40.00	28.00	13.00	13.00
156 times.....	60.00	36.00	25.00	12.00	12.00
260 times.....	55.00	33.00	22.00	11.00	11.00
312 times.....	50.00	30.00	20.00	10.00	10.00
500 times.....	45.00	27.00	18.00	9.00	9.00

**CLASS "B"**

	(9:00 a.m. to 3:30 p.m. and 6:30 p.m. to midnight Monday through Saturday; noon to midnight Sunday)	1 hr.	1/2 hr.	1/4 hr.	5 min.
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# CALIFORNIA

## EL CENTRO

Imperial County—Map Location H-11  
See SRDS consumer market map and data at beginning of the State.

### KAMP

(Established 1958)

El Centro Radio Inc., P. O. Box 1018, 6th & Main Sts., KAMP Bldg., El Centro, Calif. Elgin 2-2277.

#### PERSONNEL

President—Andrew Andreotti.  
Vice-President—Ray Lapica.  
General Manager—William H. Ellison.  
Program Director—Robert E. Weaver.  
Commercial Manager—Chap Rollins.

#### REPRESENTATIVES

Harlan G. Oakes & Associates.

#### FACILITIES

1,000 w.; 1430 kc. Nondirectional.  
Operating schedule: Local sunrise to sunset.  
Transmitter: 17th & 'C' Rd., El Centro, Calif.

#### AGENCY COMMISSION

15%; no cash discount.

#### TIME RATES

Rates effective June 1, 1958. (Card No. 1.)

Card received August 4, 1958.

Rev. (Pkg. Plans) rec'd November 3, 1958.

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.... 50.00	35.00	20.00	16.00	12.00
13 times.. 49.00	34.20	19.25	15.50	11.50
26 times.. 48.00	33.40	18.50	15.00	11.00
52 times.. 47.00	32.60	17.75	14.50	10.50
104 times.. 46.00	31.80	17.00	14.00	10.00
156 times.. 45.00	31.00	16.25	13.50	9.50
260 times.. 44.00	30.20	15.50	13.00	9.00
365 times.. 43.00	29.40	14.75	12.50	8.50
624 times.. 42.00	28.60	14.00	12.00	8.00

#### ANNOUNCEMENTS

1 min.	20 sec.	1 min.	20 sec.
1 time.... 8.00	6.00	156 times.... 6.75	4.75
13 times.. 7.75	5.75	260 times.... 6.50	4.50
26 times.. 7.50	5.50	365 times.... 6.25	4.25
52 times.. 7.25	5.25	624 times.... 6.00	4.00
104 times.. 7.00	5.00		

#### PACKAGE PLANS

(Run-of-schedule)

Per week:	1 min.	20/30 sec.
10 announcements.....	70.00	55.00
15 announcements.....	101.25	78.75
20 announcements.....	130.00	100.00
30 announcements.....	180.00	135.00
40 announcements.....	230.00	160.00

1 minute and 20 second may be combined, days may be specified.

Announcements, packages and programs may be combined for greater frequency discount.

7 seconds or 12 words live maximum, 1/2 earned 20 second rate; minimum 100 per month; may not be combined.

#### COMBINATION RATES

10% discount when purchased with KACE, Riverside, Calif.

#### SPECIAL FEATURES

Newscastrs—every hour at 10 minutes before the hour.

Weather and temperature every hour on the hour.

Sportscasts at 20 minutes past the hour.

#### Participating Programs

"Uncle Willie's Sunrise Serenade," "Weaver with Music," and "Chap Rollins Show."

## KICO

City of license, Calexico, Calif.  
El Centro—Barbara Worth Hotel, P. O. Box 1697,  
El Centro, Calif., Elgin 2-1490.  
See listing under Calexico, Calif.

## KXO

(Established 1927)



Valradio Incorporated, S. 4th St., P. O. Box 140,  
El Centro, Calif. Elgin 2-1230.

#### PERSONNEL

Pres. & Gen'l Mgr.—Riley R. Gibson.  
Vice-Pres. & Comm. Mgr.—Mare Hanan.  
Program Director—Tony Temple.

#### REPRESENTATIVES

Paul H. Raymer Company, Inc.

#### FACILITIES

250 w., 1230 kc. Nondirectional.  
Operating schedule: 5:00 a.m. to midnight Monday through Saturday; 6:30 a.m. to midnight Sunday, PST-DST observed.  
Transmitter: El Centro, Calif.

#### AGENCY COMMISSION

15% on net time only; no cash discount. On approved credit, accounts due 10th of month following service.

#### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
All rates predicated upon fulfillment of contracts within a 12-month period dating from first broadcast.

#### TIME RATES

Rates effective August 1, 1958.

Rates received June 27, 1958.

Rev. rec'd August 25, 1958.

1 time	20 times	50 times	100 times	200 times	400 times	600 times	800 times
1 time..... 35.00	34.20	33.40	32.60	31.80	31.00	30.20	29.40
20 times..... 20.00	19.25	18.50	17.75	17.00	16.25	15.50	14.75
50 times..... 16.00	15.50	15.00	14.50	14.00	13.50	13.00	12.50
100 times..... 12.00	11.50	11.00	10.50	10.00	9.50	9.00	8.50

#### ANNOUNCEMENTS

##### CLASS "AA"

(6:30 a.m. to 9:00 a.m. Monday through Saturday; noon to 1:00 p.m. and 4:30 p.m. to 7:00 p.m. Monday through Friday)

1 min.	30 sec.	1 min.	30 sec.
1 time.... 10.00	8.00	400 times.. 8.75	6.75
20 times.. 9.75	7.75	600 times.. 8.50	6.50
50 times.. 9.50	7.50	800 times.. 8.25	6.25
100 times.. 9.25	7.25	1200 times.. 8.00	6.00
200 times.. 9.00	7.00		

##### CLASS "A"

(All other times)

1 time	20 times	50 times	100 times	200 times
1 time.... 9.00	7.00	400 times.. 7.75	5.75	
20 times.. 8.75	6.75	600 times.. 7.50	5.50	
50 times.. 8.50	6.50	800 times.. 7.25	5.25	
100 times.. 8.25	6.25	1200 times.. 7.00	5.00	
200 times.. 8.00	6.00			

#### PACKAGE RATES

10 announcements, per week	15 announcements, per week	20 announcements, per week	30 announcements, per week	40 announcements, per week
86.00	116.25	150.00	210.00	260.00

Up to 1/3 may be scheduled in Preferred Time.

1 minute, and 30 seconds may be combined. Announcements, packages, and programs may be combined for greater frequency discount.

8 seconds or 15 words live maximum; 1/2 earned 30-second rate; may be combined on 2 for 1 basis.

#### COMBINATION RATES

See Mutual Broadcasting System and Don Lee Broadcasting System.

#### SPECIAL FEATURES

News Service—UPI and local news staff, at earned rates.

Political—regular rates apply; payable in advance.

Library Service—Standard. Regular rates apply.

#### Participating Programs

"Growers Journal" and "Woman's Program." 1-minute participation, earned rate.

## ESCONDIDO

San Diego County—Map Location G-11.  
See SRDS consumer market map and data at beginning of the State.

## KOWN

(Established 1958)

Palomar Broadcasting Company, P. O. Box 29, Route 3, Escondido, Calif. Sherwood 5-8511.

#### PERSONNEL

Pres. & Gen'l Mgr.—Julia Cray Owen.

Station Manager—Thurston S. Holmes.

#### FACILITIES

250 w.; 1450 kc. Nondirectional.

Operating schedule: 6:00 a.m. to midnight weekdays; 8:00 a.m. to 10:00 p.m. Sunday, PST.

Transmitter: Hale Ave., Escondido, Calif.

#### AGENCY COMMISSION

15% on time only; no cash discount.

#### GENERAL

ASCAP, BMI and SESAC licenses.

#### TIME RATES

Rates effective November 1, 1958. (Card No. 2.)

Card received September 26, 1958.

GUARANTEED SPOT ANNOUNCEMENTS

Each 1 min. 30 sec. 10 sec. (\*) (†)

6.00 4.80 3.00 12.00 13.50

(\*) 5-minute National News.

(†) 5-minute Local News.

All above rates are subject to earned discounts, payable at end of contract, for uninterrupted service:

13 weeks..... 5% 52 weeks..... 20%

26 weeks..... 10%

WEEKLY RUN-OF-STATION SPOT PACKAGES

Per week: 1 min. 30 sec. 10 sec.

10 spots..... 50.00 40.00 25.00

20 spots..... 95.00 76.00 47.50

30 spots..... 135.00 108.00 67.50

40 spots..... 170.00 136.00 85.00

50 spots..... 200.00 160.00 100.00

Run-of-Station spots will be scheduled at best times available during broadcast day. Where possible spots will be scheduled hourly unless advertiser requests otherwise. Competitive advertisers will receive 20 minute separation from similar clients. Run-of-Station packages may not be combined with guaranteed times to earn frequency discounts.

KOWN guarantees a limit of 60 seconds commercial time. Management adheres strictly to a policy of no double-spotting.

#### SPECIAL FEATURES

News Service—AP.

News at :50; sports live at :25; weather at :14.

Political—Payable in advance; no discount.

#### Participating Programs

"It's a Woman's World"—10:00 a.m.

"Palomar Rancher"—11:30 a.m.

"Highway to the Stars"—10:00 p.m. to midnight, weekdays.

#### CLOSING TIME

24 hours in advance of broadcast.

## EUREKA (3 AM; 1 FM)

Humboldt County—Map Location A-3  
See SRDS consumer market map and data at beginning of the State.

## KDAN

(Established 1956)



Owned and operated by W. H. Hansen, P. O. Box 993, Eureka, Calif. Hillside 2-0611, 7766. TWX 7551.

#### PERSONNEL

Owner & Mgr.—W. H. Hansen.

Commercial Manager—Earl Madray.

#### REPRESENTATIVES

McGavren-Quinn Co.

#### FACILITIES

5,000 w.; 790 kc.

Operating schedule: local sunrise to sunset.

Transmitter: Highway 101, South, Eureka.

#### AGENCY COMMISSION

15% on time only; no cash discount. Bills payable 10th of month.

#### GENERAL

Accepts AAAA copyrighted contract.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

Advertising of alcoholic beverages not accepted.

#### TIME RATES

Rates effective January 1, 1957.

Rates received August 1, 1957.

Rev. (rates rec'd) July 25, 1958.

1 time	13 times	26 times	52 times	104 times	156 times	312 times
1 time..... 18.00	17.50	17.00	16.50	16.00	15.00	14.00
13 times..... 10.00	9.75	9.50	9.25	9.00	8.50	8.00
26 times..... 7.50	7.00	6.50	6.00	5.50	5.00	4.75

#### PACKAGE RATES

(1-minute announcements)

10 per week	15 per week	20 per week
6.50	6.25	6.00
25 per week	35 per week	50 per week
5.75	5.00	4.75

#### SPECIAL FEATURES

News Service—UPI.

Music and news all day.

#### CLOSING TIME

24 hours before broadcast.

## KIEM

(Established 1933)

## THE JOHN BLAIR STATION

## Mutual Network



Redwood Broadcasting Co., Inc., Radio Center, P. O. Box 1021, "E" at 6th St., Eureka, Calif. Hillside 3-1621.

#### PERSONNEL

President—William B. Smullin.

Station Manager—J. Edwin Arnold.

National Sales Manager—Berton G. Speer.

#### REPRESENTATIVES

John Blair & Company.

#### FACILITIES

5,000 w., 1480 kc. Directional (same pattern all hours.)

Operating schedule: 5:55 a.m. to midnight, PST.

AM Transmitter: Humboldt Bay Flats, Eureka.

FM FACILITIES—KRED.

ERP 5,600 w., 96.3 mc.

Operating schedule: 11:00 a.m. to midnight, PST.

Antenna Ht.—1,516 ft. above average terrain.

#### AGENCY COMMISSION

15% on net time and talent, if paid by 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

Following rates apply to national advertising.

All rates guaranteed for 1 year from date of first broadcast or 1 year from effective date of any increase in these rates, providing advertising is actually running at time of effective date of increase and providing broadcasts continue without interruption.

All broadcasts placed with station for advertiser within 1 year from date of first broadcast combined for purpose of calculating total frequency discounts earned provided, however, that announcements cannot be combined with 5-minute or longer programs.

#### TIME RATES



**Eureka—K I E M—Continued**

**Participating Programs**  
 Monday through Saturday:  
 "Bert Speer Show"—6:00 a.m. to 10:00 a.m.  
 "Eddie Arnold Show"—10:00 a.m. to 2:00 p.m.  
 "Barry Adams Show"—2:00 p.m. to 6:00 p.m.  
 "Rod Mitchell Show"—6:00 p.m. to sign-off.  
 Sunday:  
 "Sunday Serenade"—6:30 a.m. to sign-off.

**KINS**

(Established 1946)

**CBS Radio Network**



Eureka Broadcasting Co., Inc., P. O. Box 1015,  
 Eureka, Calif. Hillside 2-5744.

**PERSONNEL**  
 Pres. & Gen'l Mgr.—Wendell Adams.  
 Sales & Com'l Mgr.—Timothy Crowley.  
 Prog. & Prom. Mgr.—Doyle Seely.  
**REPRESENTATIVES**  
 George P. Hollingbery Company.  
**FACILITIES**  
 5,000 w. days, 500 w. nights, 980 kc., directional—  
 night only.  
 Operating schedule: Sunday 7:00 a.m. to 11:00 p.m.;  
 weekdays 5:00 a.m. to midnight, PST—DST observed.  
 Transmitter: Marsh Rd., Eureka, Calif.  
**AGENCY COMMISSION**  
 15% on net time and talent; no cash discount. Bills  
 payable 10th of month following service.

**GENERAL**  
 Affiliated with CBS Radio Network.  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective June 1, 1956

Rates received April 30, 1956.

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

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Spot
1 time.....	60.00	36.00	24.00	20.00	15.00	10.00
13 times.....	57.00	34.20	22.80	19.00	14.25	9.50
26 times.....	55.00	33.00	22.00	18.35	13.75	9.25
52 times.....	54.00	32.40	21.60	18.00	13.50	9.00
104 times.....	52.00	31.20	20.80	17.35	13.00	8.75
156 times.....	51.00	30.60	20.40	17.00	12.75	8.50
260 times.....	49.00	29.40	19.60	16.35	12.25	8.25
312 times.....	48.00	28.80	19.20	16.00	12.00	8.00
520 times.....	42.00	25.20	16.80	14.00	10.50	7.00

Announcements between commercial programs, 50 words  
 or 25 seconds. Other announcements, 100 words, or  
 if transcription, 1 minute.

**PACKAGE PLANS**

20 announcements per week..... 100.00  
 40 announcements per week..... 180.00  
 60 announcements per week..... 255.00

**COMBINATION RATES**  
 See CBS Radio Network and A-Buy Group.  
**SPECIAL FEATURES**  
 News Service—AP.  
 Library Service—Capitol.  
**Participating Programs**  
 "Joe's Place"—5:00 a.m. to 7:30 a.m. and 8:00 a.m.  
 to 9:30 a.m. Monday through Friday.  
 "Ken's Corner"—3:00 p.m. to 5:00 p.m. and 11:00  
 p.m. to midnight.  
 "Rod Morris Big Mo Jamboree"—10:00 a.m. to 11:30  
 a.m. Sunday. 1:05 p.m. to 2:30 p.m. Saturday.  
 "Mac's Record Rack"—7:05 p.m. to 7:30 p.m.; 8:05  
 p.m. to 8:30 p.m.; 9:05 p.m. to 10:00 p.m. and  
 10:15 p.m. to 11:00 p.m.

**CLOSING TIME**

Contracts close 1 week before first broadcast. An-  
 nouncement copy, transcription and talks close 24  
 hours in advance.

**FORT BRAGG**

Mendocino County—Map Location A-4

See SRDS consumer market map and data at begin-  
 ning of the State.

**KDAC**

(Established 1948)

Mendocino Coast Broadcasting Co., 2100 E. Oak St.,  
 Fort Bragg, Calif. Yorktown 4-3251.

**PERSONNEL**  
 General Manager—Craig N. Smith.  
 Sales Manager—Mathew V. Huber.  
**REPRESENTATIVES**  
 O'Connell-Palmer Company.  
**FACILITIES**  
 250 w., 1230 kc. Nondirectional.  
 Operating schedule: weekdays 7:00 a.m. to 10:00  
 p.m.; Sunday 9:00 a.m. to 9:00 p.m. PST.  
 Transmitter & Studio: 2100 E. Oak St., Fort Bragg,  
 Calif. Yorktown 4-3250.

**AGENCY COMMISSION**  
 15%; no cash discount.

**GENERAL**  
 Affiliated with Keystone Network.  
 Accepts AAAA copyrighted contract.

**TIME RATES**

Rates effective February 15, 1958. (Card No. 2.)

Card received February 17, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	40.00	24.00	16.00	10.00	5.00	4.00
13 times.....	38.00	22.80	15.20	9.50	4.75	3.80
26 times.....	36.00	21.60	14.40	9.00	4.50	3.60
52 times.....	34.00	20.40	13.60	8.50	4.25	3.40
104 times.....	32.00	19.20	12.80	8.00	4.00	3.20
156 times.....	30.00	18.00	12.00	7.50	3.75	3.00
260 times.....	28.00	16.80	11.20	7.00	3.50	2.80
312 times.....	26.00	15.60	10.40	6.50	3.25	2.60

**SPECIAL FEATURES**

News Service—AP.  
 Political—regular rates; payable in advance.

**FRESNO (8 AM; 3 FM)**

Fresno County—Map Location D-7

See SRDS consumer market map and data at begin-  
 ning of the State.

**KARM**

(Established 1938)

KARM, Corporation, 7535 N. Van Ness Ave., Fresno,  
 Calif. Baldwin 2-4441.

**PERSONNEL**  
 General Manager—George R. Harm.  
 Program Director—Bill Dallas.  
 Sales Manager—Gordon Jacobs.

**REPRESENTATIVES**  
 George P. Hollingbery Co.

**FACILITIES**  
 3,000 w., 1430 kc. Directional (same pattern all  
 hours.)  
 Operating schedule: Sunday 8:00 a.m. to midnight;  
 weekdays 6:00 a.m. to midnight, PST.  
 AM Transmitter: Pinedale, Calif.

**FM FACILITIES**  
 ERP 7,400 w., 101.9 mc.  
 Antenna Ht.—360 ft. above average terrain.

**AGENCY COMMISSION**  
 15% on net station charges; no cash discount. Bills  
 payable when rendered.

**GENERAL**  
 FM operated in conjunction with AM.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Accepts AAAA copyrighted contract.  
 Alcoholic beverage advertising: beer and wine ac-  
 cepted.  
 Advertisers are protected for six months from the  
 effective date of any new rates, provided there is no  
 interruption in service.

**TIME RATES**

Rates effective February 1, 1957.

Card received February 18, 1957.

(6:00 a.m. to midnight)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	90.00	54.00	36.00	20.00
26 times.....	83.25	50.00	33.30	18.50
52 times.....	76.25	46.30	30.60	17.00
104 times.....	67.25	41.85	27.90	15.50
260 or more times..	63.00	37.80	25.20	14.00

Talent cost extra.

**ANNOUNCEMENTS**

(6:00 a.m. to midnight)

Fixed position.	1 min.	8 sec.	1 min.	8 sec.
1 time.....	8.50	4.25	520 times	4.75
26 times.....	8.00	4.00	1,040 times	4.50
52 times.....	7.50	3.75	1,560 times	4.25
104 times.....	7.00	3.50	2,080 times	4.00
156 times.....	6.50	3.25	2,600 times	3.75
312 times.....	5.50	2.75		

Program and announcement frequency rates above for  
 service within one year.

**DISCOUNTS**

After first year, advertiser may continue at same  
 frequency discount into the second year of broad-  
 casting, provided schedule is not terminated or re-  
 duced. No short rate at time of termination or re-  
 duction. An advertiser who reduces his schedule dur-  
 ing the second (or later) year may not combine the  
 number already broadcast before reduction (which are  
 not subject to short rate) with the remainder in that  
 second year to arrive at the frequency discount.

**ANNOUNCEMENT PACKAGES**

(6:00 a.m. to midnight)

**Weekly Rates**

Fixed position.	1 min.	8 sec.
10 per week.....	50.00	25.00
20 per week.....	95.00	47.50
30 per week.....	135.00	67.50
40 per week.....	170.00	85.00
50 per week.....	200.00	100.00

Packages may be made up of combinations of different  
 lengths by applying rates applicable to the total  
 weekly frequency. No further discounts. May not be  
 combined with other service in computing discounts.  
 News Packages, fixed position:  
 5 per week..... 75.00 15 per week..... 150.00  
 10 per week..... 120.00 20 per week..... 180.00

**COMBINATION RATES**  
 See ABC Radio or A-Buy in California Group.

**SPECIAL FEATURES**

News Service—AP and local news staff.  
 Political—regular rates apply; cash in advance.

**KBIF**

(Established 1947)

KBIF, Inc., affiliated with John Poole Broadcasting  
 Co., Inc., 857 Van Ness Ave., Fresno, Calif. Am-  
 herst 6-0791.

**PERSONNEL**  
 Pres. & Gen'l Mgr.—David T. Harris.  
 Vice-President—John H. Poole.  
 Sec'y-Treas. & Asst. Mgr.—Ethan Bernstein.

**REPRESENTATIVES**  
 Weed Radio Corporation.

**FACILITIES**  
 1,060 w. days, 900 kc. Nondirectional.  
 Operating schedule: Sunrise to local sunset, PST—  
 DST observed.  
 Transmitter: 3060 S. Fowler Ave., Fresno, Calif.

**AGENCY COMMISSION**  
 15% on net time; no cash discount.

**GENERAL**  
 Accepts AAAA copyrighted contract.  
 ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective December 1, 1957. (Card No. 2.)

Card received December 2, 1957

	1 hr.	1/2 hr.	1/4 hr.	10 min.
1 time.....	50.00	30.00	20.00	15.00
13 times.....	47.50	28.50	19.00	14.25
26 times.....	45.00	27.00	18.00	13.50
52 times.....	42.50	25.50	17.00	12.75
104 times.....	40.00	24.00	16.00	12.00
208 times.....	37.50	22.50	15.00	11.25
260 times.....	35.00	21.00	14.00	10.50

**CALIFORNIA**

	5 min.	1 min.	30 sec.	10 sec.
1 time.....	10.00	7.00	5.50	4.50
13 times.....	9.50	6.75	5.25	4.30
26 times.....	9.00	6.25	5.00	4.10
52 times.....	8.75	6.00	4.75	3.90
104 times.....	8.50	5.70	4.50	3.70
208 times.....	8.00	5.40	4.25	3.50
260 times.....	7.50	5.00	4.00	3.30
425 times.....	7.00	4.70	3.75	3.20
625 times.....	6.75	4.35	3.50	3.10
1000 times.....	6.50	3.75	3.00	2.50

**WEEKLY PACKAGE RATES**

(1-minute announcements)

	Each	Per wk.	Each	Per wk.
10 spots.....	6.00	60.00	30 spots....	4.75 142.50
15 spots.....	5.75	86.25	35 spots....	4.50 157.50
20 spots.....	5.25	105.00	50 spots....	4.25 212.50
25 spots.....	5.00	125.00	100 spots....	4.00 400.00

Package rates for 30-second announcements—75% of  
 minute rates to nearest cent. Can be combined with  
 minutes for frequency discounts.  
 Package rates for 10-second announcements—50% of  
 minute rates. Can be combined with minutes for fre-  
 quency discounts at the rate of two, 10-second an-  
 nouncements for each minute.

**COMBINATION RATES**

25% off KBIG, Avalon rates when purchased in  
 combination with KBIF, Fresno.

**SPECIAL FEATURES**

News Service—UPI.  
 Farm Service Programs—direct farm commodity re-  
 ports from Federal-State Market News Service Bureau  
 —12:15 p.m. to 12:20 p.m. Monday through Friday.  
 Official weather forecasts included. Participations at  
 regular 5-minute rates.  
 Political—Regular rates apply; payable in advance.

**Participating Programs**

Participations in Big Four DJ shows at regular rates.  
 Personalized commercials by Jim Bailey, Bob Love,  
 Lee Jensen and Stan Mullen.

**CLOSING TIME**

Copy and program material must be received by sta-  
 tion at least 24 hours prior to broadcast.

**KEAP**

(Established 1957)

KEAP Broadcasting Co., Inc., 2344 S. Railroad Ave.,  
 Fresno, Calif. Ad 7-1871.

**PERSONNEL**

Pres. & Gen'l Mgr.—Herbert J. Edelman.  
 Vice-President—Morton Sidley.  
 Secretary-Treasurer—Howard L. Tullis.

**REPRESENTATIVES**

McGavren-Quinn Corp.

**FACILITIES**

500 w. days; 980 kc.  
 Operating schedule: sunrise to local sunset. PST—  
 DST observed.  
 Transmitter: 295 N. Valentine, Fresno, Calif.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills payable  
 when rendered.

**GENERAL**

Accepts AAAA copyrighted contracts.  
 Rates include music copyright fees.  
 ASCAP and BMI licenses.  
 Rates are for time and talent only.  
 Rates are subject to change without notice.

**TIME RATES**

Rates effective October 1, 1957.

Rates received November 4, 1957.

	1 min.	(*)	1 min.	(*)
1 time.....	7.00	5.50	156 times..	5.50 4.00
26 times.....	6.50	5.00	312 times..	5.00 3.50
52 times.....	6.00	4.50	624 times..	4.50 3.00

(\*) 30-seconds or less.

**ANNOUNCEMENT PACKAGE RATES**

(Live or transcribed)

Per week:	1 min.	30 sec.	20 sec.	10 sec.
10 times.....	55.00	40.00	35.00	30.00
15 times.....	75.00	55.00	45.00	40.00
20 times.....	95.00	70.00	60.00	50.00
25 times.....	115.00	85.00	70.00	60.00
30 times.....	135.00	100.00	80.00	70.00
35 times.....	150.00	115.00	90.00	75.00
40 times.....	170.00	130.00	100.00	85.00
50 times.....	205.00	155.00	125.00	100.00
75 times.....	280.00	210.00	170.00	150.00
100 times.....	390.00	295.00	235.00	200.00

# CALIFORNIA

Fresno—Continued

## KFRE

(Established 1937)

### THE JOHN BLAIR STATION

## CBS Radio Network

California Inland Broadcasting Co., T. W. Patterson Bldg., Fresno 21, Calif. Amherst 8-6441.

#### PERSONNEL

Pres. & Gen'l Mgr.—Paul R. Bartlett,  
Station & Sales Mgr.—Robert Klein,  
Program Director—Robert Fulton,  
Vice-Pres. in Charge of Engineers—Keith L. Mealey.

#### REPRESENTATIVES

John Blair & Company.

#### FACILITIES

50,000 w., 940 kc. Directional (separate patterns day and night).  
Operating schedule: 5:30 a.m. to midnight, PST—DST observed.  
Transmitter: near Dinuba, Calif

#### AGENCY COMMISSION

15% on time; no cash discount. Bills payable 10th of month following service.

#### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Announcements broadcast at times adjacent to higher rate classification take the higher rate.  
Length of commercial copy follows NAB code.

Rates are guaranteed for 6 months from effective date of any increase in these rates, providing advertising is actually running at time of effective date of the increase and providing the broadcasts continue without interruption.

#### TIME RATES

Rates effective October 1, 1958.  
Rates received September 5, 1958.

#### CLASS "A"

(7:00 a.m. to 10:30 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	140.00	84.00	56.00	35.00
13 times.....	136.50	81.90	54.60	34.10
26 times.....	133.00	79.80	53.20	33.25
52 times.....	129.50	77.70	51.80	32.35
65 times.....	126.00	75.60	50.40	31.50
130 times.....	122.50	73.50	49.00	30.60
156 times.....	119.00	71.40	47.60	29.70
260 times.....	112.00	67.20	44.80	27.95
312 times.....	105.00	63.00	42.00	26.20
468 times.....	101.50	60.90	40.60	25.30
624 times.....	98.00	58.80	39.20	24.45
936 times.....	94.50	56.70	37.80	23.55
1,248 times.....	91.00	54.60	36.40	22.70

#### CLASS "B"

(All other times)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	100.00	60.00	40.00	25.00
13 times.....	97.50	58.50	39.00	24.35
26 times.....	95.00	57.00	38.00	23.75
52 times.....	92.50	55.50	37.00	23.10
65 times.....	90.00	54.00	36.00	22.50
130 times.....	87.50	52.50	35.00	21.85
156 times.....	85.00	51.00	34.00	21.20
260 times.....	80.00	48.00	32.00	19.95
312 times.....	75.00	45.00	30.00	18.70
468 times.....	72.50	43.50	29.00	18.05
624 times.....	70.00	42.00	28.00	17.40
936 times.....	67.50	40.50	27.00	16.80
1,248 times.....	65.00	39.00	26.00	16.15

#### ANNOUNCEMENTS (7:00 a.m. to 9:00 a.m. Monday through Friday)

Specified position.....	Flat	
	—1-minute— Each Weekly	Station breaks Each Weekly
1-4 weekly, 1 per day.....	25.00	20.00
5 weekly, staggered, 1 per day.....	19.00	15.00
12 announcements wkly.	18.00	14.00
18 announcements wkly.	17.00	13.50
24 announcements wkly.	16.00	13.00
30 announcements wkly.	15.00	12.00
48 announcements wkly.	14.00	11.00
60 announcements wkly.	13.00	10.00

(6:00 a.m. to 7:00 a.m. and 9:00 a.m. to 7:00 p.m. Monday through Friday)

1-4 weekly.....	16.00	13.00
5 weekly.....	15.00	12.00
12 announcements wkly.	14.00	11.00
18 announcements wkly.	13.00	10.00
24 announcements wkly.	12.00	9.50
30 announcements wkly.	11.00	8.50
48 announcements wkly.	10.00	8.00
60 announcements wkly.	9.00	7.00

(5:30 a.m. to 6:00 a.m. and 7:00 p.m. to 10:30 p.m. Monday through Friday; all day Saturday and Sunday until 10:30 p.m.)

1-4 weekly.....	12.00	9.50
5 weekly.....	11.00	9.00
12 announcements wkly.	10.00	8.00
18 announcements wkly.	9.00	7.00
24 announcements wkly.	8.00	6.00
30 announcements wkly.	7.00	5.00
48 announcements wkly.	6.00	4.00
60 announcements wkly.	5.00	4.00

(10:30 p.m. to midnight Monday through Sunday)

Flat 5.00 4.00

#### IDENTIFICATIONS

50% applicable to minute rate. ID's, station breaks and minutes may be combined for maximum frequency.

#### DISCOUNTS

Frequency discounts shown are based on the total number of programs used by advertiser within 1 year. If a contract runs beyond 52 consecutive weeks with no change in frequency, the advertiser will continue to earn the discount established during the preceding year. Announcements may not be combined with programs of 5-minutes or more to earn larger discounts. Contiguous rates allowed only when programs are run contiguously.

#### COMBINATION RATES

See CBS Radio Network (Pacific Coast Group) and Columbia Pacific Radio Network (basic Pacific Coast Group).

#### SPECIAL FEATURES

News Service—Additional charges for news service are as follows: 5-minute programs 7.50 per program; 10 to 15-minute programs 15.00 per program. These charges are subject to agency commission but not to frequency discounts.

#### Participating Programs

"Al Radka's Gayride"—noon to 5:00 p.m. Saturdays. Announcements, flat, each, 25.00.  
Farm Service Programs—Station maintains regular farm service department with special programs from 6:15 a.m. to 7:00 a.m.; 12:30 p.m. to 1:00 p.m. and 6:30 p.m. to 6:45 p.m. Additional charges on these programs are: 20.00 per program for 10 to 15 minutes. 12.00 per program for 5 minutes. Participation announcements 25.00 commissionable; not subject to frequency discounts.

#### CLOSING TIME

Copy for commercial programs or announcements must be submitted at least 48 hours before broadcast.

## KGST

(Established 1949.)



Delle Broadcasting Co., 1244 "O" St., Fresno, Calif  
Amhurst 6-9901.

#### PERSONNEL

General Manager—Jeanne Bacher.  
Spanish Director—Juan Mercado.

#### REPRESENTATIVES

New York & Chicago—National Time Sales.  
San Francisco—Theo. B. Hall.

Los Angeles:

Spanish & English—Jim Gates & Associates.

Atlanta:

English—Dora-Clayton Agency.  
Spanish—Forjoe & Company, Inc.

#### FACILITIES

1,000 w. days, 1600 kc. Nondirectional.  
Operating schedule: 5:00 a.m. to local sunset, PST—DST observed.  
Transmitter: Church and Hughes Ave., Fresno, Calif.

#### AGENCY COMMISSION

15% on time and talent; no cash discount. Bills rendered last day of month, payable 10th.

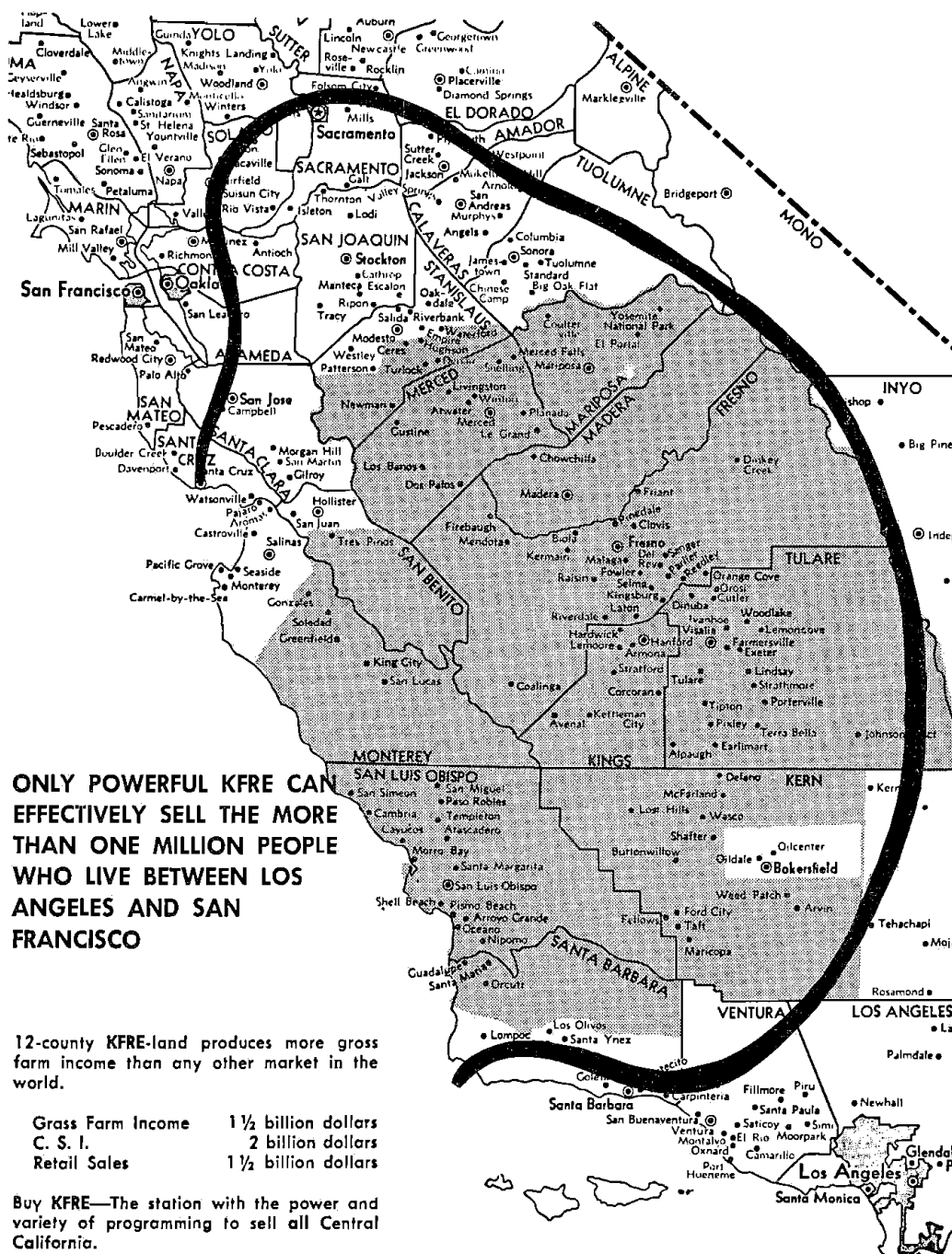
#### GENERAL

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Rates are to be used for Spanish programming as well as all other foreign language programs.

#### TIME RATES

Rates effective September 1, 1957.  
Rates received August 12, 1957.

(This listing continued on next page)



**ONLY POWERFUL KFRE CAN EFFECTIVELY SELL THE MORE THAN ONE MILLION PEOPLE WHO LIVE BETWEEN LOS ANGELES AND SAN FRANCISCO**

12-county KFRE-land produces more gross farm income than any other market in the world.

Grass Farm Income	1 1/2 billion dollars
C. S. I.	2 billion dollars
Retail Sales	1 1/2 billion dollars

Buy KFRE—The station with the power and variety of programming to sell all Central California.

See John Blair & Company.

Paul Bartlett, President Bob Klein, Manager

# KFRE Radio

DIAL 940 ★ CBS

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time.....	60.00	36.00	21.60	16.20	10.00	8.00
13 times.....	58.25	35.19	21.06	15.80	9.70	7.75
26 times.....	56.50	34.38	20.52	15.40	9.40	7.50
52 times.....	54.75	33.57	19.98	15.00	9.10	7.25
156 times.....	53.00	32.76	19.44	14.60	8.80	7.00
260 times.....	41.25	31.95	18.90	14.20	8.50	6.50
312 times.....	49.50	31.14	18.36	13.80	8.20	6.00

Discounts  
(English only)

2 or more program units of 5-minutes or more, broadcast on same day for same sponsor may be combined to earn discount that applies. Discounts apply only to weekdays.

PACKAGE PLANS

1-minute announcements:	
3 day package (7 per day).....	136.50
6 day package (5 per day).....	195.00
15-second station break:	
12 per day.....	20.00
36 per day.....	60.00
48 per day.....	70.00
Station break package (1 time only):	
72 per month.....	117.00
96 per month.....	140.80

Spot packages may not be combined with regular announcements for earned frequency. Packages are flat rate, no further discounts. All package announcements are run-of-schedule. Advertiser may indicate general time segments preferred.

COMBINATION RATES

See National Spanish Language Network.

SPECIAL FEATURES

News Service—UPI 1-minute newscasts every half hour. Rates on request.  
Political—regular rates apply; cash in advance, no discount. Script 24 hours in advance.

Participating Programs

"The Women's Page" with Jeanne Bacher—Monday through Friday; on participation basis, 8.00 per minute announcement flat. No frequency discount but fully commissionable.  
"Circle K Jamboree"—Monday through Saturday. Live Western music show. Fully commissionable, no frequency discount, flat 11.00.

Foreign Language Programs

"The Juan Mercado Show" with Juan Mercado, Director—5:00 a.m. to 8:00 a.m. and last 3-1/2 hours of day daily.  
Spanish, Armenian, Italian, Japanese, German and Negro programming—regular rates apply.  
News service direct from Mexico City. Dramatized serials in Spanish direct from Cuba and Mexico City. All copy translated free of charge.

CLOSING TIME

48 hours before broadcast.

KMAK

(Established 1953.)

McMahan Broadcasting Co., 2020 McKinley Ave., Fresno 3, Calif. Amherst 6-9448.

PERSONNEL

President—R. O. McMahan.  
Manager—Coyle Chambers.

REPRESENTATIVES

Forloe & Company, Inc.

FACILITIES

250 w., 1340 kc. Nondirectional.  
Operating schedule: 5:45 a.m. to midnight, PST—DST observed.  
Transmitter: same as office address.

AGENCY COMMISSION

15%: no cash discount. Bills due when rendered.

GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising: beer and wine only.  
Frequency discounts are based on total number of programs or announcements used by advertiser within 1 contract year. If a contract runs without interruption beyond 52 consecutive weeks, advertiser will continue to earn discount established during preceding year. In event of a revision of station rates or discount, any continuous broadcasts under this contract may be extended at rates and discount shown herein without penalty of short-rate or loss of discounts on previous broadcasts for a period of not more than 26 weeks from effective date of such revision.  
No double spotting.  
Broadcast of copy subject to approval of content by station management.

TIME RATES

Rates effective July 1, 1957. (Card No. 4.)

Rates received July 19, 1957.

	10 sec.	1 min.	5 min.
	or 20 words	or less	news
1 time.....	4.00	8.00	10.00
26 times.....	3.80	7.60	9.50
52 times.....	3.60	7.20	9.00
104 times.....	3.40	6.80	8.50
260 times.....	3.20	6.40	8.00
312 times.....	3.00	6.00	7.50
624 times.....	2.80	5.60	7.00
1000 times.....	2.60	5.20	6.50

PACKAGES

(Run-of-Schedule)

1 minute or less within 1 week:	Each	Total
10 announcements.....	7.00	70.00
15 announcements.....	6.50	97.00
20 announcements.....	6.00	120.00
25 announcements.....	5.75	143.75
35 announcements.....	5.25	183.75
50 announcements.....	5.00	250.00

Maximum number announcements per advertiser 1 per hour, 15 per day.

SPECIAL FEATURES

News Service—AP.  
Political—regular rates apply; cash in advance. Scripts 24 hours in advance.

# Be Sure You're Reaching the Right People

Let's suppose your budget is small, and results are essential through a limited advertising program. You have a product that appeals primarily to farmers and people in rural areas. You have to be mighty sure that the media you select are going to do a sure-fire selling job for you.

This is your problem, but Standard Rate & Data Service wants to help you solve it. That's why you'll find reliable up-to-date market statistics and market maps every month in these Standard Rate publications:

- Spot Radio Rates and Data
- Spot TV Rates and Data
- Newspaper Rates and Data

Of course, media selection cannot be 100% guaranteed by anyone, but certain steps can be taken to make the best possible choice and to definitely put the odds in your favor. The media buyer who does a careful job of research — making a thorough study of these averages and percentages — knows when he has made his decision that it is justified. He knows that his product is being presented to the people who want it and who can afford to purchase it.

Whether your budget is large or small, whether your product appeals to city dwellers or rural folk, you have something to sell and results are essential. You'll get those results by using the market data made available to you by Standard Rate & Data Service.

*Helping you to arrive at final decisions in the selection of the best possible media to reach the people you want to reach is just one of the many ways Standard Rate seeks to help you.*

3NRTV-17

KMJ

(Established 1922.)

A Beeline McClatchy Owned Station



McClatchy Broadcasting Company, 1515 Van Ness Ave., Fresno, Calif. Amherst 8-5771. TWX FR144.

PERSONNEL

Manager—Ramsey Elliott.

REPRESENTATIVES

Paul H. Raymer Company, Inc.

FACILITIES

5,000 w., 580 kc. Nondirectional.  
Operating schedule: 24 hours daily (except 1:00 a.m. to 6:00 a.m. Mondays), PST.  
AM Transmitter: North and Madera Aves., Kerman, Calif.

FM FACILITIES

ERP 7,300 w., 97.9 mc.  
Antenna Ht.—630 ft. above average terrain.

AGENCY COMMISSION

15% on net time; no cash discount. Bills payable when rendered.

GENERAL

FM operated in conjunction with AM.  
Accepts AAAA copyrighted contract.  
Announcements broadcast at times adjacent to higher rate classification take the higher rate.  
Rates for periods longer than 1 hour are in exact proportion to corresponding 1 hour rate.  
Rates include music copyright fees.  
Length of commercial copy:  
5 minutes..... 1:15 min. 30 minutes..... 4:15 min.  
15 minutes..... 3:00 min. 60 minutes..... 7:00 min.

TIME RATES

Rates effective September 1, 1958. (Card No. 26.)  
Card received August 4, 1958.  
(6:00 a.m. to 7:30 p.m.)

	1	1/2	20	1/4	10	5
	hr.	hr.	min.	hr.	min.	min.
1 time.....	150.00	85.00	65.00	55.00	45.00	30.00
13 times.....	145.00	82.00	63.00	53.00	43.00	29.00
26 times.....	140.00	79.00	61.00	51.00	41.00	28.00
52 times.....	135.00	76.00	59.00	49.00	39.00	27.00
65 times.....	130.00	73.00	57.00	47.00	38.00	26.00
104 times.....	125.00	70.00	55.00	45.00	36.00	25.00
156 times.....	120.00	67.00	53.00	43.00	34.00	24.00
260 times.....	110.00	62.00	49.00	39.00	32.00	22.00
312 times.....	100.00	57.00	45.00	35.00	30.00	20.00
500 times.....	.....	.....	.....	.....	.....	19.00
750 times.....	.....	.....	.....	.....	.....	18.00
1,000 times.....	.....	.....	.....	.....	.....	17.00

ANNOUNCEMENTS

	(*)	(†)	(*)	(†)
1 time.....	23.00	11.50	156 times	17.00
13 times.....	22.00	11.00	260 times	16.00
26 times.....	21.00	10.50	312 times	15.00
52 times.....	20.00	10.00	500 times	14.00
65 times.....	19.00	9.50	750 times	13.00
104 times.....	18.00	9.00	1000 times	12.00

(\*) 1-minute or less (1-minute transcribed or 125 words live; 20 second transcribed or 50 words live).  
(†) 8-second ID's or 15 words live.

Special Evening Program & Announcement Package

(7:30 p.m. to 9:00 p.m.)  
50% additional discount off regular guaranteed time announcement and program rates.  
(All other times)

Rates on request.  
Percentage of hour rate for time periods not shown:  
25 minutes..... 50% 45 minutes..... 80%  
35 minutes..... 67% 50 minutes..... 87%  
40 minutes..... 73% 55 minutes..... 93%

WEEKLY SATURATION PACKAGE

(All package announcements are run-of-schedule except that 7:00 a.m. to 9:00 a.m. Monday through Friday is available on guaranteed time rates only; ID's must run 2 for 1).

	1 wk.	6 wks.	13 wks.	26 wks.
6 spots.....	96.00	90.00	84.00	78.00
10 spots.....	150.00	140.00	130.00	120.00
15 spots.....	210.00	195.00	180.00	165.00
20 spots.....	260.00	240.00	220.00	200.00
25 spots.....	300.00	275.00	250.00	225.00
30 spots.....	330.00	300.00	270.00	240.00
40 spots.....	400.00	360.00	320.00	280.00

Additional 5% discount from 1 week rate for 52 weeks.

Weekend Saturation Package  
15 minutes or station breaks scheduled from 6:00 p.m. Friday through Sunday within one weekend: 10.00 per spot—(150.00) cannot be combined with any other packages for greater discounts.

Package Announcements  
Package announcements are run-of-schedule but advertisers may indicate general time segments preferred. Package rate spots will be moved to accommodate guaranteed time rate spots. Multiple weekly packages do not have to run consecutively to earn rate within the contract year.

Contiguous Rates  
Two or more program units of 10 minutes or more broadcast on the same day for the same sponsors may be combined to earn the 1 hour rate of any portion thereof. After 9:00 a.m. weekdays and anytime on Saturday or Sunday 5 minute programs may be combined for contiguous rates. Time in excess of 1 hour pro-rata of one hour rate. Announcements cannot be combined with programs of 5 minutes or more to earn discounts; however, the greatest discount earned by either will apply to the other except that announcements cannot earn discounts for programs of 10 minutes or more beyond the 312 frequency.

COMBINATION RATES

See NBC Radio Network and Beeline, McClatchy.

Beeline Combinations:  
All 5 or any 3 or 4 of the following stations may be combined to earn Beeline discounts—KFBK, Sacramento; KBEE, Modesto; KMJ, Fresno; KERN, Bakersfield; KOH, Reno.  
3 stations..... 5% 5 stations..... 15%  
4 stations..... 10%  
For specific rates, see McClatchy Beeline at beginning of California listings.  
(This listing continued on next page)



# CALIFORNIA

Fresno—K M J—Continued

## SPECIAL FEATURES

News—Leased wire service available.  
30 min. 20 min. 15 min. 10 min. 5 min.  
Minimum news charges: (commis-  
sionable) 15.00 12.50 10.00 7.50 5.00  
Political—regular rates apply; cash in advance.  
Library Service—World.  
Instantaneous Reference Recordings: 12 inch record,  
1 side, 3.50; both sides, 5.00; 16 inch record, 1 side,  
7.50; both sides, 10.00.

## Participating Programs

"Katherine Kitchen"—9:10 a.m. Monday through  
Friday. Homemakers program. Participations at reg-  
ular guaranteed rates.

## CLOSING TIME

Talks must be submitted in manuscript form 24 hours  
preceding broadcast.

## KR FM

— FM —

(Established 1946.)

California Inland Broadcasting Company, T. W.  
Patterson Bldg., Fresno, Calif. Amherst 8-6441.

Affiliated in ownership with KFRE, Fresno.

## PERSONNEL

Pres. and Gen'l Mgr.—Paul R. Bartlett.  
Vice-Pres. in charge of Engineering—Keith L. Mealey.  
Sta. & Sales Mgr.—Robert F. Klein.

## REPRESENTATIVES

John Blair & Company.

## FACILITIES

ERP 70,000 w., 93.7 mc.  
Operating schedule: noon to midnight weekdays;  
through noon to 11:00 p.m. Sundays, PST—DST  
observed.  
Antenna Ht.—1,880 ft. above average terrain.  
Transmitter: Meadow Lakes, Calif.

## AGENCY COMMISSION

15% on time only; no cash discount.

## GENERAL

Accepts AAAA copyrighted contract.  
No frequency or volume discounts apply.

## TIME RATES

Rates effective April 1, 1951.

Rates received February 28, 1951.

1 hour.....	20.00
1/2 hour.....	12.00
1/4 hour.....	8.00
*Announcements.....	3.00

(\* 20 seconds or 1-minute when available.)

## SPECIAL FEATURES

Political Broadcasts—none longer than 5 minutes  
duration accepted. Regular rates apply; cash in  
advance. Scripts must be submitted 24 hours before  
broadcast.

## KYNO

(Established 1947.)



Radio KYNO, Voice of Fresno, KYNO Bldg., 2125  
N. Barton Ave., Fresno, Calif. Clinton 5-8383.

## PERSONNEL

General Manager—Gene Chenault.  
Station Manager—Jim Carroll.

## REPRESENTATIVES

Headley-Reed Company.

## FACILITIES

1,000 w., 1300 kc. Directional (separate patterns  
day and night).  
Operating schedule: 5:30 a.m. to 1:00 a.m. weekdays;  
6:00 a.m. to midnight Sundays, PST.  
Transmitter: Barton Ave. & McKinley, Fresno, Calif.

## AGENCY COMMISSION

15% on time only; no cash discount.

## GENERAL

Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.

## TIME RATES

Rates effective July 1, 1958. (Card No. 8.)

Card received July 28, 1958.

## ANNOUNCEMENT PACKAGE PLANS

Per week:	—1 minute—		—30-seconds—	
	Each	Per wk.	Each	Per wk.
10 times.....	7.00	70.00	5.60	56.00
20 times.....	6.00	120.00	4.80	96.00
30 times.....	5.75	172.50	4.60	138.00
40 times.....	5.25	210.00	4.20	168.00
50 times.....	5.00	250.00	4.00	200.00
60 times.....	4.75	285.00	3.80	228.00
70 times.....	4.25	297.50	3.40	238.00

10-second announcements—50% of 1-minute rate.

NEWS  
(5 minutes —includes talent and news service)

1 time.....	10.00	150 times.....	8.00
30 times.....	9.00	260 times.....	7.75
60 times.....	8.50	365 times.....	7.50
120 times.....	8.25		

## Additional Discounts

13 weeks.....	5%	52 weeks.....	15%
26 weeks.....	10%		

## COMBINATION RATES

Sold in combination with KRAK, Stockton, Calif.,  
and the "99 Group of California." For additional dis-  
counts see "99 Group" combination rates.

## SPECIAL FEATURES

News Service, transcribed and recorded music: 1-  
hour 10.00; 1/2-hour 8.00; 1/4-hour 5.00; 10 minutes  
4.00; 5 minutes 2.00. In unusual cases an additional  
charge will be made.  
Library Service—Thesaurus.

There's a  
**BIG**  
Change  
in  
**FRESNO**

**KYNO DOUBLES**  
Audience In One Year

**HOOPER**  
for July 1958 places KYNO  
first with 37.3 rating 7 AM  
to 12N and a whopping 50.8  
from 12N to 6 PM!

KYNO tied for first place from  
9 AM to 12N and from 1 PM to  
6 PM as reported in the May 1958

**PULSE**

**KYNO Rates Are Half**  
Of Other Top Stations!

Don Randle is the man who  
makes sure your advertising  
works with effective

**MERCHANDISING**

He handles promotions and  
displays in over 60 Super  
Markets... knows your wholesaler  
or Broker.

**KYNO Is Represented by**  
**HEADLEY REED CO.**

**KYNO**  
**FRESNO**

## CLOSING TIME

Political scripts must be submitted 24 hours before  
air time.

(Call letters not received)

(C.P. Class B—FM, ERP 17,500 w; 95.5 mc.)  
John H. Poole,  
Fresno, Calif.

## GILROY

Santa Clara County—Map Location C-7  
See SRDS consumer market map and data at begin-  
ning of the State.

## KPER

(Established 1957)

Bernard and Jobbins Broadcasting Corp., 615 Swan-  
ston Lane, Gilroy, Calif. Vinewood 2-3155.

## PERSONNEL

Co-owners—Don Bernard, Chuck Jobbins.  
General Manager—George F. Schaefer.  
National Sales Mgr.—Phil Martinez.  
Commercial Manager—Phil Martinez.

## REPRESENTATIVES

J. A. Lucas & Associates.

## FACILITIES

500 w.; 1290 kc. Non-directional.  
Operating schedule: 6:00 a.m. to local sunset. PST—  
DST observed.  
Transmitter: Thomas Rd. and Mesa Lane, Gilroy,  
Calif.

## AGENCY COMMISSION

15% on time and talent; no cash discount. Bills  
payable 10th of month.

## GENERAL

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
No time sold for resale.

## TIME RATES

Rates effective July 1, 1958. (Card No. 2.)

	Card received July 28, 1958.					
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	30.00	19.00	10.00	7.00	4.50	3.50
13 times.....	29.00	18.00	9.00	6.50	4.25	3.25
26 times.....	28.00	17.00	8.00	6.00	4.00	3.00
52 times.....	27.00	15.00	7.50	5.50	3.75	2.75
104 times.....	24.00	13.00	7.00	5.00	3.50	2.50
156 times.....	22.00	12.00	6.50	4.75	3.25	2.50
312 times.....	20.00	11.00	6.00	4.50	3.00	2.50

## MONTHLY PACKAGE SPOT RATES

	—1 min.—		—30 sec.—	
	Each	Total	Each	Total
30 1-minute spots.....	3.00	90.00	2.50	75.00
60 1-minute spots.....	2.33	140.00	1.78	107.00
90 1-minute spots.....	2.11	190.00	1.48	133.00
120 1-minute spots.....	1.92	230.00	1.29	155.00

## SATURATION PACKAGES

Daily Saturation  
(Within one week)

	Each	Total
7 announcements.....	4.25	29.75
12 announcements.....	4.00	48.00
20 announcements.....	3.75	75.00

Weekend Saturation  
(Saturday and/or Sunday)

	Each	Total
10 announcements.....	3.75	37.50
15 announcements.....	3.50	52.50
20 announcements.....	3.25	65.00

## SPECIAL FEATURES

News Service—U/I and local. No extra charge.  
Political—regular rates apply; cash in advance.  
Library Service—Thesaurus.  
Spanish and Portuguese programs available.

Participating Programs

"Chit Chat with Jean", "Afternoon Break", "Rise  
and Shine."

## CLOSING TIME

24 hours in advance of broadcast.

## GLENDALE (1 AM; 1 FM)

Los Angeles County—Map Location E-10  
See SRDS consumer market map and data at begin-  
ning of the State.

## KIEV

(Established 1933.)

Cannon System, Ltd., 106 N. Glendale Ave., Glen-  
dale 6, Calif. Citrus 1-1133. Los Angeles phone:  
Chapman 5-2388.

## PERSONNEL

President—David H. Cannon.  
Station Manager—Cal Cannon.

## FACILITIES

250 w., 870 kc. Nondirectional.  
Operating schedule: 6:00 a.m. to sunset daily, PST  
—DST observed. Clear channel.  
Transmitter: Glendale, Calif.

## AGENCY COMMISSION

15% on net time only; no cash discount. All con-  
tracts payable in advance.

## TIME RATES

Rates effective November 1, 1956. (Card No. 15.)  
Card received February 1, 1957.

	PROGRAMS		
	1 tl.	104 tl.	312 tl.
1 hour.....	90.00	85.00	80.00
1/2 hour.....	50.00	47.50	45.00
1/4 hour.....	30.00	27.00	24.00

ANNOUNCEMENTS

	1 tl.		
	104 tl.	312 tl.	
1 minute transcribed or 125 words.....	10.00	9.00	8.00
1/2 minute transcribed or 75 words.....	8.00	7.25	6.50

(This listing continued on next page)



**Glendale—K I E V—Continued**

**PACKAGES**  
"870 Special"

1-minute announcements:	
7 announcements per day.....	50.75
10 announcements per day.....	70.00
180 announcements per month.....	1,260.00
30-second announcements:	
10 announcements per day.....	60.00
15 announcements per day.....	82.50
180 announcements per month.....	990.00
"Monday through Friday Special"	
1-minute announcements:	
25 announcements per week.....	181.25
60 announcements per month.....	450.00
90 announcements per month.....	652.50
30-second announcements:	
25 announcements per week.....	143.75
60 announcements per month.....	375.00
90 announcements per month.....	517.50

(On the "Monday through Friday Special" spots for Saturday and Sunday may be purchased at end of the card rate.)

**SPECIAL FEATURES**  
News Service—UPI and AP. Local news from Glendale News-Press.  
Rotating newscast, per month..... 330.00  
Political—regular rates apply; cash in advance.  
Library Service—Standard.

**CLOSING TIME**  
Talent programs and announcements close 48 hours before broadcast; recorded programs, 24 hours before broadcast.

**KUTE**

— FM —

(Established 1951.)

Robert P. Adams, P. O. Box 729, 1644 Idlewood Rd., Glendale 2, Calif. Citrus 4-1414, and 1-7918.

**PERSONNEL**

General Manager—R. P. Adams.

**FM FACILITIES**

ERP 11,600 w., 101.9 mc.  
Operating schedule: 24 hours daily, PST—DST observed.

Antenna Ht.—630 ft. above average terrain.  
Transmitter & Studio: Flint Peak, Glendale, Calif.

**AGENCY COMMISSION**

15%; 2% cash discount.

**GENERAL**

Accepts AAAA copyrighted contract.  
Rates are for national and local advertising.  
ASCAP, BMI and SESAC licenses.  
Only spot announcements are available.

**TIME RATES**

Rates effective August 15, 1958. (Card No. 3.)  
Card received August 4, 1958.

**ANNOUNCEMENTS**

**CLASS "A"**

(Fixed position, within 1 year)

	1 min.	30 sec.	(*)
1-99 times.....	6.00	4.00	2.00
100-249 times.....	5.70	3.80	1.95
250-499 times.....	5.40	3.60	1.90
500-749 times.....	5.10	3.40	1.85
750-999 times.....	4.95	3.30	1.80
1,000 or more times.....	4.80	3.20	1.75

(\*) 10 second—time signals—when available.

**CLASS "B"**

(Run-of-schedule, within 1 year)

	1 min.	30 sec.
1-99 times.....	3.00	2.00
100-249 times.....	2.85	1.90
250-499 times.....	2.70	1.80
500-749 times.....	2.55	1.70
750-999 times.....	2.48	1.65
1,000 or more times.....	2.40	1.60

**ANNOUNCEMENT PACKAGES**

**CLASS "A"**

(Run-of-schedule)

	—30 seconds—	—1 minute—
	Each Per mo.	Each Per mo.
Monthly:		
60 spots (2 per day) 3.80	228.00	5.70 342.00
120 spots (4 per day) 3.70	444.00	5.55 666.00
240 spots (8 per day) 3.40	816.00	5.40 1,296.00

**CLASS "B"**

13 weeks:		
182 spots (2 per day) 3.49	618.80	5.10 928.20
364 spots (4 per day) 3.30	1,201.20	4.95 1,801.80
728 spots (8 per day) 3.20	2,329.60	4.80 3,494.40

**SPECIAL FEATURES**

News Service—UPI.

**CLOSING TIME**

24 hours prior to broadcast.

**HANFORD**

Kings County—Map Location D-8

See SRDS consumer market map and data at beginning of the State.

**KNGS**

(Established 1948.)



Owned and operated by Ellsworth Peck and A. J. Krisik dba Radio Station KNGS, P. O. Box 620, 4 mi. east of Hanford, Calif. on Hwy. 198. Lu 2-0361.

**PERSONNEL**

Co-Owners & Mgr's.—Ellsworth Peck & A. J. Krisik.  
Chief Engineer—Stan Vestal.

**REPRESENTATIVES**

Los Angeles—Harlan G. Oakes & Associates.  
San Francisco—Theo B. Hall & Co.

**FACILITIES**

1,000 w., 620 kc. Directional—night only.  
Operating schedule: 5:00 a.m. to 11:00 p.m., PST—DST observed.  
Transmitter: same as office address.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 1st, payable 10th of month.

**GENERAL** Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising: beer and wine only.  
Rates protected 1 year.  
Frequency discount allowed retroactively.

**TIME RATES**

Rates effective July 1, 1958.  
Rates received July 28, 1958.  
Revisions received October 28, 1954.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	40.00	24.00	16.00	12.00	8.00
13 times.....	38.00	23.00	15.40	11.50	7.70
26 times.....	36.00	22.00	14.80	11.00	7.40
52 times.....	34.00	21.00	14.20	10.50	7.10
104 times.....	32.50	20.00	13.60	10.00	6.80
156 times.....	31.00	19.00	13.00	9.50	6.50
260 times.....	29.50	18.00	12.40	9.00	6.20
312 times.....	28.00	17.00	11.80	8.50	5.90

**ANNOUNCEMENTS**

	(*)	(†)	(*)	(†)
1 time.....	6.00	5.00	156 times.....	4.65
13 times.....	5.70	4.75	260 times.....	4.40
26 times.....	5.40	4.40	312 times.....	4.20
52 times.....	5.15	4.20	500 times.....	4.00
104 times.....	4.90	4.00	1,000 times.....	3.75

(\*) 100 words or 1 minute.  
(†) 50 words or 25 seconds.

**WEEKLY SPOT PACKAGES**

	—1 min.—	—30 sec.—	—10 sec.—
	Each Total	Each Total	Each Total
Per week:			
10 times.....	4.00 40.00	3.25 32.50	2.00 20.00
15 times.....	3.75 56.25	3.00 45.00	1.75 26.25
25 times.....	3.50 87.50	2.75 68.75	1.50 37.50
35 times.....	3.25 113.75	2.50 87.50	1.25 43.75
50 times.....	3.00 150.00	2.50 125.00	1.50 75.00
100 times.....	.....	.....	1.25 125.00

**SPECIAL FEATURES**

News Service—UPI. Add 10% to net time.  
Time signals at spot rates.  
Political—regular rates apply; payable in advance.  
Foreign Language Programs  
Spanish and Portuguese—rates on request.

**CLOSING TIME**

Regular commercial copy—day preceding broadcast.  
Talks or political—48 hours preceding broadcast.

**INDIO**

Hiverside County—Map Location G-10  
See SRDS consumer market map and data at beginning of the State.

**KCHV**

**COACHELLA**

(Established 1954)

(This is a duplicate of the listing appearing under Coachella, Calif.)  
Coachella Broadcasting Company, 1694 6th St., Coachella, Calif. Express 8-5534.

**PERSONNEL**

Owner—Edward Gorges.  
Station Manager—I. E. Staples.

**REPRESENTATIVES**

Eastern—Hal Holman Company.  
Los Angeles & San Francisco—Tracy Moore & Associates, Inc.  
Seattle & Portland—Art Moore & Associates, Inc.

**FACILITIES**

1,000 w. days, 970 kc. Nondirectional.  
Operating schedule: 6:00 a.m. to 6:30 p.m. PST.  
Transmitter: same as office address.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 1st, payable 10th of month.

**GENERAL**

Rates include music copyright fees.  
ASCAP and BMI licenses.

**TIME RATES**

Rates effective October 14, 1957.  
Rates received October 14, 1957.

1 hour.....	60.00	10 minutes.....	18.00
1/2 hour.....	36.00	5 minutes.....	12.00
1/4 hour.....	24.00		

**ANNOUNCEMENTS**

	Each	Total
1 time.....	6.00	6.00
3 times.....	5.50	16.50
5 times.....	5.00	25.00
10 times.....	4.50	45.00
15 times.....	4.00	60.00
20 times.....	3.50	70.00
50 times.....	3.00	150.00

**SPECIAL FEATURES**

News Service—AP.  
Political—regular rates apply; payable in advance.  
Participating Programs  
"Salton Sea Serenade"—11:00 a.m. to noon Saturday.  
"Coachella Corral"—Noon to 1:00 p.m. Monday through Saturday.  
"Serenata Musical"—1-1/2 hours of Spanish music on station opening.

**CLOSING TIME**

48 hours before broadcast. (D)

**KREO**

(Established 1946.)



Imperial Broadcasting System, Inc., 6331 Hollywood Blvd., Hollywood 28, Calif., Ho. 2-6464.  
Business Office & Studio—Calhoun Dr., Indio, Calif. Phone 7-3403.

**PERSONNEL**

Station Manager—William Gebeau.

**REPRESENTATIVES**

Everett-McKinney, Inc.  
Los Angeles & San Francisco—O'Connell-Palmer Company.

**CALIFORNIA**

**FACILITIES**

250 w., 1400 kc. Nondirectional.  
Operating schedule: 24 hours daily. PST.  
Transmitter: Calhoun Drive, Indio, Calif.

**AGENCY COMMISSION**

15% on net time only; no cash discount.

**GENERAL**

ASCAP, BMI and SESAC licenses.  
Rates include music copyright fees.  
Advertisers shall pay short rate should time contracted for not be used.

**TIME RATES**

Rates effective February 1, 1957.  
Rates received January 25, 1957.  
Rev. received September 29, 1958.

	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time.....	27.50	18.00	10.00	5.00	4.00
13 times.....	26.12	17.10	9.50	4.75	3.80
26 times.....	24.75	16.20	9.00	4.50	3.60
52 times.....	23.37	15.30	8.50	4.25	3.40
156 times.....	22.00	14.40	8.00	4.00	3.20
260 times.....	20.62	13.50	7.50	3.75	3.00
312 times.....	19.25	12.60	7.00	3.50	2.80
624 times.....	17.87	11.70	6.50	3.25	2.60

(\*) 30 or 20 seconds.  
10 second spots are 50% of 1-minute rates.

**PACKAGE PLANS**

Spot packages may not be combined with regular announcements for earned frequency.  
Spot packages are flat rate, no further discount.

	1	30
	min.	sec.
Run of schedule spot packages:		
10-24 spots per week.....	3.50	2.80
25-49 spots per week.....	3.25	2.60
50 or more spots per week.....	3.00	2.40

**COMBINATION RATES**

See Imperial Broadcasting System, Inc. and ABC Radio.

**SPECIAL FEATURES**

News Service—UPI and local. 5 minute news—regular rates apply.  
Farm News Service—regular rates apply.  
Early morning Spanish language available; regular rates apply.  
Time signals, frost warnings and weather reports—rates on request.  
ABN participating programs; rates on request.  
Political—regular rates apply; payment in advance.

**CLOSING TIME**

Contracts, program material and commercial copy should be in hands of station at least 2 days prior to first broadcast.

**INGLEWOOD**

Los Angeles County—Map Location E-10.

See SRDS consumer market map and data at beginning of the State.

**KTYM**

(Established 1958)

Trans-American Broadcasting Co., 125 S. Greville Ave., Inglewood 1, Calif. Oregon 8-6400, Orchard 4-7273.

**PERSONNEL**

Pres. & Gen'l Mgr.—A. J. Williams.

**REPRESENTATIVES**

W. S. Grant Company, Inc.

**FACILITIES**

1,000 w. days; 1460 kc. Nondirectional.  
Operating schedule: local sunrise to sunset. PST—DST observed.  
Transmitter: 4201 S. La Brea, Los Angeles, Calif.

**FM FACILITIES**

(C.P. ERP 450 w.; 103.9 mc.)

**AGENCY COMMISSION**

15% on time and talent; no cash discount. Bills due and payable when rendered.

**GENERAL**

Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Single spots only. Programs and announcements cannot be combined to earn frequency discounts. Discounts allowed retro-actively on number of broadcasts within 1 year.  
Beer, wine and tobacco advertising accepted.  
Contract renewals subject to rates in effect at time of renewal.  
Station reserves right to edit copy to length and content specified in contract and to the standards set forth by station policy.  
Actual broadcast periods are: 59 minutes for 1 hour, 29 minutes for 1/2 hour, 14 minutes for 1/4 hour, 9-1/2 minutes for 10 minutes, 4-1/2 minutes for 5 minutes. No commercial spot announcement to exceed 1 minute, 125 words or equivalent.  
No commercial announcement in a sponsored program to exceed 1 minute, 125 words or equivalent.  
Frequency discount specified in contract valid only if earned. Unfulfilled contracts billed at earned rate. Programs of all talking nature sold only at 1-time rate. No frequency discount.  
Length of commercial copy—15 seconds open and close plus:

5 minutes.....	1:00 minute
10 minutes.....	1:30 minutes
15 minutes.....	2:00 minutes
30 minutes.....	4:00 minutes
60 minutes.....	8:00 minutes

**TIME RATES**

Rates effective May 1, 1958. (Card No. 2.)

Card received May 12, 1958.

(This listing continued on next page)

# CALIFORNIA

## Inglewood—KTYM—Continued

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	85.00	47.50	25.00	20.00	15.00	11.00	8.00
13 times.....	80.00	45.00	23.50	19.00	14.00	10.50	7.50
26 times.....	75.00	42.00	22.00	17.50	13.25	10.00	7.00
52 times.....	70.00	38.50	20.00	16.50	12.00	9.50	6.75
104 times.....	.....	.....	.....	.....	.....	9.00	6.25
260 times.....	.....	.....	.....	.....	.....	8.50	6.00
312 times.....	.....	.....	.....	.....	.....	8.00	5.50

### WEEKLY PACKAGE RATES

	—1-minute—		—30-seconds—	
	Each	Per wk.	Each	Per wk.
10 spots.....	9.50	95.00	6.75	67.50
15 spots.....	9.00	135.00	.....	.....
20 spots.....	8.50	170.00	6.25	125.00
25 spots.....	8.00	200.00	.....	.....
30 spots.....	7.75	232.50	6.00	180.00
40 spots.....	7.25	290.00	5.50	220.00
50 spots.....	6.75	337.50	5.25	262.50
70 spots.....	6.25	437.50	5.00	350.00

### SPECIAL FEATURES

News Service—UPI.  
Political—regular rates apply; payable in advance.

### CLOSING TIME

48 hours in advance of broadcast. (D)

## Here's Another Way to Increase Your Efficiency in Media Selection

Whenever you're using Standard Rate publications in considering or reviewing media selection decisions, you want to be sure to use all the information provided for your use. You'll want to use not only the main body of information, the rate and data listings, but also the special features and information in media Service-Ads.

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Service-Ads are deliberately designed to supplement the information contained in media listings. Because of this, and because Service-Ads are designed for use rather than entertainment, they can be one of your best sources of information that can help you buy. When you refer to Service-Ads, you can be sure that the information you find there is as complete as the space will permit, and as up to date as the SRDS publication you are using.

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Service-Ads save you time, steps and above all work digging out the information you need in the selection of media. They are in essence a media file that you can hold in your hand and take with you into client conferences . . . a media file that's always handy whenever media are evaluated.

# LANCASTER-PALMDALE

(3 AM)

Los Angeles County—Map Location E-10  
See SRDS consumer market map and data at beginning of the State.

Area stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## KAVL

(Established 1950.)



Antelope Broadcasting Co., Incorporated, P. O. Box 1192, Lancaster, Calif. Whitehall 2-1121.

### PERSONNEL

President—Whitford B. Carter.  
General Manager—Herbert L. Comstock.

### REPRESENTATIVES

Broadcast Time Sales.

### FACILITIES

1,000 w. days 500 w. nights; 610 kc. Directional—Separate patterns day and night.  
Operating schedule: 24 hours daily. PST-DST observed.  
Transmitter: 2501 West Ave. I, Lancaster, Calif.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered and payable 1st of month.

### GENERAL

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Length of commercial copy—NAB standards.  
Alcoholic beverage advertising—beer and wine only.  
Contracts accepted up to 60 days in advance; maximum of 1 year.  
Frequency discounts are retroactive.

### TIME RATES

Rates effective September 1, 1957. (Card No. 4.)  
Card received August 16, 1957.

### PROGRAMS

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	40.00	25.00	19.00	11.20	7.50
26 times.....	38.00	23.80	18.00	10.65	7.10
52 times.....	36.00	22.50	17.00	10.00	6.75
104 times.....	34.00	21.20	16.10	9.50	6.40
156 times.....	32.00	20.00	15.20	9.00	6.00
260 times.....	30.00	18.75	14.25	8.40	5.60
312 times.....	28.00	17.50	13.25	7.85	5.25

### ANNOUNCEMENTS

	1 min.	20 sec.	10 sec.
1 time.....	5.00	4.00	2.60
26 times.....	4.75	3.80	2.50
52 times.....	4.50	3.60	2.35
104 times.....	4.25	3.40	2.20
156 times.....	4.00	3.20	2.10
260 times.....	3.75	3.00	1.95
312 times.....	3.50	2.80	1.80
*425 times.....	3.25	2.60	1.70
*600 times.....	3.00	2.40	1.60
*1,000 times.....	2.75	2.20	1.45

(\*) Run-of-schedule.

### WEEKLY PACKAGE RATES

	—7 days—			—Less than 7 days—		
	1 min.	20 sec.	10 sec.	1 min.	20 sec.	10 sec.
10 ann.....	40.00	32.00	21.00	45.00	28.00	25.50
20 ann.....	75.00	60.00	39.00	85.00	68.00	44.00
35 ann.....	122.50	98.00	63.00	140.00	112.00	73.50
50 ann.....	162.50	130.00	85.00	187.50	150.00	97.50

### MONTHLY PACKAGE RATES

7 days per week:		1 min.	20 sec.	10 sec.
40 announcements (10 weekly).....	160.00	128.00	84.00	.....
80 announcements (20 weekly).....	300.00	240.00	156.00	.....
140 announcements (35 weekly).....	490.00	392.00	252.00	.....
200 announcements (50 weekly).....	650.00	520.00	340.00	.....

Packages within 1 contract year may be totaled to earn annual frequency rate, but do not earn cash or credit rebates.  
Announcements—1 minute or 150 words live; station break—20 seconds or 50 words live; ID's—10 seconds or 20 words live.

### SPECIAL FEATURES

News Service—UPI. 20% extra charge.  
Homemaker Harmonies, per participation, no discounts, 6.00.  
Script Show—10% additional.  
Special Events—rates on request.  
Political—regular rates apply; cash in advance.  
Library service—Lang-worth, World.

### CLOSING TIME

24 hours before broadcast.

## KBVM

(Established 1956)

Brocaw Broadcasting Company, 112 East Avenue "J", Lancaster, Calif. Whitehall 2-8461

### PERSONNEL

President—Hal Brown.  
General Manager—Jack J. Bankson.

### REPRESENTATIVES

Weed Radio Corporation.

### FACILITIES

1,000 w., 1380 kc. Directional.  
Operating schedule: local sunrise to local sunset, PST—DST observed.  
Transmitter: 2601 West Avenue "H-8", Lancaster, Calif. Whitehall 2-0066.

### AGENCY COMMISSION

15%; no cash discount. Bills payable when rendered.

### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fee.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising: beer and wine only.  
At station's option, cancellation of contract cannot become effective until 2 weeks after contractual starting date. Contractual renewals subject to rates in effect at time of renewal.

### TIME RATES

Rates effective September 1, 1957. (Card No. 2.)  
Card received August 26, 1957.

### CLASS "AA"

	(6:30 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m.)			
	1 min.	30 sec.	10 sec.	5 min.
1 time.....	7.00	5.25	3.50	9.00
25 times.....	6.50	4.90	3.25	8.50
50 times.....	6.00	4.50	3.00	8.00
100 times.....	5.50	4.15	2.75	7.50
250 times.....	5.00	3.75	2.50	7.00
500 times.....	4.50	3.35	2.25	6.50
1,000 times.....	4.00	3.00	2.00	6.00

### CLASS "A"

	(6:00 a.m. to 7:30 p.m., except Class "AA")			
	1 min.	30 sec.	10 sec.	5 min.
1 time.....	6.00	4.50	3.00	8.00
25 times.....	5.50	4.15	2.75	7.50
50 times.....	5.00	3.75	2.50	7.00
100 times.....	4.50	3.35	2.25	6.50
250 times.....	4.00	3.00	2.00	6.00
500 times.....	3.50	2.65	1.75	5.25
1,000 times.....	3.00	2.25	1.50	4.50

### CLASS "B"

(All Other Times)  
50% of Class "AA" rates.

### PACKAGE RATES

(Within 7 day period)  
Weekly Saturation: Prices are for minutes.  
Spots are run-of-schedule with one-third guaranteed in Class "AA" when available, remainder in Class "A," if desired.

	1 wk.	4 wks.	13 or more wks.
12 spots.....	48.00	45.00	42.00
18 spots.....	67.50	63.00	58.50
24 spots.....	84.00	78.00	72.00
36 spots.....	117.00	108.00	99.00

30 seconds; 75% of above rates. 10-second spots must run 2 for 1.

### COMBINATION PACKAGE RATES

KBIS, Bakersfield and KBVM, Lancaster		1-minute: 1 wk.		4 wks.		13 wks.		26 wks.		52 wks.		
12 spots	90.00	85.50	81.00	76.50	72.00	12 spots	128.25	121.50	114.75	108.00	101.25	
18 spots	128.25	121.50	114.75	108.00	101.25	24 spots	162.00	153.00	144.00	135.00	126.00	
24 spots	162.00	153.00	144.00	135.00	126.00	36 spots	229.50	216.00	202.50	189.00	175.50	
36 spots	229.50	216.00	202.50	189.00	175.50	30 seconds:	12 spots	67.50	64.00	60.75	57.50	54.00
18 spots	96.25	91.00	86.00	81.00	76.00	24 spots	121.50	114.75	108.00	101.25	94.50	
24 spots	162.00	153.00	144.00	135.00	126.00	36 spots	229.50	216.00	202.50	189.00	175.50	

### COMBINATION RATES

KBIS, Bakersfield and KBVM, Lancaster  
With the exception of package purchases, an additional 10% discount applies when KBVM, Lancaster, California is contracted for in combination with its companion station, KBIS, Bakersfield, California. The 10% discount is applicable with any purchase from the 1-time to and including the 1,000-time rate.

### SPECIAL FEATURES

News Service—AP, and City News Service. Rates include news fee, Merchandising staff, program promotions, etc., available to clients.  
Political—frequency discounts apply; cash in advance.  
Instantaneous Reference Recordings—no charge.

### CLOSING TIME

24 hours before broadcast.

## KUTY

(Established 1957)

Palmdale Broadcasters, P. O. Box 5, 806 E. Avenue Q 10, Palmdale, Calif.

### PERSONNEL

Owner—Harold C. Singleton.  
General Manager—W. Lee Roddy.  
Program Director—Edwin J. Scherr.

### REPRESENTATIVES

W. S. Grant Company, Inc.

### FACILITIES

1,000 w.; 1470 kc.  
Operating Schedule: 5:00 a.m. to sunset.  
Transmitter: Highway south of Palmdale, Calif.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered 1st, payable 10th of month.

### TIME RATES

Rates effective June 1, 1958.  
Rates received June 6, 1958.

### ANNOUNCEMENTS

Per announcement:	5 min.	1 min.	30 sec.
1 time.....	10.25	7.50	5.50
15 times.....	9.75	7.10	5.25
30 times.....	9.50	6.75	5.00
45 times.....	9.25	6.40	4.75
90 times.....	8.75	6.00	4.50
180 times.....	8.25	5.60	4.25
270 times.....	7.75	5.25	4.00
365 times.....	7.25	4.75	3.75
730 times.....	6.75	4.25	3.50

### SPECIAL FEATURES

News Service—AP, local news.  
News and sports headlines:  
1 time..... 7.75 180 times..... 6.00  
15 times..... 7.50 270 times..... 5.50  
30 times..... 6.75 365 times..... 4.75  
90 times..... 6.50 730 times..... 4.25  
Political—regular rates apply; cash in advance.

### CLOSING TIME

24 hours before broadcast.

# LODI

San Joaquin County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

## KCVR

(Established 1946)

Owned and operated by Lloyd Burlingham, P. O. Box 600, Lodi California Endicott 8-0628.

### PERSONNEL

Owner and Director—Lloyd Burlingham.  
Station Manager—Dedah M. Corlett.

### REPRESENTATIVES

William A. Ayres Company.

### FACILITIES

1,000 w. days, 1570 kc. Nondirectional.  
Operating schedule (PST—DST observed):  
Jan. 7:15 a.m. to 5:15 p.m. Jul 5:00 a.m. to 7:30 p.m.  
Feb 7:00 a.m. to 5:45 p.m. Aug 5:15 a.m. to 7:00 p.m.  
Mar 6:15 a.m. to 6:15 p.m. Sep 5:45 a.m. to 6:15 p.m.  
Apr 5:30 a.m. to 6:45 p.m. Oct 6:15 a.m. to 5:30 p.m.  
May 5:00 a.m. to 7:15 p.m. Nov 6:45 a.m. to 5:00 p.m.  
Jun 4:45 a.m. to 7:30 p.m. Dec 7:15 a.m. to 4:45 p.m.  
Transmitter: Lodi, Calif.

### AGENCY COMMISSION

15% on time only; no cash discount.

### GENERAL

Accepts AAAA copyrighted contract.  
Rates are for local and national advertising.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising not accepted.

### TIME RATES

Rates effective September 1, 1957. (Card No. 4.)

Card received September 30, 1957.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	50.00	30.00	20.00	10.00	6.00	4.00
13 times.....	47.50	28.50	19.00	9.50	5.70	3.80
26 times.....	45.00	27.00	18.00	9.00	5.40	3.60
52 times.....	42.50	25.50	17.00	8.50	5.10	3.40
104 times.....	40.00	24.00	16.00	8.00	4.80	3.20
156 times.....	37.50	22.50	15.00	7.50	4.50	3.00
260 times.....	35.00	21.00	14.00	7.00	4.20	2.80
312 times.....	32.50	19.50	13.00	6.50	3.90	2.60

### SPECIAL PACKAGE RATES

All spots floating—no exceptions.  
(Minimum 10 spots per day)

100 minute spots.....	250.00
100 thirty-second spots.....	150.00
50 minute spots.....	150.00
50 thirty-second spots.....	87.50
20 minute spots.....	65.00
20 thirty-second spots.....	40.00

### SPECIAL FEATURES

News Service—UPI.  
Political—regular rates apply, payable in advance.  
Frequency discounts allowed.  
Library Service—Standard and Keystone.

### CLOSING TIME

48 hours in advance.

# LOMPOC

Santa Barbara County—Map Location D-9

See SRDS consumer market map and data at beginning of the State.

## KNEZ

(Established 1958)



KNEZ, Inc., 114 North "H" St., Lompoc, Calif.

### PERSONNEL

President—Thomas B. Friedman.  
General Manager—Thomas J. Wallace, Jr.

### REPRESENTATIVES

William A. Ayres Company.  
New York—Bob Dore Associates.

### FACILITIES

500 w. days, 960 kc. Non-directional.  
Operating schedule: 6:00 a.m. to local sunset. PST—DST observed.  
Transmitter—Douglas Ave., Lompoc, Calif.

### AGENCY COMMISSION

15% on time and talent; 2% cash discount within 10 days. Bills due 30th of month.

### GENERAL

Affiliated with Keystone Network.  
Rates include music copyright fees.  
Accepts AAAA copyrighted contract.  
ASCAP, BMI and SESAC licenses.  
Facilities for remote broadcasts, live and taped.

### TIME RATES

Rates effective August 1, 1958. (Card No. 1.)

Rates received July 17, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	37.50	24.00	16.00	8.00
13 times.....	35.50	22.50	15.00	7.50
26 times.....	33.50	21.00	14.00	7.00
52 times.....	31.50	19.50	13.00	6.50
104 times.....	29.50	18.00	12.00	6.00
260 times.....	27.50	16.50	11.00	5.50
312 times.....	25.50	15.00	10.00	5.00

### ANNOUNCEMENTS

	1 min.	30 sec.	Time signals
1 time.....	4.00	3.50	3.00
13 times.....	3.85	3.30	2.85
26 times.....	3.70	3.00	2.70
52 times.....	3.55	2.80	2.55
104 times.....	3.40	2.60	2.40
260 times.....	3.15	2.40	2.15
312 times.....	2.80	2.20	2.00

### 30 DAY ANNOUNCEMENT PACKAGES

10 times.....	3.65	2.90	2.50
20 times.....	3.45	2.70	2.40
40 times.....	3.25	2.50	2.25
60 times.....	3.15	2.30	2.10
100 times.....	3.00	2.10	1.90

### SPECIAL FEATURES

News Service—UPI and local.  
5 minute newscasts, every hour. 5 minutes sports, 2 times per day.

### CLOSING TIME

24 hours before broadcast.

# LONG BEACH (2 AM; 2 FM)

Los Angeles County—Map Location E-10

See SRDS consumer market map and data at beginning of the State.

## KFOX

(Established 1924)



KFOX, Inc., 220 E. Anaheim, Long Beach, Calif.  
Hemlock 6-7281. Los Angeles, Calif. Nevada 6-7868.

### PERSONNEL

General Manager—Jack de Mello.

### FACILITIES

1,000 w., 1280 kc. Nondirectional.  
Operating schedule: 24 hours daily, PST—DST observed.  
AM—Transmitter: same as office address.

### FM FACILITIES

ERP 1,000 w., 102.3 mc.  
Operating schedule: unlimited.

Antenna Ht.—120 ft. above average terrain

### AGENCY COMMISSION

15% on time only; no cash discount. No commission on program charges unless otherwise agreed upon at start of contract. Bills due when rendered.

### GENERAL

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Length of commercial copy: NAB standards.  
Contracts cancellable on 2 weeks notice if accompanied by check for short time rate.  
Frequency discounts are based on service rendered by station for a period not to exceed 1 year from date of first broadcast. Rate protection guaranteed for period of 6 months from date of rate increase.  
Alcoholic beverage advertising: beer and wine only.  
FM operated in conjunction with AM.  
Announcement times subject to change either to clear time for sponsored programs or station features.  
Announcements: 100 words live; 1 minute transcribed; 60 words live or 30 seconds transcribed station break.

### TIME RATES

Rates effective July 1, 1958.

Rates received June 26, 1958.

	1 min.	30 sec.	20 sec.	10 sec.
1 time.....	9.00	6.75	5.50	4.50
52 times.....	8.55	6.40	5.15	4.25
104 times.....	8.15	6.10	4.90	4.00
260 times.....	7.70	5.75	4.60	3.75
520 times.....	7.25	5.40	4.35	3.50
1,000 times.....	6.85	4.75	3.80	3.00
2,000 times.....	5.45	4.00	3.25	2.50
3,000 times.....	4.50	3.25	2.75	2.00

### PENETRATION PACKAGES

	1 min.	30 sec.	20 sec.	10 sec.
Per week:	90.00	68.00	56.60	45.00
12 times.....	140.00	106.00	88.00	70.00
20 times.....	198.00	148.50	124.00	99.00
30 times.....	248.00	184.00	154.00	124.00
50 times.....	280.00	198.00	165.00	140.00
75 times.....	380.00	285.00	235.00	190.00
100 times.....	450.00	325.00	275.00	200.00

### Additional Discounts

Consecutive weeks:			
4 weeks.....	5%	26 weeks.....	25%
13 weeks.....	15%	52 weeks.....	35%

Run of station schedules earn additional 15% discounts. Announcements are scheduled at station option on days requested. Announcements of different length under Penetration Packages may not be combined to earn discounts.

### SPECIAL FEATURES

News Service—UPI.  
World Wide Report—15 minutes before the hour.  
Southland Report—15 minutes after the hour.  
Weatherwise for the Southland—25 and 55 minutes after the hour.  
Political—payable in advance.  
No religious or talk programs accepted.

### Participating Programs

"1230 Morning"—6:00 a.m. to noon daily.  
"1230 Afternoon"—noon to 6:00 p.m. daily.  
"1230 Evening"—6:00 p.m. to midnight daily.

## KGER

(Established 1926)



John Brown Schools of Calif., Business Office & Studio, 3745 Atlantic Ave., Long Beach, Calif. Garfield 7-7907, Nevada 6-4774.

Other Studios—419 S. Robertson Blvd., Beverly Hills, Calif. Bradshaw 2-3429, Crestview 5-1141.

### PERSONNEL

Gen'l & Com'l Mgr.—E. William George.  
Beverly Hills Sales Mgr.—Cornelius R. Lee.

### FACILITIES

5,000 w., 1390 kc. Directional—night only.  
Operating schedule: 24 hours daily, PST—DST observed.  
Transmitter: Compton, Calif., between Long Beach and Los Angeles.

### AGENCY COMMISSION

15% on time only; no cash discount. Billed monthly for service of preceding month. Affidavits of performance furnished on request.

### GENERAL

Rates are for national advertising and include music copyright fees. ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising not accepted.  
Contracts not valid for periods longer than 52 consecutive weeks, nor will contracts be signed more than 30 days before starting date of schedule.  
Length of commercial copy: NAB standards.  
Following rates show net costs after deduction of all applicable discounts.

### TIME RATES

Rates effective January 1, 1956.

### CLASS "A"

(6:00 p.m. to 9:30 p.m. weekdays, 8:00 a.m. to 10:30 p.m. Sunday)

# CALIFORNIA

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	100.00	60.00	40.00	30.00	20.00
26 times.....	95.00	57.00	38.00	28.50	19.00
52 times.....	90.00	54.00	36.00	27.00	18.00
104 times.....	85.00	51.00	34.00	25.50	17.00
156 times.....	80.00	48.00	32.00	24.00	16.00
260 times.....	75.00	45.00	30.00	22.50	15.00
312 times.....	72.50	43.50	29.00	21.75	14.50

### CLASS "B"

(7:00 a.m. to 5:59 p.m. and 9:30 p.m. to 10:30 p.m. weekdays, 10:30 p.m. to sign-off Sunday)

1 time.....	80.00	48.00	32.00	24.00	16.00
26 times.....	76.00	45.60	30.40	22.80	15.20
52 times.....	72.00	43.20	28.80	21.60	14.40
104 times.....	68.00	40.80	27.20	20.40	13.60
156 times.....	64.00	38.40	25.60	19.20	12.80
260 times.....	60.00	36.00	24.00	18.00	12.00
312 times.....	58.00	34.80	23.20	17.40	11.60

### CLASS "C"

(Sign-on to 7:00 a.m. and 10:30 p.m. to sign-off Monday through Saturday)

1 time.....	60.00	36.00	24.00	18.00	12.00
26 times.....	57.00	34.20	22.80	17.10	11.40
52 times.....	54.00	32.40	21.60	16.20	10.80
104 times.....	51.00	30.60	20.40	15.30	10.20
156 times.....	48.00	28.80	19.20	14.40	9.60
260 times.....	45.00	27.00	18.00	13.50	9.00
312 times.....	43.50	26.10	17.40	13.05	8.70

### ANNOUNCEMENTS

### CLASS "A"

	(*)	(†)	(*)	(†)
1 time.....	10.00	8.00	156 times..	8.00
26 times.....	9.50	7.50	260 times..	7.50
52 times.....	9.00	7.00	312 times..	7.25
104 times.....	8.50	6.50		

### CLASS "B"

1 time.....	8.00	6.50	156 times..	6.40	4.90
26 times.....	7.60	6.10	260 times..	6.00	4.50
52 times.....	7.20	5.70	312 times..	5.80	4.30
104 times.....	6.80	5.30			

### CLASS "C"

1 time.....	6.00	5.00	156 times..	4.80	3.80
26 times.....	5.70	4.70	260 times..	4.50	3.50
52 times.....	5.40	4.40	312 times..	4.35	3.35
104 times.....	5.10	4.10			

(\*) 1-minute transcribed or 100 words.

(†) 50 words or time signals.

### DISCOUNTS

Discounts allowed on basis of quantity of time purchased and used within 52 consecutive weeks. At time of execution of agreement, all time purchased within the 52 weeks, ending with closing date of the agreement in hand may be counted in computing rate of instant contract. Rebates not allowed on previously contracted rates.

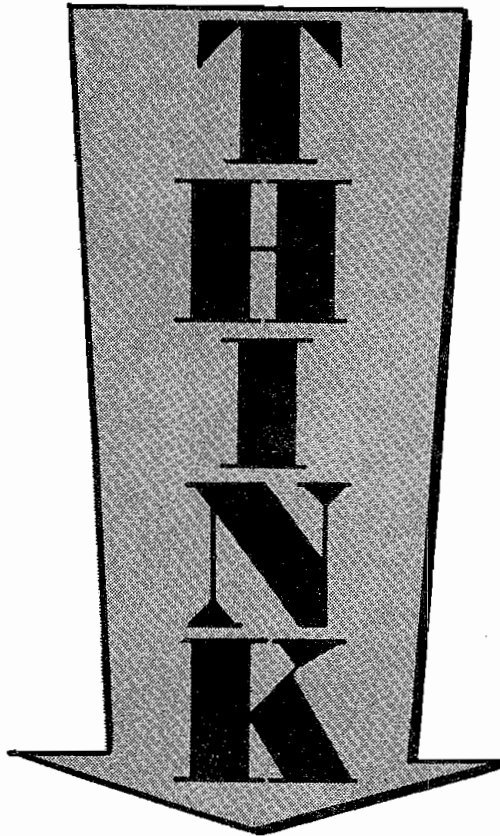
### SPECIAL FEATURES

News Service—AP and local news. No additional charge for news except for special coverage.  
Political—(announcements and/or programs) at applicable commercial rates; payable in advance.  
Instantaneous Reference Recordings—(occasional disc or tape recordings) made at no charge on programs broadcast weekly over a period longer than 13 weeks. Additional recordings—rates on request.

### CLOSING TIME



# RESULTS



*Mighty*  
**690**

**Southern California's  
REGIONAL STATION**

*the Mighty 690*  
(XEAK)  
**50,000 WATTS**

OFFICES AND FACILITIES  
**LOS ANGELES**  
HOLLYWOOD KNICKERBOCKER HOTEL  
C. E. MORIN, V. P. Sales  
**SAN DIEGO**  
MISSION VALLEY INN  
JAMES HARMON  
Station Manager

Represented by George P. Hollingbery Co.

## CALIFORNIA

### LOS ANGELES (12 AM; 10 FM)

Los Angeles County—Map Location E-10  
See SRDS consumer market map and data at beginning of the State.

#### KABC

(Established 1929)

### ABC Radio Network



#### An ABC Owned Station

Owned and operated by American Broadcasting Company. A Division of American Broadcasting-Paramount Theatres, Inc., 1539 N. Vine St., Hollywood 28, Calif. Normandy 3-3311.

#### PERSONNEL

General Manager—John H. Pace.  
Program Manager—Dresser Dahlstead.  
General & Sales Manager—John H. Pace.

#### REPRESENTATIVES

The Katz Agency, Inc.

#### FACILITIES

5,000 w., 790 kc. Directional—night only.  
Operating schedule: 24 hours daily.  
Transmitter—3321 S. LaCienega Ave., Los Angeles, 16, Calif.

#### FM FACILITIES

ERP 4,300 w., 95.5 mc.  
Operating schedule: noon to midnight Monday through Friday; noon to 11:30 p.m. Saturday and Sunday.  
Antenna ht.—2,183 ft. above average terrain.

#### AGENCY COMMISSION

15% on rates shown, unless otherwise noted; no cash discount. Bills payable when rendered.

#### GENERAL

Does not accept copyrighted contract forms, station contract forms available.  
FM operated in conjunction with AM.  
Rates include music copyright fees.  
ASCAP and BMI licenses.

Rates for periods longer than 1 hour are in exact proportion to the corresponding 1 hour rate.  
Length of commercial copy: NAB code.

All accounts subject to same rates. No periods sold in bulk for resale. Advertisers in participating programs are required to make individual contracts, subject to card rates and regulations.

Independent and service announcements and participation features may be moved to other periods if available and as arranged by station manager upon 24 hours' notice.

Rates quoted herein subject to change without notice. Rate increases will not apply for 6 months from effective date of increase to advertisers who have established a contractual year prior to date of increase.

Contracts accepted 30 days before initial broadcast. Notice of cancellation on announcement, 14 days; on programs, 14 days. No announcement or programs may be cancelled before starting.  
Maximum length of contract one year.

#### TIME RATES

Rates effective September 15, 1958. (Card No. 27.)  
Card received September 8, 1958.  
Rev. rec'd October 17, 1958.

#### CLASS "A"

(6:30 a.m. to 7:00 p.m. Monday through Saturday; 6:30 a.m. to 10:30 p.m. Sunday)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	300.00	180.00	120.00	100.00	60.00
13 times	285.00	171.00	114.00	95.00	57.00
26 times	270.00	162.00	108.00	90.00	54.00
52 times	255.00	153.00	102.00	85.00	51.00
104 times	240.00	144.00	96.00	80.00	48.00
156 times	225.00	135.00	90.00	75.00	45.00
260' or more times....	210.00	126.00	84.00	70.00	42.00

#### CLASS "B"

(5:30 a.m. to 6:29 a.m. and 7:00 p.m. to midnight Monday through Saturday; 5:30 a.m. to 6:29 a.m. and 10:30 p.m. to midnight Sunday)

1 time..	150.00	90.00	60.00	50.00	30.00
13 times	142.50	85.50	57.00	47.50	28.50
26 times	135.00	81.00	54.00	45.00	27.00
52 times	127.50	76.50	51.00	42.50	25.50
104 times	120.00	72.00	48.00	40.00	24.00
156 times	112.50	67.50	45.00	37.50	22.50
260 times	105.00	63.00	42.00	35.00	21.00

#### CLASS "C"

(Midnight to 5:30 a.m. Sunday through Saturday)

1 time..	90.00	54.00	36.00	30.00	18.00
13 times	85.50	51.30	34.20	28.50	17.10
26 times	81.00	48.60	32.40	27.00	16.20
52 times	76.50	45.90	30.60	25.50	15.30
104 times	72.00	43.20	28.80	24.00	14.40
156 times	67.50	40.50	27.00	22.50	13.50
260 times	63.00	37.80	25.20	21.00	12.60

#### PACKAGE RATES

#### CLASS "A"

Weekly Program Packages	1-12 wks.	13-25 wks.	26-38 wks.	39-51 wks.	52 wks.
15 minutes:					
5 per week	420.00	410.00	399.00	389.00	378.00
3 per week	270.00	264.00	257.00	250.00	243.00
2 per week	192.00	188.00	183.00	178.00	173.00
10 minutes:					
5 per week	350.00	342.00	333.00	324.00	315.00
3 per week	225.00	220.00	214.00	209.00	203.00
2 per week	160.00	156.00	152.00	148.00	144.00
5 minutes:					
5 per week	210.00	205.00	200.00	195.00	189.00
3 per week	135.00	132.00	130.00	126.00	122.00
2 per week	96.00	94.00	92.00	89.00	87.00

#### CLASS "B"

	1-12 wks.	13-25 wks.	26-38 wks.	39-51 wks.	52 wks.
15 minutes:					
5 per week	210.00	205.00	199.50	194.50	189.00
3 per week	135.00	132.00	128.50	125.00	121.50
2 per week	96.00	94.00	91.50	89.00	86.50
10 minutes:					
5 per week	175.00	171.00	166.50	162.00	157.50
3 per week	112.50	110.00	107.00	104.50	101.50
2 per week	80.00	78.00	76.00	74.00	72.00
5 minutes:					
5 per week	105.00	102.50	100.00	97.50	94.50
3 per week	67.50	66.00	65.00	63.00	61.00
2 per week	48.00	47.00	46.00	44.50	43.50

#### CLASS "C"

15 minutes:					
5 per week	126.00	123.00	119.70	116.70	113.40
3 per week	81.00	79.20	77.10	75.00	72.90
2 per week	57.60	56.40	54.90	53.40	51.90
10 minutes:					
5 per week	105.00	102.60	99.90	97.20	94.50
3 per week	67.50	66.00	64.20	62.70	60.90
2 per week	48.00	46.80	45.60	44.40	43.20
5 minutes:					
5 per week	63.00	61.50	60.00	58.50	56.70
3 per week	40.50	39.60	39.00	37.80	36.60
2 per week	28.80	28.20	27.60	26.70	26.10

Programs and announcements may not be combined for discounts.

#### MULTI-SPOT PLAN

(Fixed but not guaranteed position)

#### CLASS "A"

Per week:	Total	Each	Total	Each	Total	Each
6 times	150.00	25.00	120.00	20.00	75.00	12.50
12 times	240.00	20.00	204.00	17.00	120.00	10.00
18 times	333.00	18.50	270.00	15.00	166.50	9.25
24 times	408.00	17.00	336.00	14.00	204.00	8.50
30 times	480.00	16.00	390.00	13.00	240.00	8.00
50 times	750.00	15.00	600.00	12.00	375.00	7.50
70 times	980.00	14.00	770.00	11.00	490.00	7.00

#### CLASS "B"

6 times	75.00	12.50	60.00	10.00	37.50	6.25
12 times	120.00	10.00	102.00	8.50	60.00	5.00
18 times	162.00	9.00	135.00	7.50	81.00	4.50
24 times	204.00	8.50	168.00	7.00	102.00	4.25
30 times	240.00	8.00	195.00	6.50	120.00	4.00
50 times	375.00	7.50	300.00	6.00	187.50	3.75
70 times	490.00	7.00	385.00	5.50	245.00	3.50

#### CLASS "C"

6 times	45.00	7.50	36.00	6.00	22.50	3.75
12 times	72.00	6.00	61.20	5.10	36.00	3.00
18 times	100.80	5.60	81.00	4.50	50.40	2.80
24 times	122.40	5.10	100.80	4.20	61.20	2.55
30 times	144.00	4.80	117.00	3.90	72.00	2.40
50 times	225.00	4.50	180.00	3.60	112.50	2.25
70 times	294.00	4.20	231.00	3.30	147.00	2.10

#### TOTAL AUDIENCE PLAN

Per week:	Total	Each	Total	Each
12 ann.	168.00	60 ann.	570.00	
24 ann.	276.00	100 ann.	900.00	
36 ann.	387.00	140 ann.	1,190.00	
48 ann.	480.00			

1/2 of the announcements in a Total Audience Plan are scheduled before 7:00 p.m.; and 1/2 after 7:00 p.m.

#### FIXED POSITION

#### CLASS "A"

	1 min.	30 sec.	20 sec.	*10 sec.
1 time.....	40.00	34.00	30.00	17.00
52 times.....	38.00	32.00	29.00	16.00
156 times.....	36.00	30.00	28.00	15.00
260 times.....	34.00	29.00	27.00	14.50

#### CLASS "B"

1 time.....	20.00	17.00	15.00	8.50
52 times.....	19.00	16.00	14.50	8.00
156 times.....	18.00	15.00	14.00	7.50
260 times.....	17.00	14.50	13.50	7.25

#### CLASS "C"

1 time.....	12.00	10.20	9.00	5.10
52 times.....	11.40	9.60	8.70	4.80
156 times.....	10.80	9.00	8.40	4.50
260 times.....	10.20	8.70	8.10	4.35

(\* ) 10-second or less announcements are counted on a 2 for 1 basis when combined with longer announcements to determine frequency rate and/or package rate.

Frequency rate announcements may be counted to help earn lower Plan rates; but Plan announcements may not be counted to help earn frequency discounts on non-Plan announcements.

#### AIRWATCH

(Traffic bulletins from KABC helicopter: Between 6:50 a.m. and 9:00 a.m.; and 3:30 p.m. and 5:45 p.m. Monday through Friday)

	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
5 per week...	300.00	270.00	255.00	240.00	225.00
10 per week...	570.00	510.00	480.00	450.00	420.00
15 per week...	810.00	720.00	675.00	630.00	585.00

Schedules of less than 13 consecutive weeks are subject to pre-emption.

#### DISCOUNTS

If a contract is renewed for same schedule without interruption beyond a 52-week period, same earned rate will be allowed. If a contract is continued without interruption beyond a 52-week period, but the schedule is reduced in frequency, the time rate will be that which would have been earned during the preceding 52-week period had the reduced schedule prevailed throughout.

#### COMBINATION RATES

See ABC Radio.

#### SPECIAL FEATURES

Political—regular rates apply; cash in advance.

#### SERVICE FACILITIES

Additional charges are made for programs requiring special production or originating in audience studios; complete information on request.

Staff announcers fees in accordance with AFTRA regulations, fees are as follows, commissionable:  
5 minutes..... 4.00  
30 minutes..... 13.60  
10 minutes..... 5.25  
60 minutes..... 16.70  
15 minutes..... 9.60

(This listing continued on next page)



Participating Programs

Monday through Friday:

- "Airwatch" with John Trotter—6:30 a.m. to 9:00 a.m.
- "The Dennis Crosby Show"—10:00 a.m. to noon.
- "The Jim Ameche Show"—Noon to 2:00 p.m.
- "The Reed Browning Show"—2:00 p.m. to 5:00 p.m.

Saturday:

- "The John Trotter Show"—6:00 a.m. to 9:00 a.m.
- "The Ed Chandler Show"—9:00 a.m. to noon.
- "The Lee Zimmer Show"—Noon to 4:00 p.m.
- "The Bill Ewing Show"—4:00 p.m. to 7:00 p.m.

Friday and Saturday:

- "Jack Hourke"—Midnight to 1:00 a.m.

**CLOSING TIME**

Program material must be submitted for approval at least 48 hours prior to broadcast (exclusive of Saturdays, Sundays or holidays).

**K A L I  
PASADENA**

(Established 1950)

A Tele-Broadcasters Station

(This is a duplicate of the listing appearing under Pasadena, California).

Consolidated Broadcasting Company, 758 E. Colorado St., Pasadena 1, Calif. Sycamore 6-1666 and Ryan 1-7148.

**PERSONNEL**

- President—H. Scott Killgore.
- General Manager—Jim Coyle.
- Assistant Manager—Virginia M. O'Laughlin.

**REPRESENTATIVES**

- New York—Richard O'Connell, Inc.
- Chicago and Detroit—William J. Reilly.
- San Francisco—Frank T. Crennan & Associates, 2449 Larkin St., San Francisco, Calif.

**FACILITIES**

5,000 w.; 1430 kc. Directional.  
Operating schedule: 5:00 a.m. to 8:00 p.m. daily.  
PST—DST observed.  
Transmitter: 6544 N. Vista St., San Gabriel, Calif.  
Atlantic 6-8159.

**AGENCY COMMISSION**

15% on time; no cash discount. All bills payable when rendered.

**GENERAL**

Accepts AAAA copyrighted contract.  
ASCAP, BMI, SESAC licenses.  
Rates include music copyright fees.  
All programs broadcast in Spanish.  
Alcoholic beverage advertising: beer and wine only.  
Length of commercial copy:  
60 minutes..... 9:00 min. 15 minutes..... 3:15 min.  
30 minutes..... 4:30 min. 5 minutes..... 1:25 min.  
Rates include translation of copy from English to Spanish.

**TIME RATES**

Rates effective August 1, 1958. (Card No. 5.)  
Card received August 25, 1958.

	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time....	34.00	28.00	16.00	12.50	9.00
26 times..	32.00	26.00	15.00	11.50	8.50
52 times..	31.00	25.00	14.50	11.00	8.00
78 times..	30.00	24.00	14.00	10.50	7.50
156 times..	29.00	23.00	13.50	10.00	7.00
312 times..	27.00	21.00	12.50	9.00	6.50

**SATURATION SPOT PACKAGES**

(1-minute spots, 4-week minimum Monday through Saturday)

	—1 minute—		—30 seconds—	
	Each	Per wk.	Each	Per wk.
3 per day (18 per wk.)	9.00	162.00	8.50	117.00
4 per day (24 per wk.)	8.75	210.00	8.25	150.00
5 per day (30 per wk.)	8.50	255.00	8.00	180.00
6 per day (36 per wk.)	8.00	288.00	5.75	207.00

**COMBINATION RATES**

See The Sombrero Network.  
KALI may be purchased in combination with XEGM, Tijuana for complete Southern California Spanish language coverage.

**SPECIAL FEATURES**

News Service—UPI and local.  
5-minute newscasts in Spanish every hour from 8:30 a.m. to 4:30 p.m.  
Political—payable in advance. Frequency discounts as earned.

**Spanish Programs**

Monday through Saturday:  
"Mario Rey"—5:00 a.m. to 7:00 a.m., 8:00 a.m. to 9:30 a.m. and 2:00 p.m. to 4:00 p.m.  
"Elena Salinas"—7:00 a.m. to 8:00 a.m., 9:35 a.m. to 11:30 a.m. Regular rates plus 1.00 additional cost.  
"Solis Hernandez"—11:35 a.m. to 2:00 p.m. and 4:00 p.m. to 5:00 p.m.  
"James Maynes"—5:15 p.m. to 8:00 p.m.

**CLOSING TIME**

Copy for commercial programs and announcements must be received 24 hours in advance. Talk and continuities must be submitted at least 1 week before broadcast for review by program director. (D)

**K B B I  
— FM —**

ERP—19,500 watts, 107.5 mc.  
The Bible Institute of Los Angeles, Inc.  
Los Angeles, California.

(Los Angeles continued on next page)

# Know Your Service

## Special features of Spot Radio

### Rates and Data help your station selection

Besides the regular station listings, these four specific references in *Spot Radio* aid in your selection of stations by type and location:

- Metropolitan Areas — stations are listed alphabetically under AM and FM subheadings within each standard Metropolitan Area, as established by the Bureau of the Census.
- Foreign Language Programming — stations with at least one program are listed geographically showing the language and number of hours of foreign language programming.
- Negro Programming — listed by state, city and call letters, stations having at least one regularly scheduled program are shown with total weekly hours Negro programming.
- Farm Programming — stations broadcasting at least one such program are listed geographically showing station's farm director and total weekly farm broadcast hours.

These features — kept up to date monthly — are designed to facilitate the job of station selection. See the contents page for location of these and other feature bonuses.

# CALIFORNIA

Los Angeles—Continued

**KBIG**  
AVALON

(Established 1952)



(This is a duplicate of the listing appearing under Avalon, Calif.)

John H. Poole Broadcasting Co.;  
Business Office—6540 Sunset Blvd., Hollywood 28,  
Calif. Hollywood 3-3205.  
Studios—Avalon, Catalina Island; Hollywood, Calif.

**PERSONNEL**

Pres. & Gen'l Mgr.—John H. Poole.  
Vice-Pres. & Sta. Mgr.—Robert J. McAndrews.  
Oper. Mgr. & Prog. Dir.—Alan Lisser.  
Nat'l Sales Manager—Wayne Muller.

**REPRESENTATIVES**

Weed Radio Corporation.

**FACILITIES**

10,000 w. days, 740 kc. Directional.  
Operating schedule: local sunrise to local sunset,  
PST—DST observed.  
Transmitter: Renton Pass, Catalina Island.

**AGENCY COMMISSION**

15%; 2% cash discount if paid within 10 days from  
billing date (last day of month).

**GENERAL**

Alcoholic beverage advertising; beer and wine only.  
Rates include music copyright fees,  
ASCAP, BMI and SESAC licenses.  
Contract renewals subject to rates in effect at time  
of renewal. Contracts subject to cancellation unless  
broadcasting starts within 30 days.  
All copy should be sent to Hollywood office.

**TIME RATES**

Rates effective May 1, 1957.  
Rates received July 23, 1957.

**PROGRAMS**

	1 hr.	1/2 hr.	25 min.	1/4 hr.	10 min.	5 min.
1 time.....	145.00	88.00	75.00	58.00	44.00	30.00
13 times.....	137.75	83.60	71.25	55.10	41.80	28.50
26 times.....	130.50	79.20	67.50	52.20	39.60	27.00
52 times.....	123.25	74.80	63.75	49.30	37.40	25.50
104 times.....	116.00	70.40	60.00	46.40	35.20	24.00
208 times.....	108.75	66.00	56.25	43.50	33.00	22.50
312 times.....	101.50	61.60	52.50	40.60	30.80	21.00
*425 times.....	.....	.....	.....	.....	.....	19.50
*600 times.....	.....	.....	.....	.....	.....	18.00
*800 times.....	.....	.....	.....	.....	.....	16.50
*1,000 times.....	.....	.....	.....	.....	.....	15.00

**ANNOUNCEMENTS**

	1 min.	30 sec.	20 sec.	10 sec.
1 time.....	22.00	16.50	15.50	12.50
13 times.....	20.90	15.65	14.70	11.85
26 times.....	19.80	14.85	13.95	11.25
52 times.....	18.70	14.00	13.15	10.60
104 times.....	17.60	13.20	12.40	10.00
208 times.....	16.50	12.35	11.60	9.35
312 times.....	15.40	11.55	10.85	8.75
*425 times.....	14.30	10.70	10.05	8.10
*600 times.....	13.20	9.90	9.30	7.50
*800 times.....	12.10	9.05	8.50	6.85
*1,000 times.....	11.00	8.25	7.75	6.25

**WEEKLY PACKAGES**

	7 days:	10 ann.	20 ann.	35 ann.	50 ann.
5 minutes.....	240.00	450.00	735.00	975.00	.....
1 minute.....	176.00	330.00	539.00	715.00	.....
30 seconds.....	132.00	247.00	404.25	535.00	.....
20 seconds.....	124.00	232.00	379.75	502.50	.....
10 seconds.....	100.00	187.00	306.25	405.00	.....
Less than 7 days:					
5 minutes.....	270.00	510.00	840.00	1,125.00	.....
1 minute.....	198.00	374.00	616.00	825.00	.....
30 seconds.....	148.50	280.00	462.00	617.50	.....
20 seconds.....	139.50	263.00	434.00	580.00	.....

**MONTHLY PACKAGES**

	(4 week)			
	40 ann.	80 ann.	140 ann.	200 ann.
7 days per week:				
	(10 wks.)	(20 wks.)	(35 wks.)	(50 wks.)
5 minutes.....	840.00	1,560.00	2,520.00	3,300.00
1 minute.....	616.00	1,144.00	1,848.00	2,420.00
30 seconds.....	460.00	856.00	1,386.00	1,810.00
20 seconds.....	434.00	804.00	1,302.00	1,700.00
10 seconds.....	350.00	648.00	1,050.00	1,370.00
Less than 7 days:				
5 minutes.....	960.00	1,800.00	2,940.00	3,900.00
1 minute.....	704.00	1,320.00	2,156.00	2,860.00
30 seconds.....	528.00	988.00	1,617.00	2,140.00
20 seconds.....	496.00	928.00	1,519.00	2,010.00

(\*) All packages, and all purchases at rates between 425 and 1,000 times, are run-of-schedule. Packages and purchases between 425 and 1,000 times may be totaled to earn annual frequency rates, but do not earn cash or credit rebates. Station reserves right to withdraw or modify packages without advance notice.

**COMBINATION RATES**

See John Poole Stations (Calif.).

**SPECIAL FEATURES**

News Service—UPI, AP and City News Service, Los Angeles. 3.00 per broadcast charge for news.  
"Jim Healy Sports Headlines"—5 minutes before the hour. Regular 1-minute rate plus 4.50 program cost, commissionable.  
"Home-Makers Club Inc."—Includes spots plus product demonstration.



How to get your product on the BIGGEST SHOPPING LIST in Southern California

Your product or service automatically goes on 100,000 official shopping lists... just as soon as your radio spots go on KBIG's HOME-MAKERS' CLUB, INC. package. As a participating sponsor, your labels are worth money to over 500 active women's clubs in Southern California. Guaranteed also are product demonstrations at a minimum average of 5 club lunches or dinners a week; access to consumer panel testing; low-cost sampling and couponing; regular product bulletins to member clubs; and monthly listings in *Everywoman's Family Circle*.

You can buy this proven merchandising plan (together with the effective selling power of KBIG) for package rates as low as \$155 weekly. Ask your KBIG or WEED representative... or write for special brochure.

Buy Radio Catalina for all Southern California

740 kc/10,000 watts

**KBIG**

JOHN POOLE BROADCASTING CO., INC.

6540 Sunset Blvd. Los Angeles 28, Calif. Hollywood 3-3205

NATIONAL REPRESENTATIVES: WEED & CO.

© 1958 JOHN POOLE BROADCASTING CO., INC.

	Per wk.
13-week contract:	
10 1-minute.....	208.00
15 30-seconds.....	208.00
26-week contract:	
10 1-minute.....	177.00
15 30-seconds.....	194.00
52-week contract:	
10 1-minute.....	155.00
15 30-seconds.....	170.00

Political—regular rates apply; cash in advance.  
**CLOSING TIME**  
Copy and program material must be received at least 24 hours prior to actual broadcast time. (D)

**KBLA**

City of license: Burbank, Calif.  
Business Office—11516 Oxnard St., N. Hollywood, Calif., Sunset 2-1195, Stanley 7-3619.  
See listing under Burbank, Calif.

**KCBH**

— FM —  
(Established 1954)



A. A. Crawford, 9000 Alto Cedro Dr., Beverly Hills, Calif. Bradshaw 2-7105.

**PERSONNEL**

Pres. & General Manager—A. A. Crawford.  
Program Director—David MacNeil.  
Sales Mgr.—A. K. Crawford.  
Sales Reps.—Jack Dalton, Gordon Karrel.

**FACILITIES**

ERP 75,000 w., 98.7 mc.  
Operating schedule: 8:00 a.m. to midnight daily. PST.  
Transmitter: 9000 Alto Cedro Dr., Beverly Hills, Calif. Bradshaw 2-7105.  
Antenna ht.—1,280 ft. above average terrain.

**AGENCY COMMISSION**

15%; 2% cash discount on all contracts paid in advance.

**GENERAL**

Rates include music copyright fees.  
ASCAP and BMI licenses.  
Singing commercials not accepted.  
Following rates are for national and local advertising.

**TIME RATES**

Rates effective November 1, 1958. (Card No. 58-1.)  
Card received November 28, 1958.

CLASS "A"			
(3:00 p.m. to 11:00 p.m. daily and noon to 11:00 p.m. Sunday)			
	1 hr.	1/2 hr.	1 min. 30 sec.
1 time.....	85.00	50.00	25.00 20.00
13 times.....	80.00	47.50	24.00 19.00
26 times.....	75.00	45.00	23.00 18.00
39 times.....	70.00	42.50	22.00 17.00
52 times.....	65.00	40.00	21.00 16.00
104 times.....	60.00	37.50	20.00 15.00
208 times.....	55.00	35.00	19.00 14.00
312 times.....	50.00	32.50	18.00 13.00
500 times.....	.....	.....	17.00 12.00
1,000 times.....	.....	.....	16.00 11.00

CLASS "B"			
(8:00 a.m. to 3:00 p.m. weekdays; 8:00 a.m. to noon Sunday; 11:00 p.m. to midnight daily)			
	1 hr.	1/2 hr.	1/4 hr. 1 min. 30 sec.
1 time.....	50.00	30.00	20.00 15.00 10.00
13 times.....	47.50	28.50	19.00 14.00 9.50
26 times.....	45.00	27.00	18.00 13.00 9.00
39 times.....	42.50	25.50	17.00 12.00 8.50
52 times.....	40.00	24.00	16.00 11.00 8.00
104 times.....	37.50	22.50	15.00 10.00 7.50
208 times.....	35.00	21.00	14.00 9.00 7.00
312 times.....	32.50	19.50	13.00 8.00 6.50
500 times.....	.....	.....	7.00 6.00
1,000 times.....	.....	.....	6.00 5.50

**Time Signals**

10 seconds:  
16 per day, per week..... 250.00

**SPECIAL FEATURES**

"Stereophonic Southern California"—12:30 p.m. to 1:00 p.m. and 7:30 p.m. to 8:00 p.m. Monday through Saturday; 3:00 p.m. to 6:00 p.m. Sunday; in conjunction with KMLA-FM. Per hour, 150.00; per half-hour 80.00.

**Participating Programs**

"Concerto from Coldwater Canyon"—8:00 p.m. to midnight Monday through Saturday; 7:00 p.m. to midnight Sunday. Per 1-minute participation, 35.00. Open and close ID.

**CLOSING TIME**

12 hours before broadcast.  
(Los Angeles continued on next page)

**CAUTION:**

It is inadvisable to use listing information from SRDS Publications for more than 30 days from their date of issue. A single mistake caused through use of out-of-date information can be far more costly than the price of a subscription. Make certain you are working with *current* information from the latest issue, because current information is *safe* information.

**KDAY**  
**SANTA MONICA**  
 (Established 1947)



(This is a duplicate of the listing appearing under Santa Monica, California)  
 Radio California, Inc., 1441 N. McCadden Place, Hollywood 28, Calif. HO 1-9981.

**PERSONNEL**

President—J. Elroy McCaw.  
 Executive Vice-President—Frank W. Crane.  
 Vice-Pres. & Gen'l Mgr.—Irving C. Phillips.

**REPRESENTATIVES**

McGavren-Quinn Co.  
 Atlanta—Dora-Clayton Agency, Inc.

**FACILITIES**

10,000 w.; 1580 kc. Clear channel.  
 (C. P. 50,000 w. days)  
 Operating schedule: Sunrise to local sunset. PST—DST observed.

January	5:00 p.m.	July	7:00 p.m.
February	5:30 p.m.	August	6:45 p.m.
March	6:00 p.m.	September	6:00 p.m.
April	6:30 p.m.	October	5:15 p.m.
May	6:45 p.m.	November	4:45 p.m.
June	7:15 p.m.	December	4:45 p.m.

**AGENCY COMMISSION**

15% on time; no cash discount. Bills due when rendered.

**GENERAL**

Accepts AAAA copyrighted contract.  
 Alcoholic beverage advertising: beer and wine only.  
 Rates include music copyright fees. Discounts allowed retroactively on number of broadcasts given within a 12-month period dating from 1st broadcast.  
 Frequency discounts allowed retroactively on contracts for a stipulated period of time, or contracts calling for 2 weeks cancellation notice. No frequency discounts will be allowed until forbid or open contracts.  
 The following rates are for local and national advertising.

Length of commercial copy:

1 hour	9:00 min.	1/4 hour	3:15 min.
1/2 hour	4:30 min.	5 minutes	1:25 min.

**TIME RATES**

Rates effective June 9, 1958.  
 Rates received June 9, 1958.

**ANNOUNCEMENTS**

1 time	1 min.	30 sec.	20 sec.	10 sec.
13 times	18.00	14.00	13.00	10.00
26 times	17.25	13.50	12.50	9.50
52 times	16.50	13.00	12.00	9.00
104 times	15.75	12.50	11.50	8.50
208 times	15.00	12.00	11.00	8.00
312 times	14.00	11.25	10.25	7.50
425 times	13.00	10.50	9.50	7.00
600 times	12.00	9.50	8.75	6.50
800 times	11.00	8.50	8.00	6.00
1,000 times	10.00	7.50	7.00	5.50

**WEEKLY PACKAGE RATES**

Spots per week 14	1 min.	30 sec.	20 sec.	10 sec.	Total
Spots per week 24	23	30	40	40	200.00
Spots per week 35	40	53	70	300.00	
Spots per week 50	58	77	102	400.00	
Spots per week 50	83	111	148	500.00	

**Bonus on Weekly Package Rates**

4 weeks	5%	26 weeks	15%
13 weeks	10%	52 weeks	20%

Package rates are guaranteed six months rate protection after the KDAY power increase to 50,000 watts, estimated July 30, 1958.

**SPECIAL FEATURES**

Herald Express News on the half-hour. Rates on request.  
 U. S. Weather Bureau leased weather wire.  
 Major League scores half-hourly.  
 Political—regular rates apply; discounts for individual candidates. Cash in advance with 25% down payment to reserve availabilities. Copy must be sent 48 hours before broadcast and left as a permanent file with station.

**Participating Programs**

- "The Hawthorne Show"—6:00 a.m. to 9:00 a.m. Monday through Saturday.
- "The Earl McRoberts Show"—9:00 a.m. to noon, Monday through Saturday.
- "The Frank Pollack Show"—noon to 3:00 p.m. Monday through Saturday.
- "The Earl McDaniel Show"—3:00 p.m. to 6:00 p.m. Monday through Saturday.
- "Pollack's Record Review"—6:00 p.m. to sign-off, Monday through Saturday.
- "The Pollack Sunday Show"—8:30 a.m. to 2:00 p.m. Sunday.
- "The Pcte Smith Show"—2:00 p.m. to sign-off Sunday.

**CLOSING TIME**

24 hours in advance. (D)

**KFAC**

(Established 1931)



Los Angeles Broadcasting Company, 5773 Wilshire Blvd., Prudential Square, Los Angeles 36, Calif. Webster 8-0161.

**PERSONNEL**

Pres. & Gen'l Mgr.—Calvin J. Smith.

**REPRESENTATIVES**

The Bolling Company, Inc.

**FACILITIES**

5,000 w., 1330 kc. Directional—night only.  
 Operating schedule: full time, PST—DST observed.  
 AM Transmitter: 3725 Chesapeake, Los Angeles.

**FM FACILITIES**

ERP 59,000 w.; 92.3 mc.  
 Antenna ht.—2,820 ft. above average terrain.

**AGENCY COMMISSION**

15%; no cash discount.

**KDAY**

**LOS ANGELES**  
**50,000 WATTS**

**KDAY**

**LOS ANGELES**  
**50,000 WATTS**

**KDAY**

**LOS ANGELES**  
**50,000 WATTS**

**KDAY**

**LOS ANGELES**  
**50,000 WATTS**

**KDAY**

**LOS ANGELES**  
**50,000 WATTS**

**KDAY**

**LOS ANGELES**  
**50,000 WATTS**

**AFFILIATED WITH WINS**

**No. 1 in New York**

Represented by **McGAVREN-QUINN**  
 New York, Chicago, Detroit, San Francisco  
**KDAY, Santa Monica, California**

**GENERAL**

FM operated in conjunction with AM.

**TIME RATES**

Rates effective June 1, 1956. (Card No. 20.)  
 Card received May 27, 1958.

**CLASS "A"**

(5:59 p.m. to 10:01 p.m.)

		1 hr.	1/2 hr.	30 sec.
1 time	110.00	65.00	24.00	
13 times	105.00	62.00	22.50	
26 times	100.00	59.00	21.00	
52 times	95.00	56.00	19.50	
78 times	90.00	53.00	18.00	
104 times	85.00	50.00	16.50	
208 times	80.00	47.00	15.00	
312 times	75.00	44.00	14.50	
624 times			14.00	

**CLASS "B"**

(6:00 a.m. to 5:59 p.m.)

	1 hr.	1/2 hr.	25 min.	1/4 hr.	5 min.	1 min.	30 sec.
1 time	90.00	60.00	50.00	40.00	20.00	15.00	12.00
13 times	85.50	57.00	47.50	37.90	18.90	14.30	11.35
26 times	81.00	54.00	45.00	35.90	17.80	13.60	10.70
52 times	74.80	46.75	39.00	32.75	16.50	12.90	10.05
78 times	70.40	44.00	36.70	30.80	15.40	10.80	9.00
104 times	66.00	41.25	34.40	28.90	14.30	10.20	8.40
208 times	61.60	38.50	32.10	26.95	13.20	9.60	7.80
312 times	57.20	35.75	29.80	25.00	12.10	9.00	7.20
624 times							8.40

**10-SECOND PACKAGE**

Cannot be combined with other announcements for frequency. 10-second daytime spots, minimum 20 per week, flat, each, 5.00.

**DISCOUNTS**

All discounts must be earned within a period of 1 year. Discounts allowed retroactively as earned on the frequency of broadcasts within 1 year. Programs and spot announcement schedules cannot be combined for discounts.

**SPECIAL FEATURES**

News Service—AP.  
 Newsclips: regular rates apply plus—5-minute news, 3:00; 15-minute news, 6.00.

**CLOSING TIME**

48 hours in advance.

**KFI**

(Established 1921)

**Basic NBC Affiliate**



Earle C. Anthony, Inc., 141 N. Vermont Ave., Los Angeles 54, Calif. Dunkirk 2-2121. TWX LA 1041.

**PERSONNEL**

President—Earle C. Anthony.  
 Assistant to President—Charles Hamilton.  
 Program Manager—Pat Kelly.  
 Sales Promotion Manager—Edward H. Grigg

**REPRESENTATIVES**

Henry I. Christal Co., Inc.

**FACILITIES**

50,000 w., 640 kc. Nondirectional.  
 Operating schedule: 24 hours daily clear channel.  
 PST—DST observed.  
 Transmitter: Buena Park, Calif.

**AGENCY COMMISSION**

15%; no cash discount. All bills payable when rendered.

**GENERAL**

Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available.  
 Rates, including music copyright fees, are for station time only and do not include talent.  
 Announcements and programs cannot be combined to earn discounts. Discounts allowed retroactively on number of broadcasts given within 1 contractual year. All broadcasts placed with station for the advertiser for broadcasting within 1 year from the date of the first broadcast hereunder shall be combined for the purpose of calculating the total of frequency discounts earned, provided, however, that announcements cannot be so combined with 5-minute or longer programs.

In the event of revision of station rates or discounts, any continuous broadcasts under this contract may be extended at rates and discounts herein shown without penalty of short rate or loss of discounts on previous broadcasts hereunder for a period of not more than 26 weeks from effective date of such revision.  
 Contiguous rates will be allowed only when programs are run contiguously.  
 Length of commercial copy: NAB standards.

**TIME RATES**

Rates effective March 1, 1958. (Card No. 28.)  
 Card received March 28, 1958.

**CLASS "A"**

(6:30 p.m. to 10:15 p.m. daily)

	1 tl.	26 tl.	52 tl.	104 tl.	156 tl.	312 tl.	(*)
1 hour	700.00	665.00	630.00	595.00	560.00	525.00	525.00
1/2 hour	420.00	399.00	378.00	357.00	336.00	325.50	315.00
1/4 hour	230.00	266.00	252.00	238.00	224.00	217.00	210.00
10 min.	224.00	212.80	201.60	190.40	179.20	173.60	168.00
5 min.	168.00	159.60	151.20	142.80	134.40	130.20	126.00
1 min.	90.00	85.50	81.00	76.50	72.00	69.75	67.50
20 sec.	75.00	71.25	67.50	63.75	60.00	58.13	56.25
ID's....	45.00	42.75	40.50	38.25	36.00	34.87	33.75

**CLASS "B"**

(6:30 a.m. to 6:30 p.m. and 10:15 p.m. to 10:30 p.m. daily)

1 hour	400.00	380.00	360.00	340.00	320.00	310.00	300.00
1/2 hour	240.00	228.00	216.00	204.00	192.00	186.00	180.00
1/4 hour	160.00	152.00	144.00	136.00	128.00	124.00	120.00
10 min.	128.00	121.60	115.20	108.80	102.40	99.20	96.00
5 min.	96.00	91.20	86.40	81.60	76.80	74.40	72.00
1 min.	90.00	85.50	81.00	76.50	72.00	69.75	67.50
20 sec.	75.00	71.25	67.50	63.75	60.00	58.13	56.25
ID's....	45.00	42.75	40.50	38.25	36.00	34.87	33.75

(This listing continued on next page)



# CALIFORNIA

## Los Angeles—KFI—Continued

CLASS "C"						
(6:00 a.m. to 6:30 a.m. and 10:30 p.m. to midnight daily)						
	1 tl.	26 tl.	52 tl.	104 tl.	156 tl.	312 tl. (*)
1 hour	200.00	190.00	180.00	170.00	160.00	155.00 150.00
1/2 hour	120.00	114.00	108.00	102.00	96.00	93.00 90.00
1/4 hour	80.00	76.00	72.00	68.00	64.00	62.00 60.00
10 min.	64.00	60.80	57.60	54.40	51.20	49.60 48.00
5 min.	50.00	47.50	45.00	42.50	40.00	38.75 37.50
1 min.	45.00	42.75	40.50	38.25	36.00	34.87 33.75
ID's....	24.00	22.80	21.60	20.40	19.20	18.60 18.00

CLASS "D"						
(Midnight to 1:00 a.m. and 5:30 a.m. to 6:00 a.m. daily)						
	1 hour	1/2 hour	1/4 hour	10 min.	5 min.	1 min.
	100.00	95.00	90.00	85.00	80.00	77.50 75.00
	60.00	57.00	54.00	51.00	48.00	46.50 45.00
	40.00	38.00	36.00	34.00	32.00	31.00 30.00
	32.00	30.40	28.80	27.20	25.60	24.80 24.00
	28.00	26.60	25.20	23.80	22.40	21.70 21.00
	24.00	22.80	21.60	20.40	19.20	18.60 18.00
ID's....	12.00	11.40	10.80	10.20	9.60	9.30 9.00

CLASS "E"						
(1:00 a.m. to 5:30 a.m. Tuesday through Sunday)						
Rates on request.						

**CLASS "F"**  
 Weekly Quantity Discounts: In addition to frequency discounts earned within contractual year, an advertiser can also earn quantity discounts for any week period of 7 consecutive days, or weeks during which advertiser broadcasts 10 or more announcements on following basis:

10-14 announcements per week.....	10%
15-19 announcements per week.....	15%
20-24 announcements per week.....	20%
25 or more announcements per week.....	25%

Weekly Quantity Discounts are applicable after the deduction of earned frequency discounts. Announcements may be scheduled in fixed position and may be combined for frequency discounts.

**CLASS "G"**  
 10 one-minute announcements per day for 7-day week, Monday through Sunday, completely floating basis, gross per week 2,500.00. Does not combine with any other announcement schedule or service for discount.

Announcements at breaks adjacent to higher time classification are charged at rate of higher classification. Minutes preceding bracket applies unless run after the hour. Station break is 20 seconds transcribed or 80 syllables live. 1-minute is 60 seconds transcribed or 125 words live. Station identifications are 10 seconds transcribed or 20 words live.

### COMBINATION RATES

See NBC Radio Network.

### SPECIAL FEATURES

News Service—rates and details on request.  
 Political—regular rates apply.

### Participating Programs

Monday through Saturday:  
 "Operation Daybreak" with George Dvorak—5:15 a.m. to 6:00 a.m.  
 "Hit The Road" with Ben Hunter—6:30 a.m. to 7:00 a.m.  
 "Noon Farm Reporter" with Jim Todd—noon to 12:15 p.m.  
 Monday through Friday:  
 "Hit The Road" with Dave Starling—7:15 a.m. to 7:45 and 8:05 a.m. to 8:30 a.m.  
 "Turn Back The Clock" with Andy and Virginia—8:45 a.m. to 9:30 a.m.  
 "Ladies Day" with Dave Starling—9:30 a.m. to 10:00 a.m.  
 "Art Baker's Notebook" with Art Baker—11:30 a.m. to 11:45 a.m.  
 "Lunch Hour News" with Pat Bishop—11:45 a.m. to noon.  
 "Voice of California Agriculture"—12:15 p.m. to 12:30 p.m.  
 "The Feminine Touch" with Mary Hickox—2:05 p.m. to 2:30 p.m.  
 "Southland News Summary" with Bill Haworth—3:05 p.m. to 3:15 p.m.  
 "Dick Sinclair Show"—3:15 p.m. to 4:00 p.m.  
 "News with Dave Shaw"—4:00 p.m. to 4:15 p.m.  
 "Myron J. Bennett"—4:15 p.m. to 5:00 p.m.  
 "Five O'Clock Report" with Bill Haworth—5:00 p.m. to 5:10 p.m.  
 "News with Rollie Thomas"—5:15 p.m. to 5:30 p.m.  
 "Feature Wire" with Pat Bishop—5:30 p.m. to 5:45 p.m.  
 "Bill Haworth's 6 O'Clock Journal"—6:00 p.m. to 6:15 p.m.  
 "Sports Report" with Rollie Thomas—6:15 p.m. to 6:30 p.m.  
 "A Joy Forever" with Bob Mitchell and Howard Culver—10:15 p.m. to 10:30 p.m.  
 "News & Sports" with Rollie Thomas—11:05 p.m. to 11:15 p.m.  
 "Poska with People"—11:15 to midnight.  
 Monday through Thursday:  
 "Relax with Al Poska"—7:05 p.m. to 7:30 p.m.  
 Friday:  
 "Outdoor News" with Chuck Cecil—7:45 p.m. to 8:00 p.m.  
 Tuesday through Sunday:  
 "The Other Side of the Day" with Ben Hunter—midnight to 5:15 a.m.  
 Saturday:  
 "Music Fine & Dandy" with Chuck Cecil—9:05 a.m. to 11:30 a.m.  
 "Dick Sinclair's Favorites"—2:05 p.m. to 3:00 p.m.  
 "Polka Party" with Dick Sinclair—4:00 p.m. to 7:00 p.m. and 9:00 p.m. to 10:00 p.m.  
 "The Joe Maphis Show"—10:00 p.m. to 10:30 p.m.  
 "America's Popular Music" with Andy Mansfield—11:00 p.m. to midnight.  
 Sundays:  
 "Meet A Celebrity" with Beth Norman—1:30 p.m. to 2:00 p.m.  
 "At Home With Music" with Chuck Cecil—9:05 a.m. to 10:00 a.m.  
 "Songs That Never Die" with Fred Shields—5:05 p.m. to 5:30 p.m.  
 "The C. P. McGregor Show"—9:30 p.m. to 10:00 p.m.

Participations for the above shows are available at one minute rate, subject to all frequency discounts on either transcribed or live basis.

### CLOSING TIME

All commercial copy must be submitted in triplicate at least 72 hours before broadcast.

## KFMU

—FM—  
 (Established 1954)



Brazy Broadcasting Corp., 350 S. Fairfax Ave., Los Angeles 36, Calif. Webster 8-5233.

### PERSONNEL

Pres. & Gen'l Mgr.—Dorothy M. Brazy.  
 Ass't to the Pres.—Rose-Etha Gotlib.  
 Traffic Director—Cecile Milo.

### FACILITIES

ERP 58,000 w., 97.1 mc.  
 Operating schedule: 24 hours daily, PST.  
 Antenna Ht.—2,000 ft. above sea level.  
 Transmitter: Flint Peak, between Los Angeles and Pasadena, Calif.

### AGENCY COMMISSION

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

### GENERAL

Accepts AAAA copyrighted contract.  
 Alcoholic beverage advertising: beer and wine only. Announcements and programs cannot be combined to earn greater discounts. Discounts allowed retroactively on number of broadcasts within 1 year. Contract renewals subject to rates in effect at time of renewal. All contracts subject to cancellation unless program starts in 30 days.

### Length of commercial copy:

1 hour.....	7:00 minutes.
1/2 hour.....	3:30 minutes.
1/4 hour.....	1:15 minutes.

### TIME RATES

Rates effective April 15, 1958. (Card No. 3)						
Card received April 28, 1958.						
	1 hr.	1/2 hr.	1/4 hr.	1 min.	30 sec.	20 sec.
1 time....	75.00	50.00	40.00	9.00	6.00	5.00
26 times..	72.00	45.00	35.00	8.00	6.50	5.70 4.50
52 times..	70.00	40.00	32.00	7.50	6.00	5.50 4.00
104 times..	65.00	37.00	30.00	7.00	5.70	5.20 3.70
156 times..	60.00	35.00	27.00	6.50	5.50	5.00 3.50
260 times..	55.00	30.00	25.00	6.00	5.00	4.60 3.00
364 times..	50.00	27.00	22.00	5.50	4.50	4.20 2.70
520 times..	45.00	25.00	20.00	5.00	4.00	3.70 2.50
1040 times..	.....	.....	.....	4.50	3.70	3.40 2.00

### SPECIAL PACKAGES

#### Weekly Program Packages

1/2 hour, per day:	
10 times, Monday through Friday.....	120.00
12 times, Monday through Saturday.....	132.00
15 times, Monday through Saturday, 3-1/2 hrs. Sunday.....	150.00
21 times, Monday through Sunday.....	189.00

### Bonus

4 weeks, 2 bonus 30-second spots per week.  
 13 weeks, 4 bonus 30-second spots per week.  
 26 weeks, 6 bonus 30-second spots per week.

### Weekly Spot Packages

21 minute spots at 7.15 each, 30 30-second spots at 5.00 each, 35 20-second spots at 4.29 each, total..... 150.00  
 40 minute spots at 6.25 each, 60 30-second spots at 4.17 each, 70 20-second spots at 3.58 each, total..... 250.00

Bonus Program and Spot Package rates apply on consecutive weekly schedules only. Package rates may be withdrawn from sale or modified without notice.

### SPECIAL FEATURES

Political—1-time rate applies for announcements; no speeches or lectures accepted. Cash in advance. Net terms.  
 Weather, Time Signals and Dow Jones Averages—rates on request.

### CLOSING TIME

24 hours before broadcast.

## KFOX

City of license, Long Beach, Calif.  
 Los Angeles—3259 Wilshire Blvd., Los Angeles, Calif.  
 Dunkirk 8-2201.  
 See listing under Long Beach, Calif.

## KFSG

(Established 1924)

Owned and operated by Echo Park Evangelical Association.  
 Frequency—1150 kilocycles.  
 Does not sell time.

## KFWB

(Established 1925)

### THE JOHN BLAIR REPRESENTED STATION



KFWB Broadcasting Corp., 6419 Hollywood Blvd., Hollywood 28, Calif. Hollywood 3-5151. TWX-LA 156.

### PERSONNEL

Pres. & Gen'l Mgr.—Robert M. Purcell.  
 Sales Manager—Milton H. Klein.

### REPRESENTATIVES

John Blair & Company.

### FACILITIES

5,000 w., 980 kc. Nondirectional.  
 Operating schedule: 24 hours daily Monday through Sunday except midnight to 5:30 a.m. Monday. PST.  
 Transmitter: 2201 N. Indiana Ave., Los Angeles, Calif.

### AGENCY COMMISSION

15% on net time only; no cash discount. Invoices rendered weekly and monthly.

### GENERAL

Rates include music copyright fees and 20% talent and production charge.  
 ASCAP, BMI, and SESAC licenses.  
 Programs and announcements may be combined for frequency discount on announcements.  
 Rates subject to change without notice. Rate protection given to continuous advertisers for 6 months.

### TIME RATES

Rates effective July 1, 1958. (Card No. 2.)

Card received June 6, 1958.

### TIME CLASSIFICATIONS

Class "AA"—6:00 a.m. to 9:30 a.m. and 3:30 p.m. to 7:00 p.m. Monday through Saturday; 9:00 a.m. to 7:00 p.m. Sunday.  
 Class "A"—9:30 a.m. to 3:30 p.m. and 7:00 p.m. to 9:00 p.m. Monday through Saturday.  
 Class "B"—midnight to 1:00 a.m., 5:00 a.m. to 6:00 a.m. and 9:00 p.m. to midnight Monday through Saturday; midnight to 1:00 a.m., 5:00 a.m. to 9:00 a.m. and 7:00 p.m. to midnight Sunday.  
 Class "C"—1:00 a.m. to 5:00 a.m. Monday through Sunday.

### ANNOUNCEMENTS

	"AA"	"A"	"B"	"C"
1 minute.....	55.00	40.00	20.00	10.00
30-20 seconds.....	45.00	35.00	15.00	8.00

ID's—50% of the applicable 1-minute rate.  
 ID's cannot combine with other announcements in Impact Plans or special announcement packages.

### IMPACT PLANS

Impact Plan announcements must be used equally on at least 6 days per week and will be staggered within each time classification. All discounts are retroactive and apply to consecutive weeks. Scheduling of announcements in Impact Plans:

Class "AA"—6:00 a.m. to 7:00 a.m., 7:00 a.m. to 8:30 a.m., 8:30 a.m. to 9:30 a.m., 3:30 p.m. to 4:30 p.m., 4:30 p.m. to 6:00 p.m. and 6:00 p.m. to 7:00 p.m.  
 Class "A"—9:30 a.m. to 12:30 p.m., 12:30 p.m. to 3:30 p.m., and 7:00 p.m. to 9:00 p.m.  
 Class "B"—midnight to 1:00 a.m., 5:00 a.m. to 6:00 a.m. and 11:00 p.m. to midnight.  
 Class "C"—1:00 a.m. to 2:00 a.m., 3:00 a.m. to 4:00 a.m. and 4:00 a.m. to 5:00 a.m.

### 1-12 Weeks

Per week:	Class "AA"		Class "A"		Class "B"	
	1	30	1	30	1	30
min. sec.	min. sec.	min. sec.	min. sec.	min. sec.	min. sec.	min. sec.
6 tl. (1 per day)	38.00	30.00	30.00	26.00	14.00	12.00
12 tl. (2 per day)	36.00	28.00	28.00	24.00	13.00	11.00
24 tl. (4 per day)	34.00	26.00	26.00	22.00	12.00	10.00
13-25 Weeks						
6 tl. (1 per day)	35.00	28.00	28.00	24.00	13.00	11.00
12 tl. (2 per day)	33.00	26.00	26.00	22.00	12.00	10.00
24 tl. (4 per day)	31.00	24.00	24.00	20.00	11.00	9.00
26-38 Weeks						
6 tl. (1 per day)	32.00	26.00	26.00	22.00	12.00	10.00
12 tl. (2 per day)	30.00	24.00	24.00	20.00	11.00	9.00
24 tl. (4 per day)	28.00	22.00	22.00	18.00	10.00	8.00
39-51 Weeks						
6 tl. (1 per day)	29.00	24.00	24.00	20.00	11.00	9.00
12 tl. (2 per day)	27.00	22.00	22.00	18.00	10.00	8.00
24 tl. (4 per day)	25.00	20.00	20.00	16.00	9.00	7.00

(This listing continued on next page)

my mommy listens to...

**KFWB**

**FIRST IN LOS ANGELES**

- "Pulse — Audience Composition — Summer 1958" PROVES THAT 4 OUT OF 5 KFWB LISTENERS ARE ADULTS.
- Pulse September-October shows KFWB as "#1" in Los Angeles.
- ... and Hooper September-October shows KFWB with total audience larger than the four network stations combined.  
 Buy KFWB "Color Radio" ... first in Los Angeles.  
 It's the thing to do!

Channel **98** **KFWB**

6419 Hollywood Blvd., Hollywood 28/HO 3-5151

**ROBERT M. PURCELL, President and Gen. Manager**  
**MILTON H. KLEIN, Sales Manager**  
 Represented nationally by **JOHN BLAIR & CO.**



52 Weeks		Class "AA" Class "A" Class "B"	
Per week:	1 30 1 30 1 30	min. sec.	min. sec.
6 ti. (1 per day)	26.00 22.00 22.00 18.00 10.00 8.00		
12 ti. (2 per day)	24.00 20.00 20.00 16.00 9.00 7.00		
24 ti. (4 per day)	22.00 18.00 18.00 14.00 8.00 6.00		

**SPECIAL ANNOUNCEMENT PACKAGES**

Number I—7 Class "AA" spots per week (1 per day); 6 Class "A" spots per week (1 per day, Monday through Saturday); 7 Class "B" spots per week (1 per day); 6 Class "C" spots per week (1 per day, Tuesday through Sunday). Total per week, 26 spots:	1-minute	480.00	30-seconds	387.00
Number II—2 per classification per day as Number I. Total per week, 52 spots:	1-minute	868.00	30-seconds	696.00
Number III—3 per day per classification as Number I. Total per week, 78 spots:	1-minute	1,164.00	30-seconds	927.00

**PROGRAMS**

Rates on request.

**SPECIAL FEATURES**

News Service—UPI, AP.  
Newscasts—hourly, 5 minutes before the hour.

**NEWS PROGRAMS**

Class "AA"	60.00	Class "B"	25.00
Class "A"	45.00	Class "C"	15.00

**Consecutive Weeks Discount**

13 weeks	5%	(†)	2-1/2%
26 weeks	10%		5%
39 weeks	15%		7-1/2%
52 weeks	20%		10%

(\*) 6 newscasts per week, 1 per day.  
(†) 5 newscasts per week, 1 per day.  
Sports—hourly, 6:15 a.m. to 11:15 p.m. at 15 minutes after the hour.

4-12 weeks	460.00	564.00
13-25 weeks	437.00	536.00
26-38 weeks	414.00	508.00
39-51 weeks	391.00	480.00
52 weeks	368.00	452.00

(\*) 5 packages of 14 per week (7"AA", 6"A", 1"B").  
(†) 2 packages of 18 per week (7"AA", 9"A", 2"B").  
2 or more packages per week to same account—10% discount.

Weather and Headlines—hourly, 30 minutes after the hour.

4-12 weeks	560.00	920.00
13-25 weeks	532.00	874.00
26-38 weeks	504.00	828.00
39-51 weeks	476.00	782.00
52 weeks	448.00	736.00

(\*) 3 packages of 18 per week, 3 per day—Monday through Saturday (6"AA", 10"A", 2"B").  
(†) 2 packages of 28 per week—Monday through Sunday (16"AA", 9"A", 3"B").  
2 or more packages per week to same account—10% discount.

## USE UP-TO-DATE SRDS INFORMATION FOR MOST VALUE

SRDS books are designed to give you more than a little knowledge . . . to give you all the information possible upon which you can make media selections. The data contained in all SRDS listings are brought up to date between issues through Rate Bulletins, thus ensuring you the latest information from one publication date to the next.

The danger that arises from the use of SRDS publications actually arises from their misuse . . . from the continued use by some of out-dated issues. Remember, when you use old SRDS publications, you are discarding as "unimportant" the timeliness that has been a Standard Rate must for 40 years.

Be sure the information that you are using is up to date. If you don't have your own subscription to any of the SRDS books, write immediately to Subscription Department, Standard Rate & Data Service, 1740 Ridge Avenue, Evans-ton, Ill.

3-G-358

**Participating Programs**

Monday through Friday:  
"Ted Quillin"—midnight to 6:00 a.m. (except Monday).  
"Bruce Hayes"—6:00 a.m. to 9:00 a.m.  
"Al Jarvis"—9:00 a.m. to noon.  
"Joe Yocam"—noon to 3:00 p.m.  
"Elliot Field"—3:00 p.m. to 6:00 p.m.  
"B. Mitchel Reed"—6:00 p.m. to 9:00 p.m.  
"Bill Ballance"—9:00 p.m. to midnight.  
Saturday:  
"Ted Quillin"—midnight to 6:00 a.m.  
"Bruce Hayes"—6:00 a.m. to 10:00 a.m.  
"Joe Yocam"—10:00 a.m. to 2:00 p.m.  
"Elliot Field"—2:00 p.m. to 6:00 p.m.  
"Bill Ballance"—6:00 p.m. to midnight.  
Sunday:  
"Ted Quillin"—midnight to 6:00 a.m.  
"Sunday Show"—6:00 a.m. to 9:00 a.m.  
"Al Jarvis"—9:00 a.m. to 1:00 p.m.  
"B. Mitchel Reed"—1:00 p.m. to 6:00 p.m.  
"Fabulous 40"—6:00 p.m. to midnight.

**CLOSING TIME**

All continuity must be submitted 2 business days before broadcast time.

## KGFI

(Established 1926)

Ben S. McGlashan, 6314 Sunset Blvd., Los Angeles 28, Calif. Hollywood 4-0201.

**PERSONNEL**

General Manager—Thelma Kirehner.  
Sales Manager—Molly C. Low.  
Traffic Manager—Juanita McCurdy.

**REPRESENTATIVES**

Stars National, Inc.

**FACILITIES**

250 w., 1230 kc. Nondirectional.  
Operating schedule: 24 hours daily, PST—DST observed.  
Transmitter: Washington and Oak Sts., Los Angeles.

**AGENCY COMMISSION**

15%. Advertising payable in advance unless satisfactory credit is established. No cash discount. Bills payable when rendered.

**GENERAL**

Rates include time and talent.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverages advertising: beer and wine only. Rates not guaranteed when starting date is delayed more than 30 days beyond date of contract. Contract renewals subject to rates in effect at time of renewal. All program and advertising material subject to station management's approval. Station reserves right to edit copy to contract length and content and to refuse or discontinue any advertising for reasons satisfactory to itself. Announcements and programs cannot be combined to determine rate earned.

**TIME RATES**

Rates effective October 1, 1958. (Card No. 25.)  
Card received September 8, 1958.  
Rev. received October 6, 1958.  
(6:00 a.m. to midnight)

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.. 112.00	67.00	45.00	34.00	23.00
26 times 107.25	64.75	43.00	32.50	22.00
52 times 102.00	62.50	41.00	31.00	21.00
104 times 96.75	60.25	39.00	29.50	20.00
156 times 91.50	58.00	37.00	28.00	19.00
234 times 86.25	55.75	35.00	26.50	18.00
312 times 81.00	53.50	33.00	25.00	17.00

1 min.	30 sec.	20 sec.	10 sec.
1 time..... 13.00	10.50	8.00	7.00
26 times..... 12.40	10.00	7.75	6.75
52 times..... 11.80	9.50	7.50	6.50
104 times..... 11.20	9.00	7.25	6.25
156 times..... 10.60	8.50	7.00	6.00
234 times..... 10.00	8.00	6.75	5.75
312 times..... 9.50	7.50	6.50	5.50
624 times..... 9.25	7.35	6.35	5.35
1,248 times..... 9.00	7.20	6.20	5.20

**SATURATION SPOT PACKAGES**

(Additional discounts for frequency impact use)  
15 per week..... 5% 30 per week..... 15%  
20 per week..... 10% 40 per week..... 20%  
Frequency discount packages provide fixed but not guaranteed times. Client advised if change of schedule is made.

**DISCOUNTS**

Rate discounts as shown must be earned within 1 year and are allowed only on fulfillment of contract, otherwise earned rate applies.  
No retroactive discounts.

**SPECIAL FEATURES**

Entire schedule Negro Market.  
News Service—UPI.  
Political—regular rates apply; cash in advance.

**Participating Programs**

(Negro Market)  
Monday through Saturday: (Regular rates apply)  
"Johnny Magnus Show"—9:00 a.m. to 1:00 p.m.  
"Champion Showcase" with "Big Jim" Randolph—1:00 p.m. to 6:00 p.m.  
"Roadside Chapel" with Herman Griffith—7:00 p.m. to 8:00 p.m.  
"Record Caravan" with Herman Griffith—9:00 p.m. to midnight.  
"KGFI Night Club" with Bob "Ducky" DeCoy—Midnight to 5:00 a.m. Tuesday through Sunday.  
"Spirituals" with Brother Joseph Mathews—5:00 a.m. to 6:00 a.m. Monday through Saturday; 5:00 a.m. to 10:00 a.m. Sunday.

**CLOSING TIME**

All advertising copy and program material must be received 48 hours prior to broadcast.

## KGIL

City of license San Fernando, Calif.  
Business Office and Studio—13325 Van Nuys Blvd., Pacoima, Calif. State 5-8631; Empire 6-9555.  
See listing under San Fernando, Calif.

## KGLA

—FM—

(Established 1957)

E. P. E. A., Inc., 1801 Park Ave., Los Angeles 26, Calif. Dunkirk 5-9966.

**PERSONNEL**

Gen'l & Sales Mgr.—M. D. Buehen.  
Program Director—Hal Stall.

**REPRESENTATIVES**

Hil F. Best Company.

**FACILITIES**

ERP 13,000 watts., 103.5 mc. channel 278.  
Licensed to operate full time.  
Operating schedule: 7:00 a.m. to midnight.  
Transmitter—1801 Park Ave., Los Angeles, Calif.

**AGENCY COMMISSION**

15% on time only; no cash discount.

**GENERAL**

Accepts AAAA copyrighted contracts.  
All copy and programs subject to approval of management.  
Alcoholic beverage and tobacco advertising not accepted.  
Programs and announcements cannot be combined to earn frequency discounts.

**TIME RATES**

Rates effective July 1, 1958. (Card No. 3.)  
Rates received June 16, 1958.

1	1/2	1/4	10	5	1
hr.	hr.	hr.	min.	min.	min.
1 time..... 70.00	42.00	28.00	21.00	14.00	7.00
13 times..... 56.00	33.60	22.40	16.80	11.20	5.60
26 times..... 52.50	31.50	21.00	15.75	10.50	5.25
52 times..... 49.00	29.40	19.60	14.70	9.80	4.90
104 times..... 45.50	27.30	18.20	13.65	9.10	4.55
156 times..... 42.00	25.20	16.80	12.60	8.40	4.20

**WEEKLY ANNOUNCEMENT PACKAGES**

1 minute	18 tl.	24 tl.	30 tl.	48 tl.	60 tl.
(125 wds.)	74.70	96.00	115.50	177.60	213.00
Open	72.00	92.40	111.00	170.40	204.00
4 weeks	69.30	88.80	106.50	163.20	195.00
13 weeks	66.60	85.20	102.00	156.00	186.00
26 weeks	63.90	81.60	97.50	148.80	179.00
39 weeks	62.10	79.20	94.50	144.00	171.00

30-seconds (65 words):	Open	63.00	80.40	96.00	146.50	174.00
4 weeks	60.30	76.80	91.50	139.20	165.00	
13 weeks	57.60	73.20	87.00	132.00	156.00	
26 weeks	54.90	69.60	82.50	124.80	147.00	
39 weeks	52.20	66.00	78.00	117.60	138.00	
52 weeks	50.40	63.60	75.00	112.80	132.00	

**SPECIAL FEATURES**

News Service—UPI.  
Political—time and announcements sold at one-time rate; payable in advance.

**Participating Programs**

"Afternoon Desk" with Hal Stall—2:00 p.m. to 5:00 p.m. Music, news and features.  
"The Night and Music" with Warren Burritt—8:00 p.m. to midnight.

**CLOSING TIME**

All copy must be submitted 24 hours before broadcast. (Los Angeles continued on next page)



Top-Earning Top-Spending Californians!

**THE BOOMING  
SAN FERNANDO VALLEY**  
... THE FASTEST GROWING MARKET  
IN THE LOS ANGELES AREA

PULSE PROVES KGIL TOP-RATED



13325 VAN NUYS BLVD. PACOIMA  
CALL YOUR BRANHAM MAN

# CALIFORNIA

Los Angeles—Continued

**KHJ**

(Established 1922)

## Don Lee - - Mutual Networks



An RKO Teleradio Pictures Owned Station

Owned and operated by RKO Teleradio Pictures, Inc., Don Lee Division, 1313 N. Vine St., Hollywood 28, Calif. Hollywood 2-2133. TWX LA 64 and LA 560.

### PERSONNEL

General Mgr., Don Lee Division—Willet H. Brown.  
Vice-Pres. & Gen'l Mgr.—Norman Boggs.  
Sales Manager—Terry Mann.  
Nat'l Sales Dir.—Paul H. Martin.  
Promotion Manager—Russell Smith.

### REPRESENTATIVES

H-R Representatives, Inc.

### FACILITIES

5,000 w., 930 kc. Directional—night only.  
Operating schedule: 5:30 a.m. to midnight Monday through Friday; 6:00 a.m. to midnight Saturday and Sunday, PST—DST observed.  
AM Transmitter: 5901 Venice Blvd., Los Angeles.  
FM FACILITIES  
ERP 16,800 w., 101.1 mc.  
Operating schedule: 11:35 a.m. to 9:00 p.m.  
Antenna ht.—2,926 ft. above average terrain.

### AGENCY COMMISSION

15% on net time only; no cash discount.

### GENERAL

Accepts AAAA copyrighted contract. Does not accept older forms without modification.  
FM operates in conjunction with AM.  
Rates include music copyright fees.

### TIME RATES

Rates effective January 1, 1953. (Card No. 30A.)  
Rates received December 5, 1952.  
Card received January 2, 1953.  
Revised rates received April 12, 1955.  
(7:00 a.m. to 10:30 p.m. Sunday through Saturday)

1 hour.....	250.00
1/2 hour.....	150.00
1/4 hour.....	100.00

### The Key Stations of the Don Lee Network

Open up America's 3rd Largest Market with **KHJ** Radio in Los Angeles

Call your KHJ Salesman or H-R Rep for prime availabilities.

Open up America's 7th Largest Market with **KFRC** Radio in San Francisco

Call your KFRC Salesman or H-R Rep for prime availabilities.

Don Lee is Pacific Coast Radio

### (All Other Times)

1 hour.....	166.67
1/2 hour.....	100.00
1/4 hour.....	66.67

When available 10 minutes, 80% of 1/4 hour rate; 5 minutes, 60% of 1/4 hour rate.

### WEEKLY DISCOUNTS

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

Less than 100.00 weekly.....	None
100.00 but less than 200.00.....	2-1/2%
200.00 but less than 300.00.....	5%
300.00 but less than 400.00.....	7-1/2%
400.00 but less than 500.00.....	10%
500.00 but less than 600.00.....	12-1/2%
600.00 or more weekly.....	15%

### Additional Discounts.

An additional discount of 5% on time is allowed for 26 consecutive weeks broadcasting increased by 5% to make a total of 10% upon 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.

### ANNOUNCEMENTS

(6:59 a.m. to 10:30 p.m.)

	1 min.	30 sec.	20 sec.	7 sec.
1 time.....	48.00	40.00	34.50	20.75
26 times.....	45.00	39.15	33.75	20.25
52 times.....	44.00	38.25	33.00	19.75
78 times.....	43.00	37.40	32.25	19.25
104 times.....	42.00	36.50	31.50	19.00
156 times.....	40.00	34.75	30.00	18.00
208 times.....	38.00	33.00	28.50	17.00
260 times.....	36.00	31.25	27.00	16.25
520 times.....	34.00	29.50	25.50	15.50
780 times.....	32.00	27.75	24.00	14.50
1,040 times.....	30.00	26.00	22.50	13.50

### (All Other Times)

	1 min.	30 sec.	20 sec.	7 sec.
1 time.....	30.75	27.00	23.00	13.75
26 times.....	30.00	26.40	22.50	13.50
52 times.....	29.50	25.80	22.00	13.25
78 times.....	28.75	25.20	21.50	13.00
104 times.....	28.00	24.60	21.00	12.50
156 times.....	26.75	23.40	20.00	12.00
208 times.....	25.50	22.20	19.00	11.50
260 times.....	24.00	21.00	18.00	10.75
520 times.....	22.75	19.80	17.00	10.25
780 times.....	21.50	18.60	16.00	9.50
1,040 times.....	20.00	17.40	15.00	9.00

All discounts are predicated upon fulfillment of contracts within 12-month period dating from first broadcast.

### "The 5 x 5 Package"

5 participations in 5 disc jockey programs, early morning, mid-morning, afternoon, late evening and daytime weekends, 25 spots per week:

Minute spots.....	500.00
30-second spots.....	437.50
20-second spots.....	375.00

### "The 4 Out of 5 Packages"

5 participations in any 4 of above 5 programs. 20 spots per week.

Minute spots.....	400.00
30-second spots.....	350.00
20-second spots.....	300.00

### "Baker's Dozen"

13 spots per week to be run in any of the five shows.

Minute spots.....	292.50
30-second spots.....	260.00
20-second spots.....	227.50

### "Weekend Package"

	10 per weekend	5 per weekend	1 per weekend
Minute spots.....	200.00	125.00	30.00
30-second spots.....	175.00	110.00	26.25
20-second spots.....	150.00	95.00	22.50

### SPECIAL FEATURES

Political—subject to regular time rates and policies; payable in advance.

### Participating Programs

"To Market! To Market! With KHJ"—Merchandising plan, 15 spots per week in station's personality programs, 10 guaranteed supermarket product displays each week, per week, 580.00; less than 13 weeks, per week, 638.00; 7 spots per week, 5 guaranteed displays, per week 290.00; less than 13 weeks, per week, 320.00.

"Rise and Shine"—5:30 a.m. to 6:00 a.m. and 6:30 a.m. to 6:55 a.m. Monday through Friday; 6:00 a.m. to 7:00 a.m. Saturday. Participating program. Sold in announcement and 15-minute units. Regular time and announcement rates apply. Talent for 15 minutes, 15.00 commissionable.

Norma Young's "Happy Homes"—9:30 a.m. to 10:00 a.m., Monday through Friday. A home economics program.

"Ed Hart Show"—6:00 a.m. to 6:30 a.m. (Rate 2/3 of those listed below) and 12:30 p.m. to 1:00 p.m., Monday through Friday. Interesting conversations on a wide variety of subjects aimed at the lady of the house.

The following rates apply to Norma Young's "Happy Homes" and the "Ed Hart Show" and may be combined for frequency discounts.

1-minute participations:

	1 tl.	2 tl.	3 tl.	4 tl.	5 tl.
1 week.....	60.00	120.00	171.00	228.00	270.00
13 weeks.....	60.00	114.00	162.00	216.00	255.00
26 weeks.....	60.00	108.00	153.00	204.00	240.00
39 weeks.....	60.00	102.00	144.00	192.00	225.00
52 weeks.....	60.00	96.00	135.00	180.00	210.00

Above discounts based on consecutive weeks' broadcasting.

"The News-Wheel"—11:00 p.m. to midnight, Sunday through Saturday. 15-minute news broadcast live at 11:00 p.m., then transcribed and replayed in its entirety each quarter-hour until midnight. One-minute participations in every quarter hour segment, 7 nights a week, totalling 28 one-minute announcements: weekly, 300.00.

# KLAC

(Established 1924)



Hall Broadcasting Co., Inc., 6363 Sunset Blvd., Hollywood 28, Calif., Hollywood 2-7271.

### PERSONNEL

President—M. W. Hall.  
General Sales Manager—Morton Sidley.  
Vice-President—Felix Adams.

### REPRESENTATIVES

Adam Young, Inc.

### FACILITIES

5,000 w. days, 1,000 w. nights; 570 kc. Nondirectional.  
Operating schedule: 24 hours daily (6:00 a.m. Monday through midnight Sunday).  
Transmitter: 2201 N. Indiana, Los Angeles 32.

### AGENCY COMMISSION

15% on net time; 2% cash discount deductible on time only if paid within 10 days of invoice date. 15% on talent or services payable only if specified in order on contract. Bills payable when rendered.

### GENERAL

Rates include copyright fees.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising: beer and wine only. Program periods and announcements cannot be bulked to earn frequency rate.

Any advertiser having a contract active in the period, April 1, through April 13, 1958, will automatically be given 26 weeks protection on Rate Card No. 8.

In event of revision of rates or discounts, any continuous broadcast schedule may be extended at rates and discounts herein shown without penalty for a period of not more than 26 weeks from effective date of subject revision.

Contract renewals subject to rates in effect at time of renewal. All contracts subject to cancellation unless program starts within 30 days.

### TIME RATES

Rates effective April 14, 1958. (Card No. 8-A.)  
Card received April 21, 1958.

### ANNOUNCEMENTS

#### CLASS ONE

(6:01 a.m. to 8:00 p.m.)

	1 min.	1/2 min.	1 min.	1/2 min.
1 time.....	33.00	24.00	260 times..	23.00 17.00
13 times.....	31.00	22.00	312 times..	22.00 16.00
26 times.....	29.00	21.00	500 times..	20.00 15.00
104 times.....	25.00	19.00	750 times..	18.00 14.00
182 times.....	24.00	18.00	1,000 times..	17.00 13.00

#### CLASS TWO

(8:01 p.m. to midnight)

1 time.....	17.00	13.00	260 times..	11.00 8.00
13 times.....	16.00	12.00	312 times..	10.00 7.50
26 times.....	15.00	11.00	500 times..	9.00 7.00
52 times.....	14.00	10.00	750 times..	8.50 6.50
104 times.....	13.00	9.00	1,000 times..	8.00 6.00
182 times.....	12.00	8.50		

#### CLASS THREE

(12:01 a.m. to 6:00 a.m.)

	1 per night	3 per night	6 per night
1/2 minute, each.....	5.00	4.00	3.00
1 minute, each.....	8.00	4.50	3.50

### SATURATION PACKAGES

#### Package No. I

Total of 35 announcements in 1 week earn the 500-time rate in all time classifications. No more than 7 Class I announcements of this package can be scheduled on any 1 week day.

#### Package No. II

Total of 20 announcements in 1 week earn the 260-time rate in all time classifications. No more than 4 Class I announcements of this package can be scheduled on any 1 week day.

Packages may be withdrawn from sale or modified without notice.

### NEWSCASTS

	Class I	Class II	Class I	Class II
1 time.....	44.00	23.00	104 times..	36.00 19.00
13 times.....	42.00	22.00	182 times..	34.00 18.00
26 times.....	40.00	21.00	260 times..	33.00 17.00
52 times.....	38.00	20.00	312 times..	31.00 16.00

### 10-SECOND ANNOUNCEMENTS

Class I.....	12.00	Class III.....	3.00
Class II.....	6.00		

### SPORTSBET FLASHES

1 time.....	39.50	104 times.....	31.50
13 times.....	37.50	182 times.....	30.50
26 times.....	35.50	260 times.....	29.50
52 times.....	33.50	312 times.....	28.50

### SUNDAY SEGMENTS

1/4 hour:			
1 time.....	105.00	52 times.....	81.00
13 times.....	97.00	104 times.....	73.00
26 times.....	89.00	208 times.....	65.00

### CLOSING TIME

Copy for commercial programs or announcements must be received 24 hours in advance. Talks and continuities must be submitted at least 1 week in advance for review by Program Directors.

# KMLA

-FM-

(Established 1957)



KMLA Broadcasting Corporation, 2917 Temple St., Los Angeles 26, Calif. Dunkirk 2-8426.

### PERSONNEL

President—J. B. Klefer  
Vice-President—William Tomberlin  
Commercial Manager—Ned Connor  
Program Director—Donna Harling.

### FACILITIES

ERP 58,500 w.; 100.3 mc.  
Antenna ht.—1190 ft. above average terrain.  
Operating schedule: 8:00 a.m. to 12:05 a.m. PST  
DST observed.  
Transmitter—8999 Alto Cedro Dr., Los Angeles.

### AGENCY COMMISSION

15%; 2% discount. Bills rendered 1st of month following broadcast; payable 10 days.

### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP and BMI licenses.  
Alcoholic beverage advertising: beer and wine only.  
Rates based on total number of programs and announcements used in 1 year. Programs and announcements not combinable to earn frequency discounts.

### TIME RATES

Rates received July 10, 1957.

#### PROGRAMS

	1 hr.	1/2 hr.	1/4 hr.
1 time.....	90.00	54.00	36.00
13 times.....	85.50	51.30	34.20
26 times.....	81.00	48.60	32.40
39 times.....	76.50	45.90	30.60
52 times.....	72.00	43.20	28.80

#### ANNOUNCEMENTS

(Run-of-schedule Monday through Saturday)

100 words, transcribed or live.	1 wk.	13 wks.	26 wks.	52 wks.
Per week.....	56.25	53.50	50.65	45.00
6 times.....	108.90	101.55	96.25	85.50
12 times.....	151.90	142.80	136.75	121.50
18 times.....	190.25	181.65	172.15	153.00
24 times.....	225.00	213.75	202.50	180.00

#### SPECIAL SATURATION PACKAGES

(Monday through Saturday)

1-minute spots:	
48 per week.....	252.00
10-second time signals:	
4 daily (sold only in sets of 4) per week.....	90.00
Headline-newslines (5-minutes on the hour):	
4 daily (sold only in sets of 4) per week.....	180.00
Magic Music Programs (25 minutes):	
1 daily, per week.....	95.65
2 daily, per week.....	172.15

#### SPECIAL FEATURES

News Service—UPI and direct special weather wire.  
News on the hour every hour.  
Subscriber-Sponsor Rotation Plan available for non-competitive accounts.  
Political—not accepted.

#### Participating Programs

"Sanders Meanders"—8:00 a.m. to 11:00 a.m., Monday through Friday.  
"Hi-Fi by Starlite"—9:00 p.m. to midnight.  
"Harling's Hi-Fi Cycle Built for You"—3:05 p.m. to 5:30 p.m., Monday through Saturday.  
"Hi-Fi Clinic" with Dr. Hi-Fi.—1:05 p.m. to 2:00 p.m. Saturday only.  
"Weekday in Stereo"—7:30 p.m. to 8:00 p.m. Monday through Saturday.  
"Stereophonic Southern California" (in conjunction with station KCBH)—3:00 p.m. to 6:00 p.m. Sundays.  
Rates on request.  
"Scores and Encores"—8:00 p.m. to 9:00 p.m. Monday through Friday.

#### CLOSING TIME

Programs—48 hours before broadcast. Announcements 24 hours before broadcast.

# KMPC

(Established 1928)



KMPC—Golden West Broadcasters, 5939 Sunset Blvd., Los Angeles 28, Calif. Hollywood 9-5341.

### PERSONNEL

Chairman of the Board—Gene Atry.  
President—Robert O. Reynolds.  
Vice-President—Lloyd C. Sigmon.  
General Sales Manager—Stanley L. Spero.  
Sales Promotion Manager—John M. Asher.  
Program Director—Robert H. Forward.

### REPRESENTATIVES

AM Radio Sales Company.

### FACILITIES

50,000 w. days, 10,000 w. nights; 710 kc. Directional—night only. Clear channel.  
Operating schedule: full time, PST—DST observed.  
Transmitter: 12755 Burbank Blvd., 12 miles northwest of Los Angeles, Calif.

### AGENCY COMMISSION

15% on net time, talent and other program charges when agreed upon in writing prior to starting date of contract. No cash discounts. Bills payable when rendered.

### GENERAL

No periods sold in bulk for resale.  
Advertisers cooperating in group broadcasts required to make individual contracts.  
Alcoholic beverage advertising: beer and wine only.  
All concurrent station contracts for same advertiser at gross rates in same rate classification for 15 minutes or more may be combined to earn 1/2, 3/4 or hour rate. Such programs may be scheduled contiguously at station's option.  
ASCAP and BMI licenses.

### Length of commercial copy:

1 hour.....	7:00 minutes	10 min.....	2:10 minutes
1/2 hour.....	4:15 minutes	5 min.....	1:15 minutes
1/4 hour.....	3:00 minutes		

### TIME RATES

Rates effective November 1, 1958. (Card No. 23.)  
Rates received September 22, 1958.

#### CLASS "A"

(6:00 a.m. to midnight)

	1-a-week	2-a-week	3-a-week	4-a-week	5-a-week
1 hour.....	330.00	313.50	297.00	280.50	264.00
1/2 hour.....	198.00	188.00	178.00	168.50	158.50
1/4 hour.....	132.00	125.50	119.00	112.00	105.50
10 minutes.....	99.00	94.00	89.00	84.00	79.00
5 minutes.....	66.00	63.00	60.00	56.00	53.00

#### CLASS "B"

(Midnight to 1:00 a.m. and 5:00 a.m. to 6:00 a.m.)

1 hour.....	240.00	228.00	216.00	204.00	192.00
1/2 hour.....	144.00	137.00	130.00	122.50	115.00
1/4 hour.....	96.00	91.00	86.50	81.50	77.00
10 minutes.....	72.00	68.50	65.00	61.00	57.50
5 minutes.....	48.00	45.50	43.00	41.00	38.50

#### CLASS "C"

(1:00 a.m. to 5:00 a.m.)

Rates on request.

Rebates for consecutive weeks broadcasting:

13 to 25 consecutive weeks.....	5%
26 to 33 consecutive weeks.....	10%
39 to 51 consecutive weeks.....	15%
52 or more consecutive weeks.....	20%

Rebates as earned will be paid for 13, 26, 39 or 52 consecutive weeks of broadcasting and on any continuation thereafter so long as there is no lapse in schedule. Interruption of series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the discount rebate. Rebates apply only to programs.

Programs and announcements cannot be combined to earn greater discounts.

#### ANNOUNCEMENTS

(1-minute)

	Class "A"	Class "B"	Class "A"	Class "B"
1 time.....	50.00	44.00	312 times..	35.00 31.00
13 times.....	47.50	42.00	416 times..	32.50 28.50
26 times.....	45.00	40.00	520 times..	30.00 26.50
52 times.....	42.50	37.50	750 times..	28.50 25.00
104 times.....	40.00	35.00	1,000 times..	27.00 23.50
208 times.....	37.50	33.00		

# CALIFORNIA

(30-seconds)

	Class "A"	Class "B"	Class "A"	Class "B"
1 time.....	44.00	38.00	312 times..	31.00 26.50
13 times.....	42.00	36.00	416 times..	28.50 25.00
26 times.....	40.00	34.00	520 times..	26.50 23.00
52 times.....	37.50	32.50	750 times..	25.00 21.50
104 times.....	35.00	30.50	1,000 times..	23.50 20.50
208 times.....	33.00	28.50		

#### PACKAGE RATES

(Run-of-schedule)

7 or less consecutive days of broadcasting.		Class "A"	Class "B"	Class "C"
10 Plan per week:				
1 minute.....		32.50	28.50	9.00
30 seconds.....		28.50	25.00	6.00
15 Plan per week:				
1 minute.....		30.00	26.50	9.00
30 seconds.....		26.50	23.00	6.00
20 Plan per week:				
1 minute.....		28.50	25.00	9.00
30 seconds.....		25.00	21.50	6.00

#### SPECIAL FEATURES

News: Leased wire service, commentaries—details on request. Newscasts: rates on request. Service charges on newscasts: Each 5-minute newscast carries an additional charge of 5.00 to cover costs of facilities and editing. Each 15-minute newscast carries a service charge of 15.00.

Political—regular rates and frequency discounts apply.

#### Participating Programs

"Chef Milani Sales Plan"—50.00 per participation. Minimum of three per week required to participate in Chef Milani merchandising. Full information on request. Rebates retroactive to start of contract.

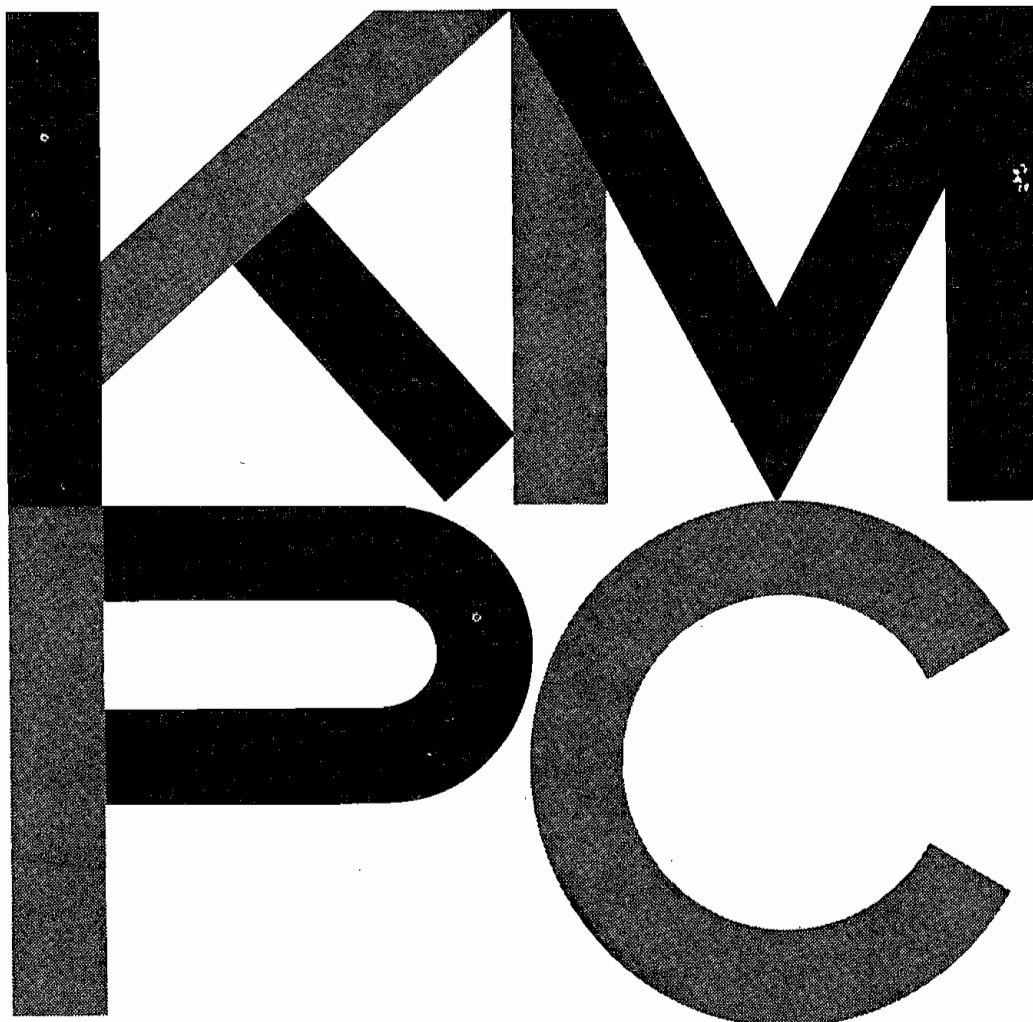
Reduce rate to:

After 13 consecutive weeks.....	47.50
After 26 consecutive weeks.....	45.00
After 39 consecutive weeks.....	42.50
After 52 consecutive weeks.....	40.00

#### CLOSING TIME

48 hours before broadcast.

(Los Angeles continued on next page.)



## Entertains the biggest radio audience in Southern California

Source: Pulse, 8-County-Area, July-August, 1958



# CALIFORNIA

Los Angeles—Continued

**KNX**

(Established 1920)

**CBS Owned**



CBS Radio, a Division of Columbia Broadcasting System, Inc., 6121 Sunset Blvd., Los Angeles 28, Calif. Hollywood 9-1212.

Address all program and advertising copy to: Sales Service Manager, KNX Radio, Columbia Square, 6121 Sunset Blvd., Los Angeles 28, Calif.

**PERSONNEL**

General Manager—Fred Ruegg.  
Sales Manager—Gordon Mason.  
National Sales Supervisor—Tom Pate.  
Adv. & Prom. Mgr.—Phil Hillman.

**REPRESENTATIVES**

CBS Radio Spot Sales.

**FACILITIES**

50,000 w., 1070 kc. Nondirectional.  
Operating schedule: 24 hours daily except 12:05 a.m. to 5:30 a.m. Monday, PST—DST observed.  
Transmitter: Columbia Park, Torrance, Calif.

**FM FACILITIES**

ERP 68.00 w.; 93.1 mc.  
Operating schedule: 3:00 p.m. to 9:00 p.m. Monday through Friday; 1:00 p.m. to 9:00 p.m. Saturday; 8:30 a.m. to 9:30 p.m. Sunday.  
Antenna height: 2800 feet above average terrain.

**AGENCY COMMISSION**

15% on net charges for time, announcements and participations. Bills rendered monthly and payments are due on or before the 15th day after the end of the month in which the charges were incurred. Payments not made within that time may have the net amount due (before deduction of agency commission, if any) increased 2%.

**GENERAL**

ASCAP, BMI and SESAC licenses.  
Rates include music copyright fees.  
Facilities will be furnished only for programs, products, services and continuities acceptable to the station.

All program content and advertising copy are subject to station approval. No commercially sponsored programs in foreign languages will be broadcast. Complete program production services are available including production, talent, music library and script writing.

Charges under each contract will be billed at the net unit rates applicable to broadcasts for the entire period covered by such contract. If an advertiser cancels a non-firm contract prior to its expiration date, he must promptly repay to the station the difference between the charges so billed and the net rate actually earned.

The contract year extends from the date of the first broadcast under a given contract forward for 52 weeks.

Advertisers having earned the 52 Consecutive Weeks rates may continue beyond 52 weeks at these rates provided their broadcasting schedules continue on a consecutive weeks basis.

Advertisers earning Days Per Week and Consecutive Weeks rates will be charged for facilities used during the last contract week, if it is 6 days in length or less, at the rate earned during the full week immediately preceding. This rate card is published for the convenient reference of advertisers and agencies and is not to be considered as an offer of facilities. All data herein are subject to change without notice. Length of commercial copy: NAB Standards.

Programs:  
1 hour.....7:00 min. 10 min.....2:10 min.  
1/2 hour.....4:15 min. 5 min.....1:15 min.  
1/4 hour.....3:00 min.

Announcements:  
1 minute.....60 seconds  
Station breaks.....20 seconds  
ID's.....10 seconds  
ID's.....8 seconds or less

**TIME RATES**

Rates effective December 1, 1957. (Card No. 15.)  
Card received October 22, 1957.

**RATE CLASSIFICATIONS**

**Station Time**

Class "A"—6:00 a.m. to 7:00 p.m. Monday through Saturday; 10:00 a.m. to 7:00 p.m. Sunday.  
Class "B"—7:00 p.m. to 10:30 p.m. Sunday through Saturday.

Class "C"—10:30 p.m. to 11:10 p.m. Sunday through Saturday; 6:00 a.m. to 10:00 a.m. Sunday.  
Announcements

Class "A"—5:59 a.m. to 7:00 p.m. Monday through Saturday; 9:59 a.m. to 7:00 p.m. Sunday.  
Class "B"—7:00 p.m. to 10:30 p.m. Sunday through Saturday.  
Class "C"—10:30 p.m. to 11:10 p.m. Sunday through Saturday; 5:59 a.m. to 9:59 a.m. Sunday.

**SECTION I STATION TIME**

(All rates quoted are net dollar cost per unit.)  
NOTE: Facilities in this Section may be combined with each other but not with those in Sections II or III to earn lower rates.

1	Days per week						
	1 day	2 days	3 days	4 days	5 days	6 days	7 days
hour:							
A.....	400.	384.	368.	352.	336.	320.	304.
B.....	360.	346.	331.	317.	302.	288.	274.
C.....	280.	250.	239.	229.	218.	208.	198.
1/2 hour:							
A.....	240.	230.	221.	211.	202.	192.	182.
B.....	215.	206.	198.	189.	181.	172.	163.
C.....	155.	149.	143.	136.	130.	124.	118.
1/4 hour:							
A.....	160.	154.	147.	141.	134.	128.	122.
B.....	145.	139.	133.	128.	122.	116.	110.
C.....	105.	101.	97.	92.	88.	84.	80.
10 minutes:							
A.....	130.	125.	120.	114.	109.	104.	99.
B.....	120.	115.	110.	106.	101.	96.	91.
C.....	85.	82.	78.	75.	71.	68.	65.

5 minutes:	Days per week						
	1 day	2 days	3 days	4 days	5 days	6 days	7 days
A.....	80.	77.	74.	70.	67.	64.	61.
B.....	75.	72.	69.	66.	63.	60.	57.
C.....	50.	48.	46.	44.	42.	40.	38.
26-51 Consecutive Weeks							
1 hour:							
A.....	380.	364.	348.	332.	316.	300.	284.
B.....	342.	328.	313.	299.	284.	270.	256.
C.....	247.	237.	226.	216.	205.	195.	185.
1/2 hour:							
A.....	228.	218.	209.	199.	190.	180.	170.
B.....	204.	196.	187.	178.	170.	161.	153.
C.....	147.	141.	135.	129.	122.	116.	110.
1/4 hour:							
A.....	152.	146.	139.	133.	126.	120.	114.
B.....	138.	132.	126.	120.	115.	109.	103.
C.....	100.	96.	91.	87.	83.	79.	75.
10 minutes:							
A.....	124.	118.	113.	108.	103.	98.	92.
B.....	114.	109.	104.	100.	95.	90.	85.
C.....	81.	77.	74.	71.	67.	64.	60.

5 minutes:	52 or more Consecutive Weeks						
	1 day	2 days	3 days	4 days	5 days	6 days	7 days
A.....	360.	344.	328.	312.	296.	280.	264.
B.....	324.	310.	295.	281.	266.	252.	238.
C.....	234.	224.	213.	203.	192.	182.	172.
1/2 hour:							
A.....	216.	206.	197.	187.	178.	168.	158.
B.....	194.	185.	176.	168.	159.	151.	142.
C.....	140.	133.	127.	121.	115.	109.	102.
1/4 hour:							
A.....	144.	138.	131.	125.	118.	112.	106.
B.....	131.	125.	119.	113.	107.	102.	96.
C.....	95.	90.	86.	82.	78.	74.	69.
10 minutes:							
A.....	117.	112.	107.	101.	96.	91.	86.
B.....	108.	103.	98.	94.	89.	84.	79.
C.....	77.	73.	70.	66.	63.	60.	56.
5 minutes:							
A.....	72.	69.	66.	62.	59.	56.	53.
B.....	68.	65.	62.	59.	56.	53.	50.
C.....	45.	43.	41.	39.	37.	35.	33.

**SECTION II**

**ANNOUNCEMENTS AND PARTICIPATIONS**  
(All rates quoted are net dollar cost per unit)  
NOTE: 1-minute and station break announcements may combine with each other and with participations to earn lower rates. Both 8- and 10-second ID announcements may combine to earn lower rates. ID's of 7 seconds or less are on fixed position schedules. 8-second ID's are on run-of-schedule basis within the time classifications. ID announcements do not combine with any other announcements or participations. Announcement Package rates do not apply 7:00 a.m. to 9:00 a.m. and 5:00 p.m. to 7:00 p.m. Monday through Friday. Announcements in these times, however, may count numerically toward packages.

**A. — ANNOUNCEMENTS**

1	Days per week						
	1 day	2 days	3 days	4 days	5 days	6 days	7 days
min.							
A.....	100.	96.	92.	88.	84.	80.	76.
B.....	90.	86.	83.	79.	76.	72.	68.
C.....	60.	58.	55.	53.	50.	48.	46.
30 seconds, run-of-schedule:							
A.....	90.	86.	83.	79.	76.	72.	68.
B.....	83.	80.	76.	73.	70.	66.	63.
C.....	55.	53.	50.	48.	46.	44.	42.
Station breaks 20 seconds:							
A.....	80.	77.	74.	70.	67.	64.	61.
B.....	75.	72.	69.	66.	63.	60.	57.
C.....	50.	48.	46.	44.	42.	40.	38.
ID's, 10 seconds:							
A.....	65.	62.	60.	57.	55.	52.	49.
B.....	60.	58.	55.	53.	50.	48.	46.
C.....	40.	38.	37.	35.	34.	32.	30.
7 or 8 seconds: (See above for scheduling arrangements)							
A.....	45.	43.	41.	40.	38.	36.	34.
B.....	40.	38.	37.	35.	34.	32.	30.
C.....	25.	24.	23.	22.	21.	20.	19.
26-51 Consecutive Weeks							
1 minute:							
A.....	95.	91.	87.	83.	79.	75.	71.
B.....	86.	82.	78.	75.	71.	68.	64.
C.....	57.	55.	52.	50.	47.	45.	43.
30 seconds, run-of-schedule:							
A.....	86.	82.	78.	75.	71.	68.	64.
B.....	79.	76.	72.	69.	66.	62.	59.
C.....	52.	50.	48.	46.	43.	41.	39.
Station breaks 20 seconds:							
A.....	76.	73.	70.	66.	63.	60.	57.
B.....	71.	68.	65.	62.	59.	56.	53.
C.....	48.	46.	44.	42.	40.	38.	36.
ID's, 10 seconds:							
A.....	62.	59.	57.	54.	51.	49.	46.
B.....	57.	55.	52.	50.	47.	45.	43.
C.....	38.	36.	35.	33.	32.	30.	28.
7 or 8 seconds: (See above for scheduling of arrangements)							
A.....	43.	41.	39.	37.	36.	34.	32.
B.....	38.	36.	35.	33.	32.	30.	28.
C.....	24.	23.	22.	21.	20.	19.	18.

**52 or more Consecutive Weeks**

1	Days per week						
	1 day	2 days	3 days	4 days	5 days	6 days	7 days
hour:							
A.....	400.	384.	368.	352.	336.	320.	304.
B.....	360.	346.	331.	317.	302.	288.	274.
C.....	280.	250.	239.	229.	218.	208.	198.
1/2 hour:							
A.....	240.	230.	221.	211.	202.	192.	182.
B.....	215.	206.	198.	189.	181.	172.	163.
C.....	155.	149.	143.	136.	130.	124.	118.
1/4 hour:							
A.....	160.	154.	147.	141.	134.	128.	122.
B.....	145.	139.	133.	128.	122.	116.	110.
C.....	105.	101.	97.	92.	88.	84.	80.
10 minutes:							
A.....	130.	125.	120.	114.	109.	104.	99.
B.....	120.	115.	110.	106.	101.	96.	91.
C.....	85.	82.	78.	75.	71.	68.	65.

**B. — ANNOUNCEMENT PACKAGES**

Announcements per week:	1-25			26-51			52+		
	consec. weeks	consec. weeks	consec. weeks	consec. weeks	consec. weeks	consec. weeks	consec. weeks	consec. weeks	
	1	12	21	12	21	35+	12	21	35+
min.:	ti.	ti.	ti.	ti.	ti.	ti.	ti.	ti.	ti.
A.....	68.	61.	57.	63.	56.	52.	58.	51.	47.
B.....	61.	55.	51.	57.	50.	47.	52.	46.	42.
C.....	41.	37.	34.	38.	34.	31.	35.	31.	28.
30 seconds, run-of-schedule:									
A.....	61.	55.	51.	57.	50.	47.	52.	46.	42.
B.....	56.	51.	47.	52.	47.	43.	48.	42.	39.
C.....	37.	34.	31.	35.	31.	29.	32.	28.	26.
Station breaks 20 seconds:									
A.....	54.	49.	46.	50.	45.	42.	46.	41.	38.
B.....	51.	46.	43.	47.	42.	39.	44.	38.	35.
C.....	34.	31.	29.	32.	28.	26.	29.	26.	24.
ID's, 10 seconds:									
A.....	44.	40.	37.	41.	36.	34.	38.	33.	31.
B.....	41.	37.	34.	38.	34.	31.	35.	31.	28.
C.....	27.	24.	23.	25.	22.	21.	23.	20.	19.
ID's 7 or 8 seconds: (See above for scheduling arrangements)									
A.....	31.	27.	26.	28.	25.	23.	26.	23.	21.
B.....	27.	24.	23.	25.	22.	21.	23.	20.	19.
C.....	17.	15.	14.	16.	14.	13.	15.	13.	12.

**C. — PARTICIPATING PROGRAMS**

Group I:  
Farm Topics—5:30 a.m. to 6:00 a.m. Monday through Saturday.

Consecutive weeks: Participations

1-25	Days per week						
	1 day	2 days	3 days	4 days	5 days	6 days	7 days
50	48.	46.	44.	42.	40.	38.	36.
48	46.	44.	42.	40.	38.		



Los Angeles—K P O L—Continued

**FACILITIES**

10,000 w. 1540 kc. Directional—night only.  
 Operating schedule: 24 hours daily, 5:00 a.m. Monday to midnight Sunday.  
 DST observed.  
 Transmitter: 5000 Carter Dr., Los Angeles 32, Calif.  
**FM FACILITIES**  
 ERP 4,400 w.; 93.9 mg., Class B.  
 Antenna ht.: 570 ft. above average terrain.

**AGENCY COMMISSION**

15% on net time and talent; 2% cash discount if paid within ten days.

**GENERAL**

Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Programs and announcements cannot be combined to earn frequency discounts. Discounts allowed retroactively on number of broadcasts within 1 year.  
 Alcoholic beverage and tobacco products advertising not accepted.  
 No periods sold in bulk for resale. All acceptable accounts subject to same rates.  
 Contract renewals subject to rates in effect at time of renewal. Actual broadcast periods are as follows: 59 minutes for 1 hour, 29 minutes for 1/2 hour, 14 minutes for 1/4 hour.  
 Length of commercial copy:  
 5 min. 1:25 min. 30 min. 4:30 min.  
 15 min. 3:15 min. 60 min. 9:00 min.

**TIME RATES**

Rates effective December 1, 1958. (Card No. 5.)  
 Card received October 30, 1958.

**CLASS "A"**

(6:00 a.m. to 10:00 p.m.)		1 hr. 1/2 hr. 1/4 hr. 5 min. 1 min. 30 sec.	
1 time	100.00	60.00	40.00
13 times	95.00	57.00	38.00
26 times	90.00	54.00	36.00
39 times	85.00	51.00	34.00
52 times	80.00	48.00	32.00
78 times	75.00	45.00	30.00
104 times	70.00	42.00	28.00
208 times	65.00	39.00	26.00
260 times	60.00	36.00	24.00
312 times	55.00	33.00	22.00

**CLASS "B"**

(10:00 p.m. to 1:00 a.m.)		1 hr. 1/2 hr. 1/4 hr. 5 min. 1 min. 30 sec.	
1 time	70.00	42.00	28.00
13 times	66.50	39.30	26.60
26 times	63.00	37.80	25.20
39 times	59.50	35.70	23.80
52 times	56.00	33.60	22.40
78 times	52.50	31.50	21.00
104 times	49.00	29.40	19.60
208 times	45.50	27.30	18.20
260 times	42.00	25.20	16.80
312 times	38.50	23.10	15.40

**CLASS "C"**

(1:00 a.m. to 6:00 a.m.)  
 Rates on request.

**PACKAGE RATES**

**CLASS "A"**

1 minute or 150 words live:		4		13		26		39		52	
Per week: Open		wks.	wks.	wks.	wks.	wks.	wks.	wks.	wks.	wks.	wks.
12 ti...	114.00	108.00	102.00	96.00	90.00	84.00	78.00	72.00	66.00	60.00	54.00
Each	9.50	9.00	8.50	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.50
18 ti...	162.00	153.00	144.00	135.00	126.00	117.00	108.00	99.00	90.00	81.00	72.00
Each	9.00	8.50	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.50	4.00
24 ti...	210.00	198.00	186.00	174.00	162.00	150.00	138.00	126.00	114.00	102.00	90.00
Each	8.75	8.25	7.75	7.25	6.75	6.25	5.75	5.25	4.75	4.25	3.75
30 ti...	255.00	240.00	225.00	210.00	195.00	180.00	165.00	150.00	135.00	120.00	105.00
Each	8.50	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.50	4.00	3.50
48 ti...	396.00	372.00	348.00	324.00	300.00	276.00	252.00	228.00	204.00	180.00	156.00
Each	8.25	7.75	7.25	6.75	6.25	5.75	5.25	4.75	4.25	3.75	3.25
60 ti...	480.00	450.00	420.00	390.00	360.00	330.00	300.00	270.00	240.00	210.00	180.00
Each	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.50	4.00	3.50	3.00
90 ti...	697.50	652.50	607.50	562.50	517.50	472.50	427.50	382.50	337.50	292.50	247.50
Each	7.75	7.25	6.75	6.25	5.75	5.25	4.75	4.25	3.75	3.25	2.75

30 seconds or 75 words live:		4		13		26		39		52	
12 ti...	91.20	86.40	81.60	76.80	72.00	67.20	62.40	57.60	52.80	48.00	43.20
Each	7.60	7.20	6.80	6.40	6.00	5.60	5.20	4.80	4.40	4.00	3.60
18 ti...	129.60	122.40	115.20	108.00	100.80	93.60	86.40	79.20	72.00	64.80	57.60
Each	7.20	6.80	6.40	6.00	5.60	5.20	4.80	4.40	4.00	3.60	3.20
24 ti...	168.00	158.40	148.80	139.20	129.60	120.00	110.40	100.80	91.20	81.60	72.00
Each	7.00	6.60	6.20	5.80	5.40	5.00	4.60	4.20	3.80	3.40	3.00
30 ti...	204.00	192.00	180.00	168.00	156.00	144.00	132.00	120.00	108.00	96.00	84.00
Each	6.80	6.40	6.00	5.60	5.20	4.80	4.40	4.00	3.60	3.20	2.80
48 ti...	316.80	297.60	278.40	259.20	240.00	220.80	201.60	182.40	163.20	144.00	124.80
Each	6.60	6.20	5.80	5.40	5.00	4.60	4.20	3.80	3.40	3.00	2.60
60 ti...	384.00	360.00	336.00	312.00	288.00	264.00	240.00	216.00	192.00	168.00	144.00
Each	6.40	6.00	5.60	5.20	4.80	4.40	4.00	3.60	3.20	2.80	2.40
90 ti...	558.00	522.00	486.00	450.00	414.00	378.00	342.00	306.00	270.00	234.00	198.00
Each	6.20	5.80	5.40	5.00	4.60	4.20	3.80	3.40	3.00	2.60	2.20

5 minute programs:		12 ti...		18 ti...		24 ti...		30 ti...		48 ti...		60 ti...		90 ti...	
12 ti...	180.00	171.00	162.00	153.00	144.00	135.00	126.00	117.00	108.00	99.00	90.00	81.00	72.00	63.00	54.00
Each	15.00	14.25	13.50	12.75	12.00	11.25	10.50	9.75	9.00	8.25	7.50	6.75	6.00	5.25	4.50
18 ti...	256.50	243.00	229.50	216.00	202.50	189.00	175.50	162.00	148.50	135.00	121.50	108.00	94.50	81.00	67.50
Each	14.25	13.50	12.75	12.00	11.25	10.50	9.75	9.00	8.25	7.50	6.75	6.00	5.25	4.50	3.75
24 ti...	336.00	318.00	300.00	282.00	264.00	246.00	228.00	210.00	192.00	174.00	156.00	138.00	120.00	102.00	84.00
Each	14.00	13.25	12.50	11.75	11.00	10.25	9.50	8.75	8.00	7.25	6.50	5.75	5.00	4.25	3.50
30 ti...	412.50	390.00	367.50	345.00	322.50	300.00	277.50	255.00	232.50	210.00	187.50	165.00	142.50	120.00	97.50
Each	13.75	13.00	12.25	11.50	10.75	10.00	9.25	8.50	7.75	7.00	6.25	5.50	4.75	4.00	3.25
48 ti...	648.00	612.00	576.00	540.00	504.00	468.00	432.00	396.00	360.00	324.00	288.00	252.00	216.00	180.00	144.00
Each	13.50	12.75	12.00	11.25	10.50	9.75	9.00	8.25	7.50	6.75	6.00	5.25	4.50	3.75	3.00
60 ti...	795.00	750.00	705.00	660.00	615.00	570.00	525.00	480.00	435.00	390.00	345.00	300.00	255.00	210.00	165.00
Each	13.25	12.50	11.75	11.00	10.25	9.50	8.75	8.00	7.25	6.50	5.75	5.00	4.25	3.50	2.75
90 ti...	1,170.00	1,102.50	1,035.00	976.50	900.00	832.50	765.00	697.50	630.00	562.50	495.00	427.50	360.00	292.50	225.00
Each	13.00	12.25	11.50	10.75	10.00	9.25	8.50	7.75	7.00	6.25	5.50	4.75	4.00	3.25	2.50

**CLASS "B"**

1 minute or 150 words live:		4		13		26		39		52	
12 ti...	84.00	78.00	72.00	66.00	60.00	54.00	48.00	42.00	36.00	30.00	24.00
Each	7.00	6.50	6.00	5.50	5.00	4.50	4.00	3.50	3.00	2.50	2.00
18 ti...	117.00	108.00	99.00	90.00	81.00	72.00	63.00	54.00	45.00	36.00	27.00
Each	6.50	6.00	5.50	5.00	4.50	4.00	3.50	3.00	2.50	2.00	1.50
24 ti...	150.00	138.00	126.00	114.00	102.00	90.00	78.00	66.00	54.00	42.00	30.00
Each	6.25	5.75	5.25	4.75	4.25	3.75	3.25	2.75	2.25	1.75	1.25
30 ti...	180.00	165.00	150.00	135.00	120.00	105.00	90.00	75.00	60.00	45.00	30.00
Each	6.00	5.50	5.00	4.50	4.00	3.50	3.00	2.50	2.00	1.50	1.00
48 ti...	276.00	252.00	228.00	204.00	180.00	156.00	132.00	108.00	84.00	60.00	36.00
Each	5.75	5.25	4.75	4.25	3.75	3.25	2.75	2.25	1.75	1.25	0.75
60 ti...	330.00	300.00	270.00	240.00	210.00	180.00	150.00	120.00	90.00	60.00	30.00
Each	5.50	5.00	4.50	4.00	3.50	3.00	2.50	2.00	1.50	1.00	0.50
90 ti...	472.50	427.50	382.50	337.50	292.50	247.50	202.50	157.50	112.50	67.50	22.50
Each	5.25	4.75	4.25	3.75	3.25	2.75	2.25	1.75	1.25	0.75	0.25

30 seconds or 75 words live:

4		13		26		39		52	
Per week: Open		wks.	wks.	wks.	wks.	wks.	wks.	wks.	wks.
12 ti...	67.50	62.40	57.60	52.80	48.00	43.20	38.40	33.60	28.80
Each	5.60	5.20	4.80	4.40	4.00	3.60	3.20	2.80	2.40
18 ti...	93.60	86.40	79.20	72.00	64.80	57.60	50.40	43.20	36.00
Each	5.20	4.80	4.40	4.00	3.60	3.20	2.80	2.40	2.00
24 ti...	120.00	110.40	100.80	91.20	81.60	72.00	62.40	52.80	43.20
Each	5.00	4.60	4.20	3.80	3.40	3.00	2.60	2.20	1.80
30 ti...	144.00	132.00	120.00	108.00	96.00	84.00	72.00	60.00	48.00
Each	4.80	4.40	4.00	3.60	3.20	2.80	2.40	2.00	1.60
48 ti...	220.80	201.60	182.40	163.20	144.00	124.80	105.60</		

# CALIFORNIA

## Los Angeles—Continued

### KRKK

(Established 1927)

Continental Telecasting Corporation, 1050 Montecito Dr., Los Angeles 31, Calif.

#### PERSONNEL

President—Frank Oxarart.  
General Manager—Jack Feldmann.

#### REPRESENTATIVES

Eastern—Jack Masla & Co., Inc.  
Western—O'Connell-Palmer Company.

#### FACILITIES

5,000 w. days, 1,000 w. nights; 1150 kc. Non-directional.  
Operating schedule: midnight to 7:45 p.m. Divides time with KFSG (PST—DST observed).  
A-1 Transmitter: 1050 Montecito Dr., Los Angeles.

#### AGENCY COMMISSION

15%; no cash discount. All broadcasting payable in advance except if satisfactory credit is established.

#### GENERAL

Rates are for both local and national advertising and include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Spot and program rates include talent fees.  
Actual broadcasting periods are as follows:  
1 hour..... 58 min. 1/4 hour..... 14 min.  
1/2 hour..... 28-1/2 min. 5 minutes.. 4-2/3 min.

#### TIME RATES

Rates effective February 1, 1958.  
Card received February 3, 1958.

15-minute Programs:  
Recorded music-disc jockey ..... 45.00  
30-minute Programs:  
Recorded music-disc jockey ..... 90.00  
Includes commercial: 15-sec. opening, first 90-sec. commercial, second 90-sec. commercial, 15-sec. closing.

#### PACKAGE RATES

Per week:	—1-minute—		—30-seconds—	
	Each	Per week	Each	Per week
1 time.....	15.00	15.00	10.00	10.00
10 times.....	12.00	120.00	8.00	80.00
15 times.....	11.50	172.50	7.75	116.25
20 times.....	11.00	220.00	7.50	150.00
25 times.....	10.50	262.50	7.25	181.25
30 times.....	10.00	300.00	7.00	210.00
40 times.....	9.50	380.00	6.75	270.00
50 times.....	9.00	450.00	6.50	325.00
60 times.....	8.50	510.00	6.25	375.00
70 times.....	8.00	560.00	6.00	420.00
80 times.....	7.50	600.00	5.50	440.00
100 times.....	7.00	700.00	5.00	500.00
Per month:		Each	Per mon.	
50 times.....		11.50	575.00	
70 times.....		11.00	770.00	
90 times.....		10.50	945.00	
110 times.....		10.00	1,100.00	
130 times.....		9.50	1,235.00	
170 times.....		9.00	1,530.00	
5-minute newscasts, per week:		Each	Per week	
5 times.....		18.00	90.00	
10 times.....		17.00	170.00	
15 times.....		16.00	240.00	
20 times.....		15.00	300.00	
25 times.....		14.00	350.00	

(Midnight to 4:00 a.m.)

50% of package rates.  
2-1/2% discount available on any of above packages for 13 week non-cancellable contracts.  
5% discount available on any of above packages for 26 week or more non-cancellable contracts.

#### SPECIAL FEATURES

News Service—UPI.  
News Broadcasts:  
5 minutes, on the hour..... 18.00  
Includes commercial: 15-sec. opening, 60-sec. middle commercial, 30-sec. closing.

#### Participating Programs

"Tom Brennen Show," "Joe Nixon Show," "Joe Allison Show."

#### CLOSING TIME

24 hours in advance.

### KRKK-FM

(Established 1949)

Continental Telecasting Corporation, 1050 Montecito Dr., Los Angeles 31, Calif.

#### PERSONNEL

General Manager—Jack Feldmann.

#### FACILITIES

ERP 54,000 w., 96.3 mc.  
Operating schedule—24 hours daily, PST.  
Antenna height—475 ft. above average terrain.

#### AGENCY COMMISSION

15%; no cash discount. Bills rendered 1st of month.

#### TIME RATES

Rates effective \_\_\_\_\_  
Rates received February 3, 1958.

#### ANNOUNCEMENTS

30 seconds:			
1 time.....	6.00	104 times.....	4.50
13 times.....	5.50	260 times.....	4.25
26 times.....	5.00	520 times.....	4.00
52 times.....	4.75		

#### SPECIAL FEATURES

Political—regular rates apply; cash in advance.

# KTYM

## INGLEWOOD

(Established 1958)

(This is a duplicate of the listing appearing under Inglewood, Calif.)

Trans-American Broadcasting Co., 125 S. Grevillea Ave., Inglewood 1, Calif. Oregon 8-6400, Orchard 4-7273.

#### PERSONNEL

Pres. & Gen'l Mgr.—A. J. Williams.

#### REPRESENTATIVES

W. S. Grant Company, Inc.

#### FACILITIES

1,000 w. days; 1460 kc. Nondirectional.  
Operating schedule: local sunrise to sunset. PST-DST observed.  
Transmitter: 4201 S. La Brea, Los Angeles, Calif.  
FM FACILITIES  
(C.P. ERP 450 w.; 103.9 mc.)

#### AGENCY COMMISSION

15% on time and talent; no cash discount. Bills due and payable when rendered.

#### GENERAL

Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Single spots only. Programs and announcements cannot be combined to earn frequency discounts. Discounts allowed retro-actively on number of broadcasts within 1 year.

Beer, wine and tobacco advertising accepted.  
Contract renewals subject to rates in effect at time of renewal.

Station reserves right to edit copy to length and content specified in contract and to the standards set forth by station policy.

Actual broadcast periods are: 59 minutes for 1 hour, 29 minutes for 1/2 hour, 14 minutes for 1/4 hour, 9-1/2 minutes for 10 minutes, 4-1/2 minutes for 5 minutes. No commercial spot announcement to exceed 1 minute, 125 words or equivalent.

No commercial announcement in a sponsored program to exceed 1 minute, 125 words or equivalent.

Frequency discount specified in contract valid only if earned. Unfulfilled contracts billed at earned rate. Programs of all talking nature sold only at 1-time rate. No frequency discount.

Length of commercial copy—15 seconds open and close plus:

5 minutes.....	1:00 minute
10 minutes.....	1:30 minutes
15 minutes.....	2:00 minutes
30 minutes.....	4:00 minutes
60 minutes.....	8:00 minutes

#### TIME RATES

Rates effective May 1, 1958. (Card No. 2.)  
Card received May 12, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	85.00	47.50	25.00	20.00	15.00	11.00	8.00
13 times.....	80.00	45.00	23.50	19.00	14.00	10.50	7.50
26 times.....	75.00	42.00	22.00	17.50	13.25	10.00	7.00
52 times.....	70.00	38.50	20.00	16.50	12.00	9.50	6.75
104 times.....						9.00	6.25
260 times.....						8.50	6.00
312 times.....						8.00	5.50

#### WEEKLY PACKAGE RATES

(Within any 1 week)

	—1-minute—		—30-seconds—	
	Each	Per wk.	Each	Per wk.
10 spots.....	9.50	95.00	6.75	67.50
15 spots.....	9.00	135.00		
20 spots.....	8.50	170.00	6.25	125.00
25 spots.....	8.00	200.00		
30 spots.....	7.75	232.50	6.00	180.00
40 spots.....	7.25	290.00	5.50	220.00
50 spots.....	6.75	337.50	5.25	262.50
70 spots.....	6.25	437.50	5.00	350.00

#### SPECIAL FEATURES

News Service—UPI.  
Political—regular rates apply; payable in advance.

#### CLOSING TIME

48 hours in advance of broadcast. (D)

## CAUTION:

It is inadvisable to use listing information from SRDS Publications for more than 30 days from their date of issue. A single mistake caused through use of out-of-date information can be far more costly than the price of a subscription. Make certain you are working with *current* information from the latest issue, because current information is *safe* information.

G-123

# KUSC

## —FM—

(Established 1946)

Owned and operated by the University of Southern California.

Frequency—91.5 megacycles; channel 218.

Does not sell time.

# KWKW

## PASADENA

(Established 1942)



(This is a duplicate of the listing appearing under Pasadena, Calif.)

Southern California Broadcasting Co., 800 Sierra Madre Villa, Pasadena 8, Calif. Sycamore 2-6155, Ryan 1-6744.

#### PERSONNEL

General Manager—Wm. J. Beaton.  
Assistant Manager—Claire Hughes.  
Sales Manager—Dan Curtin.  
Public Relations Director—Robert B. Griffin.

#### REPRESENTATIVES

New York and Chicago—National Time Sales.  
San Francisco—Theo B. Hall.

#### FACILITIES

1,000 w.; 1300 kc. Directional—nights only.  
Operating schedule: 24 hours daily. PST—DST observed.  
Transmitter: 800 Sierra Madre Villa, Pasadena 8.

#### AGENCY COMMISSION

15% on net time and talent; no cash discount.

#### GENERAL

Affiliated with National Spanish Language Network.  
Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available.  
BMI, ASCAP, SESAC licenses.  
Rates include music copyright fees.  
Alcoholic beverage advertising: beer and wine.  
Discounts as earned on number of broadcasts used in one year on continuous broadcasts. Time segments cannot be combined with announcements to earn frequency discounts.

Length of commercial copy:  
1 hour..... 9 min. 10 min..... 2:20 min.  
1/2 hour..... 4:30 min. 5 min..... 1:25 min.  
1/4 hour..... 8:15 min.

#### TIME RATES

Rates effective August 1, 1957. (Card No. S-3R.)  
Card received June 30, 1958.

#### SPANISH LANGUAGE PROGRAMS

Following rates apply to all programs and include translations from English to Spanish.

#### CLASS "AA"

(5:30 a.m. to 10:30 p.m.)

	1/4 hr.	10 min.	5 min.	1 min.	1/2 min.
1 time.....	34.00	28.00	16.00	12.50	10.00
26 times.....	32.00	26.00	15.50	11.50	9.50
52 times.....	31.00	25.00	15.00	11.00	9.00
104 times.....	30.00	24.00	14.50	10.50	8.50
156 times.....	29.00	23.00	14.00	10.00	8.00
260 times.....	28.00	22.00	13.50	9.50	7.50
312 times.....	27.00	21.00	12.50	9.00	7.00

#### CLASS "A"

(All other times)

1 time.....	20.50	16.80	9.60	7.50	5.70
26 times.....	19.20	15.60	9.30	6.90	5.40
52 times.....	18.60	15.00	9.00	6.60	5.10
104 times.....	18.00	14.40	8.70	6.30	4.80
156 times.....	17.40	13.80	8.40	6.00	4.50
260 times.....	16.80	13.20	7.95	5.70	4.20
312 times.....	16.20	12.60	7.50	5.40	3.90

Sundays—1-time rates apply; no frequency discounts.

#### CUSTOM SATURATION PACKAGE

(1-minute transcribed or 125 words, 4-week minimum.)

Per week:	
18 times (3 per day).....	180.00
24 times (4 per day).....	228.00
30 times (5 per day).....	270.00

#### SPECIAL FEATURES

News Service—AP news, in Spanish 5 minutes before each hour 6:55 a.m. to 3:55 p.m. Regular rates plus 1.25 per program.  
Political—regular rates apply.  
All programs in Spanish.

#### Participating Programs

"Milt Nava"—4:00 a.m. to 7:00 a.m.  
"Ernesto Cervera & Lupita Moran"—7:00 a.m. to 9:00 a.m.  
"Teddy Fregoso"—9:00 a.m. to 11:00 a.m.  
"Martin Becerra"—11:00 a.m. to 1:30 p.m.  
"Ernesto Cervera"—1:30 p.m. to 2:00 p.m.  
"Fina Marin"—2:00 p.m. to 3:30 p.m.  
"Teddy Fregoso"—3:30 p.m. to 5:00 p.m.  
"News"—5:00 p.m. to 5:15 p.m.  
"Ernesto Cervera"—5:15 p.m. to 6:00 p.m. (including a drama from Mexican motion pictures taken directly from sound tracks with additional descriptive dialogue by Ernesto Cervera.)  
"Rudolfo Hoyos"—6:00 p.m. to 7:15 p.m.  
"Angel Lerma"—7:15 p.m. to 9:00 p.m.  
"Ronald Gallo"—9:00 p.m. to 9:30 p.m.  
"Teddy Fregoso"—9:30 p.m. to 10:00 p.m.  
"Ronald Gallo"—10:00 p.m. to midnight.

#### CLOSING TIME

Contracts close 1 week before first broadcast. All copy must be submitted at least 48 hours before broadcast. (D)

(Los Angeles continued on next page)

**KXLA**  
PASADENA  
(Established 1941)



(This is a duplicate of the listing appearing under Pasadena, Calif.)

The Pacific Coast Broadcasting Company, 1401 S. Oak Knoll, Pasadena 15, Calif. Ryan 1-6991, Sycamore 6-0201.

**PERSONNEL**  
Pres. & Mgr.—Loyal K. King.

**REPRESENTATIVES**  
Broadcast Time Sales.

**FACILITIES**  
10,000 w.; 1110 kc. Directional—separate patterns day and night.  
Operating Schedule: 24 hours daily. PST—DST observed.  
Transmitter: Lexington and Gallatin Road, El Monte, Calif.

**AGENCY COMMISSION**  
15% on time; 2% cash discount if paid by 10th of following month.

**GENERAL**  
All contracts subject to cancellation unless program starts within 30 days.  
Rates include music copyright fees.  
Alcoholic beverage advertising not accepted.  
Announcement copy will be broadcast as submitted, if approval, and charges will be made at next higher rate if number of words exceed limit in any class.  
Periods are not sold for resale.

**TIME RATES**

Rates effective June 1, 1958. (Card No. 10.)  
Card received June 4, 1958.

**CLASS "A"**

6:00 a.m. to 9:00 p.m. Monday through Sunday		1/2 hr.	1/4 hr.	1 min.	30 sec.
1 time.....	85.00	55.00	16.00	13.00	
13 times.....	78.00	45.00	15.50	12.50	
26 times.....	70.00	42.50	15.00	12.00	
52 times.....	66.25	40.00	14.50	11.50	
104 times.....	62.50	37.50	14.00	11.00	
208 times.....	58.75	35.00	13.50	10.50	
312 times.....	55.00	32.50	13.00	10.00	
520 times.....			11.75	8.75	
750 times.....			10.50	7.50	
1,000 times.....			9.25	6.25	
Talent charge per 1/2 hour program.....				10.00	
Haynes at the Reins, per 1/4 hour, add.....				5.00	

**PACKAGE PLANS**

Weekly Packages  
(Monday through Sunday)

	Per week
18 1-minute spots.....	211.50
18 30-second spots.....	157.50
24 1-minute spots (4 daily).....	270.00
24 30-second spots (4 daily).....	198.00

Monthly Package  
(Monday through Sunday)

	Per month
130 1-minute spots per month (5 daily).....	1,331.50
130 30-second spots per month (5 daily).....	942.50
78 1-minute spots per month (3 daily).....	819.00
78 30-second spots per month (3 daily).....	585.00

**SPECIAL FEATURES**

News Service—AP.  
Political—regular rates apply.  
Library Service—World.

**Participating Programs**

"Hometown Jamboree" with Chiffle Stone—11:30 a.m. to 12:30 p.m. Monday through Friday.  
"Haynes at the Reins" with Dick Haynes—2:30 p.m. to 5:30 p.m. Monday through Friday. (D)

**X E A K**

City of license, Tijuana, Mex.  
Offices and Studios—Hollywood—Knickerbocker Hotel, Hollywood and Mission Valley Inn, San Diego, Calif.  
See listing under San Diego Area, Calif.

**MADERA**

Madera County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

**KHOT**

(Established 1956)

Glomor, P. O. Box 67, Madera, Calif. Orchard 4-8501.

**PERSONNEL**

Owner and Mgr.—Bob L. Moran.  
Asst. Mgr. and Sales Mgr.—Don L. Edwards.

**REPRESENTATIVES**

William A. Ayres Company.

**FACILITIES**

500 w. days, 1250 kc., directional.  
Operating schedule: Sunrise to sunset.  
Transmitter: Avenue 15, Madera, Calif.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills due and payable in 10 days.

**GENERAL**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective January 1, 1957.  
Rates received August 30, 1957.

**PROGRAMS**

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	36.00	20.25	11.50	9.75	6.25
13 times..	34.25	19.25	11.00	9.30	6.00
26 times..	32.50	18.25	10.50	8.85	5.75
52 times..	30.75	17.25	10.00	8.40	5.50
104 times..	29.00	16.25	9.50	7.95	5.25
156 times..	27.25	15.25	9.00	7.50	5.00
312 times..	25.50	14.25	8.50	7.05	4.75

**ANNOUNCEMENTS**

To be scheduled anytime within one year; regular contract:

1 time.....	5.00	156 times, each.....	3.50
52 times, each.....	4.50	312 times, each.....	3.25
104 times, each.....	4.00		

**SATURATION PLAN**

Short Term—to be scheduled within any two week period:

Each		Wkly.		Each		Wkly.	
20 spots.....	3.90	78.00	50 spots....	3.25	162.50		
30 spots.....	3.75	112.00	100 spots....	2.50	250.00		

Monthly Saturation Campaigns:

Per day:		Each		Mthly.	
1 spot.....	4.00	120.00	5 spots.....	3.00	450.00
2 spots....	3.75	225.00	10 spots....	2.20	660.00
3 spots....	3.40	306.00			

**Time Signals**

15-seconds: 50% of spot announcement rates; may be purchased on regular contract, Short Term Saturation or Monthly Saturation.

**SPECIAL FEATURES**

News Service—AP. 10% extra for news programs.  
Program participations at regular spot rates.

**CLOSING TIME**

24 hours in advance of broadcast.

**CALIFORNIA**

**MARYSVILLE (1 AM; 1 FM)**

Yuba County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

**KMYC**

(Established 1940)



Marysville-Yuba City Broadcasters, Inc., P. O. Box 631, Marysville, Calif. Sherwood 2-2396.

**PERSONNEL**

Station Manager—Joe D. Carroll.

**REPRESENTATIVES**

Simmons Associates, Inc.  
San Francisco—Theo. E. Hall & Co.  
Los Angeles—Gates Representatives.  
Seattle—Hugh Feltis and Associates.

**FACILITIES**

5,000 w. days, 1,000 w. nights; 1410 kc. Directional—different pattern, day and night.  
Operating schedule: 6:00 a.m. to midnight, PST.  
AM Transmitter: 1-1/2 mi. east on Simpson Lane.

**FM FACILITIES**

ERP 4,900 w., 99.9 mc.  
Antenna ht.—175 ft. above average terrain.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 1st, payable 10th of month.

**GENERAL**

Accepts AAAA copyrighted contract.  
AM programs duplicated over FM.  
Following rates are for national advertising and include music copyright fees.

**TIME RATES**

Rates effective August 1, 1954.  
Rates received August 9, 1954.  
Card received August 25, 1954.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)	(†)
1 time....	50.00	30.00	18.00	15.00	12.00	6.00	3.00
13 times..	47.50	28.50	17.10	14.25	11.40	5.70	2.85
26 times..	45.00	27.00	16.20	13.50	10.80	5.40	2.70
52 times..	42.50	25.50	15.30	12.75	10.20	5.10	2.55
104 times..	40.00	24.00	14.10	12.00	9.60	4.80	2.40
156 times..	37.50	22.50	13.50	11.25	9.00	4.50	2.25
260 times..	35.00	20.00	12.75	10.70	8.55	4.25	2.13
312 times..	33.25	19.00	12.10	10.15	8.10	4.00	2.00

(\*) 1 minute or station break.  
(†) 10 seconds.

**ANNOUNCEMENT PACKAGES**

Run-of-schedule—6:00 a.m. to midnight:	10 ann.	20 ann.	30 ann.
1 week.....	50.00	95.00	137.50
2 consecutive weeks.....	47.50	90.00	127.50
3 consecutive weeks.....	45.00	85.00	115.00
4 or more consecutive weeks....	40.00	75.00	105.00

**COMBINATION RATES**

See Don Lee Broadcasting System (Northern California Group) and Mutual Broadcasting System.

**CLOSING TIME**

Announcement copy, transcriptions and talks close 24 hours in advance.

**KUBA**

YUBA CITY

(Established 1947)

(This is a duplicate of the listing appearing under Yuba City, Calif.)

Peach Bowl Broadcasters, Inc., Business Office: Hotel Marysville, Marysville, Calif. Phone 3-7309.

**PERSONNEL**

General Manager—Roger R. Hunt.  
Commercial Manager—Lloyd Klemp.

(This listing continued on next page)

**Yippee!**

**50,000 WATTS\***

**KXLA**

NOW America's most powerful station  
Playing Western and Country Music Exclusively

Covers all of America's 2nd largest retail market

Put 50,000 Watts behind your Western horse power

\*Coming in 1959



# CALIFORNIA

## Marysville—KUBA—Continued

### REPRESENTATIVES

Los Angeles—Lee F. O'Connell Company.  
San Francisco—William A. Ayres Company.  
Philadelphia, New York and Chicago—Continental Radio Sales.

### FACILITIES

1,000 w. days, 500 w. nights; 1600 kc. Directional—night only.  
Operating schedule: 6:00 a.m. to midnight, PST—DST observed.  
Transmitter & Studios: Sanborn Rd., Sutter County, Calif.

### AGENCY COMMISSION

15% on time only; no cash discount.

### GENERAL

Accepts AAAA copyrighted contract.  
BMI, ASCAP and SESAC licenses.  
Rates do not include talent.  
All announcement rates refer to station breaks or minute, there is no difference in rate.

#### TIME RATES

Rates effective March 1, 1954.

Rates received January 11, 1954.

Rev. (Ann. Pkgs.) rec'd October 7, 1957.

	1 hr.	1/2 hr.	10 min.	5 min.	1 min.
1 time.....	65.00	39.00	27.00	22.00	17.00
13 times.....	62.00	37.20	25.80	20.95	16.25
26 times.....	59.00	35.40	24.60	19.90	15.50
52 times.....	56.00	33.60	23.40	18.85	14.75
104 times.....	53.00	31.80	22.20	17.80	14.00
156 times.....	50.00	30.00	21.00	16.75	13.25
260 times.....	47.00	28.20	19.80	15.70	12.50
312 times.....	44.00	26.40	18.60	14.65	11.75

#### ANNOUNCEMENTS

10-seconds or less:				
1 time.....	2.70	104 times.....	2.30	
13 times.....	2.60	156 times.....	2.20	
26 times.....	2.50	260 times.....	2.05	
52 times.....	2.40	312 times.....	1.90	

#### ANNOUNCEMENT PACKAGES

(Run-of-schedule, 6:00 a.m. to 11:00 p.m.)

	10 tl.	20 tl.	30 tl.
20-seconds, 30-seconds or 1-minute:			
1 week.....	45.00	90.00	132.00
2 weeks.....	40.00	82.50	120.00
3 weeks.....	35.00	75.00	111.00
4 or more weeks.....	30.00	60.00	90.00

#### SPECIAL FEATURES

News Service—AP.  
Foreign Language  
"Spanish Programs"—rates on request.  
Political—regular rates apply, payable in advance.  
Library Service—Standard, Thesaurus. (D)

## MERCED (2 AM)

Merced County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

### KWIP

(Established 1956)



HDH Stations, Inc., Hotel Tioga, Merced Calif.  
Randolph 2-3838.

### PERSONNEL

Pres. & Gen'l Mgr.—Maxwell Hurst.  
Sales Manager—Reg Streeter.

### REPRESENTATIVES

McGavren-Quinn Company.

### FACILITIES

500 w. days, 1580 kc.  
Operating schedule: day time only, PST.

### AGENCY COMMISSION

15% on time only; no cash discount. Bill due and payable when rendered.

### GENERAL

Rates are for national and local advertising.

#### TIME RATES

Rates effective January 1, 1959.

Rates received December 1, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	50.00	30.00	20.00	10.00
13 times.....	48.00	29.00	19.50	9.75
26 times.....	46.00	28.00	19.00	9.50
52 times.....	44.00	27.00	18.50	9.25
104 times.....	42.00	26.00	17.50	8.75
156 times.....	40.00	25.00	16.50	8.25
312 times.....	38.00	24.00	15.50	7.75
624 times.....	.....	.....	.....	7.25

#### ANNOUNCEMENTS

1 minute or less:			
1 time.....	4.50	156 times.....	3.85
26 times.....	4.35	312 times.....	3.60
52 times.....	4.20	624 times.....	3.35
104 times.....	4.00	1,000 times.....	3.00

#### TIME SIGNALS

15 words—available at 50% of spot announcement rates. May be purchased on regular contract, short term saturation or monthly saturation basis at 50% of rates.

#### COMBINATION RATES

See Cal VAI Group listing at beginning of state.

#### SPECIAL FEATURES

News Service—AP.  
News Fees—15 minutes, 2.00; 5 minutes, 1.00. In addition to time rates.

#### Participating Programs

1 minute or less announcements scheduled in the "Johnny Borba Show" and "Music in the Mood" with Jerry O'Neill.  
12 times..... 5.00 312 times..... 3.80  
156 times..... 4.00 624 times..... 3.60  
Political—regular rates apply; payable in advance.

## KYOS

(Established 1936)

KYOS, Inc.: Business Office and Studio—Stefani Bldg., Merced, Calif. Randolph 2-6251.

### PERSONNEL

Pres. & Gen'l Mgr.—Frank Flynn.

### REPRESENTATIVES

Headly Reed Company.

### FACILITIES

5,000 w.; 1480 kc. Directional—night only.  
Operating schedule: 5:00 a.m. to 11:00 p.m. Monday through Saturday; 5:30 a.m. to 11:00 p.m. Sundays.  
PST—DST observed.

### AGENCY COMMISSION

15% on net time; no cash discount. Bills payable 10th of month following service.

#### TIME RATES

Rates effective January 1, 1955.

Rates received December 20, 1954.

Rev. (Ann. & Pkgs.) rec'd March 24, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	65.00	40.00	25.00	12.00
13 times.....	60.00	36.00	22.00	10.50
26 times.....	56.00	34.00	20.50	9.75
52 times.....	52.00	32.00	19.00	9.00
156 times.....	48.00	30.00	17.50	8.25
312 times.....	44.00	28.00	16.00	7.50
624 times.....	.....	.....	.....	.....

#### ANNOUNCEMENTS

1-minute or less:			
1 time.....	6.00	400 times.....	4.50
100 times.....	5.50	800 times.....	4.00
200 times.....	5.00	1000 times.....	3.50

#### PACKAGES

1-minute or less:			
10 per week.....	4.00	30 per week.....	3.50
20 per week.....	3.75		

#### COMBINATION RATES

See Don Lee Broadcasting Co., Mutual Broadcasting System and 99 Group.

#### SPECIAL FEATURES

News Sponsorship—Available on special package rates.  
Time Signals—Less than 15-seconds 50% of regular rates.  
Weather Reports—Special package rates can be arranged furnishing 5 minute weather forecasts daily.

#### CLOSING TIME

Copy must be on hand 24 hours before broadcast.

## MODESTO (3 AM; 2 FM)

Stanislaus County—Map Location C-6

See SRDS consumer market map and data at beginning of the State.

### KBEE

(Established 1951.)



#### A Beeline McClatchy Owned Station

McClatchy Broadcasting Co.: Business Office & Studio—P. O. Box 3131, 14th & "Eye" Sts., Modesto, Calif. Lambert 3-7756.

### PERSONNEL

Manager—Hugh Shelley.

### REPRESENTATIVES

Paul H. Raymer Company, Inc.

### FACILITIES

1,000 w.; 970 kc. Directional—separate patterns day and night.  
Operating schedule: 6:00 a.m. to midnight daily, PST—DST observed.

AM Transmitter: Sylvan Ave. and Old Oakdale Rd.

### FM FACILITIES

ERP 11,500 w.; 103.3 mc.

Antenna ht.—150 ft. above average terrain.

Operating schedule: 8:00 a.m. to midnight.

### AGENCY COMMISSION

15% on net time only; no cash discount. Bills payable when rendered.

### GENERAL

Accepts AAAA copyrighted contract.  
Time rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
FM operated in conjunction with AM.  
Length of commercial copy:  
5 minutes.....1:15 min. 25 minutes.....4:00 min.  
10 minutes.....2:40 min. 30 minutes.....4:15 min.  
15 minutes.....3:00 min. 60 minutes.....7:00 min.  
20 minutes.....3:30 min.

#### TIME RATES

Rates effective September 1, 1958. (Card No. 3.)

Card received August 4, 1958.

(6:00 a.m. to 7:30 p.m.)

	1 hr.	1/2 hr.	20 min.	1/4 hr.	10 min.	5 min.
1 time.....	50.00	30.00	24.00	20.00	18.00	10.00
13 times.....	48.00	29.00	23.00	19.00	17.00	9.50
26 times.....	46.00	28.00	22.00	18.00	16.00	9.00
52 times.....	44.00	27.00	21.00	17.00	15.00	8.50
65 times.....	42.00	26.00	20.00	16.00	14.00	8.00
104 times.....	40.00	25.00	19.00	15.00	13.00	7.50
156 times.....	38.00	23.00	18.00	14.00	12.00	7.00
260 times.....	36.00	22.00	16.00	13.00	11.00	6.50
312 times.....	34.00	20.00	15.00	12.00	10.00	6.00
500 times.....	.....	.....	.....	.....	.....	5.50
750 times.....	.....	.....	.....	.....	.....	5.00
1,000 times.....	.....	.....	.....	.....	.....	4.50

#### ANNOUNCEMENTS

1 time.....	6.00	3.00	156 times.....	5.10	2.55
13 times.....	5.85	2.92	260 times.....	4.80	2.40
26 times.....	5.70	2.85	312 times.....	4.50	2.25
52 times.....	5.55	2.77	500 times.....	4.20	2.10
65 times.....	5.40	2.70	750 times.....	3.90	1.95
104 times.....	5.25	2.62	1000 times.....	3.60	1.80

(\*) 1-minute or less (1 minute transcribed or 125 words live; 20 seconds transcribed or 50 words live).  
(†) 8-second ID's or 15 words live.

Special Evening Program & Announcement Package (7:30 p.m. to 9:00 p.m.)

50% additional discount off regular guaranteed time announcement and program rates.

(All other times)

Rates on request.

Percentage of hour rate for all time periods not shown:

25 minutes.....	54%	45 minutes.....	80%
35 minutes.....	67%	50 minutes.....	87%
40 minutes.....	73%	55 minutes.....	93%

#### WEEKLY SATURATION PACKAGE

(All package announcements are run-of-schedule except that 7:00 a.m. to 9:00 a.m. Monday through Friday is available on guaranteed time rates only; ID's must run 2 for 1).

	1 wk.	6 wks.	13 wks.	26 wks.
10 spots.....	50.00	48.00	45.00	40.00
15 spots.....	72.00	69.00	64.50	57.00
20 spots.....	92.00	88.00	82.00	72.00
25 spots.....	110.00	105.00	97.50	85.00
30 spots.....	126.00	120.00	111.00	96.00
40 spots.....	152.00	144.00	132.00	112.00

Additional 5% discount from 1 week rate for 52 weeks.  
Weekend Saturation Package  
15 minutes or station breaks scheduled from 6:00 p.m. Friday through Sunday within one weekend: 3.50 per spot—(52.50) cannot be combined with any other packages for greater discounts.

Package Announcements  
Package announcements are run-of-schedule but advertisers may indicate general time segments preferred. Package rate spots will be moved to accommodate guaranteed time rate spots. Multiple weekly packages do not have to run consecutively to earn rate within the contract year.

#### Contiguous Rates

Two or more program units of 10 minutes or more broadcast on the same day for the same sponsor may be combined to earn the 1-hour rate or any portion thereof. After 9:00 a.m. weekdays and anytime on Saturday 5-minute programs may be combined for contiguous rates. Time in excess of 1 hour pro-rata of one hour rate. Announcements cannot be combined with programs of 5 minutes or more to earn discounts; however, the greatest discount earned by either will apply to the other, except that announcements cannot earn discounts for programs of 10 minutes or more beyond the 3:12 frequency.

#### COMBINATION RATES

See McClatchy Beeline listing at beginning of State. All 5 or any 3 or 4 of the following stations may be combined to earn Beeline discounts (on similar schedules or packages): KFBK Sacramento, KBEE Modesto, KMJ Fresno, KERN Bakersfield, and KOH Reno. For specific rates see McClatchy Beeline at beginning of California listings.  
3 stations..... 5% 5 stations..... 15%  
4 stations..... 10%

#### SPECIAL FEATURES

News Service—UPI. Leased wire service available. Minimum news charges, (commissionable).

5 minutes.....	1.50	20 minutes.....	6.00
10 minutes.....	3.00	30 minutes.....	7.50
15 minutes.....	5.00		

Political—regular rates apply. Cash in advance.  
Instantaneous recordings: 12" record—one side 3.50; both sides 5.00; 16" record—one side 7.50; both sides 10.00.

#### Participating Programs

"Katherine Kitchen"—10:00 a.m. Monday through Friday. Homemakers program. Participations at regular guaranteed rates.

#### CLOSING TIME

All talks must be submitted in manuscript form 24 hours preceding broadcast.

### KFIV

(Established 1950.)



Modesto Broadcasting Company: Business Office & Studio—Orangeburg Ave., P. O. Box 1360, Modesto, Calif. Lambert 4-1360.

Other Studios—Hotel Covell.

### PERSONNEL

General Manager—Theodore J. Wolf.



**Modesto—K F I V—Continued**

rate at time of termination or reduction. Advertiser who reduces schedule during second (or later) year may not combine number already broadcast before reduction (which are not subject to short rate) with remainder in that second year to arrive at frequency discount.

**PACKAGE PLANS**

PACKAGE PLANS (Fixed position; weekly rates)	
Per week: 1 min. 20-30 sec.	
5 times.....	6.00 4.80
10 times.....	5.00 4.00
20 times.....	4.75 3.80
30 times.....	4.50 3.60
40 times.....	4.25 3.40
50 times.....	4.00 3.20

**COMBINATION RATES**

See A-Buy Group of California Listing at beginning of the State.

**SPECIAL FEATURES**

News Service—UPI and local.  
Merchandising—Top Value Bins, major chains.  
Political—regular rates apply; cash in advance.

**K T R B**

(Established 1933.)



KTRB Broadcasting Co., Inc.: Business Office & Studio—Norwegian Ave., Modesto, Calif. La 3-0737.

**PERSONNEL**

General Manager—Wm. H. Bates, Jr.

**REPRESENTATIVES**

McGavren-Quinn Co.

**FACILITIES**

10,000 w. days, 1,000 w. nights; 860 kc. Directional—separate patterns night and day.  
Operating schedule: PST—DST observed.

**FM FACILITIES**

ERP 4,700 w.; 104.1 mc.  
Antenna ht.—300 ft. above average terrain.

**AGENCY COMMISSION**

15% on time only; no cash discount.

**GENERAL**

FM operated in conjunction with AM.

**TIME RATES**

Rates effective December 1, 1953. (Card No. 6.)

Rates received October 2, 1953.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	90.00	50.00	32.00	20.00	12.00
13 times.....	80.00	45.00	28.00	18.00	10.75
26 times.....	75.00	43.00	27.00	14.50	9.50
52 times.....	70.00	41.50	25.50	12.25	8.50
104 times.....	68.00	39.50	22.75	11.00	7.50
208 times.....	65.00	37.50	21.50	9.50	6.75
312 times.....	62.00	36.00	20.50	8.75	6.25

(\*) 100 words.

**PREMIUM SPOT RATE**

(8:00 a.m. to 9:00 a.m.)

Per spot..... 10.00

**Spot Saturation Package**

Rates on request.

**SPECIAL FEATURES**

News Service—UPI and local news.  
Library Service—Colc, Standard.

**MONTEREY (2 AM)**

Monterey County—Map Location C-8  
See SRDS consumer market map and data at beginning of the State.

**K D O N**

City of license, Salinas, Calif.  
Monterey—P. O. Box 367, San Carlos Hotel, Monterey, Calif.  
See listing under Salinas, Calif.

**K I D D**

(Established 1954)



Monterey Peninsula Broadcasters, Inc., P. O. Box 1070, 546 Hartnell Plaza, Monterey, Calif. Frontier 2-8154.

**PERSONNEL**

President—Robert K. Sherry.  
General Manager—Al J. Madden.  
Program Director—Herman R. Stalberg.

**REPRESENTATIVES**

George P. Hollingsbery Company.  
Washington—Hugh Feltis and Associates.

**FACILITIES**

1,000 w.; 630 kc. Directional—separate patterns day and night.  
Operating schedule: 6:00 a.m. to midnight. PST—DST observed.  
Transmitter: Lake Drive, Marina, Calif.

**AGENCY COMMISSION**

15% on time; no cash discount.

**GENERAL**

Accepts AAAA copyrighted contract.  
ASCAP and BMI licenses.  
Alcoholic beverage advertising: Beer and wine only.  
Following rates are applicable to all advertisers.  
Contiguous rates may be used for program periods of 1/2 hour or more within same day only.

**TIME RATES**

Rates effective May 1, 1957.

Rates received July 23, 1957.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	60.00	36.00	24.00	18.00	12.00	6.00
26 times.....	57.00	34.20	22.80	17.10	11.40	5.70
52 times.....	54.00	32.40	21.60	16.20	10.80	5.40
104 times.....	51.00	30.80	20.40	15.30	10.20	5.10
156 times.....	48.00	28.80	19.20	14.40	9.60	4.80
260 times.....	45.00	27.00	18.00	13.50	9.00	4.50

(\*) 1 minute or less, live or transcribed.

**SPOT SATURATION PACKAGE**

To be used in any 1 week:	1 min.	30 sec.
15 announcements, each.....	4.20	3.20
25 announcements, each.....	4.00	3.10
50 announcements, each.....	3.75	2.85
To be used in any 1 month:		
100 announcements, each.....	3.85	2.95
200 announcements, each.....	3.50	2.60

**COMBINATION RATES**

See A-Buy in California Group.

**SPECIAL FEATURES**

News Service—AP.  
News periods available, 5 or 15 minutes.  
6 local newscasts (5 minutes) per day. Rates on request.  
Time Signals—rates on request.  
Classical and semi-classical segments and announcements available—regular rate in evening hours.  
Sports Events—Rates on request.  
Political—Regular rates apply. Payable in advance.  
Library Service—Standard.

**Participating Programs**

Rates on request.  
"Jazz Unlimited," "Roses of Portugal," "The Italian Hour," "Tribador," "The Garden Guide," "German Hour." (D)

**K M B Y**

(Established 1949)

**CBS Radio Network**



KMBY Broadcasting Corp., 468 Calle Principal, Monterey, Calif. Frontier 2-4541.

**PERSONNEL**

Pres. & Gen'l Mgr.—B. P. Timothy.  
Sales Manager—James T. Timothy.

**REPRESENTATIVES**

John E. Pearson Company.

**FACILITIES**

250 w.; 1240 kc.  
Operating schedule: 6:30 a.m. to 12:05 a.m. weekdays; 8:00 a.m. to 11:00 p.m. Sundays. PST—DST observed.  
Transmitter: Municipal Wharf. Monterey, Calif.

**AGENCY COMMISSION**

15% on time only; no cash discount. All bills payable on 1st of month.

**GENERAL**

Accepts AAAA copyrighted contract.  
BMI, ASCAP and SESAC licenses.

**TIME RATES**

Rates effective March 1, 1957. (Card No. 7.)

Card received February 13, 1957.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	75.00	45.00	25.00	20.00	12.50	7.50
26 times.....	70.00	40.00	22.00	18.00	11.00	7.00
52 times.....	60.00	35.00	20.00	16.00	10.00	6.50
156 times.....	50.00	30.00	18.00	15.00	9.00	6.00
260 times.....	45.00	27.00	16.00	14.00	8.00	5.50
312 times.....	40.00	24.00	14.00	13.00	7.00	5.00

(\*) 1 minute or station break.

**SATURATION PACKAGES**

Must run 6 consecutive days:  
18 announcements (3 per day)..... 81.00  
30 announcements (5 per day)..... 120.00  
42 announcements (7 per day)..... 147.00

**TIME SIGNAL PACKAGE**

10 seconds, 35 or more per week, per time signal, 3.00.

**COMBINATION RATES**

See CBS Radio Network.

**SPECIAL FEATURES**

News Service—UPI.  
News Service charge: Station time plus 20%.  
Political—regular rates and policies apply. Payable in advance.

**CLOSING TIME**

24 hours before broadcast.

**MOUNT SHASTA**

Siskiyou County—Map Location B-2  
See SRDS consumer market map and data at beginning of the State.

**K W S D**

(Established 1947)



The Shasta-Cascade Broadcasting Corp., Mount Shasta, Calif.

**PERSONNEL**

Manager—David H. Rees.

**REPRESENTATIVES**

McGavren-Quinn Corp.

**FACILITIES**

1,000 w. days; 620 kc.  
Operating schedule: 6:10 a.m. to local sunset. PST—DST observed.  
Transmitter: Mount Shasta, Calif.

**AGENCY COMMISSION**

15% on time only; no cash discount.

**GENERAL**

ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective June 1, 1947 (Card No. 1.)

Revisions received October 2, 1950.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	50.00	30.00	20.00	12.50	7.50	5.00
13 times.....	47.50	28.50	19.00	11.88	7.13	4.75
26 times.....	45.00	27.00	18.00	11.25	6.75	4.50
52 times.....	42.50	25.50	17.00	10.63	6.38	4.25
104 times.....	40.00	24.00	16.00	10.00	6.00	4.00
156 times.....	37.50	22.50	15.00	9.38	5.63	3.75
260 times.....	35.00	21.00	14.00	8.75	5.25	3.50
312 or more times.....	32.50	19.50	13.00	8.13	4.88	3.25

(\*) 1-minute spot.  
(†) 50-words or less.

**CALIFORNIA**

**SPECIAL FEATURES**

News Service—UPI.  
Political—regular rates apply; payable in advance.

**CLOSING TIME**

Copy must be submitted 24 hours before broadcast.

**NAPA**

Napa County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

**K V O N**

(Established 1947)



Jack L. & Alyce M. Powell, Foster Rd., Napa, Calif.

**PERSONNEL**

Owner & Gen'l Mgr.—Jack L. Powell.  
Commercial Manager—Burke Riley.

**REPRESENTATIVES**

Los Angeles—Lee F. O'Connell Co.  
San Francisco—O'Connell-Palmer Company.

**FACILITIES**

500 w.; 1440 kc. Directional—same pattern all hours.  
Operating schedule: 6:45 a.m. to midnight weekdays; 7:10 a.m. to 10:30 p.m. Sundays. PST—DST observed.

Transmitter: Foster Rd., Napa, Calif.

**AGENCY COMMISSION**

15% on time only; no cash discount.

**GENERAL**

Affiliated with Keystone Network.  
Blanket commercials and sustaining licenses for music controlled by ASCAP, BMI, SESAC licenses.  
Following rates are for national advertising and apply to all hours.

**TIME RATES**

Rates effective October 1, 1957.

Rates received September 23, 1957.

1 hour.....	25.00
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**ANNOUNCEMENTS**

One minute:	
1 time.....	6.25 104 times..... 5.00
13 times.....	5.90 156 times..... 4.75
26 times.....	5.60 260 times..... 4.50
52 times.....	5.30 312 times..... 4.25

**PACKAGE PLANS**

"The Rock 'n Sock!"—20 full feature spots to be used in one week..... 100.00  
"The Profit Pluser!"—20 full feature spots plus 20 time signals to be used in one week..... 120.00  
"The Resistance Wrecker!"—35 full feature spots to be used in 10 days..... 167.00  
"The Super Whammy!"—35 full feature spots plus 35 time signals to be used in 10 days..... 202.00  
"The Livin' End!"—50 full feature spots plus 50 time signals to be used in 2 weeks..... 276.00

**SPECIAL FEATURES**

News—regular rates apply.  
Time Signals—rates on request.  
Sports Events—Play-by-play from field of all sports in season—rates on request.  
Political—regular rates apply. Script of live shows must be at station before broadcast.

**CLOSING TIME**

Talent programs close 1 week before first broadcast; talks must be submitted 24 hours before broadcast; transcriptions close 24 hours in advance.

**NEEDLES**

San Bernardino County—Map Location G-9  
See SRDS consumer market map and data at beginning of the State.

**K S F E**

(Established 1952)

Needles Broadcasting Co., P.O. Box C-2, Needles, Calif. Phone 1234.

**PERSONNEL**

Owner & Mgr.—B. J. Fitzpatrick.

**REPRESENTATIVES**

Continental Radio Sales.

**FACILITIES**

250 w.; 1340 kc.  
Operating schedule: 6:55 a.m. to 7:05 p.m. Monday through Saturday; PST—DST observed.  
Transmitter: 1 mile N. W. of Needles, Calif.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 1st of month, payable when rendered.

**GENERAL**

Accepts AAAA copyrighted contract.  
Keystone Network affiliate.  
ASCAP, BMI, SESAC licenses.  
Rates include music copyright fees.

**TIME RATES**

Rates effective September, 1952. (Card No. 1.)

Rates received November 24, 1952.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time.....	30.00	18.00	12.00	7.50	4.50	3.00
13 times.....	28.50	17.10	11.40	7.		

# CALIFORNIA

## NEWHALL

Los Angeles County—Map Location E-10  
See SRDS consumer market map and data at beginning of the State.  
(Call letters not received)  
(C.P. 590 w. days; 1360 kc)  
Robert S. Marshall  
Radio Station (1360 kilocycles)  
Newhall, Calif.

## NEWPORT BEACH

Orange County—Map Location F-10  
See SRDS consumer market map and data at beginning of the State.  
(Call letters not received)  
(C.P.—FM—103.1 mc.; 855 watts)  
Arnold J. Stone  
6535 W. Olympic Blvd.  
Los Angeles, Calif.

## OAKLAND

Alameda County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State.

## See San Francisco-Oakland

## OCEANSIDE

San Diego County—Map Location G-11.  
See SRDS consumer market map and data at beginning of the State.

## KUDE

(Established 1956)



Owned and operated by Walter N. Nelskog, 2950 Canyon Drive, Oceanside, Calif. Saratoga 2-8294.

### PERSONNEL

President—Walter N. Nelskog.  
Vice-Pres. & Gen'l Mgr.—Darrell R. Anderson,  
Sales Manager—Pat Walsh,  
Program Director—Bill Adams,  
News Director—Dave de Soto.

### REPRESENTATIVES

W. S. Grant Company, Inc.

### FACILITIES

500 w.; 1320 kc. Directional.  
Operating schedule: 24 hours daily.  
Transmitter: 2950 Canyon Dr., Oceanside.

### AGENCY COMMISSION

15% on time only; no cash discount.

### GENERAL

Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.

#### TIME RATES

Rates effective July 1, 1958.  
Rates received June 23, 1958.

	*5 min.	*2 min.	1 min.	30 sec.
1 time.....	10.80	7.80	6.00	4.80
13 times.....	10.20	7.20	5.70	4.55
26 times.....	9.60	6.00	5.40	4.30
52 times.....	9.00	5.70	5.10	4.10
104 times.....	8.40	5.40	4.80	3.85
156 times.....	7.80	4.80	4.50	3.60
312 times.....	7.20	4.50	4.20	3.35

(\* News programs only.)

### SPECIAL FEATURES

News Service—AP and local. 5 minutes on the hour; 5 minutes sport news on half hour—regular rates apply. Weather reports and time signals—rates on request. Political—regular rates apply; payment in advance.

### Participating Programs

Rates on request:  
"Tennessee Jim Show"—Monday through Saturday.

### CLOSING TIME

2 days before broadcast.

## ONTARIO (1 AM; 1 FM)

San Bernardino County—Map Location G-9  
See SRDS consumer market map and data at beginning of the State.

## KASK

(formerly KOCS)  
(Established 1946)



The Daily Report Co., KASK Bldg., 222 East B St., Ontario, Calif. Yukon 2-8888.

### PERSONNEL

President—Jerene A. Harnish.  
General Manager—Edward J. Jansen.  
Sales Manager—John King.

### REPRESENTATIVES

Seattle—Hugh Felts and Associates.  
San Francisco—Theo. B. Hall & Co.  
Los Angeles—Henry M. Stanley.  
East Coast—Hil F. Best Company.

### FACILITIES

1,000 w.; 1510 kc.  
Operating schedule: 6:00 a.m. to 10:00 p.m. PST  
AM Transmitter: 9th Ave. at Vineyard.  
FM FACILITIES—KASK-FM.  
ERP 1,000 w.; 93.5 mc.  
Operating schedule: same as KASK.  
Antenna Ht.—193 ft. below average terrain.

### AGENCY COMMISSION

15% on net time; no cash discount.

### GENERAL

FM is bonus to advertisers and is operated simultaneously.

#### TIME RATES

Rates effective September 1, 1958.

Rates received August 27, 1958.

Flat rate..... 14.00 10 min. 9.00 5 min. 4.50

30-seconds—75% of earned 1-minute rate.

10-seconds—50% of earned 1-minute rate.

#### ANNOUNCEMENT PACKAGES

	Each	Per wk.
5 1-minute announcements.....	4.00	20.00
10 1-minute announcements.....	3.80	38.00
15 1-minute announcements.....	3.65	54.75
20 1-minute announcements.....	3.50	70.00
25 1-minute announcements.....	3.35	83.75
30 1-minute announcements.....	3.20	98.00
26 consecutive weeks—5% additional discount.		
52 consecutive weeks—10% additional discount.		

#### SPECIAL FEATURES

Newscastrs—5-minute newscastrs every hour on the hour. Regular rates apply.

Sports—1-minute sport flashes on the 1/2 hour, each, 4.50.

Time Signals on the 1/4 hour, 26 spots per week, 50.00.

#### Foreign Language Programs

"Candy Mendoza" (Mexican)—6:00 a.m. to 7:30 a.m. Monday through Saturday; 2:00 p.m. to 3:30 p.m. Sunday. Regular rates apply.

"Italian-American Hour"—10:15 a.m. to 11:00 a.m. Sunday. Regular rates apply.

## OROVILLE

Butte County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

## KMOR

(Established 1948)

Oroville Broadcasters, P. O. Box 1032, Arlin Rhine Drive, Oroville, Calif. Le. 3-0334.

### PERSONNEL

President—Raymond D. Vargas.  
Program Director—Vic Ives.

### REPRESENTATIVES

San Francisco—William A. Ayres Co.

### FACILITIES

250 w.; 1340 kc.  
Operating schedule: 6:00 a.m. to 10:00 p.m. Monday through Saturday; 7:00 a.m. to 11:00 p.m. Sunday.  
PST—DST observed.

### AGENCY COMMISSION

15% on net time; no cash discount.

### GENERAL

Affiliated with Keystone Broadcasting System and World Broadcasting System, Inc.  
BMI, ASCAP, SESAC licenses.

#### TIME RATES

Rates effective March 3, 1955. (Card No. 1.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	40.00	24.00	16.00	10.00	6.00
13 times.....	38.00	22.80	15.20	9.50	5.70
26 times.....	36.00	21.60	14.50	9.00	5.40
52 times.....	34.00	20.40	13.60	8.50	5.10
104 times.....	32.00	19.20	12.80	8.00	4.80
156 times.....	30.00	18.00	12.00	7.50	4.50
260 times.....	28.00	16.80	11.20	7.00	4.20
312 times.....	26.00	15.60	10.40	6.50	3.90

(\* 1 minute transcription or 100 words live.)

(†) Half-minute transcription or 50 words live.

#### SPECIAL FEATURES

News Service—UPI, county, local news. Script and program department available. Talent—description and rates on request. Library Service—World.

Political—1 time rate applies; cash in advance.

#### Participating Programs

The Hatton Show, House of Ives (Variety Show), Breakfast at Seybold's, Sunday with Stan.

#### CLOSING TIME

48 hours before broadcast.

## OXNARD

Ventura County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

## KOXR

(Established 1955)

Oxnard Broadcasting Corp., 1280 S. Oxnard Blvd., Oxnard, Calif. Hunter 3-2303.

### PERSONNEL

Pres. & Gen'l Mgr.—Paul R. Schneider.  
Station Manager—Charles A. Farmer.  
Commercial Manager—J. Alan Rinehart.

### REPRESENTATIVES

Tracy Moore & Associates.

### FACILITIES

1,000 w.; 910 kc. Directional.  
Operating schedule: 5:00 a.m. to local sunset. PST—DST observed.  
Transmitter: Riee and Wolley Rds., Oxnard, Calif.

### AGENCY COMMISSION

15% on time; no cash discount. Bills rendered monthly, payable in 10 days.

### GENERAL

ASCAP, BMI, SESAC licenses.  
Alcoholic beverage advertising: beer and wine only. Frequency rates based on number used during 12-month periods and are effective from beginning of service on firm contracts or as contracts become firm.

#### TIME RATES

Rates effective February 1, 1957.

Rates received January 28, 1957.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	50.00	30.00	18.00	12.50	8.30
26 times.....	47.00	28.50	17.25	12.00	8.00
52 times.....	44.00	27.00	16.50	11.50	7.70
104 times.....	41.00	25.50	15.75	11.00	7.40
208 times.....	38.00	24.00	15.00	10.50	7.10
312 times.....	35.00	22.50	14.25	10.00	6.80

### ANNOUNCEMENTS

(Weekly Packages)

1 minute or less:			
1 spot.....	4.00	10 spots.....	34.00
3 spots.....	11.40	15 spots.....	48.00
5 spots.....	18.00	20 spots.....	60.00

### SPECIAL FEATURES

News Service—UPI.  
Time Signals—rates on request.  
Spanish language program—5:00 a.m. to 7:00 a.m. Monday through Saturday.  
Political—regular rates apply. Payable in advance.

## KOXR-FM

(Established 1958)

Oxnard Broadcasting Corp., 1280 S. Oxnard Blvd., Oxnard, Calif. Hunter 3-2303.

### PERSONNEL

Pres. & Gen'l Mgr.—Paul R. Schneider.  
Station Manager—Charles A. Farmer.  
Commercial Manager—J. Alan Rinehart.

### REPRESENTATIVES

Tracy Moore & Associates.

### FACILITIES

ERP 10,000 w.; 104.7 mc.  
Antenna ht. 14 ft. above average terrain.  
Operating schedule: 9:30 a.m. to 10:30 p.m. Monday through Saturday; 11:00 a.m. to 10:30 p.m. Sunday.  
Transmitter: 1280 S. Oxnard Blvd., Oxnard, Calif.

### AGENCY COMMISSION

15% on time; no cash discount. Bills rendered monthly, payable in 30 days.

### GENERAL

ASCAP, BMI and SESAC licenses.  
Standard AAAA contracts accepted.  
Rates include music copyright fees.  
Alcoholic beverage advertising: beer and wine only. Frequency rates based on number used during 12-month periods and are effective from beginning of service on firm contracts or as contracts become firm.

#### TIME RATES

Rates effective November 1, 1958.

Rates received November 13, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	50.00	30.00	18.00	12.50	8.30
26 times.....	47.00	28.50	17.25	12.00	8.00
52 times.....	44.00	27.00	16.50	11.50	7.70
104 times.....	41.00	25.50	15.75	11.00	7.40
208 times.....	38.00	24.00	15.00	10.50	7.10
312 times.....	35.00	22.50	14.25	10.00	6.80

### ANNOUNCEMENTS

(Weekly Packages)

1 minute or less:			
1 spot.....	4.00	10 spots.....	34.00
3 spots.....	11.00	15 spots.....	48.00
5 spots.....	18.00	20 spots.....	60.00

### SPECIAL FEATURES

News Service—UPI; no additional charge.  
Participating Programs  
"Hi-Fi Band Stand," Concert in Hi-Fi, "The Best in Stereophonic Sounds" and "Music for Evening."  
Rates and details on request.

### CLOSING TIME

15 hours before broadcast.

## PALM SPRINGS (3 AM; 1 FM)

Riverside County—Map Location G-10  
See SRDS consumer market map and data at beginning of the State.

## KCMJ

(Established 1946)

## CBS Radio Network



KCMJ, Inc., P. O. Box KK, Palm Springs, Calif. Fairview 5-2253.

### PERSONNEL

Pres. & Gen'l Mgr.—Robert D. Blashck.  
Vice-President—Cole E. Wylie.  
Sec'y & Treas.—Louis Wasmer.  
Station Manager—Norman W. Lofthus.

### REPRESENTATIVES

Los Angeles—Henry M. Stanley, Hollywood Knickerbocker Hotel, Ho. 5-3171.  
San Francisco, Oakland—Theo. B. Hall & Co.  
Seattle—Hugh Felts and Associates.

### FACILITIES

1,000 w. days, 500 w. nights; 1010 kc. Directional.  
Operating schedule: 6:00 a.m. to 1:00 a.m. daily.  
Transmitter: Palm Springs, Calif.

### AGENCY COMMISSION

15% on net time; no cash discount.

### GENERAL

ASCAP, BMI, SESAC licenses.  
Alcoholic beverage advertising: beer, light wine only.

#### TIME RATES

Rates effective February 1, 1958.

Rates received December 30, 1957.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	58.60	34.60	22.60	17.60	12.60
13 times.....	55.67	32.87	21.47	16.72	11.97
26 times.....	52.74	31.14	20.34	15.84	11.34
52 times.....	49.81	29.41	19.21	14.96	10.71
104 times.....	46.88	27.68	18.08	14.08	10.08
156 times.....	43.95	25.95	16.95	13.20	9.45
208 times.....	41.02	24.22	15.82	12.32	8.82
312 times.....	38.09	22.49	14.69	11.44	8.19
364 times.....	35.16	20.76	13.56	10.56	7.56

(This listing continued on next page)

**Palm Springs—K C M J—Continued**

ANNOUNCEMENTS			
	1 min.	25 sec.	10 sec.
1 time.....	9.00	6.50	4.50
13 times.....	8.55	6.17	4.27
26 times.....	8.10	5.85	4.05
52 times.....	7.65	5.52	3.82
104 times.....	7.20	5.20	3.60
156 times.....	6.75	4.88	3.38
260 times.....	6.30	4.55	3.15
312 times.....	5.85	4.22	2.92
364 times.....	5.40	3.90	2.70

SPECIAL SATURATION PACKAGES			
(Minimum 5 per day on consecutive days, scheduled at stations option)	1 min.	25 sec.	10 sec.
25 announcements.....	163.75	122.00	84.50
50 announcements.....	312.50	225.00	155.00
100 announcements.....	580.00	420.00	290.00
150 announcements.....	802.50	577.50	397.50

**COMBINATION RATES**  
See CBS Radio Network (Pacific Coast Group).

**SPECIAL FEATURES**

News Service—UPI and local news. 5- and 15-minute periods. Station time plus news service charge. Rates on request.  
Political—regular rates apply; payable in advance.  
Participating Programs  
Rates on request.  
"Peggy Bull Show"—Monday through Friday.  
"Alyce Walker Show"—Monday through Saturday.  
"Knightbeat"—Sunday through Saturday.  
"Polka Party"—Monday through Friday.

**KDES**

(Established 1956)



Cameron Broadcasting Co., P. O. Box 2898, 174 N. Palm Canyon Drive, Palm Springs, Calif. Fairview 4-1212.  
(Affiliated with the Daily Desert Sun)

**PERSONNEL**

President—George E. Cameron, Jr.  
General Manager—John Michel.  
Commercial Manager—Harry Voelker.

**REPRESENTATIVES**

W. S. Grant Company, Inc.

**FACILITIES**

1,000 w.; 920 kc.  
Operating schedule; Sunrise to sunset. PST—DST observed.  
Transmitter:—

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 1st, payable 10th of month.

**GENERAL**

ASCAP, BMI, SESAC licenses.  
Alcoholic beverage advertising; beer and wine only.

**TIME RATES**

Rates effective September 1, 1958. (Card No. 1.)  
Rates received July 19, 1957.  
Rev's rec'd June 28, 1958.

	1 hr.	1/2 hr.	5 min.	1 min.	30 sec.
1 time.....	50.00	30.00	20.00	12.50	7.50
13 times.....	47.50	28.50	19.00	11.80	7.15
26 times.....	45.00	27.00	18.00	11.25	6.75
52 times.....	42.50	25.50	17.00	10.60	6.40
104 times.....	40.00	24.00	16.00	10.00	6.00
156 times.....	37.50	22.50	15.00	9.40	5.65
260 times.....	35.00	21.00	14.00	8.75	5.25
312 times.....	32.50	19.50	13.00	8.10	4.90

**WEEKLY SATURATION PLAN**

	— 1 min. —	— 30 sec. —	Each Per wk.	Each Per wk.	Each Per wk.	Each Per wk.
5 times.....	.....	.....	10.50	52.50	.....	.....
10 times.....	6.50	65.00	4.25	42.50	10.00	100.00
15 times.....	6.00	90.00	.....	9.50	142.50	.....
20 times.....	5.75	115.00	4.00	80.00	8.75	175.00
25 times.....	5.50	137.50	.....	8.25	206.25	.....
30 times.....	5.25	157.50	3.75	112.50	.....	.....
40 times.....	5.00	200.00	3.50	140.00	.....	.....
70 times.....	.....	.....	3.25	227.50	.....	.....

(\*) 5-minute newscasts.

**SPECIAL FEATURES**

News Service—UPI. No extra charge.  
Remote mobile news unit—rates on request.  
Political—regular rates apply; cash in advance.

**KPAL**

(Established 1954)

KPAL Broadcasting Corporation, P. O. Box 1450, Palm Springs, Calif. Fairview 4-9171.

**PERSONNEL**

President—Harry Maizlish.  
General Manager—Al Yallen.  
Assistant Manager—Bob Manehel.  
Program Director—Bob Allen.

**REPRESENTATIVES**

Forjoe & Company, Inc.

**FACILITIES**

250 w.; 1450 kc.  
Operating schedule: 6:00 a.m. to 1:00 a.m. PST—DST observed.  
Transmitter:—

**AGENCY COMMISSION**

15% on net time; no cash discount. Bills rendered 1st, payable 10th of month.

**GENERAL**

ASCAP, BMI, SESAC licenses.  
Rates include music copyright fees.  
Alcoholic beverage advertising; beer and wine only.  
Advertisers cooperating in group broadcasts are subject to card rates and regulations and are required to make individual contracts.  
Maximum contract 1 year.

**TIME RATES**

Rates effective September 1, 1958. (Card No. 4.)  
Card received September 22, 1958.

**ANNOUNCEMENTS**

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	5.00	4.00	260 times	3.75
26 times.....	4.75	3.75	500 times	3.50
52 times.....	4.50	3.50	1,000 times	3.25
104 times.....	4.25	3.25	3,000 times	3.00
156 times.....	4.00	3.00	.....	.....

**ANNOUNCEMENT PACKAGES**

Per week:	1 min.	30 sec.	1 min.	30 sec.
10 times.....	40.00	30.00	30 times.....	90.00
15 times.....	56.25	42.75	40 times.....	110.00
20 times.....	70.00	54.00	50 times.....	125.00
25 times.....	81.25	63.75	.....	.....

10-second announcement, 50% of 1-minute rates.  
5-Minute News Rate

Per week:	Each Weekly	Each Weekly
3 times.....	7.50	22.50
5 times.....	7.00	35.00
10 times.....	6.50	75.00
20 times.....	6.00	120.00

**SPECIAL PACKAGES**

Rates and details on request.  
**SPECIAL FEATURES**  
News Service—AP.  
Political—regular rates, payable in advance.  
Participating Programs  
"Hugh Cherry Show", "Bob Allen Show", "Jim Amelche Show"—rates and details on request.  
L. A. Dodgers, L. A. Rams—World Series.  
Notre Dame and tournament of Champions.

**KPSR**

— FM —

(Established 1958)

KPSR-FM, Inc., P. O. Box 2661, Palm Springs, Calif.

**PERSONNEL**

General Manager—Irv Chernov.  
Commercial Manager—Hyman Shane.

**FACILITIES**

ERP 1,000 w.; frequency channel 221.  
Operating schedule: 10:00 a.m. to 10:00 p.m.  
Antenna height—130 feet above average terrain.  
Transmitter: Garnet Hill.

**AGENCY COMMISSION**

15%; 2% cash discount.  
**GENERAL**  
Rates include music copyright fees.  
Contracts limited to 52 weeks.

**TIME RATES**

Rates effective —  
Rates received October 27, 1958.

	1 min.	30 sec.
1 time.....	4.50	3.00
100 times.....	4.25	2.85
250 times.....	4.00	2.70
500 times.....	3.75	2.55
1,000 times.....	3.50	2.40

**CLOSING TIME**

24 hours before broadcast.

**PALO ALTO**

Santa Clara County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

**KIBE**

(Established 1949)

Sundial Broadcasting Corp., P. O. Box 1151, Palo Alto, Calif. Davenport 3-1341.

**PERSONNEL**

General Manager—Edward Davis.  
Program Director—Martin Cantisano.

**REPRESENTATIVES**

Good Music Broadcasters, Inc.

**FACILITIES**

1,000 w.; 1220 kc.  
Operating schedule: Local sunrise to local sunset.  
PST—DST observed.  
Transmitter: End of University Ave., East Palo Alto, Calif.

**AGENCY COMMISSION**

15% on net time; no cash discount.

**GENERAL**

Accepts AAAA copyrighted contract.  
ASCAP, BMI, SESAC licenses.

**TIME RATES**

Rates received November 29, 1955.

	1 hr.	1/2 hr.	1/4 hr.	(*)
1 time.....	50.00	30.00	18.00	7.00
13 times.....	47.50	28.50	12.50	6.65
26 times.....	45.00	27.00	12.00	6.30
52 times.....	42.50	25.50	11.50	5.95
104 times.....	40.00	24.00	11.00	5.60
156 times.....	37.50	22.50	10.50	5.25
260 times.....	35.00	21.00	10.00	4.90
312 times.....	32.50	19.50	9.50	4.55

(\*) 1 minute or station break.

**SPECIAL FEATURES**

News Service—UPI.  
Library Service—Standard, London.

**PASADENA (3 AM)**

Los Angeles County—Map Location E-10  
See SRDS consumer market map and data at beginning of the State.

**KALI**

(Established 1950)

**A Tele-Broadcasters Station**

Consolidated Broadcasting Company, 758 E. Colorado St., Pasadena 1, Calif. Sycamore 6-1666 and Ryan 1-7148.

**PERSONNEL**

President—H. Scott Killgore.  
General Manager—Jim Coyle.  
Assistant Manager—Virginia M. O'Laughlin.

**CALIFORNIA**

**REPRESENTATIVES**

New York—Richard O'Connell, Inc.  
Chicago & Detroit—William J. Kelly, Inc.  
San Francisco—Frank T. Crennan & Associates, 2449 Larkin St., San Francisco, Calif.

**FACILITIES**

5,000 w.; 1430 kc. Directional.  
Operating schedule: 5:00 a.m. to 8:00 p.m. daily.  
PST.  
—DST observed.  
Transmitter: 6544 N. Vista St., San Gabriel, Calif.  
Atlantic 6-8150.

**AGENCY COMMISSION**

15% on time; no cash discount. All bills payable when rendered.

**GENERAL**

Accepts AAAA copyrighted contract.  
ASCAP, BMI, SESAC licenses.  
Rates include music copyright fees.  
All programs broadcast in Spanish.  
Alcoholic beverage advertising; beer and wine only.  
Length of commercial copy:  
60 minutes..... 9:00 min. 15 minutes..... 3:15 min.  
30 minutes..... 4:30 min. 5 minutes..... 1:25 min.  
Rates include translation of copy from English to Spanish.

**TIME RATES**

Rates effective August 1, 1958. (Card No. 5.)  
Card received August 25, 1958.

	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	34.00	28.00	16.00	12.50	9.00
26 times.....	32.00	26.00	15.00	11.50	8.50
52 times.....	31.00	25.00	14.50	11.00	8.00
78 times.....	30.00	24.00	14.00	10.50	7.50
156 times.....	29.00	23.00	13.50	10.00	7.00
312 times.....	27.00	21.00	12.50	9.00	6.50

**SATURATION SPOT PACKAGES**

(1-minute spots, 4-week minimum Monday through Saturday)

	— 1 minute —	— 30 seconds —
	Each Per wk.	Each Per wk.
3 per day (18 per wk.)	9.00	162.00
4 per day (24 per wk.)	8.75	210.00
5 per day (30 per wk.)	8.50	255.00
6 per day (36 per wk.)	8.00	288.00
	5.75	207.00

**COMBINATION RATES**

See The Sombro Network.  
KALI may be purchased in combination with XEGM, Tijuana for complete Southern California Spanish language coverage.

**SPECIAL FEATURES**

News Service—UPI and local.  
5-minute newscasts in Spanish every hour from 6:30 a.m. to 4:30 p.m.  
Political—payable in advance. Frequency discounts as earned.

**Spanish Programs**

Monday through Saturday:  
"Mario Rey"—5:00 a.m. to 7:00 a.m., 8:00 a.m. to 9:30 a.m. and 2:00 p.m. to 4:00 p.m.  
"Elena Salinas"—7:00 a.m. to 8:00 a.m., 9:35 a.m. to 11:30 a.m. Regular rates plus 1.00 additional cost.  
"Solis Hernandez"—11:35 a.m. to 2:00 p.m. and 4:00 p.m. to 5:00 p.m.  
"James Maynes"—5:15 p.m. to 8:00 p.m.

**CLOSING TIME**

Copy for commercial programs and announcements must be received 24 hours in advance. Talks and continuities must be submitted at least 1 week before broadcast for review by program director. (D)

**KPPC**

(Established 1924)

Owned and operated by Pasadena Presbyterian Church.  
Frequency—1240 kilocycles.

Does not sell time.

**KWKW**

(Established 1942)

**The Spanish Network**



Southern California Broadcasting Co., 800 Sierra Madre Villa, Pasadena 8, Calif. Sycamore 2-6155, Ryan 1-6744.

**PERSONNEL**

General Manager—Wm. J. Beaton.  
Assistant Manager—Claire Hughes.  
Sales Manager—Dan Curtin.  
Public Relations Director—Robert B. Griffin.

**REPRESENTATIVES**

New York and Chicago—National Time Sales.  
San Francisco—Theo. B. Hall.

**FACILITIES**

1,000 w.; 1300 kc. Directional—nights only.  
Operating schedule: 24 hours daily. PST—DST observed.  
Transmitter: 800 Sierra Madre Villa, Pasadena 8.

**AGENCY COMMISSION**

15% on net time and talent; no cash discount.

**GENERAL**

Affiliated with National Spanish Language Network.  
Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available.  
BMI, ASCAP, SESAC licenses.  
Rates include music copyright fees.  
Alcoholic beverage advertising; beer and wine.  
Discounts as earned on number of broadcasts used in one year on continuous broadcasts. Time segments cannot be combined with announcements to earn frequency discounts.  
Length of commercial copy:  
1 hour..... 9 min. 10 min..... 2:20 min.  
1/2 hour..... 4:30 min. 5 min..... 1:25 min.  
1/4 hour..... 3:15 min.

(This listing continued on next page)

# CALIFORNIA

## Pasadena—K W K W—Continued

### TIME RATES

Rates effective August 1, 1957. (Card No. S-3R.)  
Card received June 30, 1958.  
Revision received June 26, 1957.  
SPANISH LANGUAGE PROGRAMS  
Following rates apply to all programs and include translations from English to Spanish.

CLASS "AA"				
	(5:30 a.m. to 10:30 p.m.)			
	1/4 hr.	10 min.	5 min.	1 min. 30 sec.
1 time...	34.00	28.00	16.00	12.50 10.00
26 times...	32.00	28.00	15.50	11.50 9.50
52 times...	31.00	25.00	15.00	11.00 9.00
104 times...	30.00	24.00	14.50	10.50 8.50
156 times...	29.00	23.00	14.00	10.00 8.00
260 times...	28.00	22.00	13.50	9.50 7.50
312 times...	27.00	21.00	12.50	9.00 7.00

CLASS "A"				
(All other times)				
	1 time...	26 times...	52 times...	104 times...
	20.50	16.80	9.60	7.50 5.70
	19.20	15.60	9.30	6.90 5.40
	18.60	15.00	9.00	6.60 5.10
	18.00	14.40	8.70	6.30 4.80
	17.40	13.80	8.40	6.00 4.50
	16.80	13.20	7.95	5.70 4.20
	16.20	12.60	7.50	5.40 3.90

Sundays—1-time rates apply; no frequency discounts.  
CUSTOM SATURATION PACKAGE  
(1-minute transcribed or 125 words, 4 week minimum.)  
Per week:  
18 times (3 per day)..... 180.00  
24 times (4 per day)..... 228.00  
30 times (5 per day)..... 270.00

### SPECIAL FEATURES

News Service—AP news, in Spanish 5 minutes before each hour 6:55 a.m. to 3:55 p.m. Regular rates plus 1.25 per program.  
Political—regular rates apply.  
All programs in Spanish.

### Participating Programs

"Milt Nava"—4:00 a.m. to 7:00 a.m.  
"Ernesto Cervera & Lupita Moran"—7:00 a.m. to 9:00 a.m.  
"Teddy Fregoso"—9:00 a.m. to 11:00 a.m.  
"Martin Beeerra"—11:00 a.m. to 1:30 p.m.  
"Ernesto Cervera"—1:30 p.m. to 2:00 p.m.  
"Elna Marin"—2:00 p.m. to 3:30 p.m.  
"Teddy Fregoso"—3:30 p.m. to 5:00 p.m.  
"News"—5:00 p.m. to 5:15 p.m.  
"Ernesto Cervera"—5:15 p.m. to 6:00 p.m. (including a drama from Mexican motion pictures taken directly from sound tracks with additional descriptive dialogue by Ernesto Cervera.)  
"Rodolfo Hoyos"—6:00 p.m. to 7:15 p.m.  
"Angel Lerma"—7:15 p.m. to 9:00 p.m.  
"Ronald Gallo"—9:00 p.m. to 9:30 p.m.  
"Teddy Fregoso"—9:30 p.m. to 10:00 p.m.  
"Ronald Gallo"—10:00 p.m. to midnight.

### CLOSING TIME

Contracts close 1 week before first broadcast. All copy must be submitted at least 48 hours before broadcast. (D)

## KXLA

(Established 1941)



The Pacific Coast Broadcasting Company, 1401 S. Oak Knoll, Pasadena 15, Calif. Ryan 1-6991, Sycamore 6-0201.

### PERSONNEL

Pres. & Mgr.—Loyal K. King.

### REPRESENTATIVES

Broadcast Time Sales.

### FACILITIES

10,000 w.; 1110 kc. Directional—separate patterns day and night.  
Operating Schedule: 24 hours daily. PST—DST observed.  
Transmitter: Lexington and Gallatin Road, El Monte, Calif.

### AGENCY COMMISSION

15% on time; 2% cash discount if paid by 10th of following month.

### GENERAL

All contracts subject to cancellation unless program starts within 30 days.  
Rates include music copyright fees.  
Alcoholic beverage advertising not accepted.  
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.  
Periods are not sold for resale.

### TIME RATES

Rates effective June 1, 1958. (Card No. 10.)  
Card received June 4, 1958.

CLASS "A"				
(6:00 a.m. to 9:00 p.m. Monday through Sunday)				
	1/2 hr.	1/4 hr.	1 min.	30 sec.
1 time.....	35.00	55.00	16.00	13.00
13 times.....	73.00	45.00	15.50	12.50
26 times.....	70.60	42.50	15.00	12.00
52 times.....	66.25	40.00	14.50	11.50
104 times.....	62.50	37.50	14.00	11.00
208 times.....	58.75	35.00	13.50	10.50
312 times.....	55.00	32.50	13.00	10.00
520 times.....			11.75	8.75
750 times.....			10.50	7.50
1,000 times.....			9.25	6.25
Talent charge per 1/2 hour program.....				10.00
Haynes at the Reins, per 1/4 hour, add.....				5.00

### PACKAGE PLANS

Weekly Packages  
(Monday through Sunday)

	Per week
18 1-minute spots.....	211.50
18 30-second spots.....	157.50
24 1-minute spots (4 daily).....	270.00
24 30-second spots (4 daily).....	198.00

### Monthly Package (Monday through Sunday)

	Per month
130 1-minute spots per month (5 daily).....	1,331.50
130 30-second spots per month (5 daily).....	942.50
78 1-minute spots per month (3 daily).....	819.00
78 30-second spots per month (3 daily).....	585.00

### SPECIAL FEATURES

News Service—AP.  
Political—regular rates apply.  
Library Service—World.

### Participating Programs

"Hometown Jamboree" with Cliffie Stone—11:30 a.m. to 12:30 p.m. Monday through Friday.  
"Haynes at the Reins" with Dick Haynes—2:30 p.m. to 5:30 p.m. Monday through Friday. (D)

## PASO ROBLES

San Luis Obispo County—Map Location C-9  
See SRDS consumer market map and data at beginning of the State.

## KPRL

(Established 1946)



Dale J. Schwartz and Bernard Schwartz, 32nd and Oak Sts., Paso Robles, Calif.

### PERSONNEL

Station Manager—Dale Schwartz.  
Commercial Manager—Dorothy Schwartz.  
Merchandising Manager—Bernard Schwartz.

### REPRESENTATIVES

W. S. Grant Company, Inc.

### FACILITIES

250 w.; 1230 kc.  
Operating schedule: 6:00 a.m. to midnight weekdays; 7:30 a.m. to midnight Sundays. PST—DST observed.  
Transmitter: Paso Robles, Calif.

### AGENCY COMMISSION

15% on time; 2% cash discount if paid by 15th of month following service. Bills rendered monthly.

### GENERAL

Affiliated with Mutual Broadcasting System and Don Lee Broadcasting System.  
ASCAP, BMI, SESAC licenses.  
Rates include music copyright fees.  
Alcoholic beverage advertising: beer and wine only.

### TIME RATES

Rates effective May 1, 1957. (Card No. 4.)  
Card received April 2, 1957.

CLASS "A"				
(6:00 a.m. to midnight)				
	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	27.50	17.50	13.50	8.00
26 times.....	24.50	16.00	12.50	7.25
52 times.....	23.00	15.25	12.00	6.75
104 times.....	21.50	14.50	11.50	6.25
156 times.....	20.00	13.75	11.00	5.75
260 times.....	18.50	13.00	10.50	5.50
312 times.....	17.00	12.25	10.00	5.00

### ANNOUNCEMENTS

#### CLASS "A"

One minute announcements:	
Base Rate.....	5.50 156 times..... 3.75
26 times.....	4.75 312 times..... 3.50
52 times.....	4.25 624 times..... 3.00
30 second announcements, 75% of minute rate.	
20 second announcements, 60% of minute rate.	
10 second announcements, 50% of minute rate.	
These may be combined with minute announcements to earn frequency discounts.	

### WEEKLY PACKAGE PLANS

One minute announcements:	
10 announcements per week, each.....	4.50
15 announcements per week, each.....	4.25
20 announcements per week, each.....	4.00
25 announcements per week, each.....	3.75

### SPECIAL FEATURES

News Service—AP and scheduled, complete local news-casts and features.  
"Spotlight in News"—national, West and local coverage:

3 announcements per week, each.....	6.00
5 announcements per week, each.....	5.00
7 announcements per week, each.....	4.50
10 announcements per week, each.....	4.25
12 announcements per week, each.....	4.00
Political—subject to base rates and policies. Payable in advance.	

### Foreign Language Programs

Accepted at regular rates.

### Participating Programs

Regular announcement rates apply. Availabilities on request. Available to non-competitive producers and manufacturers of food products and home equipment. Commercial continuity prepared by home economist or program director from material furnished by client. Transcriptions accepted.

## PETALUMA

Sonoma County—Map Location B-5

See SRDS consumer market map and data at beginning of the State.

## KAFP

(Established 1949)

Broadcast Associates, Inc., P. O. Box 590, Hwy. 101, South, Petaluma, Calif. Porter 3-1505.  
Other Studios—Hotel Occidental, 4th and "B" Sts., Santa Rosa, Calif. Liberty 5-0454.

### PERSONNEL

General Manager—John F. Bayliss.  
Sales Manager—Bob Loza.

### REPRESENTATIVES

F. T. Crennan & Associates.

### FACILITIES

250 w.; 1490 kc.  
Operating schedule: 6:00 a.m. to 10:05 p.m. daily. PST—DST observed.  
Transmitter: Highway 101 South, Petaluma, Calif.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered 1st, payable 10th of month.

### GENERAL

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
ASCAP, BMI, SESAC licenses.  
Rates include music copyright fees.  
No periods sold in bulk for resale.

### TIME RATES

Rates effective September 1, 1958. (Card No. 2.)  
Card received September 15, 1958.

	1 min.	30 sec.	20 sec.	10 sec.
1 time.....	6.00	4.80	3.90	3.00
13 times.....	5.40	4.55	3.70	2.80
26 times.....	5.20	4.30	3.50	2.70
52 times.....	5.00	4.10	3.30	2.60
104 times.....	4.80	3.85	3.10	2.50
156 times.....	4.60	3.60	2.90	2.40
260 times.....	4.40	3.35	2.70	2.30
500 times.....	4.00	2.50	2.25	2.00

### PACKAGES

Per week:				
15 times.....	73.00	65.00	50.00	38.00
20 times.....	100.00	88.00	67.00	50.00
25 times.....	124.00	108.00	83.00	63.00
30 times.....	139.00	117.00	100.00	73.00
4 weeks:				
15 times.....	282.00	261.00	195.00	149.00
20 times.....	385.00	332.00	260.00	195.00
25 times.....	476.00	415.00	322.00	244.00
30 times.....	532.00	450.00	385.00	282.00
1 hour, 1/2 hour and 1/4 hour rates on request.				

### SPECIAL FEATURES

News Service—UPI.  
Political and Talks—1 time rate applies; no frequency discounts. Payable in advance.  
Library Service—World.

### CLOSING TIME

12 hours before broadcast.

## PITTSBURG

Contra Costa County—Map Location B-6

See SRDS consumer market map and data at beginning of the State.

## KKIS

(Established 1949)

Contra Costa Broadcasting Corp., P. O. Box 991, 235 Railroad Ave., Pittsburg, Calif. He 2-2964.

### PERSONNEL

General Manager—Jack Grant.  
Operations Manager—Benny Strong.

### REPRESENTATIVES

Headley-Rced Company.

### FACILITIES

5,000 w.; 990 kc. Directional.  
Operating schedule: 6:00 a.m. to midnight. PST—DST observed.  
Transmitter: Collinsville, Solano County, Calif.

### AGENCY COMMISSION

15% on time; no cash discount. Bills payable 10th of month following services.

### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.  
No periods sold in bulk for resale.  
Alcoholic beverage advertising: beer and wine only.

### TIME RATES

Rates effective March 1, 1957. (Card No. 4.)  
Card received April 4, 1957.

PROGRAM PACKAGE RATES				
Per week:	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	90.00	54.00	31.00	16.00
3 times.....	85.00	51.00	29.00	15.00
5 times.....	80.00	48.00	27.00	14.00
7 times.....	75.00	45.00	25.00	13.00

### ANNOUNCEMENT PACKAGE RATES

(1 minute live or transcribed.)

Per week:			
10 times.....	80.00	40 times.....	260.00
15 times.....	116.25	50 times.....	312.50
20 times.....	150.00	60 times.....	360.00
25 times.....	181.25	70 times.....	402.50
30 times.....	210.00	80 times.....	440.00
35 times.....	236.25	100 times.....	500.00
30 seconds—1-minute rate less 25%.			
20 seconds—1-minute rate less 40%.			
10 seconds—1-minute rate less 50%.			
These may be combined with minutes to earn Package Rate.			
Special talent programs, rates on request.			

### GENERAL ANNOUNCEMENT RATES

1 time.....	9.00	156 times.....	8.00
26 times.....	8.75	312 times.....	7.50
52 times.....	8.50	624 times.....	7.00

### SPECIAL FEATURES

News Headlines are scheduled on the hour; 10-second open, 60-second commercial and 10-second close.  
Political—regular rates apply, net to station. Cash in advance. Closing time for scripts 24 hours in advance of broadcast.  
News Service—UP.

Time Signals, Weather Reports—rates on request.

### News Headline Packages



POMONA

Los Angeles County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

KWOW

(Established 1947)

Valley Broadcasting Co., South Mills and Olive, Pomona, Calif. National 2-1293.

PERSONNEL
General Manager—Dean H. Wickstrom.
Program Manager—Florence Wickstrom.

REPRESENTATIVES
Los Angeles—Herb Saxton, Hollywood 5-6111.

FACILITIES
1,000 w. days, 500 w. nights; 1600 kc.
Operating schedule: 6:00 a.m. to midnight weekdays; 7:00 a.m. to 10:00 p.m. Sundays. PST—DST observed.

Transmitter:
AGENCY COMMISSION
15% on net time; no cash discount. Bills payable 10th of month following service on approved credit.

TIME RATES

Rates effective
Rates received June 16, 1958.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (67.50, 37.80, 21.60, 13.50, 10.10)

MONTHLY DOLLAR VOLUME DISCOUNT
(Appplies to program time only)
100.00 to 150.00... 5%
150.00 to 250.00... 10%
250.00 to 500.00... 15%
500.00 and over... 20%

ANNOUNCEMENTS

Table with 2 columns: Time (1 time, 50 times, 100 times, 200 times) and Rate (5.00, 4.75, 4.50, 4.25)

Package Plan

Table with 2 columns: Package (30-second announcements, 10 announcements per day, 15 announcements per day, 20 announcements per day, 30 announcements per day) and Rate (35.00, 45.00, 50.00, 60.00)

SPECIAL FEATURES

Newscasts, Time Signals, Weather Reports—rates on request.
Full-time local news department.
Political—regular rates apply; payable in advance.

PORTERVILLE

Tulare County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

KTIP

(Established 1947)

Ralph F. Miller, P. O. Box 1312, Porterville, Calif. Sunset 4-1450.

PERSONNEL
General Manager—Ralph F. Miller.

REPRESENTATIVES
Los Angeles, San Francisco—Lee F. O'Connell Co.

FACILITIES
250 w.; 1450 kc.
Operating schedule: 6:00 a.m. to 10:00 p.m. Monday through Saturday; 7:00 a.m. to 10:00 p.m. Sunday. PST—DST observed.

Transmitter: Porterville, Calif.
AGENCY COMMISSION
15% on time; no cash discount.

GENERAL
Accepts AAAA copyrighted contract.

TIME RATES

Rates effective May 1, 1954.
Rates received April 5, 1954.

Table with 5 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min), Rate, and (\*) (5.00, 7.00, 6.50, 6.30, 6.00, 5.80, 5.50, 5.00)

(\*) minute spot or station break.
COMBINATION RATES
See ABC Radio.

SPECIAL FEATURES

News Service—UPI.
News—service charge 1.50 per 1/4 hour. In unusual cases an additional charge may be made.
Political—regular rates apply; cash in advance.
Scripts required 24 hours in advance.

PORT HUENEME

Ventura County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

KACY

(Established 1958)

Coast Broadcasters, P. O. Box 1520, Oxnard, Calif. Hunter 3-1520.

PERSONNEL
Manager—Ted Meadows.
Sales Manager—John Baker.
Merchandising & Prom. Mgr.—Bob Jones.
Program Director—Mel Hall.

REPRESENTATIVES
William A. Ayres Company.

FACILITIES
250 w.; 1520 kc. Directional.
Operating schedule: 24 hours daily. PST—DST observed.

Transmitter: Pleasant Valley Road & Hwy. 101-A.
AGENCY COMMISSION
15% on time only; no cash discount.

GENERAL

Accepts AAAA copyrighted contracts.
Rates include music copyright fees.
ASCAP, BMI and SESAC licenses.
Beer and wine advertising accepted.
Programs or announcements renewed on 52 week schedule for consecutive weeks will receive same rates for second 52 week period.

TIME RATES

Rates effective September 1, 1958. (Card No. 1.)
Rates received September 19, 1958.

ANNOUNCEMENTS

Table with 4 columns: Time (5 min, 1 min, 5 min, 1 min), Rate (9.00, 5.00, 300 times, 6.00, 3.50, 8.50, 4.75, 500 times, 5.50, 3.00, 8.00, 4.50, 1000 times, 5.00, 2.75, 6.50, 4.00)

30-seconds—75% of rates; 20-seconds—60% of rates; 10-seconds—50% of rates.

ANNOUNCEMENT PACKAGE RATES

(1-minute live or transcribed)
Per week: Each Total
10 times... 5.00 50.00 30 times... 3.50 105.00

PROGRAM PACKAGE RATES

Table with 4 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min), Rate (40.00, 25.00, 16.00, 9.00, 30.00, 20.00, 12.50, 7.25, 25.00, 16.00, 11.00, 6.25, 20.00, 14.00, 10.00, 5.75)

5-MINUTE NEWSCAST PACKAGES

Table with 4 columns: Time (1 time, 3 times, 5 times, 6 times, 7 times), Rate (9.00, 9.00, 10 times, 7.50, 75.00, 8.75, 26.25, 12 times, 7.25, 87.00, 8.50, 42.50, 14 times, 7.00, 98.00, 8.25, 49.50, 18 times, 6.50, 117.00, 8.00, 56.00, 21 times, 6.00, 126.00)

SPECIAL FEATURES

News Service—AP. No additional charge.
News on the :25 and :55—24 hours daily.
Political and Religious—Regular rates apply, payable in advance.

CLOSING TIME

48 hours before broadcast.

RED BLUFF

Tehama County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

KBLF

(Established 1946)

Tehama Broadcasting Co., Tremont Hotel, Red Bluff, Calif. Phone 880.

PERSONNEL
President—W. W. Boone.
Station Manager—Victor Hungerford.

REPRESENTATIVES
Los Angeles, San Francisco—Tracy Moore & Associates, Inc.

FACILITIES
250 w.; 1490 kc.
Operating schedule: 6:00 a.m. to 11:00 p.m. weekdays; 8:30 a.m. to 8:30 p.m. Sundays. PST—DST observed.

Transmitter: East Red Bluff, Calif.
AGENCY COMMISSION
15% on net time and talent; no cash discount. Bills payable 10th of month following service.

GENERAL
Accepts AAAA copyrighted contract.

TIME RATES

Rates effective January 1, 1958. (Card No. 6.)
Card received January 27, 1958.

Table with 4 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min), Rate (40.00, 24.00, 18.00, 9.00, 38.00, 23.00, 17.50, 8.75, 36.00, 22.50, 17.00, 8.50, 34.00, 21.00, 16.00, 7.00, 32.00, 20.00, 15.00, 6.50, 30.00, 19.00, 14.00, 6.00)

WEEKLY ANNOUNCEMENT PACKAGES

Table with 2 columns: Package (1-minute or 30-second announcements, 1 time per week, 3 times per week, 5 times per week, 10 times per week, 15 times per week, 20 times per week) and Rate (6.00, 6.00, 5.75, 17.25, 5.50, 27.50, 5.00, 50.00, 4.50, 67.50, 4.00, 80.00)

Less than 30-seconds—rates on request.
An additional 15% discount allowed to recognized agencies on the above rates through use of KSYC, Yreka, Calif., and KSUE, Susanville, Calif.

COMBINATION RATES
See California Northern Group.

SPECIAL FEATURES

Sports: Complete local coverage.
Participating Programs
'Music in Morning', 'Music in Afternoon', 'Music in Evening', and 'Teen Time'.

REDDING (3 AM)

Shasta County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

KRDG

(Established 1956)

Howard N. Martineau & Rehnard W. Brandley, dba Redding Broadcasting Co., 1214 Locust St., Redding, Calif. Chestnut 3-0343.

PERSONNEL
Manager—Howard N. Martineau.

REPRESENTATIVES
West Coast—Tracy Moore and Associates, Inc.

FACILITIES
250 w.; 1230 kc.
Operating schedule: 5:00 a.m. to midnight weekdays; 7:00 a.m. to 11:00 p.m. Sundays. PST—DST observed.

Transmitter: 1214 Locust St., Redding, Calif.

CALIFORNIA

AGENCY COMMISSION

15% on time; no cash discount. Bills payable when rendered.

GENERAL

Affiliated with Mutual Broadcasting System and Don Lee Broadcasting System.
Rates include music copyright fees.
Alcoholic beverage advertising: beer and wine only.
Copy subject to approval of station management.

TIME RATES

Rates effective August 1, 1956.
Rates received August 10, 1956.

Table with 4 columns: Time (1 time, 13 times, 26 times, 52 times, 104 times, 150 times), Rate (40.00, 24.00, 18.00, 9.00, 38.00, 23.00, 17.50, 8.75, 36.00, 22.50, 17.00, 8.50, 34.00, 21.00, 16.00, 7.00, 32.00, 20.00, 15.00, 6.50, 30.00, 19.00, 14.00, 6.00)

WEEKLY ANNOUNCEMENT PACKAGES

Table with 4 columns: Package (1 minute or 30-second announcements, 1 time, 3 times, 5 times), Rate (6.00, 6.00, 10 times, 5.00, 50.00, 5.75, 17.25, 15 times, 4.50, 67.50, 5.50, 27.50, 20 times, 4.00, 80.00)

SPECIAL FEATURES

Newscasts—5 minutes every 1/2 hour.
Participating Programs
'Musical Society of Early Risers'—5:00 a.m. to 7:00 a.m.
'Who's New in Pink and Blue'—9:05 a.m. to 9:15 a.m.
'Queen for a Day'—11:35 a.m. to noon.
'Jerry's Juke Box'—9:15 p.m. to 10:30 p.m. daily.

KVCV

(Established 1939)

Golden Empire Broadcasting Company, P. O. Box 511, Redding Calif. Redding 1646, Chestnut 3-1515.

PERSONNEL
Pres. & Gen'l Mgr.—Mrs. Hugh McClung.
Manager—Fred M. Stuelpnagel.

REPRESENTATIVES
McGavren-Quinn Co.

FACILITIES
1,000 w.; 600 kc. Directional.
Operating schedule: 6:00 a.m. to midnight weekdays; 7:00 a.m. to 11:00 p.m. Sundays. PST—DST observed.

Transmitter: 4 miles N.E. of Redding on Hwy. 299.

AGENCY COMMISSION
15% on net time and talent; no cash discount. Bills payable 10th of month following service.

GENERAL
Affiliated with CBS Radio Network.
Accepts AAAA copyrighted contract.
ASCAP, BMI and SESAC licenses.
Rates include music copyright fees.

TIME RATES

Rates effective November 1, 1954. (Card No. 19.)
Card received November 15, 1954.

Table with 5 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min), Rate, and (\*) (60.00, 36.00, 24.00, 12.00, 8.00, 58.50, 35.10, 23.40, 11.70, 7.80, 57.00, 34.20, 22.80, 11.40, 7.60, 55.50, 33.30, 22.20, 11.10, 7.40, 54.00, 32.40, 21.60, 10.80, 7.20, 52.50, 31.50, 21.00, 10.50, 7.00, 51.00, 30.60, 20.40, 10.20, 6.80, 48.00, 28.80, 19.20, 9.60, 6.40, 45.00, 27.00, 18.00, 9.00, 6.00, 408 times, 5.80, 624 times, 5.80, 836 times, 5.40, 1,248 times, 5.20)

(\*) 35-word or 100-word station break.
8-second spots: 50% of earned announcement rate.

SATURATION RATES

(Within 1 week period)
10 announcements... 65.00 30 announcements... 150.00
20 announcements... 110.00

SPECIAL FEATURES

News Service—UPI.
News Sponsorship—Add 1.00 to regular rates for spot participation in news broadcasts. Program sponsorship of UP news at minimum talent cost.
Political—regular rates apply.
Time Signals—Add 15% to regular rates.
Weather Reports—Add 15% to commercial rate for 1 minute. Includes both weather report and commercial copy.
Hollywood Searchlight—P.A. System, mobile transmitter unit available on rental basis.

CLOSING TIME

24 hours before broadcast.

KVIP

(Established 1957)

Shasta Broadcasting Corporation, P.O. Box 919, 2770 Pioneer Dr., Redding, Calif. Chestnut 1-5540, TWX RG 75.

PERSONNEL
Station Manager—Ted Dooley.

REPRESENTATIVES
George P. Hollingbery Company.

FACILITIES
1,000 w.; 540 kc.; non-directional.
Operating schedule:
Jan. 7:30 a.m.—5:00 p.m. July 6:00 a.m.—8:45 p.m.
Feb. 7:00 a.m.—5:15 p.m. Aug. 6:00 a.m.—8:15 p.m.
Mar. 6:30 a.m.—6:15 p.m. Sept. 6:00 a.m.—7:15 p.m.
Apr. 6:00 a.m.—6:45 p.m. Oct. 6:15 a.m.—5:30 p.m.
May 6:00 a.m.—7:15 p.m. Nov. 7:00 a.m.—4:45 p.m.
June 6:00 a.m.—8:45 p.m. Dec. 7:30 a.m.—4:45 p.m.
PST—DST observed.

Transmitter: Redding, Calif.
(This listing continued on next page)

# CALIFORNIA

## Redding—K V I P—Continued

**AGENCY COMMISSION**  
15% on time only; no cash discount. Bills payable when rendered.

### TIME RATES

Rates effective October 1, 1957.  
Rates received September 24, 1957.  
Rev. rec'd October 14, 1957.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	50.00	35.50	22.50	9.00
13 times.....	49.10	34.75	21.75	8.75
26 times.....	47.00	33.00	20.00	8.50
52 times.....	45.50	32.75	18.75	8.25
104 times.....	44.00	31.50	17.75	8.00
208 times.....	42.50	29.75	16.75	7.50
365 times.....	41.00	28.50	15.75	7.00
624 times.....				6.50

### ANNOUNCEMENTS

1-minute or less:

1 time.....	6.50	104 times.....	5.25
13 times.....	6.25	208 times.....	5.00
26 times.....	6.00	365 times.....	4.50
52 times.....	5.75	624 times.....	4.25

10-second spots—50% of earned 1-minute rate.

### PACKAGE RATES

(Available with A-BUY in California Group)  
Per announcement: KVIP 2 sta. \*4 sta. 6 sta. 10 sta.

	5 times	10 times	20 times	30 times	40 times	50 times
2 sta.	5.50	5.34	5.17	5.06	4.95	
4 sta.	5.00	4.85	4.70	4.60	4.50	
6 sta.	4.50	4.37	4.23	4.14	4.05	
10 sta.	4.00	3.88	3.76	3.68	3.60	
50 times	3.50	3.39	3.29	3.22	3.15	
300 times	3.00	2.91	2.82	2.76	2.70	

(\*) Fixed position.

### SPECIAL FEATURES

News Service—AP.  
News sponsorship or participating spots in news, add 10%.  
Time and Weather, add 10%.

## REDLANDS

San Bernardino County—Map Location G-9  
See SRDS consumer market map and data at beginning of the State.

### KCAL

(Established 1954)

## ABC Radio Network



Southwest Broadcasting Co., Inc., 223 E. State, Redlands, Calif. Pyramid 3-2358.

### PERSONNEL

Gen'l Manager—Homer Griffith.  
Sales Manager—Earl Pollock.  
Sec'y & Treasurer—A. Milton Miller.

### REPRESENTATIVES

John E. Pearson, Company.

### FACILITIES

1,000 w. days; 1410 kc.  
Operating schedule: Sunrise to local sunset. PST—DST observed.  
Transmitter: San Timoteo Rd., across Redlands station, Redlands, Calif.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered 1st of month; payable within 10 days.

### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

### TIME RATES

Rates effective May 1, 1958.

Rates received April 7, 1958.

Rev. (Annt's Pack'gs) rec'd. August 25, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 30 sec.
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.....	54.00	32.40	21.60	16.20	10.80	5.40
65 times.....	52.50	31.50	21.00	15.75	10.50	5.25
130 times.....	51.00	30.60	20.40	15.30	10.20	5.10
260 times.....	49.50	29.70	19.80	14.85	9.90	4.95
312 times.....	48.00	28.80	19.20	14.40	9.60	4.80

### MULTIPLE SCHEDULES

Per week:	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 day.....	60.00	36.00	24.00	18.00	12.00
2 days.....	58.50	35.10	23.40	17.55	11.70
3 days.....	57.00	34.20	22.80	17.10	11.40
4 days.....	55.50	33.30	22.20	16.65	11.10
5 days.....	54.00	32.40	21.60	16.20	10.80
6 days.....	52.50	31.50	21.00	15.75	10.50
7 days.....	51.00	30.60	20.40	15.30	10.20

### ANNOUNCEMENT PACKAGES

(Run-of-schedule)

	30 sec.	1 min.
10 times per week.....	30.00	45.00
20 times per week.....	59.00	88.00
30 times per week.....	87.00	129.00
40 times per week.....	114.00	168.00
50 times per week.....	140.00	205.00
60 times per week.....	165.00	240.00
70 times per week.....	189.00	273.00

### Additional Discounts

13 weeks.....	5%	52 weeks.....	15%
26 weeks.....	10%		

### COMBINATION RATES

See ABC Radio.

## SPECIAL FEATURES

News Service—AP and local news.  
News Service charge—5 minutes, each 1.50; 15 minutes, each 2.50.

Time Signals or Weather Reports

10-seconds	
5 times per day, 6 days per week, 13 weeks, per week.....	75.00
10 times per day, 6 days per week, 13 weeks, per week.....	135.00

### Discounts:

26 weeks.....	5%	52 weeks.....	15%
39 weeks.....	10%		

Political—regular rates apply.

### Participating Programs

"Mexleo Y Sus Canciones" with Steve Valdez & Benjamin Vaca (Bi-Lingual)—6:00 a.m. to 7:00 a.m. Monday through Saturday.  
"Woman's Forum" with Homer Griffith—Monday, Wednesday, Friday at 11:00 a.m. Per participation, 12.50.

## REDONDO BEACH

Los Angeles County—Map Location 0-9

See SRDS consumer market map and data at beginning of State.

(Call letters not received)

(C.P. 1000 w.; 93.5 mc. FM)

South Bay Broadcasting Co.  
4020 Archer Dr.  
North Hollywood, Calif.

## RIDGECREST (2 AM)

Kern County—Map Location E-9

See SRDS consumer market map and data at beginning of the State.

### KRCK

(Established 1956)



Victor M. Farel, 350 W. Ridgecrest Blvd., Ridgecrest, Calif. Ridgecrest 8-4061, 8-4071.

### PERSONNEL

Owner—Victor M. Farel.  
Manager—Bob Gadhois.  
Sales Manager—Joe Gallagher.  
Program Director—Norman Woodruff.

### REPRESENTATIVES

John E. Pearson Company.

### FACILITIES

1,000 w.; 1360 kc. Nondirectional.  
Operating schedule:  
Jan 5:30 a.m. to 5:00 p.m. July 5:30 a.m. to 7:00 p.m.  
Feb 5:30 a.m. to 5:30 p.m. Aug 5:30 a.m. to 6:45 p.m.  
Mar 5:30 a.m. to 6:00 p.m. Sept 5:30 a.m. to 6:00 p.m.  
Apr 5:30 a.m. to 6:30 p.m. Oct 5:30 a.m. to 5:15 p.m.  
May 5:30 a.m. to 6:45 p.m. Nov 5:30 a.m. to 4:45 p.m.  
June 5:30 a.m. to 7:15 p.m. Dec 5:30 a.m. to 4:45 p.m.  
PST—DST observed.  
Transmitter: 350 W. Ridgecrest Blvd., Ridgecrest.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills payable upon presentation.

### GENERAL

ASCAP, BMI licenses.  
Alcoholic beverage advertising: beer and wine accepted.  
Announcements and programs cannot be combined to earn a lower rate.

### TIME RATES

Rates effective July 15, 1958. (Card No. 2.)

Rates received August 4, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	40.00	30.00	20.00	9.00	4.50	3.75
13 times.....	37.50	28.50	19.00	8.50	4.25	3.50
26 times.....	35.00	27.00	18.00	8.00	4.00	3.25
52 times.....	32.50	25.50	17.00	7.00	4.00	3.25
104 times.....					3.75	3.00
156 times.....	27.50	23.50	15.00	6.50	3.50	2.75
260 times.....	25.00	21.00	14.00	6.00	3.00	2.50
312 times.....	22.50	19.50	13.00	5.00	2.75	2.25
365 times.....					2.50	2.00

### SPOT PACKAGE RATE

(One minute)

Per week:	1 wk.	13 wks.	26 wks.	52 wks.
10 times.....	3.50	3.25	3.00	2.75
15 times.....	3.25	3.00	2.75	2.50
20 times.....	3.00	2.75	2.50	2.25
25 times.....	2.75	2.50	2.25	2.00
30 times.....	2.50	2.00	2.00	1.75

### SHORTIES

(10 15-second station breaks)

Per week:	2.00	1.80	1.60	1.40
25 times.....	2.00	1.80	1.60	1.40
50 times.....	1.80	1.60	1.40	1.20
75 times.....	1.60	1.40	1.20	1.00

### MERCHANDISING PLAN

6 weeks schedule calling for 15 or more spots weekly includes 1 mailer to retailers.  
13 weeks schedule calling for 10 or more spots weekly includes 1 jumbo mailer to retailers.  
26 weeks schedule calling for 10 or more spots weekly includes 2 mailers to retailers.  
52 weeks schedule calling for 10 or more spots weekly includes 1 jumbo and 2 regular mailers.

### SPECIAL FEATURES

Newscasts—no extra charge.  
Special Events—rates on request.  
Political—regular rates apply. Cash and copy must be received 72 hours in advance.

### CLOSING TIME

All copy and transcriptions required 24 hours in advance.

## KRKS

(Established 1956)

Gilson Broadcasting, Inc., P. O. Box 696, Bowman Road, Ridgecrest, Calif. Ridgecrest 8-9211.

### PERSONNEL

General Manager—Larry M. Laby.

### FACILITIES

250 w.; 1240 kc. (Conelrad).  
Operating schedule: 6:00 a.m. to 10:05 p.m. week-days; 6:00 a.m. to 11:05 p.m. Saturday; 7:00 a.m. to 9:05 p.m. Sunday. PST—DST observed.  
Transmitter: Bowman Rd., Ridgecrest, Calif.

### AGENCY COMMISSION

15% on net time and talent; no cash discount. Bills payable when rendered.

### TIME RATES

Rates received August 6, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	40.00	24.00	16.00	12.50	10.00	4.00
13 times.....	38.00	22.80	15.20	11.85	9.50	3.75
26 times.....	36.00	21.60	14.50	11.20	9.00	3.50
52 times.....	34.00	20.40	13.80	10.55	8.50	3.25
104 times.....	32.00	19.20	12.80	9.90	8.00	3.00
156 times.....	30.00	18.00	12.00	9.25	7.50	2.75
260 times.....	28.00	16.80	11.20	8.60	7.00	2.50
312 times.....	26.00	15.60	10.40	7.95	6.50	2.25
365 times.....	24.00	14.40	9.60	7.30	6.00	2.00

### SATURATION SPOT PACKAGES

Per day:	5 spots	10 spots	5 days:	5 spots	10 spots
1 day.....	15.00	27.00	5 days.....	9.50	18.00
2 days.....	12.50	24.00	6 days.....	8.50	16.00
3 days.....	11.50	22.00	7 days.....	8.00	15.00
4 days.....	10.50	20.00			

To earn rate, days must run consecutively, with exception that any one pre-selected day of the week may be eliminated without being considered as stopping. For example: Friday, Saturday, Monday, Tuesday would be considered as 4 consecutive days.

Rate is based on minimum number of copy changes and on maximum 1-minute spots only.

### SPECIAL FEATURES

News Service—UPI, No extra charge.

### CLOSING TIME

48 hours before broadcast.

## RIVERSIDE (2 AM)

Riverside County—Map Location G-10

See SRDS consumer market map and data at beginning of the State.

### KACE

(Established 1957)



KACE Radio, Inc., P. O. Box 2185, 7351 Lincoln Ave., Riverside, Calif. Overland 8-1570.

### PERSONNEL

Pres. & Gen'l Mgr.—Ray Lipica.  
Assistant Manager—Hugh H. Wallace.  
Women's Director—Olive L. Sherban.

### REPRESENTATIVES

Los Angeles & San Francisco—Harlan G. Oakes & Associates.

### FACILITIES

1,000 w.; 1570 kc. Directional.  
Operating schedule:  
Jan. 7:00 a.m.—5:00 p.m. July 4:45 a.m.—7:00 p.m.  
Feb. 6:30 a.m.—5:30 p.m. Aug. 5:15 a.m.—6:30 p.m.

Riverside—K A C E—Continued

WEEKLY SATURATION PACKAGE RATES  
(Run-of-schedule, Monday through Saturday, only)

	1 min.	30 sec.	15 sec.
3 per day.....	77.22	61.74	38.70
4 per day.....	99.60	79.68	49.92
5 per day.....	120.00	96.00	60.00
6 per day.....	138.96	111.24	69.84
8 per day.....	178.56	143.04	89.28
10 per day.....	214.80	171.60	107.40

Package Discounts  
13 weeks..... 10% 52 weeks..... 20%  
26 weeks..... 15%

SPECIAL FEATURES

News Service—AP.  
News Packages  
(5-minute wire and local newscasts)  
On the hour—6 days per week (minimum contract—3 months):  
Per month..... 240.00  
5-minute western newscasts on the half-hour—6 days per week (minimum contract—3 months):  
Per month..... 240.00  
"Radio Newspaper"—7:00 a.m., 8:00 a.m., noon, 3:00 p.m. and 5:30 p.m. (or in last half-hour of broadcast day) Monday through Saturday; noon and 6:00 p.m. Sunday. 5-minute pages consist of world, local and sports news with 1 editorial daily. Per page, per month on a 3-month minimum contract, 264.00. 10% discount for 52 weeks.  
"KACE Salutes"—5-minute local personality feature daily Monday through Friday. Per month on 3-month minimum contract, 264.00.  
"Woman's Page"—15 minutes daily Monday through Friday. Per week, 130.00; per 1-minute participation, 8.75.  
"Farm Page"—5 minutes during 1st broadcast hour. Per month on 3-month minimum contract, 264.00.  
Religious—Sundays to noon only—13 weeks minimum contract. Regular rates apply.  
Remotes—additional charges.  
Political—regular rates apply; payable in advance.

Participating Programs

"Cindy Dahl Show"—6:00 p.m. to 7:00 p.m. Monday through Friday September 30.  
"Woman's World" with Helen Sherban—2:15 p.m. to 2:30 p.m. Wednesday.  
Per week (13 weeks minimum contract)..... 39.50

CLOSING TIME

24 hours before broadcast.

KPRO

(Established 1941)



Imperial Broadcasting System, 3401 Russell St.,  
Riverside, Calif. Ov 6-0260.

PERSONNEL

General Manager—Frank Crane.  
Station Manager—Jim Robinson.  
Program Director—John Fritz.

REPRESENTATIVES

Everett-McKinney, Inc.  
Los Angeles & San Francisco — O'Connell-Palmer Company.

MAILING INSTRUCTIONS

Send all communications to Business Office and Studio, 3401 Russell St., Riverside, Calif. Overland 6-0260.

FACILITIES

1,000 w.; 1440 kc.  
Operating Schedule: 24 hours daily. PST—DST observed.  
Transmitter: 3401 Russell St., Riverside.

AGENCY COMMISSION

15% on net time only; no cash discount.

GENERAL

ASCAP, BMI, SESAC licenses.  
Rates include copyright fees.  
Advertiser to pay short rate if times contracted for are not used.

TIME RATES

Rates effective February 1, 1957.  
Rates received January 25, 1957.

	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time.....	36.00	24.00	12.50	7.00	5.50
13 times.....	34.20	22.80	11.87	6.65	5.22
26 times.....	32.40	21.60	11.25	6.30	4.95
52 times.....	30.60	20.40	10.62	5.95	4.67
156 times.....	28.80	19.20	10.00	5.60	4.40
260 times.....	27.00	18.00	9.37	5.25	4.12
312 times.....	25.20	16.80	8.75	4.90	3.85
624 times.....	23.40	15.60	8.12	4.55	3.57

(\*) 30 or 20 seconds.  
10-second spots are 50% of one-minute rates.

PACKAGE PLANS

Spot packages may not be combined with regular announcements for earned frequency.  
These spot packages are flat rate, no further discount.

Run of Schedule Spot Packages

	1 min.	30 sec.
10-19 spots per week.....	5.00	4.00
20-29 spots per week.....	4.50	3.70
30-39 spots per week.....	4.00	3.40
40-49 spots per week.....	3.75	3.10
50 or more spots per week.....	3.50	2.80

COMBINATION RATES

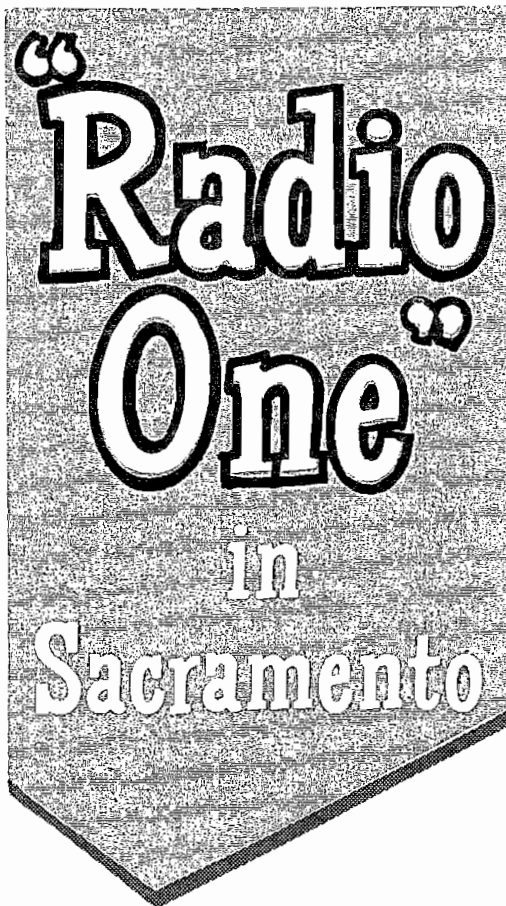
See Imperial Broadcasting System, Inc.

SPECIAL FEATURES

News Service—UPI and local. 5-minute news on the hour; regular rates apply.  
Farm News Service—regular rates apply.  
Time Signals and Weather Reports—rates on request.  
Political—regular rates apply; payment in advance.

CLOSING TIME

2 days before broadcast for all contracts, program materials, and commercial copy.



More Unduplicated Homes

The recent Pulse Cumulative Audience Report again shows KCRA with the most unduplicated homes reached in the Sacramento Metropolitan Area, both daily and weekly. That means more people to hear your sales message on KCRA.

Low Cost Per Thousand

If CPM is one of your yardsticks, you'll find KCRA consistently delivers you a surprisingly low figure. Balanced programming gives sound audience composition, too. We invite you to check the facts and figures.



CALIFORNIA

SACRAMENTO (5 AM; 2 FM)

Sacramento County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

KCRA

NBC Basic Network

(Established 1945)

KCRA, Inc. 310 10th St., Sacramento 14, Calif.  
Hickory 4-7300.

PERSONNEL

General Manager—Ewing C. Kelly.  
Ass't. Gen'l. Mgr.—Howard J. Smiley.  
Sta. & Nat. Adv. Mgr.—Fred C. Beckwith.

REPRESENTATIVES

Edward Petry & Company, Inc.

FACILITIES

5,000 w. days, 1,000 w. nights; 1320 kc.  
Directional—separate patterns day and night.  
Operating schedule: 6:00 a.m. to midnight weekdays; 7:00 a.m. to midnight Sundays. PST—DST observed.  
AM Transmitter: Sacramento County, Calif.

FM FACILITIES

ERP 11,000 w.; 96.1 mc.  
Antenna ht.—437 ft. above average terrain.  
Operating schedule:—5:30 a.m. to midnight.

AGENCY COMMISSION

15% on time; no cash discount. Bills payable 10th of following month.

GENERAL

Accepts AAAA copyrighted contract.  
FM operated in conjunction with AM.  
Rates are for national advertising and include music copyright fees.  
ASCAP, SESAC and BMI licenses.

TIME RATES

Rates effective August 1, 1958. (Card No. 10.)  
Rates received August 25, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	100.00	55.00	38.00	23.00
26 times.....	95.00	52.75	36.75	21.90
52 times.....	92.75	51.00	36.00	21.25
104 times.....	88.00	48.75	34.25	20.00
156 times.....	85.50	47.50	33.00	19.50
260 times.....	80.75	45.00	31.75	18.25
312 times.....	76.00	42.75	29.00	17.00

Time Signals or Radio Shorts

8-seconds or 15 words live. 50% of applicable announcement rate. May be combined for frequency discount.

ANNOUNCEMENTS

	Minutes and Chainbreaks			
	1 min.	(*)	1 min.	(*)
1 time.....	16.00	13.00	312 times..	10.50 8.50
26 times.....	15.25	12.25	520 times..	9.50 7.50
52 times.....	15.00	12.00	1,040 times..	8.50 6.75
104 times.....	14.50	11.50	1,560 times..	7.50 6.00
156 times.....	13.75	10.50	2,080 times..	7.00 5.50
260 times.....	12.00	9.50	2,600 times..	6.50 5.00

(\*) Chain breaks are announcements of 20 or 30 seconds in length, live or transcribed.

Saturation Packages

Weekly, run-of-schedule:  
Minutes or chain breaks in a 7-day period.  
(Fixed position not guaranteed)

	— 1 minute —		—Chain breaks—	
	Each	Total	Each	Total
Per week:				
5 announcements.....	11.00	55.00	9.00	45.00
10 announcements.....	10.00	100.00	8.00	80.00
15 announcements.....	9.50	142.50	7.50	112.50
20 announcements.....	9.00	180.00	7.00	140.00
25 announcements.....	8.50	212.50	6.50	162.50
30 announcements.....	8.00	240.00	6.00	180.00
40 announcements.....	7.50	300.00	5.75	230.00
50 announcements.....	7.00	350.00	5.50	275.00
100 announcements.....	6.50	650.00	5.00	500.00

COMBINATION RATES

See NBC Radio Network.

SPECIAL FEATURES

News Service—UPI and local.  
News and editing charge: 5—minutes, 4.00; 10—minutes, 5.00; 1/4-hour, 7.50.  
Political—regular rates apply. Scripts required 24 hours before broadcast. Cash in advance.

Participating Programs

1-minute participations available in all "Personality Programs", no talent charge. Participations may be combined with regular announcements for frequency discount.

"The Charlie Marshall Show"—5:30 a.m. to 6:30 a.m.  
"Glenn Churches—The Clock Watcher"—6:30 a.m. to 9:00 a.m. Monday through Friday. Music, news, weather, time and temperature.  
"Bill Rase—Morning Edition"—9:00 a.m. to 11:30 a.m. Monday through Friday. Time and music.  
"The Woman's Page" with Milly Sullivan—12:55 p.m. to 1:00 p.m. Monday through Friday. Club and home news, interviews.  
"The Bill Rase Show"—2:30 p.m. to 4:45 p.m. Monday through Friday. Disc jockey show.  
"Glenn Churches Show"—8:30 p.m. to 9:30 p.m. Sunday through Saturday. Jazz disc jockey.

(Sacramento continued on next page)



# CALIFORNIA

Sacramento—Continued

**KFBK**

(Established 1922)

A Beeline McClatchy Owned Station



The McClatchy Broadcasting Company, 21st and Q Sts., Sacramento 4, Calif. Gilbert 2-0476.

**PERSONNEL**

Manager—Frank M. Devaney.

**REPRESENTATIVES**

Paul H. Raymer Company, Inc.

**FACILITIES**

50,000 w.; 1530 kc. Directional. Operating schedule: 24 hours daily, except 1:00 a.m. to 5:00 a.m. Monday. PST—DST observed. Transmitter: Pleasant Grove, Calif.

**AGENCY COMMISSION**

15% on net time; no cash discount. Bills payable when rendered.

**GENERAL**

Accepts AAAA copyrighted contract. Time rates include music copyright fees. BMI, ASCAP and SESAC music licenses. Announcements broadcast at times adjacent to higher rate classification will take higher rate. Length of commercial copy:

5 minutes.....	1:15
15 minutes.....	3:00
30 minutes.....	4:15
60 minutes.....	7:30

**TIME RATES**

Rates effective September 1, 1958. (Card No. 26.)  
Card received August 4, 1958.  
(6:00 a.m. to 7:30 p.m.)

	1 hr.	1/2 hr.	20 min.	1/4 hr.	10 min.	5 min.
1 time..	150.00	85.00	65.00	55.00	45.00	30.00
13 times..	145.00	82.00	63.00	53.00	43.00	29.00
26 times..	140.00	79.00	61.00	51.00	41.00	28.00
52 times..	135.00	76.00	59.00	49.00	39.00	27.00
65 times..	130.00	73.00	57.00	47.00	38.00	26.00
104 times..	125.00	70.00	55.00	45.00	36.00	25.00
156 times..	120.00	67.00	53.00	43.00	34.00	24.00
260 times..	110.00	62.00	49.00	39.00	32.00	22.00
312 times..	100.00	57.00	45.00	35.00	30.00	20.00
500 times..	.....	.....	.....	.....	.....	19.00
750 times..	.....	.....	.....	.....	.....	18.00
1,000 times..	.....	.....	.....	.....	.....	17.00

Advertisement

**KRAK**

(Established 1926)



Sacramento Studios, Hotel Senator; Gilbert 1-6464.  
Stockton Studios, Hotel Wolf; Howard 4-4551.

**PERSONNEL**

Co-Owner and President—Gene Chenault.  
Co-Owner, VP and General Manager—Alan Torbet.

**REPRESENTATIVES**

Headley-Reed Company.

**BUYING INFORMATION**

KRAK delivers the largest listing audience in the Sacramento-San Joaquin-Stanislaus heart of California (pulse) at by far the lowest cost-per-thousand. For your best buy in this important area call KRAK, Sacramento or Stockton, or your Headley-Reed man.

**FACILITIES**

CP, 50,000 watts; 5,000 watts clear channel fulltime. Transmitter: U. S. Highway 99.

**AGENCY COMMISSION**

15% on net time and talent.

**TIME RATES**

Rates effective May 1, 1958. (Card No. 7-A.)

	25 min.	1/4 hr.	10 min.	5 min.	1 min.	1/2 min.
1 time....	60.00	38.00	24.00	14.00	9.50	7.15
26 times..	57.00	36.00	23.00	13.50	9.00	6.75
52 times..	54.00	34.00	21.00	13.00	8.50	6.40
156 times..	51.00	32.00	20.00	12.00	8.00	6.00
260 times..	48.00	30.00	18.00	11.00	7.50	5.25
312 times..	45.00	28.00	17.00	10.00	7.00	5.25
624 times..	.....	.....	16.00	9.00	6.50	4.90
1000 times..	.....	.....	.....	.....	6.00	4.50

10-second announcements, 50% of minute rates.

**WEEKLY PACKAGES**

	1 min.	1/2 min.	10 sec.
10 announcements per week.....	8.00	6.00	4.00
20 announcements per week.....	7.50	5.65	3.75
30 announcements per week.....	7.00	5.25	3.50
40 announcements per week.....	6.50	4.90	3.25
50 announcements per week.....	6.00	4.50	3.00

Special feature rates on request.

**ANNOUNCEMENTS**

	(*)	(†)	(*)	(†)
1 time....	23.00	11.50	156 times	17.00
13 times..	22.00	11.00	260 times	16.00
26 times..	21.00	10.50	312 times	15.00
52 times..	20.00	10.00	500 times	14.00
65 times..	19.00	9.50	750 times	13.00
104 times..	18.00	9.00	1000 times	12.00

(\*) 1-minute or less (1 minute transcribed or 125 words live; 20 seconds transcribed or 50 words live).

(†) 8-second ID's or 15 words live.

**Special Evening Program & Announcement Package**

(7:30 p.m. to 9:00 p.m.)

50% additional discount off regular guaranteed time announcement and program rates.

(All other times)

Rates on request.

Percent of hour rate for all time not shown:

25 minutes.....	50%	45 minutes.....	80%
35 minutes.....	67%	50 minutes.....	87%
40 minutes.....	73%	55 minutes.....	93%

**WEEKLY SATURATION PACKAGES**

(All package announcements are run-of-schedule except that 7:00 a.m. to 9:00 a.m. Monday through Friday is available on guaranteed time rates only; ID's must run 2 for 1.)

	1 wk.	6 wks.	13 wks.	26 wks.
6 spots.....	96.00	90.00	84.00	78.00
10 spots.....	150.00	140.00	130.00	120.00
15 spots.....	210.00	195.00	180.00	165.00
20 spots.....	260.00	240.00	220.00	200.00
25 spots.....	300.00	275.00	250.00	225.00
30 spots.....	350.00	300.00	270.00	240.00
40 spots.....	400.00	360.00	320.00	280.00

**Weekend Saturation Package**

15 minutes or station breaks scheduled from 6:00 p.m. Friday through Sunday within one weekend: 10.00 per spot—(150.00) cannot be combined with any other packages for greater discounts.

**Package Announcements**

Package announcements are run-of-schedule but advertisers may indicate general time segments preferred. Package rate spots will be moved to accommodate guaranteed time rate spots. Multiple weekly packages do not have to run consecutively to earn rate within the contract year.

**Contiguous Rates**

Two or more program units of 10 minutes or more broadcast on the same day for the same sponsors may be combined to earn the 1 hour rate or any portion thereof. After 9:00 a.m. weekdays and anytime Saturday or Sunday 5-minute programs may be combined for contiguous rates. Time in excess of 1 hour pro-rata of one hour rate. Announcements cannot be combined with programs of 5 minutes or more to earn discounts; however, the greatest discount earned by either will apply to the other, except that announcements cannot earn discounts for programs of 10 minutes or more beyond the 312 frequency.

**COMBINATION RATES**

See ABC Radio and Beeline, McClatchy.

**Beeline Combinations:**

All 5 or any 3 or 4 of the following stations may be combined to earn Beeline discounts—KFBK, Sacramento; KBEE, Modesto; KMJ, Fresno; KERN, Bakersfield; KOH, Reno.

3 stations.....	5%	5 stations.....	15%
4 stations.....	10%		

For specific rates, see McClatchy Beeline at beginning of California listings.

**SPECIAL FEATURES**

News—leased wire service available.  
Minimum News charges, commissionable:  
5 minutes 5.00; 10 minutes 7.50; 15 minutes 10.00;  
20 minutes 12.50; 30 minutes 15.00.  
Instantaneous Reference Recordings: 12 inch record, 1 side, 3.50; both sides, 5.00; 16 inch record, 1 side, 7.50; both sides, 10.00.

**Participating Programs**

"Katherine Kitchen"—10:30 a.m. Monday through Friday. Homemakers program. Participations at regular guaranteed rates.

**CLOSING TIME**

Talks must be submitted in manuscript form 24 hours before broadcast.

**KGMS**

(Established 1952)



Capitol Radio Enterprises, Hotel Senator, Sacramento, Calif. Gilbert 1-3133.

**PERSONNEL**

General Manager—Irving J. Schwartz.  
Operations Manager—Jack F. Matranga.  
Commercial Manager—Stephen George.

**REPRESENTATIVES**

Forjoe & Company, Inc.

**FACILITIES**

1,000 w.; 1380 kc. Directional. Operating schedule: 24 hours daily. PST—DST observed. Transmitter: Garden Highway and El Centro.

**AGENCY COMMISSION**

15% on time; no cash discount.

**GENERAL**

Affiliated with Don Lee Mutual Network. Accepts AAAA copyrighted contract. Rates include music copyright fees.

**TIME RATES**

Rates effective October 15, 1958. (Card No. 5B.)  
Rates received October 6, 1958.

	55 min.	1/2 hr.	25 min.	1/4 hr.	10 min.
1 time....	72.00	53.00	37.80	28.80	20.20
13 times..	68.40	50.80	35.90	27.40	19.10
26 times..	65.00	48.80	34.10	26.00	18.10
52 times..	61.70	46.40	32.30	24.70	17.20
104 times..	58.60	44.10	30.70	23.50	16.30
156 times..	55.70	41.90	29.20	22.30	15.50
260 times..	52.90	39.80	27.70	21.20	14.70
365 times..	50.30	37.80	26.30	20.10	14.00
624 times..	47.80	35.90	25.00	19.10	13.30

**ANNOUNCEMENT RATES**

(6:00 a.m. to 7:00 p.m.)

	(*)	(†)	(‡)
1 time.....	10.00	5.00	15.00
13 times.....	9.50	4.75	14.50
26 times.....	9.00	4.50	14.00
52 times.....	8.50	4.25	13.50
104 times.....	8.00	4.00	12.75
156 times.....	7.50	3.75	12.00
260 times.....	7.00	3.50	11.75
365 times.....	6.50	3.25	10.75
624 times.....	6.00	3.00	10.25
1,000 or more times.....	5.50	2.75	.....

(\*) 1 minute.  
(†) Billboards & Time Signals.  
(‡) 5-minute newscasts.

**ANNOUNCEMENT PACKAGE RATES**

Run-of-schedule

**Weekly Saturation Packages**

(6:00 a.m. to 8:00 p.m.)

Per week:	Each	Total	Each	Total
5 spots..	9.50	47.50	30 spots.....	7.00
10 spots..	8.50	85.00	40 spots.....	6.50
15 spots..	8.00	120.00	50 spots.....	6.00
20 spots..	7.50	150.00		

Billboards & Time Signals 50% off applicable rates.

**Monthly Saturation Packages**

(6:00 a.m. to 8:00 p.m.)

Per month:

30 spots..	7.50	225.00	100 spots....	6.50	650.00
50 spots..	7.00	350.00			

Billboard & Time Signals 50% of applicable rates.

**Mighty Mite**

Special Hi-Concentration Package consisting of a minimum of 25 billboard announcements per day; each, 75.00. (Only one "Mighty Mite" Package available each 24 hours.)

Billboard & Time signal announcements not to exceed 8-seconds or 15 words.

Minute announcements not to exceed 125 words live or 65 seconds transcribed.

All package sales can be applied for frequency discount within a 1-year period.

**HEADLINE "90" FEATURES**

NEWS/SPORTS HEADLINES

Per day:	1 mo.	3 mos.	6 mos.	12 mos.
2 times.....	.....	6.00	5.60	5.00
3 times.....	6.00	5.60	5.20	4.80
4 times.....	5.60	5.20	4.80	4.40
5 times.....	5.20	4.80	4.40	4.00

**"INVITATION TO MUSIC"**

8:15 p.m. to 11:00 p.m. daily. Limited Participations, minimum 3 month contract, per month, 200.00.

**SPECIAL FEATURES**

News Service—AP and local. News in 5-minute periods available every hour on the hour.

Time Signals and Weather Forecasts available throughout schedule.

Political—regular rates apply. Library Service—World and Thesaurus.

**Participating Programs**

Participating spots available:  
"Alarm Clock Club"—6:05 a.m. to 9:00 a.m. Monday through Friday.  
"KGMS Coffee Club"—9:05 a.m. to noon Monday through Friday.  
"Bert Barry Show"—12:05 p.m. to 3:30 p.m. Monday through Friday.  
"The Road Show"—3:30 p.m. to 5:45 p.m. Monday through Friday.  
"Invitation to Music"—8:15 p.m. to 11:00 p.m. Monday through Sunday.  
"Latin-American Show"—6:00 a.m. to 8:00 a.m. Saturday and Sunday.  
Spanish—participating spots and 10-, 15- and 30-minute segments.

(Sacramento continued on next page)



Sacramento—Continued

**KROY**  
(Established 1937)  
**CBS Network**

KROY, Inc., 1010 11th St., Sacramento, Calif.  
Gilbert 3-2525.

**PERSONNEL**

Pres. & General Mgr.—Robert W. Dumm.  
Station & Sales Mgr.—Al Richards.

**REPRESENTATIVES**

George P. Hollingbery Company.  
Northwest—Hugh Feltis and Associates.

**FACILITIES**

250 w.; 1240 kc.  
Operating schedule: 5:30 a.m. to midnight. PST—DST observed.  
Transmitter: 65th and 14th Ave., Sacramento.

**AGENCY COMMISSION**

15% on time, talent, and news; no cash discount.  
Bills payable when rendered.

**GENERAL**

Following rates, for national advertising, allowed retroactively on number of broadcasts given within a year. Rate protection guaranteed for 6 months from effective date of any revision. No contract to exceed 1 year's duration. 2 or more program units of 5 minutes or more, broadcast on the same day for same sponsor may be combined to earn 10-minute, 15-minute, 30-minute, 45-minute or 1 hour rate, whichever applies.

Regular schedules combinable with packages to earn package rates. Package announcements count for frequency on regular schedule.

**TIME RATES**

Rates effective August 1, 1957.  
Rates received August 6, 1957.  
Rev. (Pkg. Rates) rec'd September 30, 1957.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	80.00	48.00	32.00	26.00	20.00	12.50
52 times.....	75.00	45.00	30.00	25.00	19.00	11.50
104 times.....	72.00	43.00	27.00	23.00	18.00	10.50
156 times.....	68.00	41.00	26.00	22.00	17.00	10.00
260 times.....	64.00	38.00	25.00	21.00	16.00	9.00
312 or more times.....	60.00	36.00	24.00	20.00	15.00	8.00

Station breaks—30 seconds, 80% of 1 minute rate.  
Time Signals, Radio Shorts—8 seconds or 15 words, 50% of 1 minute rate.

(All Other Times)

50% of applicable rate.

**\*WEEKLY PACKAGE RATES**

(Fixed position 6:00 a.m. to 7:00 p.m.)

Per announcement:	2 sta.	4 sta.	6 sta.	10 sta.
KROY 3%	6.75	6.75	6.75	6.75
5 times.....	10.00	9.70	9.40	9.20
10 times.....	9.00	8.70	8.45	8.25
20 times.....	8.00	7.75	7.50	7.35
30 times.....	7.00	6.80	6.55	6.45
40 times.....	6.00	5.80	5.65	5.50
50 times.....	5.00	4.85	4.70	4.50

(Run-of-schedule)

Per announcement:	5 times.....	7.75	7.70	7.35	7.20
10 times.....	7.20	7.00	6.75	6.65	6.40
20 times.....	6.50	6.25	6.00	5.90	5.60
30 times.....	5.60	5.40	5.20	4.90	4.80
40 times.....	4.80	4.60	4.50	4.40	4.00
50 times.....	4.00	3.90	3.80	3.70	3.60

(\*) Discounts in combination with A-Buy in California Group.

Additional Discounts  
13 weeks.... 5% 26 weeks.... 10% 52 weeks.... 15%

**CLOSING TIME**

Talks must be submitted in manuscript form before noon of day before broadcast.

**KXOA**

(Established 1945)

Cal-Val Radio, Inc., P. O. Box 3094, Sacramento-Roseville Freeway, Sacramento 15, Calif. Wabash 5-2717. TWX SC-194 U.

**PERSONNEL**

President—Riley R. Gibson.  
Vice-Pres. & Mgr.—Howard J. Haman.  
Commercial Manager—Bill Weaver.  
Program Director—Jack Lawson.

**REPRESENTATIVES**

McGavren-Quinn Company.

**FACILITIES**

1,000 w.; 1470 kc. Directional—night only.  
Operating schedule: 5:00 a.m. to midnight Monday through Friday; 6:00 a.m. to midnight Saturday; 7:00 a.m. to midnight Sunday.  
AM Transmitter: Hwy. 40, Sacramento-Roseville Freeway, Sacramento 15, Calif.

**FM FACILITIES**

ERP—12,500 w.; 107.9 mc.  
Antenna ht.—170 ft. above average terrain.

**AGENCY COMMISSION**

15% on net time; no cash discount.

**GENERAL**

FM operated in conjunction with AM.

**TIME RATES**

Rates effective February 1, 1958.

Rates received January 24, 1958.

Rev. rec'd October 1, 1958.

(5:00 a.m. to midnight)

	5 min.	5 min.
1 time.....	15.00	12.75
26 times.....	14.25	12.00
52 times.....	13.50	

**ANNOUNCEMENTS**

**CLASS "AA"**

(7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m. Monday through Saturday)

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	15.00	12.00	260 times	11.00
26 times.....	14.00	11.20	365 times	10.00
52 times.....	13.00	10.40	624 times	9.00
156 times.....	12.00	9.60	1000 times	8.00

**CLASS "A"**

(All other times, except 10:30 p.m. to 6:30 a.m.)

1 time.....	13.00	10.00	260 times	9.40
26 times.....	12.10	9.30	365 times	8.50
52 times.....	11.20	8.60	624 times	7.60
156 times.....	10.30	7.90	1000 times	6.70

**CLASS "B"**

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

25% discount off Class "A" rates.  
Time Signals—8-seconds or 15 words live—50% of earned 1-minute rate; may be combined on a 2 for 1 basis.

**PACKAGE RATES**

Per week:	1 min.	30 sec.
10 announcements.....	8.50	7.00
15 announcements.....	8.00	6.50
20 announcements.....	7.50	6.00
30 announcements.....	6.50	5.50
40 announcements.....	6.00	5.00
50 announcements.....	5.50	4.50

All packages are run of schedule, no guaranteed time; up to 50% may be requested for Class "AA" time and will be so scheduled when available; 1-minute and 30-second packages may be combined for frequency discounts.

**DISCOUNTS**

Continuing discount allowed. Announcement or program service which has been maintained for 52 con-

**CALIFORNIA**

secutive weeks and continues without lapse receives the same rates or the rate applicable to that portion of the service which continues without interruption.  
**COMBINATION RATES**  
See California Group.

**SPECIAL FEATURES**

Newscasts 5 minutes before the hour, every hour  
Newscasts Rates

1-51 times.....	17.00
52-259 times.....	18.00
260 or more times.....	15.00

Political—regular rates apply. Scripts required 24 hours before broadcast. Cash in advance.

**SALINAS (3 AM)**

Monterey County—Map Location C-8  
See SRDS Consumer Markets map and data at beginning of the State.

**KDON**

(Established 1935)

KDON, Inc., 933 N. Main St., Salinas, Calif. Harrison 2-6464.

Monterey—San Carlos Hotel, Fr. 2-7600.

**PERSONNEL**

Pres. & Gen'l Mgr.—Richard P. Bott.  
Vice-President—W. J. Bott.  
Secretary-Treasurer—Sherley E. Bott.

**REPRESENTATIVES**

Eastern—Radio-TV Representatives, Inc.  
West Coast—O'Connell-Palmer Co.  
Seattle—Hugh Feltis and Associates.

**FACILITIES**

5,000 w.; 1460 kc. Directional.  
Operating schedule: 5:00 a.m. to 3:00 a.m. Monday through Saturday; 8:00 a.m. to 11:00 p.m. Sunday.  
PST—DST observed.  
Transmitter—Palm Beach (Watsonville), Calif.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills payable 10th of month following service.

**GENERAL**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licensees.  
Alcoholic beverage advertising; beer and wine only.  
Rates based on number of broadcasts used within year. Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts.  
No contract accepted for more than 52 weeks from date of first broadcast.

**TIME RATES**

Rates effective

Rates received May 1, 1958.

**PROGRAM PACKAGES**

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time per week.....	65.00	45.00	30.00	15.00
3 times per week.....	59.00	40.00	27.00	14.00
5 times per week.....	52.00	35.00	24.00	12.00
7 times per week.....	45.00	30.00	20.00	11.00

**ANNOUNCEMENT PACKAGES**

Per week:	Each	Per wk.	Each	Per wk.
10 times.....	6.00	60.00	35 times.....	4.75
15 times.....	5.75	86.25	40 times.....	4.50
20 times.....	5.50	110.00	45 times.....	4.25
25 times.....	5.25	131.25	50 times.....	4.00
30 times.....	5.00	150.00		

10% discount continuous 26 weeks or more on Packages.  
30-seconds—80% of 1-minute rate; 20-seconds—70% of 1-minute rate; 10-seconds—50% of 1-minute rate.  
May be combined with minutes to earn Package rate.

(This listing continued on next page)



**GOT IT! ... the BEST FORMULA to Reach GROWING PROSPEROUS SACRAMENTO**

**KXOA - 1<sup>st</sup> PLACE** Pulse Oct. 1958

	6-12 N	12 N-6	6-12 Mid
KXOA	18	20	18
Station "F"	19	16	18
Station "C"	17	16	17
Station "R"	12	14	10
Station "Y"	13	12	13
Station "G"	12	14	15
Other	9	9	10
Average H.U.R.	23.6	23.8	18.8

**First in 59% total rated 1/4 hours — 43 out of 72**  
**KXOA leads "F" by 48%**  
**KXOA leads "C" by 153%**

Nat'l Rep. — McGavren-Quinn V.P.-Mgr. — Howard Haman Member Cal-Val Group

Reach 91% County Radio Homes (Nielsen) in Nation's 7th Farm County — Imperial Valley, Calif. 1st Place for 32 years

**KXO** Rep. — Raymer Mgr. — Riley Gibson

# CALIFORNIA

## Salinas—K D O N—Continued

**5-MINUTE NEWSCAST PACKAGES**

Per week:	Each	Per wk.	Each	Per wk.
5 times	12.00	60.00	14 times	8.00
6 times	11.50	69.00	20 times	8.00
7 times	11.00	77.00	24 times	7.50
10 times	10.00	100.00	28 times	7.00
12 times	9.50	114.00	40 times	6.00

Scheduled every hour on the :55, format accommodates 15-second opening, minute commercial and 15-second closing.

**ANNOUNCEMENTS**

1 time	5 min.	1 min.	5 min.	1 min.
15.00	7.00	312 times	9.00	5.50
26 times	14.00	6.75	624 times	8.00
52 times	12.00	6.50	1,000 times	7.00
156 times	10.00	6.00		4.50

**SPECIAL FEATURES**

News Service—UPI. 5 minute news every hour, 5 minutes before the hour. Regular 5-minute rates apply.

Tri-County News—7:55 a.m. to 8:05 a.m., 12:25 p.m. to 12:35 p.m., 5:55 p.m. to 6:00 p.m. 10-minute rate plus talent.

Political—regular rates apply; cash in advance.

Library Service—Capitol.

**Participating Programs**

Rates and details on request.

## KIDD

### MONTEREY

(Established 1954)

(This is a duplicate of the listing appearing under Monterey, Calif.)  
 Monterey Peninsula Broadcasters, Inc., P. O. Box 1070, 546 Hartnell Plaza, Monterey, Calif. Frontier 2-8154.

#### PERSONNEL

Publisher—Robert K. Sherry.  
 General Manager—Al J. Madden.  
 Sales Manager—Bob G. Campbell.  
 Program Director—Herman R. Stalberg.

#### REPRESENTATIVES

George P. Hollingbery Company.  
 Washington—Hugh Feltis and Associates.

#### FACILITIES

1,000 w.; 630 kc. Directional—separate patterns day and night.  
 Operating schedule: 6:00 a.m. to midnight. PST—DST observed.  
 Transmitter: Lake Drive, Marina, Calif.

#### AGENCY COMMISSION

15% on time; no cash discount.

#### GENERAL

Accepts AAAA copyrighted contract.  
 ASCAP and BMI licenses.  
 Alcoholic beverage advertising: Beer and wine only.  
 Following rates are applicable to all advertisers.  
 Contiguous rates may be used for program periods of 1/2 hour or more within same day only.

#### TIME RATES

Rates effective May 1, 1957.  
 Rates received July 23, 1957.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time	60.00	36.00	24.00	18.00	12.00	6.00
26 times	57.00	34.20	22.80	17.10	11.40	5.70
52 times	54.00	32.40	21.60	16.20	10.80	5.40
104 times	51.00	30.80	20.40	15.30	10.20	5.10
156 times	48.00	28.80	19.20	14.40	9.60	4.80
260 times	45.00	27.00	18.00	13.50	9.00	4.50

(\*) 1 minute or less, live or transcribed.

#### SPOT SATURATION PACKAGE

To be used in any 1 week:	1 min.	30 sec.
15 announcements, each	4.20	3.20
25 announcements, each	4.00	3.10
50 announcements, each	3.75	2.85

To be used in any 1 month:

100 announcements, each	3.85	2.95
200 announcements, each	3.50	2.60

#### COMBINATION RATES

See A-Buy in California Group.

#### SPECIAL FEATURES

News Service—AP.  
 News periods available, 5 or 15 minutes.  
 Six local newscasts (5 minutes) per day. Rates on request.  
 Time signals—rates on request.  
 Classical and semi-classical segments and announcements available—regular rate in evening hours.  
 Sports events—rates on request.  
 Political—regular rates apply. Payable in advance.  
 Library Service—Standard.

#### Participating Programs

Rates on request.  
 "Jazz Unlimited," "Roses of Portugal," "The Italian Hour," "Troubadour," "The Garden Guide," "German Hour." (D)

## KSBW

(Established 1947)



Salinas Valley Broadcasting Corp., 238 John St., P.O. Box 1651, Salinas, Calif. Harrison 2-7484.

#### PERSONNEL

President—John C. Cohan.  
 Manager—William Oates.  
 Program Director—Bob Funnell.

#### REPRESENTATIVES

McGavren-Quinn Co.  
 Northwest—Art Moore and Associates, Inc.

#### FACILITIES

1,000 w.; 1380 kc. Directional.  
 (C. P. 5,000 w. unlimited.)  
 Operating schedule: 5:00 a.m. to 11:00 a.m. week-days; 7:00 a.m. to 11:00 p.m. Sundays. PST—DST observed.  
 Transmitter: Laurel Drive, Salinas.

#### AGENCY COMMISSION

15% on time; no cash discount. Bills rendered 1st of month; payable within 10 days.

#### GENERAL

Rates include music copyright fees.  
 BMI, ASCAP and SESAC licenses.  
 Discounts allowed retroactively on number of broadcasts given within a year. Announcements and programs cannot be combined to earn a larger discount. No periods are sold in bulk for resale.  
 Alcoholic beverage advertising: beer, light wine.  
 Maximum length of contract 52 weeks.  
 Program rates are for number of times used within 1 year. Current advertisers protected for 5 months from effective date of new rate card.

#### TIME RATES

Rates effective September 1, 1956.  
 Rates received September 7, 1956.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time	70.00	42.00	28.00	14.00	7.00
26 times	63.00	37.80	25.20	12.60	6.50
52 times	59.50	35.70	23.80	11.90	6.25
156 times	52.50	31.50	21.00	10.50	5.55
260 times	49.00	29.40	19.60	9.80	5.25
520 times	42.00	25.20	16.80	8.40	4.55
1000 times	38.50	23.10	15.40	7.70	-----

(\*) 1 minute or less. Guaranteed times.

#### SATURATION PACKAGES

(Fixed position but not guaranteed)

1 minute or less:	1-3 wks.	4-9 wks.	(†)
12 per week, each	5.50	4.95	4.45
18 per week, each	5.25	4.75	4.20
24 per week, each	5.00	4.50	4.00
30 per week, each	4.75	4.30	3.80
36 per week, each	4.50	4.05	3.60

(†) 10 or more weeks.

Saturation packages are not combinable with any other purchases for discount purposes.

#### COMBINATION RATES

See Mutual Broadcasting System and California Group.

#### Combination with KVEC

San Luis Obispo  
 Advertisers using duplicate schedule in concurrent weeks on KSBW and KVEC, San Luis Obispo, allowed a 10% discount off total earned rate of both stations combined.

#### SPECIAL FEATURES

News Service—AP. Card rates plus 10%.  
 Political—regular rates apply.  
 Library Service—World.

#### Participating Programs

"Breakfast with Bob"—9:00 a.m. to 11:00 a.m. Monday through Friday.  
 "Musica de Mexico"—5:00 a.m. to 6:30 a.m. Monday through Friday, with Miguel Castillo. Participations at card rate for minutes.

#### CLOSING TIME

Contracts close 1 week before broadcast. Program copy closes 48 hours before broadcast. Announcement copy closes 24 hours before broadcast. Political copy required 48 hours before broadcast.

## SAN BERNARDINO (4 AM)

San Bernardino County—Map Location G-9  
 See SRDS Consumer Markets map and data at beginning of the State.

## KCKC

(formerly KCSB)

(Established 1947)



M. Y. W. Radio Corp., 770 Mill St., P. O. Box 269, San Bernardino, Calif. Turner 8-0245.

#### PERSONNEL

President—R. T. Mac McKenzie.  
 Vice-President—Clair A. Weldenaar.  
 Production Manager—Al Daneri.  
 Local Sales Manager—Lee Batch.

#### REPRESENTATIVES

Grant Webb & Company.  
 West Coast—Tracy Moore and Associates.

#### FACILITIES

500 w.; 1350 kc. Directional—night only.  
 Operating schedule: 5:00 a.m. to midnight. PST—DST observed.  
 Transmitter: 770 Mill St., San Bernardino.

#### AGENCY COMMISSION

15% on time only; no cash discount. Bill and invoices payable when received.

#### GENERAL

Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Maximum contract 52 weeks. Contract renewals subject to rates in effect at time of renewal. No time period offered in bulk for resale.  
 Announcements and programs cannot be combined to earn frequency discounts. Discounts allowed retroactively on number of broadcasts within 1 year.

#### TIME RATES

Rates effective ————  
 Rates received September 22, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	50.00	32.00	22.00	16.00	11.00
26 times	47.00	30.40	20.90	15.20	10.45
52 times	45.00	28.80	19.80	14.40	9.90
104 times	42.50	27.20	18.70	13.60	9.35
156 times	40.00	25.60	17.60	12.80	8.80
260 times	37.50	24.00	16.50	12.00	8.25
312 times	35.00	22.40	15.40	11.20	7.70

#### Package Plan (Fixed Position)

Per week:	Each	Total
10 times, flat	4.00	40.00
15 times, flat	3.75	56.25
20 times, flat	3.50	70.00
25 times, flat	3.25	81.25
30 times, flat	3.00	90.00

No further discounts.  
 Time and Weather Package

Per month:  
 18 times per day, 7 days weekly,  
 minimum 1 month..... 450.00  
 9 times per day, 7 days weekly,  
 minimum 1 month..... 260.00

#### SPECIAL FEATURES

News Service—UPI. Regular rates apply.  
 Local Sports—High school, Pony league and College.  
 Rates on request. National Orange Bowl show broadcasters.  
 Religious—regular rates apply.  
 Political—regular rates apply. Payable in advance.  
 Copy must be received by station 72 hours in advance.

#### Participating Programs

"Pe Pe Pena Presenta"—5:30 a.m. to 7:00 a.m. and 3:00 p.m. to 4:00 p.m. Monday through Saturday.  
 "The Mike Roy Show"—7:00 a.m. to 10:00 a.m. Monday through Saturday.  
 "The John St. Clair Show"—10:00 a.m. to noon Monday through Friday.  
 "The Al Dana Show"—noon to 3:00 p.m. Monday through Saturday.  
 "The Commuter's Special"—4:00 p.m. to 6:00 p.m. Monday through Saturday.  
 "The Night Train"—6:00 p.m. to midnight Monday through Saturday.

#### CLOSING TIME

Copy for commercial programs must be received 24 hours in advance.

## KFXM

(Established 1929)

## Independent



KFXM Broadcasting Co., 512 Fifth St., San Bernardino, Calif. Turner 9-3636.

#### PERSONNEL

Pres. and Gen. Mgr.—Benton Paschall.

#### REPRESENTATIVES

McGavren-Quinn Co.

#### FACILITIES

1,000 w.; 590 kc. Directional—separate patterns day and night.  
 Operating schedule: 24 hours daily.  
 Transmitter: San Bernardino, Calif.

#### AGENCY COMMISSION

15% on time; no cash discount. Bills payable 10th of month following service.

#### GENERAL

Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 Rates guaranteed for 1 year from date of first broadcast or from effective date of any increase, providing advertising is running at time of effective date of increase and providing broadcast continues without interruption. Broadcasts placed within 1 year from date of first broadcast shall be combined for calculating frequency discounts earned, provided that announcements are not combined with programs of 5-minutes or longer.  
 Alcoholic beverage advertising: beer and wine only.

#### TIME RATES

Rates effective January 1, 1957. (Card No. 9.)  
 Rates received December 4, 1956.  
 Rev. (Sat. Plan) rec'd April 21, 1958.

#### PROGRAMS

	(5:30 a.m. to 10:00 p.m.)	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	70.00	42.00	30.00	22.50	15.00	
13 times	66.50	39.90	26.60	19.95	13.30	
26 times	63.00	37.80	25.20	18.90	12.60	
52 times	59.50	35.70	23.80	17.85	11.90	
65 times	56.00	33.60	22.40	16.80	11.20	
104 times	52.50	31.50	21.00	15.75	10.50	
260 times	49.00	29.40	19.60	14.70	9.80	
312 times	45.50	27.30	18.20	13.65	9.10	
1000 times	42.00	25.20	16.80	12.60	8.40	

#### ANNOUNCEMENTS

(Anchored spots and fixed adjacencies)

	1 min.	30 sec.	1 min.	30 sec.
1 time	9.00	8.00	260 times	6.75
26 times	8.55	7.55	312 times	6.30
52 times	8.10	7.10	520 times	5.85
104 times	7.65	6.65	1000 times	5.30
156 times	7.20	6.20		4.80

10-second rate—50% of applicable 1-minute announcement rate.  
 25% discount for spots or programs between 10:00 p.m. and midnight Monday through Sunday.

#### SATURATION PACKAGES

(Run-of-schedule)

1-minute or less:	Each	Per wk.
10 spots per week	7.00	70.00
15 spots per week	6.75	101.25
20 spots per week	6.50	130.00
25 spots per week	6.00	150.00
30 spots per week	5.50	165.00
35 spots per week	5.00	175.00
50 spots per week	4.50	225.00

(This listing continued on next page)

**DISCOUNTS**

Above rates guaranteed for 1 year from date of 1st broadcast or for 1 year from effective date of any increase in these rates, providing advertising is actually running at time of effective date of the increase and providing that the broadcasts continue without interruption.  
All broadcasts placed with station for the advertiser within 1 year from date of first broadcast shall be combined for purpose of calculating total amount of frequency discounts earned provided, however, that announcements cannot be so combined with 5 minute or longer programs.

**COMBINATION RATES**

See California Group (Cal-Val Group).  
Sold in combination with KAFY Bakersfield.

**SPECIAL FEATURES**

News Service—UPI.  
News—regular rates plus 20% for news service and production. Newscasts—5-minute, 10-minute, and 15-minute segments daily. 5 minutes before the hour.  
Time Signals—rates on request.  
Instantaneous Reference Recordings:  
5 minutes or longer, 1 every 13 weeks—no charge.  
Additional recordings:  
5-minute programs, each..... 3.00  
10-minute or 15-minute programs, each..... 5.00  
1/2-hour or longer programs, each..... 10.00  
Political—regular rates and policies apply; cash in advance.

**Participating Programs**

Regular rates plus 2.00.  
"Music Galore With Lyle Kilgore"—peak morning periods Monday through Saturday—announcements ad lib from fact sheet supplied by client.  
"Julie Wilson"—women's commentator, announcements ad lib from fact sheet supplied by client.  
"Afternoon Music with Allen Wyatt" Monday through Saturday, announcements ad libbed from fact sheet supplied by client.  
"Night Music From KFXXM"—6:00 p.m. to midnight.  
KFXXM All Star Disc Jockey.

**CLOSING TIME**

Talent programs close 1 week in advance. Talks and announcements close 48 hours in advance. Transcription programs close 24 hours in advance.

**K I T O**

(Established 1947)



Radio Associates, Inc., P. O. Box 889, 25958 Baseline, San Bernardino, Calif. Glenview 8-8183. TWX 8783.  
Other Studios: Mission Inn, Riverside, Calif. Overland 4-5945.

**PERSONNEL**

General Manager—W. R. Hasbrook.  
Commercial Manager—Joe Klaas.  
Program Manager—Frank Russell.

**REPRESENTATIVES**

George P. Hollingbery Company.

**FACILITIES**

5,000 w.; 1290 kc. Directional.  
Operating schedule: 5:30 a.m. to 12:05 a.m. weekdays; 7:00 a.m. to 11:00 p.m. Sundays. PST—DST observed.  
Transmitter: San Bernardino, Calif.

**AGENCY COMMISSION**

15% on time; no cash discount. Bills payable 10th of month following service.

**GENERAL**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.

**TIME RATES**

Rates effective May 2, 1957.  
Rates received May 6, 1957.  
(7:00 a.m. to 10:00 p.m. Monday through Sunday)

	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time.....	\$1.20	15.60	11.70	7.00	5.60
26 times.....	26.55	13.25	9.95	6.30	5.05
52 times.....	23.40	11.70	8.80	5.95	4.75
104 times.....	21.85	10.90	8.45	5.60	4.50
156 times.....	20.80	10.40	7.80	5.15	4.15
260 times.....	20.30	10.15	7.50	4.55	3.65

(\*) 30 seconds or station break.

**SATURATION PACKAGE PLAN**

(1-minute or less, run-of-schedule)  
Per week:  
10 spots, each..... 5.00 40 spots, each..... 4.25  
20 spots, each..... 4.75 50 spots, each..... 4.00  
30 spots, each..... 4.50

**COMBINATION RATES**

See Mutual Broadcasting System, Don Lee Broadcasting System and A-Buy in California Group.

**SPECIAL FEATURES**

News Service—UPI.  
Political—regular rates apply; payable in advance.

**CLOSING TIME**

24 hours before broadcast.

**K R N O**

(Established 1947)



Western Empire Broadcasters, Incorporated, 990 Colton Ave., San Bernardino, Calif. Turner 8-0771. Phone 8-0771.

**PERSONNEL**

President—Norman H. Rogers.  
Secretary-Treasurer—G. W. Brock.  
Commercial Manager—John Staples.  
Program Director—Charles G. Palmer.

**REPRESENTATIVES**

The Bolling Company, Inc.

**FACILITIES**

250 w.; 1240 kc. Non-Directional.  
Operating schedule: 6:00 a.m. to midnight PST.  
Transmitter: San Bernardino, Calif.

**AGENCY COMMISSION**

15% on time; no cash discount. Payable 10th of month following service.

**GENERAL** ASCAP, BMI and SESAC licenses.

Current advertisers will be given 6 months' protection against rate increase from the effective date of the increase.

**TIME RATES**

Rates effective October 1, 1957.  
Rates received September 18, 1957.  
(6:00 a.m. to midnight)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	40.00	28.00	20.00	10.00
13 times.....	39.50	27.00	19.00	9.80
26 times.....	39.00	26.50	18.50	9.40
52 times.....	38.50	26.00	18.00	9.00
104 times.....	38.00	25.50	17.50	8.80
156 times.....	37.50	25.25	17.00	8.60
208 times.....	37.00	25.00	16.50	8.40
260 times.....	36.50	24.50	16.00	8.20

**ANNOUNCEMENTS**

One minute or less:

1 time.....	8.00	104 times.....	6.80
26 times.....	7.60	156 times.....	6.40
52 times.....	7.20	260 times.....	5.60

**Weekly Announcement Rates**

One minute:	Each	Per week
6 spots.....	5.75	34.50
12 spots.....	5.25	63.00
18 spots.....	5.00	90.00
24 spots.....	4.75	114.00
30 spots.....	4.50	135.00
36 spots.....	4.25	153.00

10 seconds or less—50% of listed rates.

**SPECIAL FEATURES**

News Service—AP and local. Complete weather facilities. 2 way radio equipped mobile units.  
"Mr. San Bernardino Radio News" with Charles Palmer—5-minute news segments. Availabilities on request.  
Political—regular rates and policies; cash in advance.

**Participating Programs**

"Cy Smith Bumper-to-Bumper Club"—6:00 a.m. to 9:00 a.m.  
"KRNO Calling"—9:00 a.m. to noon.  
"Marion McCook Moody Show"—9:45 a.m. daily. Women's program. Regular rates plus 2.00 talent per announcement.  
"Polka Willie"—11:00 a.m. to 1:00 p.m. Saturday.  
"Open House"—1:00 p.m. to 4:00 p.m.  
"Music to Go Bye Bye, By"—5:00 p.m. to 6:00 p.m.  
Foreign Language  
"El Sol Alegre" with Danny Landeros—4:00 p.m. to 5:00 p.m. daily. Spanish. Refer to open rates only.

**CLOSING TIME**

Announcements, talks and transcription programs close 24 hours in advance. Talent programs close 48 hours

**SAN DIEGO AREA**

(12 AM; 3 FM)

San Diego County—Map Location G-11  
See SRDS consumer market map and data at beginning of the State.

**K C B Q**

SAN DIEGO

(Established 1946)

**A Bartell Family Radio Station**



KCBQ, Inc., 7th and Ash, San Diego, Calif. Belmont 2-7161.

**PERSONNEL**

Managing Director—Lee B. Bartell.

**REPRESENTATIVES**

Adam Young, Inc.

**MAILING INSTRUCTIONS**

Send communications to P. O. Box 1629, San Diego.

**FACILITIES**

5,000 w. days; 1,000 w. night; 1170 kc.  
Directional—night only. Clear channel.  
Operating schedule: 24 hours daily. PST—DST observed.  
Transmitter: 62nd St. & El Cajon Blvd., San Diego.

**AGENCY COMMISSION**

15% on gross billings less applicable discounts; no cash discount. Bills payable when rendered.

**GENERAL**

ASCAP, BMI and SESAC licenses.  
In event of a rate increase, advertisers on the air at the time of the increase will be given 6 months rate protection from the effective date of the increase.  
Non-saturation plan announcements may be counted towards the number of announcements necessary to qualify for saturation plan rates but will be charged regular rates, if they are part of a saturation plan.

**TIME RATES**

Rates effective February 1, 1958.  
Rates received January 31, 1958.

**WEEKLY SATURATION ANNOUNCEMENT PLANS**

Plan I

Maximum of 1/3 of Saturation Plan spots guaranteed in Class "AA" time when available. All other announcements are scheduled in Class "A" time. Saturation Plan advertisers desiring more than the allowable 1/3 of their announcements in Class "AA" time, may increase the number of Saturation Plan announcements in Traffic Time by paying regular rates for those announcements in excess of the allowable 1/3.

(This listing continued on next page)

For busy media buyers:

**MORE INFORMATION  
IN LESS TIME**

In 40 years of publishing a basic service for the people who exercise advertising's media-buying function, SRDS has learned a lot about the information that media buyers want and need. And one of their needs is Service-Ads.

The agency media director, space buyer, account man and advertising manager all want to know what they're buying. It's impossible to keep all the information they need in their media files and they can't afford to waste time or make errors. When they're looking for information, they want it *fast!* Therefore they need complete-information ads.

SRDS publications are current and timely. The Service-Ads are not "puffs"; they are as concise and to the point as you would have them. They are up-to-date qualitative data about media to aid you in your comparisons and selections.

Service-Ads and the regular listings offer a "double exposure." The regular listings give the quantitative data while the Service-Ads give the needed information relative to editorial policy, current market trends, circulation and distribution, and other qualitative data which may not be in the regular listings. Service-Ads work with the regular listings—they give you the information you need, when you need it.

GXF-123

# CALIFORNIA

## San Diego Area—K C B Q—Continued

	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
1-minute, per week:					
36 times.....	432.00	421.20	410.40	399.60	388.80
24 times.....	312.00	304.80	296.40	289.20	280.80
18 times.....	252.00	245.70	239.40	233.10	226.80
12 times.....	180.00	175.80	171.00	166.80	162.00
20- or 30-seconds:					
36 times.....	324.00	316.80	307.80	300.60	291.60
24 times.....	234.00	228.00	222.00	216.00	211.20
18 times.....	189.00	184.50	180.00	174.60	170.10
12 times.....	135.00	131.40	128.40	124.80	121.80
10-seconds:					
72 times.....	432.00	421.20	410.40	399.60	388.80
48 times.....	312.00	304.80	296.40	289.20	280.80
36 times.....	252.00	245.70	239.40	233.10	226.80
24 times.....	180.00	175.80	171.00	166.80	162.80

### Plan II

1/2 of such announcements to be scheduled in Class "A" time and 1/2 in Class "B" time.

	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
1-minute, per week:					
36 times.....	387.00	378.00	367.20	358.20	349.20
24 times.....	264.00	258.00	250.80	244.80	237.60
18 times.....	202.50	197.10	192.60	187.20	182.70
12 times.....	138.00	134.40	131.40	127.80	124.20
20- or 30-seconds:					
36 times.....	289.80	282.60	275.40	268.20	261.00
24 times.....	198.00	193.20	188.40	183.60	178.80
18 times.....	152.10	148.50	144.90	140.40	136.80
12 times.....	103.80	101.40	98.40	96.00	93.60
10-seconds:					
72 times.....	387.00	378.00	367.20	358.20	349.20
48 times.....	264.00	258.00	250.80	244.80	237.60
36 times.....	202.50	197.10	192.60	187.20	182.70
24 times.....	138.00	134.40	131.40	127.80	124.20

Saturation plan announcements may not be combined with other announcements to earn additional frequency discounts.

### ANNOUNCEMENTS

#### CLASS "AA"

	1 min.	20-30 min.	10 sec.
(6:30 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m.)			
1 time.....	23.00	17.25	12.00
26 times.....	22.50	16.90	11.50
52 times.....	22.00	16.50	11.25
104 times.....	21.50	16.15	11.00
156 times.....	21.00	15.75	10.85
260 times.....	20.50	15.40	10.75
312 times.....	20.00	15.00	10.50
500 times.....	19.00	14.25	10.25
750 times.....	18.00	13.50	10.00
1,000 times.....	17.00	12.75	9.50

#### CLASS "A"

	1 min.	20-30 min.	10 sec.
(9:00 a.m. to 4:00 p.m. and 6:00 a.m. to 6:30 a.m.)			
1 time.....	18.00	13.50	9.50
26 times.....	17.50	13.15	9.00
52 times.....	17.00	12.75	8.75
104 times.....	16.50	12.40	8.50
156 times.....	16.00	12.00	8.35
260 times.....	15.50	11.65	8.25
312 times.....	15.00	11.25	8.00
500 times.....	14.00	10.50	7.75
750 times.....	13.00	9.75	7.50
1,000 times.....	12.00	9.00	7.00

#### CLASS "B"

	1 min.	20-30 min.	10 sec.
(5:30 a.m. to 6:00 a.m. and 7:00 p.m. to 1:30 a.m.)			
1 time.....	11.50	8.65	6.25
26 times.....	11.25	8.45	5.75
52 times.....	11.00	8.25	5.65
104 times.....	10.75	8.05	5.50
156 times.....	10.50	7.90	5.45
260 times.....	10.25	7.70	5.40
312 times.....	10.00	7.50	5.25
500 times.....	9.50	7.15	5.15
750 times.....	9.00	6.75	5.00
1,000 times.....	8.50	6.40	4.75

#### CLASS "C"

(All other times)

	1 min.	20-30 min.	10 sec.
1 time.....	9.00	6.75	5.00
26 times.....	8.75	6.65	4.50
52 times.....	8.50	6.40	4.40
104 times.....	8.25	6.20	4.25
156 times.....	8.00	6.00	4.20
260 times.....	7.75	5.80	4.15
312 times.....	7.50	5.65	4.00
500 times.....	7.00	5.25	3.90
750 times.....	6.50	4.90	3.75
1,000 times.....	6.00	4.50	3.50

### PROGRAMS

	Class "AA"	Class "A"	Class "B"	Class "C"
5 minutes:				
1 time.....	34.50	27.00	17.25	13.50
26 times.....	33.75	26.25	16.90	13.15
52 times.....	33.00	25.50	16.50	12.75
104 times.....	32.25	24.75	16.15	12.40
156 times.....	31.50	24.00	15.75	12.00
260 times.....	30.75	23.25	15.40	11.65
312 times.....	30.00	22.50	15.00	11.25
500 times.....	28.50	21.00	14.25	10.50
750 times.....	27.00	19.50	13.50	9.75
1,000 times.....	25.50	18.00	12.75	9.00

Fully commissionable added charge of 3.00 per program is applicable if program is a newscast.

### SPECIAL FEATURES

News Service—UPI, radio and newspaper wires, local news facilities including Teletape and remote truck. Bartell Washington News Bureau nationwide news service daily to stations of Bartell Group. Political—time sold on basis of conformity with station policies, the FCC, and rules and regulations of Federal and State governments.

### Participating Programs

Monday through Saturday:  
 "Harry Martin"—6:00 a.m. to 9:00 a.m. and noon to 2:00 p.m.  
 "Don Howard"—9:00 a.m. to noon and 4:00 p.m. to 6:00 p.m.  
 "Ralph James"—2:00 p.m. to 4:00 p.m. and 6:00 p.m. to 8:00 p.m.

"Jerry Walker"—8:00 p.m. to midnight.  
 Tuesday through Sunday:  
 "Jack Vincent"—Midnight to 6:00 a.m.  
 Sunday:  
 "Don Howard"—8:00 a.m. to noon.  
 "Harry Martin"—Noon to 2:00 p.m.  
 "Hit Paraders Review"—4:00 p.m. to 8:00 p.m.  
 "Ralph James"—2:00 p.m. to 4:00 p.m. and 8:00 p.m. to midnight.  
 News—5 minutes every half hour; general advertising rates for 5 minutes apply.  
 "1170 Sports Flashes"—on the half hour—12:30 p.m. through 11:30 p.m. Earned frequency for 1 minute plus 1.00 per Sports Desk wire service fee.

### CLOSING TIME

1 week before broadcast. No changes within 2 days before broadcast.

**KDEO**  
**EL CAJON**

(Established 1955)

**ABC Radio Network**



(This is a duplicate of the listing appearing under El Cajon, California.)  
 Dandy Broadcasting Corp., Town & Country Hotel,  
 500 W. Camino del Rio, San Diego 10, Calif.  
 Cypress 8-8371. TWX SD 6326.

### PERSONNEL

President—Robert E. Sharon.  
 Station Manager—Leonard W. Lundmark.  
 Managing Director—Sam Babcock.

### REPRESENTATIVES

The Bolling Company, Inc.

### FACILITIES

1,000 w., 910 kc. Directional.  
 Operating schedule: unlimited, PST.  
 Transmitter: El Cajon, Calif.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills due and payable 10th of month following service.

### GENERAL

Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Accepts AAAA copyrighted contract.  
 Programs and announcements are not combinable to earn discounts.

No mail order advertising accepted.  
 Rates to which advertisers are entitled is determined by total number of broadcasts used within 1 year from date of initial broadcast.

**KDEO**  
**in SAN**  
**DIEGO**

Another "DANDY" radio station  
 owned and operated by  
**DANDY BROADCASTING CORP.**  
 . . . owners and operators of

**WPEO**

. . . FIRST  
 in PEORIA, ILL.

**KQEO**

. . . FIRST  
 in ALBUQUERQUE, N. M.

To sell San Diego at  
 lowest possible cost,  
 write, wire or call

**KDEO**  
 A DANDY RADIO STATION . . .

1000 watts . . . 910 kc  
 SAN DIEGO, CALIFORNIA  
 National Reprs., The Bolling Co.

### TIME RATES

Rates effective November 1, 1958. (Card No. 1.)  
 Rates received November 5, 1958.  
 Rev. (Pkg. Rates) rec'd December 3, 1958.

#### CLASS "A"

(6:00 a.m. to 9:00 a.m. and 3:30 p.m. to 6:30 p.m. Monday through Saturday; sign-on to noon Sunday)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	75.00	45.00	30.00	15.00
26 times.....	70.00	42.00	29.00	14.00
52 times.....	65.00	40.00	28.00	13.00
156 times.....	60.00	38.00	22.00	11.00
260 times.....	55.00	33.00	22.00	11.00
312 times.....	50.00	30.00	20.00	10.00
500 times.....	45.00	27.00	18.00	9.00

#### CLASS "B"

(9:00 a.m. to 3:30 p.m. and 6:30 p.m. to midnight Monday through Saturday; noon to midnight Sunday)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	55.00	35.00	25.00	13.00
26 times.....	53.00	33.00	24.00	12.00
52 times.....	50.00	32.00	22.00	11.00
156 times.....	45.00	30.00	20.00	10.00
260 times.....	40.00	28.00	18.00	9.00
312 times.....	35.00	26.00	16.00	8.00
500 times.....	30.00	22.00	14.00	7.00

### ANNOUNCEMENTS

	-1-minute- (*)	-1-minute- (†)	-30-seconds- (*)	-30-seconds- (†)
1 time.....	9.00	8.00	7.00	6.00
50 times.....	7.50	7.00	6.00	5.00
150 times.....	6.50	6.00	5.50	4.50
250 times.....	5.50	5.00	4.50	4.00
500 times.....	5.00	4.50	4.00	3.75
1,000 times.....	4.50	4.00	3.75	3.25

(\* Fixed positions.  
 (†) Run-of-schedule.

### The Big Ten Plan

10-seconds:				
1 time.....	4.50	250 times.....	3.00	
50 times.....	4.00	500 times.....	2.50	
150 times.....	3.50	1000 times.....	2.00	

Addition of:

### SPECIAL PACKAGES

(Run-of-schedule—6:00 a.m. to 7:00 p.m.)  
 1-minute:  
 12 announcements.. 78.00 24 announcements.. 132.00  
 18 announcements.. 108.00 30 announcements.. 150.00

### SPECIAL FEATURES

News Service—AP. All News scheduled at 25 minutes past the hour, every hour.

### NEWS POSITIONS

1 minute:  
 150 times..... 9.00 500 times..... 7.00  
 250 times..... 8.00 1000 times..... 6.00  
 Religious—Class "A" rates apply. Frequency as earned. Programmed Sunday before noon only, and 1:30 p.m. to 3:30 p.m. Monday through Saturday. Programmed Sunday before noon only.  
 Political—regular rates apply. Cash in advance.

### Participating Programs

"The Morning Mayor Show"—6:00 a.m. to 8:30 a.m. Monday through Saturday.  
 "Len East Show"—8:30 a.m. to 11:30 a.m. and 1:30 p.m. to 3:30 p.m. Monday through Saturday.  
 "Noon Whistle"—11:30 a.m. to 1:30 p.m. Monday through Saturday.  
 "The Big Parade"—3:30 p.m. to 5:00 p.m. Monday through Sunday.  
 "The Rolling Home Show"—5:00 p.m. to 7:30 p.m. Monday through Friday.  
 "John Edington Show"—7:30 p.m. to 10:30 p.m. Monday through Friday.  
 "The Music Man"—10:00 p.m. to midnight. Monday through Friday.

### CLOSING TIME

24 hours before broadcast time. (D)

**K D W D**

—FM—

**LA JOLLA**

(Established 1958)

Los Tres Diablos, 6363 La Jolla Blvd., La Jolla, Calif. Glencourt 4-0761.

### PERSONNEL

General Manager—Bill Browning.

### FACILITIES

ERP 4,000 w.; 98.1 mc.  
 Antenna ht.—1,104 ft. above average terrain.  
 Operating schedule: 7:00 a.m. to midnight.  
 Transmitter: Mt. Soledad, La Jolla, Calif.

### AGENCY COMMISSION

15% on time only; no cash discount.

### GENERAL

ASCAP, BMI and SESAC licenses.  
 Alcoholic beverage advertising, beer, wine on approval of copy content.  
 Spot announcements and programing may not be combined to earn discounts. If an advertiser cancels a non-firm contract prior to its expiration date, he must promptly repay to station the difference between the charges so billed and the net rate earned.

### TIME RATES



**KFMB**  
SAN DIEGO

(Established 1941)

**CBS Radio Network**



Marietta Broadcasting, Inc., 1405 Fifth Ave., San Diego 1, Calif. Be 2-2114, TWX SD 6276.

**PERSONNEL**

President—Jack D. Wrather, Jr.  
Vice Pres. & Gen. Mgr.—George Whitney.  
Station Manager—Jack Keiner.  
Sales Manager—Don Evers.  
Promotion Director—Dan Bellus.

**REPRESENTATIVES**

Edward Petry & Co., Inc.

**FACILITIES**

5,000 w.; 540 kc. Directional—night only.  
Operating schedule: 5:40 a.m. to midnight. PST—DST observed.  
Transmitter: 1 mi. N.E. of Grantville, San Diego.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills payable 10th of month following service unless otherwise specified in contract.

**GENERAL**

Accepts AAAA copyrighted contract.  
ASCAP, BMI, SESAC licenses.  
Rates include music copyright fees.  
Contracts must be completed within 12 consecutive months to earn net rates quoted, with or without interruption. When lower rates are earned the reduction is retroactive and paid as earned. Short rate is billed retroactive when contracted-for rate is not earned. Announcements and programs cannot be combined to earn larger discounts on programs, but number of programs used are credited toward larger discounts on announcements.  
Time or rates not guaranteed when starting date is delayed more than 30 days from signing of contract.

**TIME RATES**

Rates effective January 1, 1956. (Card No. 11.)  
Card received January 12, 1955.

**CLASS "X"**

(7:00 a.m. to 9:00 a.m.; 4:00 p.m. to 6:30 p.m.)  
1 hour..... 145.00 10 minutes..... 43.00  
1/2 hour..... 87.50 5 minutes..... 36.00  
1/4 hour..... 57.50

**CLASS "B"**

(6:00 a.m. to 7:00 a.m.; 9:00 a.m. to 4:00 p.m.; 6:30 p.m. to 10:30 p.m.)  
1 hour..... 115.00 10 minutes..... 38.00  
1/2 hour..... 69.00 5 minutes..... 29.00  
1/4 hour..... 46.00

**CLASS "C"**

(All Other Times)

1 hour..... 70.00 10 minutes..... 23.50  
1/2 hour..... 42.00 5 minutes..... 17.50  
1/4 hour..... 28.00

**DISCOUNTS**

Weekly Discounts

Gross time rates are subject to following discounts:  
45.00 or less..... None 180.00 to 225.00..... 15%  
45.00 to 90.00..... 2-1/2% 225.00 to 270.00..... 20%  
90.00 to 135.00..... 5% 270.00 or more..... 25%  
135.00 to 180.00..... 10%

Additional discounts: An additional 5% on time is allowed for 26 consecutive weeks, plus an additional 5% upon completion of 52 weeks consecutive broadcasting—total 10%.

Above discounts apply only to 5-minute or longer programs.

**ANNOUNCEMENTS**

**CLASS "X"**

(7:00 a.m. to 9:00 a.m.; 4:00 p.m. to 6:30 p.m.)  
1 13 26 52 104 156 260  
1 minute.. 23.50 23.00 21.75 20.50 19.50 18.25 17.00  
20 seconds.. 20.50 20.00 19.00 18.00 17.00 16.00 15.00  
7-second time signal..... 10.75 10.50 10.00 9.50 9.00 8.25 7.75

**CLASS "B"**

(6:00 a.m. to 7:00 a.m.; 9:00 a.m. to 4:00 p.m.; 6:30 p.m. to 10:30 p.m.)  
1 minute.. 18.50 18.00 17.50 16.50 15.50 15.00 14.00  
20 seconds.. 16.00 15.50 15.00 14.00 13.50 13.00 12.00  
7-second time signal..... 8.50 8.25 7.75 7.25 7.00 6.75 6.25

**CLASS "C"**

(All Other Times)

1 minute.. 11.00 10.75 10.50 10.00 9.50 9.00 8.50  
20 seconds.. 9.50 9.25 9.00 8.50 8.00 7.50 7.00  
7-second time signal..... 5.00 4.90 4.75 4.50 4.25 4.00 3.75

Run-of-schedule spot and time signal packages quoted on request if time available. Continuing discount units apply.

**WEEKLY ANNOUNCEMENT PACKAGES**

Time Signal Packages

20% of the spots may be placed in Class "X", if available.

Package	Per week			
	1 wk.	4 wks.	8 wks.	13 wks.
Package "A": 35 spots weekly..	160.00	152.00	144.00	136.00
Package "B": 24 spots weekly..	137.50	130.50	124.00	117.00
Package "C": 12 spots weekly..	87.50	83.00	79.00	74.00

Minute and/or Break Packages  
The following can be minutes, chainbreaks or a combination of both. Advertisers may request time periods and designate number of spots to be used on given days; however, actual selection of days and of spots at station option.

20% of the spots may be placed in Class "X", if available.

Package	Per week			
	1 wk.	4 wks.	8 wks.	13 wks.
Package "A": 25 spots weekly..	250.00	237.50	225.00	212.50
Package "B": 15 spots weekly..	180.00	171.00	162.00	153.00
Package "C": 10 spots weekly..	140.00	133.00	126.00	119.00
Package "D": 5 spots weekly..	70.00	76.00	72.00	68.00

**COMBINATION RATES**

See CBS Radio Network (Pacific Group)

**SPECIAL FEATURES**

News Service—AP. Rates on request.  
News in units of 5, 10, 15 minutes as time is available or at regular scheduled times. Regular rates plus 25% news service fee. Service charges commissionable.  
Library Service—Sesac, Capitol.

**Participating Programs**

"The Woman's World" with Molly Morse—12:10 p.m. to 12:30 p.m. Monday through Friday. Women's participating program. 125 word participations, flat 18.50. Accumulative announcements can be combined, but Molly Morse participations earn no frequencies in themselves. Only live copy accepted.

**CLOSING TIME**

1 week in advance.

**KFSD**

SAN DIEGO

(Established 1926)

**Basic NBC Affiliate**



KFSD, Inc., P. O. Box 628, Hwy. 94 at 47th St., San Diego 12, Calif. Congress 2-2421.

**PERSONNEL**

General Manager—William E. Goetze.  
Director of Sales—Ray Baker.  
Program Director—Lee Ellis.

**REPRESENTATIVES**

The Katz Agency, Inc.

**FACILITIES**

5,000 w.; 600 kc. Directional—Same pattern all hours.  
Operating schedule: 18 hours daily. PST—DST observed.  
AM Transmitter: San Diego, Calif.

**AGENCY COMMISSION**

15% on time; no cash discount. Commissions on talent and special production when specified in contract. Bills payable when rendered.

**GENERAL**

Accepts AAAA copyrighted contract.  
Discounts are applicable only as earned.  
Rates include music copyright fees.  
Announcements and programs may not be combined to earn lower rate.

Contracts not accepted for more than 1 year. Rates based on the number of broadcasts within a contract year. Contracts are subject to cancellation by a 28 day advance notice in writing for programs; 14 days for announcements. Cancelled contracts are subject to short rates.

Rates quoted will be guaranteed for 26 weeks beyond effective date of any further increase.

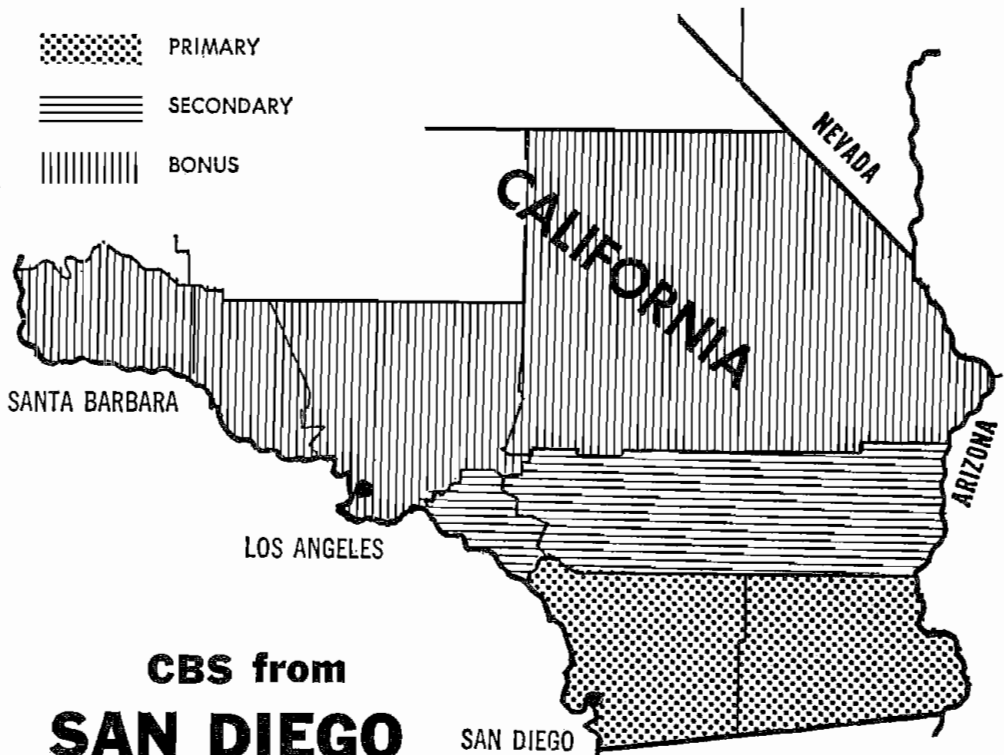
Announcements at breaks adjacent to higher time classifications are charged at rates of higher classification. Rates for periods longer than 1 hour are in exact proportion to the corresponding 1 hour rate.

(This listing continued on next page)

**KFMB RADIO**

**IS REGIONAL RADIO**

- PRIMARY
- SECONDARY
- BONUS



**CBS from SAN DIEGO**

**KFMB RADIO**

**5000 WATTS ON 540**

REPRESENTED BY **Edward Petry & Co., Inc.**

# CALIFORNIA

## San Diego Area—K F S D—Continued

TIME RATES  
Rates effective January 1, 1957. (Card No. 21.)  
Card received December 5, 1956.

CLASS "A"						
(6:30 a.m. to 10:00 p.m. daily)						
	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	10 sec.
1 time..	50.00	33.00	26.00	20.00	15.00	12.00
13 times	47.50	31.50	24.50	19.00	15.00	12.00
26 times	45.00	30.00	23.00	18.00	14.25	11.50
52 times	42.50	28.50	21.50	17.00	13.50	11.00
104 times	40.00	27.00	20.00	16.00	12.75	10.50
156 times	38.50	25.50	18.50	15.00	12.00	10.00
260 times	36.00	24.00	17.00	14.00	11.25	9.50
312 times					10.50	9.00
520 times					9.25	8.50
1,040 times					8.50	8.00

CLASS "B"  
(10:00 p.m. to 6:30 a.m. daily)  
60% of Class "A" rates.

ANNOUNCEMENT PACKAGES CLASS "A"			
(6:30 a.m. to 9:00 a.m. and 3:30 p.m. to 6:30 p.m.)			
Per week:	1-3 wks.	4-7 wks.	8-12 wks.
6-9 ann.	10.50	10.00	9.50
10-19 ann.	9.75	9.25	8.75
20-29 ann.	9.00	8.50	8.00
30 or more ann.	8.25	7.75	7.25

CLASS "B"			
(9:00 a.m. to 3:30 p.m. and 6:30 p.m. to 10:00 p.m.)			
Per week:	1 mo.	3 mos.	1 yr.
6-9 ann.	8.25	7.75	7.25
10-19 ann.	7.50	7.00	6.50
20-29 ann.	6.75	6.25	5.75
30 or more ann.	6.25	5.75	5.25

(\*) 13 or more weeks.  
10-second announcements: 60% of above rates; minimum 10 per week.

CLASS "C"  
(All Other Times)  
60% of Class "B" rates.  
20-second announcements—85% of 1-minute rate.  
Package announcements may not be counted for frequency discounts on non-package announcements. But non-package announcements may be counted toward the number necessary to qualify for package rates.

MONTHLY SATURATION PACKAGE		
100 announcements, per month:	1 mo.	3 mos.
1 minute	1,800.00	1,625.00
Station breaks	1,500.00	1,350.00
10 seconds	1,000.00	900.00

1-minute, station breaks and ID's may be combined with Saturation package. 50% of Class "A" and Class "B."

COMBINATION RATES  
See NBC Radio Network.

SPECIAL FEATURES  
News Service—AP. News charge, 7.50 per 1/4 hour; 6.00 per 10 minutes; 3.50 per 5 minutes.  
Political and Talks—accepted only when subject matter is, in opinion of station management, of general public interest. Complete manuscripts must be submitted for approval 72 hours before broadcast. Political time contracted for may be reserved only by a 25% deposit, which is to apply to the last broadcast; all other charges payable 24 hours before broadcast.  
Library Service—World.

CLOSING TIME  
Programs prepared by client or agency must be submitted for station approval 72 hours in advance and not departed from without station's consent.

**K F S D-FM**  
SAN DIEGO  
(Established .....)

PERSONNEL  
FM Director—Mason Ingram.  
FACILITIES  
ERP—33,000 w., 94.1 m.c.  
Antenna ht.—425 ft. above average terrain.  
Operating schedule: 3:00 p.m. to midnight Monday through Friday; noon to midnight Saturday and Sunday.  
TIME RATES  
Rates on request. Separate programming with separate staff and studios.

**KGB**  
SAN DIEGO  
(Established 1922)

**Don Lee - - Mutual Networks**

**KGB, Inc.**, P. O. Box 2088, 4141 Pacific Ave., San Diego 12, Calif. Cypress 7-2201.

PERSONNEL  
President & Gen'l Mgr.—Marion R. Harris.  
Vice-Pres. & Sta. Mgr.—Robert S. Regan.  
Sales Manager—Herbert H. Wixson.

REPRESENTATIVES  
H-R Representatives, Inc.  
FACILITIES  
1,000 w.; 1360 kc.  
Operating schedule: 5:30 a.m. to midnight weekdays; 7:00 a.m. to midnight Sundays. PST—DST observed.  
Transmitter: 132-152 Broadway, San Diego 1.

AGENCY COMMISSION  
15% on net time; no cash discount.

GENERAL  
Contracts must be completed within 12 consecutive months to earn net rates quoted, with or without interruption.  
Rates are for time only; talent is extra.  
Rates include music copyright fees.  
Alcoholic beverage advertising: beer and wine only.

This rate schedule is prepared for the convenient reference of representatives and advertisers and is not to be considered as an offer of facilities. Rates herein are subject to change without notice.

TIME RATES  
Rates effective November 1, 1958. (Card No. 20.)  
Rates received October 2, 1958.

(7:00 a.m. to 7:00 p.m. Sunday through Saturday)		
1 hour	10 minutes	5 minutes
1 hour.....	70.00	22.40
1/2 hour.....	42.00	14.40
1/4 hour.....	28.00	

(All Other Times)		
1 hour	10 minutes	5 minutes
1 hour.....	45.00	16.80
1/2 hour.....	27.00	10.80
1/4 hour.....	18.00	

WEEKLY DISCOUNTS  
Gross time rates are for programs of 5-minutes or longer subject to the following weekly discounts.  
Less than 42.00 weekly..... None  
42.00 but less than 84.00 weekly..... 5%  
84.00 but less than 112.00 weekly..... 10%  
112.00 but less than 140.00 weekly..... 15%  
140.00 but less than 168.00 weekly..... 20%  
168.00 or more weekly..... 25%

ADDITIONAL DISCOUNTS  
After weekly discounts have been allowed, additional discounts will be applied for consecutive weekly broadcasting:  
13 weeks..... 5%  
26 weeks..... 10%  
52 weeks..... 15%

ANNOUNCEMENTS (Fixed position)			
	1 min.	20/30 sec.	10 sec.
1 time.....	10.00	7.50	5.00
25 times.....	9.50	7.12	4.75
50 times.....	9.00	6.75	4.50
100 times.....	8.50	6.37	4.25
200 times.....	8.00	6.00	4.00
300 times.....	7.50	5.62	3.75
500 times.....	7.00	4.87	3.50
1,000 times.....	6.50	4.50	3.25

(Run-of-schedule)  
80% of rates listed.

1-minute, 20-30 seconds and 10-second announcements may be combined to earn quantity rates.

WEEKLY PACKAGE ANNOUNCEMENTS					
1-minute:	1 wk.	4 wks.	13 wks.	26 wks.	52 wks.
5 times	35.00	33.50	32.00	30.50	29.00
10 times	66.00	63.00	60.00	57.00	54.00
20 times	126.00	120.00	114.00	108.00	102.00
30 times	180.00	171.00	162.00	153.00	144.00
40 times	228.00	216.00	204.00	192.00	180.00
50 times	270.00	255.00	240.00	225.00	210.00
60 times	306.00	288.00	270.00	252.00	234.00
20-30 seconds:					
5 times	28.75	27.50	26.25	25.00	23.75
10 times	55.00	52.50	50.00	47.50	45.00
20 times	105.00	100.00	95.00	90.00	85.00
30 times	150.00	142.50	135.00	127.50	120.00
40 times	190.00	180.00	170.00	160.00	150.00
50 times	225.00	212.50	200.00	187.50	175.00
60 times	255.00	240.00	225.00	210.00	195.00

10-seconds:	1 wk.	4 wks.	13 wks.	26 wks.	52 wks.
5 times	17.50	16.75	16.00	15.25	14.50
10 times	33.00	31.50	30.00	28.50	27.00
20 times	63.00	60.00	57.00	54.00	51.00
30 times	90.00	85.50	81.00	76.50	72.00
40 times	114.00	108.00	102.00	96.00	90.00
50 times	135.00	127.50	120.00	112.50	105.00
60 times	153.00	144.00	135.00	126.00	117.00

1-minute, 20-30 second and 10-second announcements may be combined to earn respective quantity rates on the weekly packages.  
"Mity Mite"—All available time signals in any 1 day, 60.00.

COMBINATION RATES  
See Mutual Broadcasting System and Don Lee Broadcasting System (Southern California Group).

SPECIAL FEATURES  
Political—regular rates and policies apply; cash in advance.  
Participating Programs  
"KGB Pulsebeat News"—6:45 a.m. to 7:00 a.m.; 7:30 a.m. to 8:00 a.m.; 8:30 a.m. to 9:00 a.m.; 12:15 p.m. to 12:30 p.m.; 3:30 p.m. to 4:00 p.m.; 4:30 p.m. to 5:30 p.m. and 11:00 p.m. to midnight. Monday through Friday. Regular rates apply.  
"KGB Pulsebeat Music of Modern Adults"—10:30 a.m. to noon with Blaine Worrell 12:30 p.m. to 3:00 p.m. with Dick Haase. Monday through Friday. Regular rates apply.  
"KGB's Margie"—9:35 a.m. to 10:00 a.m. Monday through Friday. Music, guests, interviews, and information. Regular rates apply. KGB "Pulsebeat" Merchandising-Promotion Available. Full details on request.

**KITT**

— FM —

**SAN DIEGO**

(Established 1954)



Music Unlimited, U. S. Grant Hotel, San Diego 1, Calif. Belmont 3-6475.

PERSONNEL  
Managing Dir., Radio—Fred Rabell.  
Managing Dir., Multiplexing—Dorothy Rabell.

FACILITIES  
ERP 56,000 w.; 105.3 mc.  
Operating schedule: 6:00 a.m. to midnight, DST.  
Antenna ht. 320 ft. above average terrain.  
Transmitter: Atop Bank of America Bldg., San Diego, Calif.

AGENCY COMMISSION  
15% on time only; no cash discount. Bills payable 10th of month following service.

GENERAL  
ASCAP and BMI licenses.  
Alcoholic beverage advertising: beer and wine only.  
Rates include music copyright fees.  
Station accepts transcribed announcements.

TIME RATES						
Rates effective						
Rates received April 30, 1958.						
	1 hr.	1/2 hr.	1/4 hr.	1 min.	20	10
1 time....	40.00	24.00	16.00	5.00	3.00	2.00
13 times..	38.00	22.80	15.20	4.75	2.85	1.90
26 times..	36.00	21.60	14.40	4.50	2.70	1.80
52 times..	34.00	20.40	13.60	4.25	2.55	1.70
104 times..	32.00	19.20	12.80	4.00	2.40	1.60
156 times..	30.00	18.00	12.00	3.75	2.25	1.50
208 times..	28.00	16.80	11.20	3.50	2.10	1.40
260 times..	26.00	15.60	10.40	3.25	1.95	1.30
312 times..	24.00	14.40	9.60	3.00	1.80	1.20
520 times..	22.00	13.20	8.80	2.75	1.65	1.10
780 times..	20.00	12.00	8.00	2.50	1.50	1.00
1040 times..	18.00	10.80	7.20	2.25	1.35	.90
1560 times..	16.00	9.60	6.40	2.00	1.20	.80
2080 times..	14.00	8.40	5.60	1.75	1.05	.70

WEEKLY PACKAGE RATES (Run-of-station)			
	1 min.	20 sec.	10 sec.
5 times.....	20.00	12.00	9.00
10 times.....	37.50	22.50	15.00
20 times.....	70.00	40.00	28.00
30 times.....	97.50	52.50	39.00
40 times.....	120.00	60.00	48.00

**KSDO**  
SAN DIEGO  
(Established 1947)



San Diego Broadcasting Co., 1029 2nd St., San Diego, Calif. Belmont 2-2041.

PERSONNEL  
Exec. Vice-President—Wilson Edwards.

REPRESENTATIVES  
McGavren-Quinn Co.

FACILITIES  
5,000 w. days, 1,000 w. nights; 1130 kc. Directional.  
Operating Schedule: 24 hours daily. PST—DST observed.  
Transmitter: San Diego, Calif.

AGENCY COMMISSION  
15% on net time; no cash discount. Bills payable on 10th of month following service.

GENERAL  
Contracts must be completed within 12 months to earn discounts. Additional discounts are retroactive when earned. Short rate is billed when contracted rate is not earned.  
Advertisers on the air August 1, 1958, protected on card number 14 for 6 months from August 1, 1958.  
Time reservations not accepted more than 30 days in advance.  
Rates are for time, music rights and announcer.  
(This listing continued on next page)

In Billion-Dollar San Diego,  
the  
**GOOD MUSIC**  
is on  
**KSDO...**

Adult San Diego has re-discovered radio, turning more and more to KSDO for the good music that puts **entertainment** back in radio listening.

Surround your spots with **good** music on

**K-San Diego**

San Diego's original  
**Merchandising Station**  
Represented by McGavren-Quinn Co.

**San Diego Area—KSDO—Continued**

Contracts are not accepted for more than 1 year. Alcoholic beverage advertising: beer and wine only. Rates include music copyright fees. BMI, ASCAP and SESAC licenses.

Rates for periods longer than 1 hour are in exact proportion to the corresponding 1-hour rate. Length of commercial copy:

5 minutes.....	*1:30 minutes
10 minutes.....	*2:00 minutes
15 minutes.....	3:00 minutes
30 minutes.....	5:00 minutes
60 minutes.....	8:00 minutes

(\* No middle commercial may be used on 5-minute news or sportscasts. Opening commercial on 5- and 10-minute newscast is limited to 50 words.

**TIME RATES**

Rates effective August 1, 1958. (Card No. 15.) Card received August 8, 1958.

**ANNOUNCEMENTS CLASS "AA"**

(6:00 a.m. to 9:00 a.m. and 3:30 p.m. to 7:00 p.m. Monday through Saturday)

1 time.....	1 min. (*)	10.00	7.50
26 times.....		9.50	7.12
52 times.....		9.00	6.75
104 times.....		8.50	6.37
260 times.....		8.00	6.00
312 times.....		7.50	5.62
520 times.....		7.00	5.25
1,000 times.....		6.50	4.87

**CLASS "A"**

(9:00 a.m. to 3:30 p.m. and 7:00 p.m. to 10:30 p.m. Monday through Saturday; 7:00 a.m. to 10:30 p.m. Sunday)

1 time.....	8.00	6.00
26 times.....	7.60	5.70
52 times.....	7.20	5.40
104 times.....	6.80	5.10
260 times.....	6.40	4.80
312 times.....	6.00	4.50
520 times.....	5.60	4.20
1,000 times.....	5.20	3.90

**CLASS "B"**

(All other times)

1 time.....	5.00	4.00
26 times.....	4.75	3.80
52 times.....	4.50	3.60
104 times.....	4.25	3.40
260 times.....	4.00	3.20
312 times.....	3.75	3.00
520 times.....	3.50	2.80
1,000 times.....	3.25	2.60

(\* Less than 1-minute announcements.

**PACKAGE RATES**

**Weekly Package**

(6:00 a.m. to 7:30 p.m. Run-of-Schedule; maximum of 30% in Class "AA" time)

30 per week.....	175.00	110.00	60.00
20 per week.....	120.00	80.00	45.00
10 per week.....	65.00	45.00	25.00

**Monthly Package**

(6:00 a.m. to 7:30 p.m. Run-of-schedule; maximum of 30% in Class "AA" time)

250 per month.....	1,000.00	750.00	450.00
150 per month.....	750.00	500.00	300.00
100 per month.....	525.00	350.00	225.00
50 per month.....	280.00	180.00	125.00

**Weekly 18 Hour Package**

(6:00 a.m. to noon, noon to 6:00 p.m., 6:00 p.m. to midnight; scheduled equally)

30 per week.....	120.00	90.00	48.00
20 per week.....	90.00	70.00	36.00
10 per week.....	50.00	40.00	20.00

(\* Time signals.

**5-minute Newscasts**

1 time.....	16.00	104 times.....	12.80
13 times.....	15.20	260 times.....	12.00
26 times.....	14.40	312 times.....	11.20
52 times.....	13.60	520 times.....	10.40

**Gold Star Merchandising Package**

1-minute:	4 wks.	8 wks.	12 wks.
30 per week.....	270.00	255.00	240.00
20 per week.....	200.00	190.00	180.00
10 per week.....	110.00	105.00	100.00
30 seconds:			
45 per week.....	270.00	255.00	240.00
30 per week.....	200.00	190.00	180.00
15 per week.....	110.00	105.00	100.00

**PROGRAMS**

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	75.00	40.00	25.00	15.00	12.00
13 times.....	71.25	38.00	23.75	14.25	11.40
26 times.....	67.50	36.00	22.50	13.50	10.80
52 times.....	63.75	34.00	21.25	12.75	10.20
104 times.....	60.00	32.00	20.00	12.00	9.60
260 times.....	56.25	30.00	18.75	11.25	9.00
312 times.....	52.50	28.00	17.50	10.50	8.40

**SPECIAL FEATURES**

News Service—UPI. Regular rates apply. Local News—rates on request. Time Signals and Weather Reports—rates and details on request. Political—regular rates apply; cash in advance.

**Participating Programs**

Rates and details on request.

**CLOSING TIME**

48 hours before broadcast.

**KSON**

**SAN DIEGO**

(Established 1946)



Broadmoor Broadcasting Corporation, U. S. Grant Hotel Mezzanine, San Diego 12, Calif. Belmont 3-3131.

**PERSONNEL**

President—Jack O. Gross. General Manager—Laurence Gross.

**REPRESENTATIVES**

Headley Reed Company.

**FACILITIES**

250 w.; 1240 kc. Operating schedule: 18 hours daily. PST—DST observed. Transmitter: San Diego, Calif.

**AGENCY COMMISSION**

15%; no cash discount. Bills due and payable 15th of month following service.

**GENERAL**

Rates include music copyright fees. BMI, ASCAP, and SESAC licenses. Contracts must be completed within 12 consecutive months to earn net rates quoted. Contracts are not accepted for more than 1 year. When lower rates are earned, the reduction shall be retroactive and paid as earned adjusting agency commission. Short rate is billed retroactive when contracted for rate is not earned. Programs and announcements cannot be combined to earn frequency discounts and package announcement plans cannot be combined with fixed times to earn discount. Combinations of minutes and 20-30 seconds on fixed times can be combined for discounts. 10-seconds do not combine for discounts. Rates are guaranteed for 6 months beyond effective date of any increase.

**TIME RATES**

Rates effective April 1, 1958. (Card No. 15.) Card received March 31, 1958.

Rev. (Rec'd) November 28, 1958.

**ANNOUNCEMENTS CLASS "AA"**

(7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m. Monday through Friday, fixed times)

1 time....	14.00	11.50	260 times	10.70	8.80
26 times..	13.30	10.90	312 times	10.15	8.30
52 times..	12.60	10.30	520 times	9.65	7.90
104 times..	11.90	9.80	1040 times	9.15	7.50
156 times..	11.30	9.30			

**CLASS "A"**

(9:00 a.m. to 4:00 p.m. and 6:00 p.m. to midnight Monday through Friday; all day Saturday and Sunday, fixed times)

1 time....	11.50	9.00	260 times	8.80	6.75
26 times..	10.90	8.55	312 times	8.30	6.30
52 times..	10.30	8.10	520 times	7.90	5.95
104 times..	9.80	7.60	1040 times	7.50	5.65
156 times..	9.30	7.10			

10 seconds—50% of 1-minute rates.

**WEEKLY TRAFFIC PACKAGE CLASS "AA"**

(7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m. Monday through Friday, run-of-schedule)

Per week:	Each	Total	Each	Total
5 times.....	10.50	52.50	9.00	45.00
10 times.....	9.00	90.00	8.00	80.00
15 times.....	8.50	127.50	7.00	105.00
20 times.....	8.00	160.00	6.50	130.00
30 times.....	7.50	225.00	5.50	165.00

**WEEKLY MIDDAY PACKAGE CLASS "A"**

(9:00 a.m. to 4:00 p.m. and 6:00 p.m. to midnight Monday through Friday; all day Saturday and Sunday, run-of-schedule)

	—1 minute—	—30 seconds—		
5 times.....	8.00	40.00	6.50	32.50
10 times.....	7.00	70.00	5.25	52.50
15 times.....	6.50	97.50	4.90	73.50
20 times.....	6.00	120.00	4.50	90.00
30 times.....	5.50	165.00	4.15	124.50

10-seconds—50% of 1-minute rate. Time affidavits will not be issued to indicate exact times run, but within periods indicated. Weekly Traffic Packages can be combined with Weekly Midday Packages to earn weekly rate.

**SPECIAL FEATURES**

Newsline, San Diego—5-minute newscasts to the hour from 6:00 a.m. to 6:00 p.m. direct from mobile newsliner. Fixed times:

1 time.....	20.00	260 times.....	14.00
26 times.....	18.00	312 times.....	13.00
52 times.....	17.00	520 times.....	12.00
104 times.....	16.00	1040 times.....	10.80
156 times.....	15.00		

Political—regular rates apply; payable in advance.

**Participating Programs**

"After Dark Show"—9:00 p.m. to midnight. Regular Class "A" and Midday Package rates apply.

(Call letters not received) (C.P.—FM—98.1 mc.; 3,850 w.) Los Tres Diablos Broadcasters Citizens Bank Bldg. 16 M. Marengo Ave. Pasadena, Calif.

(San Diego Area continued on next page)

**CALIFORNIA**



**Are you an SRDS SNATCHER?**

If you need Standard Rate that much . . . you should have your own subscription

When you have to snatch a copy of SRDS you take what you can get . . . maybe an old copy with obsolete information that can waste your time; even cause embarrassment! Your own subscription costs very little.

**Keep up to date . . . with Standard Rate**

Subscription Department Standard Rate & Data Service 1740 Ridge Avenue, Evanston, Illinois

# CALIFORNIA

## San Diego Area—Continued

### X E A K TIJUANA

(Established 1934)

California Broadcasters, Inc., Mission Valley Inn,  
San Diego, Calif. Cypress 8-0528.  
Los Angeles Office—Hollywood Knickerbocker Hotel,  
Hollywood, Calif. Hollywood 2-6623.

#### PERSONNEL

Station Manager—James M. Harmon.  
Commercial Manager—Robert J. Harman.  
V.-P. of Sales (Los Angeles)—Charles E. Morin.

#### REPRESENTATIVES

George P. Hollingbery Co.

#### FACILITIES

50,000 w.; 690 kc.  
Operating schedule: 24 hours daily. PST—DST ob-  
served.

Transmitter: Tijuana, Mexico.

#### AGENCY COMMISSION

15% on time; no cash discount.

#### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
Contracts must be completed within 12 consecutive  
months, with or without interruption, to earn net  
rates.  
Advertisers are protected 26 weeks on all program  
and announcement time.  
No speech or talk to exceed 5 minutes except after  
8:00 p.m.

#### TIME RATES

Rates effective March 1, 1958. (Card No. R-1.)  
Card received April 1, 1958.

#### CLASS "AA"

(6:00 a.m. to 9:00 a.m. and 3:00 p.m. to  
7:00 p.m.)

	1 min.	30 sec.	10 sec.
1 time.....	27.00	22.00	13.50
26 times.....	26.00	21.00	13.00
52 times.....	25.00	20.00	12.50
156 times.....	24.00	19.00	12.00
260 times.....	23.00	18.00	11.50
312 times.....	22.00	17.00	11.00
520 times.....	21.00	16.00	10.50
1000 times.....	20.00	15.00	10.00

#### CLASS "A"

(9:00 a.m. to 3:00 p.m.)

	1 min.	30 sec.	10 sec.
1 time.....	22.00	18.00	11.00
26 times.....	21.00	17.00	10.50
52 times.....	20.00	16.00	10.00
156 times.....	19.00	15.00	9.50
260 times.....	18.00	14.00	9.00
312 times.....	17.00	13.00	8.50
520 times.....	16.00	12.00	8.00
1,000 times.....	15.00	11.00	7.50

#### CLASS "B"

(7:00 p.m. to midnight)

	1 min.	30 sec.	10 sec.
1 time.....	16.00	13.00	8.00
26 times.....	15.00	12.00	7.50
52 times.....	14.00	11.00	7.00
156 times.....	13.00	10.00	6.50
260 times.....	12.00	9.00	6.00
312 times.....	11.00	8.00	5.50
520 times.....	10.00	7.00	5.00
1,000 times.....	9.00	6.00	4.50

#### 5-MINUTE NEWSCASTS

"AA" "A" "AA" "A"

	1 min.	30 sec.	10 sec.
1 time.....	40.00	35.00	26.00
26 times.....	38.00	33.00	25.00
52 times.....	36.00	31.00	24.00
156 times.....	34.00	29.00	23.00

Uninterrupted 52-week schedule, 10% discount.

Block Time—8:00 p.m. to 6:00 a.m., rates on request.

#### WEEKLY 690 POWER PACKAGE PLAN

(Best Times Available)

Per week:	1 min.	30 sec.	10 sec.
10 times.....	120.00	100.00	60.00
20 times.....	220.00	180.00	110.00
30 times.....	300.00	240.00	150.00
40 times.....	360.00	280.00	180.00

#### Package Discounts

13 weeks..... 3% 52 weeks..... 10%  
26 weeks..... 5%

Package Plans will be placed 30% in Class "AA";  
35% in Class "A" and 35% in Class "B" when  
available. Spots not assured more than 1 exposure  
per hour. Discounts apply to uninterrupted schedule  
with 26 weeks protection, package spots and anchored  
traffic time may not be combined to earn frequency  
discounts. ID's may not be combined with other  
announcements for frequency discounts.

#### COMBINATION RATES

See A-Buy in California Group.

#### SPECIAL FEATURES

News Service—UPI. Regular rates apply; hourly on  
:55.

Time Signal—rates on request.

#### CLOSING TIME

48 hours before broadcast.

### X E G M

#### TIJUANA

(Established 1941)

#### A Tele-Broadcasters Station

Tele-Broadcasters International, 758 E. Colorado, Pas-  
adena, Calif. Ryan 1-7148, Sycamore 6-1666.

#### PERSONNEL

President—H. Scott Killgore.  
General Manager—Gustavo Faist Moran.  
Sales Manager—Jim Coyle.

#### REPRESENTATIVES

New York—Richard O'Connell, Inc.  
San Francisco—Frank T. Crennan & Associates, 2449  
Larkin St., San Francisco, Calif.

#### FACILITIES

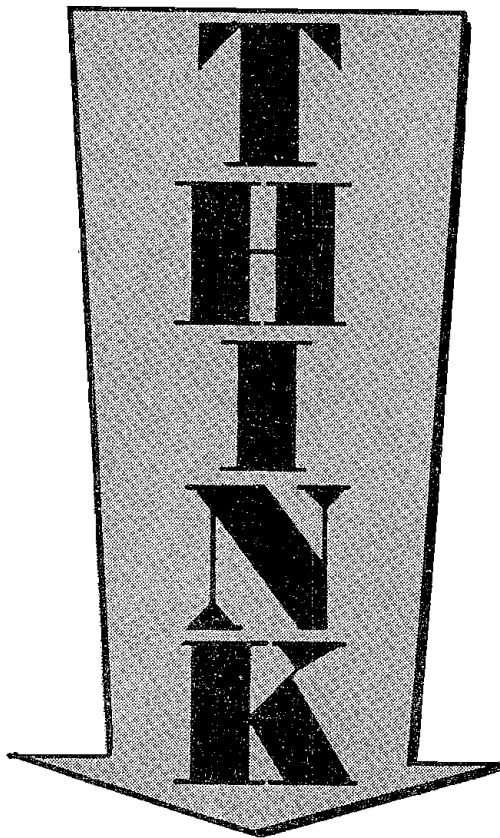
2,500 w.; 950 kc.  
Operating schedule: 6:00 a.m. to 10:30 p.m. week-  
days; 8:00 a.m. to 10:00 p.m. Sunday. PST—DST  
observed.

Transmitter: Tijuana, Lower California, Mexico.

#### AGENCY COMMISSION

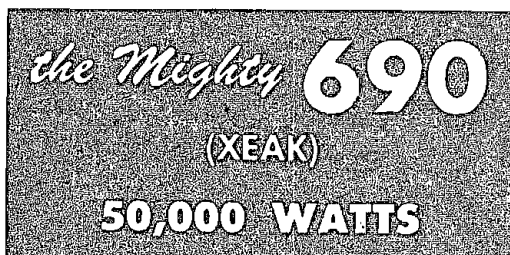
15% on time only; no cash discount. Bills rendered  
1st of month and payable within 10 days.

# RESULTS



*Mighty*  
**690**

Southern California's  
**REGIONAL STATION**



#### OFFICES AND FACILITIES

#### LOS ANGELES

HOLLYWOOD KNICKERBOCKER HOTEL

C. E. MORIN, V. P. Sales

#### SAN DIEGO

MISSION VALLEY INN

JAMES HARMON

Station Manager

Represented by George P. Hollingbery Co.

#### GENERAL

All programs broadcast in Spanish.  
Affiliated with Sombbrero Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.

#### TIME RATES

Rates effective August 1, 1956. (Card No. 7.)  
Card received August 20, 1956.

#### CLASS "A"

	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time.....	27.00	18.00	12.00	6.00
13 times.....	25.65	17.10	11.40	5.70
26 times.....	24.30	16.20	10.80	5.40

Sunday—1-time rate applies.

#### SPOT PACKAGES

(1-minute spots; 4 week minimum)

Minimum 3 spots per day, flat.....	5.00
Combination with KALI, flat.....	3.00

Add 1.00 for fixed position.

#### Frequency Discounts

(Program time only)

Under 13 weeks.....	Net 39 to 51 weeks....	10%
13 to 26 weeks.....	5% 52 weeks or more	15%
26 to 38 weeks.....	7-1/2%	

#### SPECIAL FEATURES

News Service—AP, UPI. Newscast talent charge; 15-  
min., 3.50; 5-min., 1.50; commissionable.  
Political and Religious—not accepted.

#### CLOSING TIME

72 hours before broadcast.

### X E M O

#### TIJUANA

(Established 1932)

Radio 860 Broadcasting Co., Lafayette Hotel, El  
Cajon & Mississippi, San Diego 4, Calif.

#### PERSONNEL

General Manager—Robert Bartell.  
Sales Manager—Pat Walden.  
Program Director—Bob Moore.

#### REPRESENTATIVES

Broadcast Times Sales.

#### FACILITIES

5,000 w.; 860 kc. Non-directional.  
Operating schedule: 24 hours daily. PST-DST  
observed.

Transmitter: Tijuana, Mexico.

#### AGENCY COMMISSION

15% to recognized agencies on time only; no cash  
discount.

#### GENERAL

Accepts copyrighted AAAA contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Does not accept mail order, per inquiry, religious,  
patent medicines or medical advertising. No talks  
accepted.

This rate card is published for informative purposes  
only and does not constitute an offer on the part of  
the station. Rates are subject to change without  
notice, except that advertisers are entitled to 26  
consecutive weeks protection on rates earned.

#### TIME RATES

Rates effective July 1, 1958. (Card No. 3.)  
Card received June 30, 1958.

#### CLASS "AA"

(6:00 a.m. to 9:00 a.m. and 3:00 p.m. to  
6:00 p.m.)

	1 min.	30 sec.	10 sec.
1 time.....	15.00	12.00	6.00
13 times.....	14.00	11.00	5.50
26 times.....	13.00	10.00	5.00
52 times.....	12.00	9.00	4.50
156 times.....	11.00	8.00	4.00
260 times.....	10.00	7.00	3.50
312 times.....	9.00	6.00	3.00
520 times.....	8.00	5.00	2.50
1,000 times.....	7.00	4.00	2.00

#### CLASS "A"

(9:00 a.m. to 3:00 p.m. and 6:00 p.m. to  
midnight)

	1 min.	30 sec.	10 sec.
1 time.....	12.00	10.00	5.00
13 times.....	11.00	9.00	4.50
26 times.....	10.00	8.00	4.00
52 times.....	9.00	7.00	3.50
156 times.....	8.00	6.00	3.00
260 times.....	7.00	5.00	2.50
312 times.....	6.00	4.00	2.00
520 times.....	5.00	3.00	1.50
1,000 times.....	4.00	2.00	1.00

#### PACKAGES

Per week:	120.00	96.00	60.00
12 times.....	120.00	126.00	81.00
18 times.....	162.00	144.00	96.00
24 times.....	192.00	180.00	126.00
36 times.....	252.00	180.00	126.00

#### Package Discounts

13 weeks..... 10% 52 weeks..... 20%  
26 weeks..... 15%

#### CLOSING TIME

48 hours in advance of broadcast.

### X E R B

#### TIJUANA

(Established 1937)

Interamericana de Radio, S.A., P.O. Box 1190, San  
Diego 12, Calif. Belmont 4-6111.

#### PERSONNEL

Manager—R. S. Dougharty.

#### REPRESENTATIVES

Los Angeles—Gates Enterprises, Jim Gates, 2430  
Chariton Street. HO 2-4253, Olympia 7-1014.  
Chicago 27—Harold S. Schwartz, 1227 Loyola Ave.,  
Rogers Park 4-1502.  
San Diego—440 Bank of America Bldg., Belmont  
4-6111

#### FACILITIES

50,000 w.; 1090 kc. Directional.  
Operating schedule: 24 hours daily. PST—DST  
observed.

Transmitter: Rosarito Beach, Mexico.

#### AGENCY COMMISSION

15% on time; no cash discount. Bills payable when  
rendered.

(This listing continued on next page)



**San Diego Area—X E R B—Continued**

**GENERAL**  
 Affiliated with Keystone Network.  
 Accepts AAAA copyrighted contract.  
 No periods are sold in bulk for resale.  
 Commercial content of any program exceeding 15% of broadcast time is charged 20% additional. Program must conclude 60 seconds before end of period contracted to allow for switching, announcements, and identification.  
 Program material must be arranged 1 week before broadcast date.

**TIME RATES**  
 Card received January 11, 1955.

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

1 hr.	150.00	142.50	135.00	127.50	120.00	112.50	105.00
1/2 hr.	90.00	85.50	81.00	76.50	72.00	67.50	63.00
1/4 hr.	60.00	57.00	54.00	51.00	48.00	45.00	42.00
10 minutes	50.00	47.50	45.00	42.50	40.00	37.50	35.00
5 minutes	30.00	28.50	27.00	25.50	24.00	22.50	21.00
1 minute	15.00	14.25	13.50	12.75	12.00	11.25	10.50

30-sec. and time signal..... 10.00 9.50 9.00 8.50 7.50 7.00

**CLASS "B"**  
 (8:00 a.m. to 6:00 p.m. and 10:00 p.m. to midnight)

1 hr.	75.00	70.75	67.50	63.00	60.00	57.50	55.00
1/2 hr.	45.00	42.75	40.50	37.80	36.00	34.50	33.00
1/4 hr.	30.00	28.50	27.00	25.20	24.00	23.00	22.00
10 minutes	22.50	21.30	20.50	18.90	18.00	17.50	17.00
5 minutes	13.00	12.00	11.50	11.00	10.50	10.00	9.50
1 minute	6.00	5.00	4.75	4.50	4.25	4.00	3.75

30-sec. and time signal..... 4.00 3.80 3.60 3.40 3.00 2.80

**CLASS "C"**  
 (Spanish Program)  
 (5:00 a.m. to 8:00 a.m.)

1 hr.	60.00	57.00	54.00	51.00	48.00	45.00	42.00
1/2 hr.	36.00	34.20	32.40	30.60	27.00	25.20	23.40
1/4 hr.	24.00	22.80	21.60	20.40	18.00	16.80	15.60
10 minutes	20.00	19.00	18.00	17.00	15.00	14.00	13.00
5 minutes	12.00	11.40	10.80	10.20	9.00	8.40	7.80
1 minute	6.00	5.70	5.40	5.10	4.50	4.20	3.90

30-sec. and time signal..... 4.00 3.80 3.60 3.40 3.00 2.80

**SPECIAL FEATURES**  
 Race results (English)—every 30 minutes all day from 10:30 a.m. to 6:00 p.m. Spot adjacencies available.  
 "Music 'Til Dawn Show"—10:30 p.m. to 6:00 a.m. Participation spots at regular rates.  
 "Smoky Rogers Show"—10:30 a.m. to 2:00 p.m. Pop Music. 1-minute participation or 1/4-hour at regular rates.  
 "The Buck Wayne Show"—2:00 p.m. to 7:00 p.m. Pop Music. 1-minute participation at card rates.

**CLOSING TIME**  
 All commercial programs or announcements due 48 hours before broadcast.

**X E X X**  
**TIJUANA**  
 (Established —)

F. J. Rodriguez, P. O. Box 648, San Ysidro, Calif.

**PERSONNEL**  
 President—F. J. Rodriguez.  
 General Manager—J. De La Torre.  
 Commercial Manager—Victor Lamadrid.

**REPRESENTATIVES**  
 National Time Sales.  
 Southwest—Harlan G. Oakes & Associates.

**FACILITIES**  
 2,000 w.; 1420 kc.  
 Operating Schedule: 6:00 a.m. to midnight.  
 Transmitter: —

**AGENCY COMMISSION**  
 15% to recognized agencies; no cash discount.

**GENERAL**  
 Rates include music copyright fees.  
 No charge for translation from English to Spanish.

**TIME RATES**  
 Rates effective July 1, 1957. (Card No. 1.)  
 Rates received July 1, 1957.

1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	18.00	12.00	6.00
26 times.....	16.50	11.00	5.40
52 times.....	15.00	10.00	4.80
104 times.....	13.50	9.00	4.20
260 times.....	12.00	8.00	3.60

Run-of-schedule announcements (1 minute or less)—100 monthly minimum each, flat..... 2.00  
 Political and religious—not accepted.

**COMBINATION RATES**  
 See National Spanish Language Network.

**CLOSING TIME**  
 48 hours before broadcast.

**SAN FERNANDO (1 AM; 1 FM)**

Los Angeles County—Map Location E-10  
 See SRDS consumer market map and data at beginning of the State.

**KGIL**  
 (Established 1947)

**PERSONNEL**  
 Pierce Brooks Broadcasting Co., 13325 Van Nuys Blvd., Pacoima, Calif. State 5-8631, Stanley 7-3467.

**PERSONNEL**  
 President—Pierce P. Brooks.  
 Vice-Pres.—Lester F. Hall.  
 Secy. & Treas.—M. E. Gregory.  
 Gen. Mgr., Ass't Sec. & Treas.—Howard P. Gray.  
 Sales Manager—Harold B. Arkoff.

**REPRESENTATIVES**  
 The Branham Company.

**FACILITIES**  
 1,000 w.; 1260 kc. Directional.  
 Operating schedule: 5:30 a.m. to 12:30 a.m. PST—DST observed.  
 Transmitter: 14808 Lassen St., San Fernando.

**AGENCY COMMISSION**  
 15% on time; no cash discount. Bills payable when rendered. No commission paid on program charges unless otherwise agreed before starting date of program.

**GENERAL**  
 Accepts AAAA copyrighted contract.  
 Discounts on gross rates for number of periods under contract not to exceed 1 year's duration. Programs and announcements may be combined to earn discount. Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Alcoholic beverage advertising: not accepted.  
 Frequency discounts earned with 12-month period.

**TIME RATES**  
 Rates effective February 1, 1958. (Card No. 7.)  
 Card received January 2, 1958.

(5:30 a.m. to 6:45 a.m.; 9:00 a.m. to 4:00 p.m. and 7:00 p.m. to 10:00 p.m. Monday through Friday; 7:00 p.m. to 10:00 p.m. Saturday and Sunday)

1 hr.	1/2 hr.	1/4 hr. (*)	(†)	(‡)
1 time.....	98.00	62.00	40.00	11.25
26 times.....	93.00	58.00	37.00	10.75
52 times.....	88.00	54.00	34.00	10.25
104 times.....	83.00	50.00	31.00	9.75
312 times.....	79.00	46.00	28.00	9.25
451 times.....	.....	.....	.....	8.75
625 times.....	.....	.....	.....	8.25
900 times.....	.....	.....	.....	7.75
1,500 times.....	.....	.....	.....	7.25

(Sign-on to 7:00 p.m. Saturday and Sunday)

1 time.....	108.00	67.00	44.00	12.00	11.00	10.00
26 times.....	102.00	63.00	41.00	11.50	10.50	9.50
52 times.....	96.00	59.00	38.00	11.00	10.00	9.00
104 times.....	90.00	55.00	35.00	10.50	9.50	8.50
312 times.....	.....	.....	.....	10.00	9.00	8.00

(\*) 1-minute transcribed or 125 words live.  
 (†) 30-seconds transcribed or 65 words live.  
 (‡) 20-seconds or less.

**SPECIAL FEATURES**  
 News Service—UPI and local.  
 Political—regular rates apply; cash in advance.  
 Participating Programs  
 "Musical Klock Klub"—6:45 a.m. to 9:00 a.m. Monday through Friday.  
 "Musical Matinee"—4:00 p.m. to 7:00 p.m. Monday through Friday.  
 Rates for "Musical Klock Klub" and "Musical Matinee":  
 (6:45 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Friday)

1 time.....	12.00	11.00	10.00
26 times.....	11.50	10.50	9.50
52 times.....	11.00	10.00	9.00
104 times.....	10.50	9.50	8.50
312 times.....	10.00	9.00	8.00
900 or more times.....	9.25	8.25	7.25

(After 10:00 p.m. Monday through Sunday)

1 hr.	1/2 hr.	1/4 hr. (*)	(†)	(‡)
1 time.....	49.00	28.00	17.00	4.50

Flat rate not subject to further discounts. Purchases in this period may be combined to earn additional frequency discounts in other time brackets.  
 (\*) 1-minute transcribed or 125 words live.  
 (†) 30-seconds transcribed or 65 words live.  
 (‡) 20-seconds or less.

**CLOSING TIME**  
 All copy due 48 hours before broadcast time.

**KVFM**  
 — FM —  
 (Established 1958)

San Fernando Valley Broadcasting Co., Inc., 5818 Van Nuys Blvd., Van Nuys, Calif. State 2-3320.

**PERSONNEL**  
 Pres. & Gen'l Mgr.—Walter Gelb.  
 Station Manager—Allan McKee.  
 Commercial Manager—Jack Rockwell.

**FACILITIES**  
 ERP 860 w.; 94.3 mc.  
 Antenna height—175 ft. above average terrain.  
 Operating schedule: 8:00 a.m. to midnight daily.  
 PST-DST observed.  
 Transmitter—Porter Hotel, San Fernando, Calif.

**AGENCY COMMISSION**  
 15% on time only; no cash discount. Bills payable 10th of each month.

**TIME RATES**  
 Rates effective October 1, 1958. (Card No. 1.)  
 Card received November 3, 1958.

55 min.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	60.00	35.00	20.00	17.50
13 times.....	55.00	33.00	19.00	16.50
26 times.....	50.00	31.00	18.00	15.50
52 times.....	45.00	28.50	16.50	14.50
104 times.....	37.50	25.00	15.00	13.00
156 times.....	32.50	22.50	13.00	11.00
312 times.....	25.00	19.00	11.00	9.00

**ANNOUNCEMENTS**

1 min.	30 sec.	20 sec.
1 time.....	6.75	5.00
13 times.....	6.50	4.75
26 times.....	6.25	4.50
52 times.....	6.00	4.25
104 times.....	5.75	4.00
156 times.....	5.25	3.50
312 times.....	4.75	3.00
624 times.....	4.25	2.50
936 times.....	3.75	2.00

**5-MINUTE NEWS PACKAGE**  
 (Monday through Saturday)

Per wk.	Per wk.
1 newscast daily.....	60.00
2 newscasts daily.....	102.00

**TIME SIGNAL/WEATHER REPORT PACKAGES**  
 (Monday through Saturday)

10 seconds:	Per wk.	Per wk.
5 times daily.....	60.00	90.00

Net rates are based on total number of programs and announcements used by 1 advertiser within 1 year. Programs and announcements cannot be combined to figure frequency discount.

**SPECIAL FEATURES**  
 News Service—AP.

**CLOSING TIME**  
 48 hours before broadcast.

**CALIFORNIA**

(Call letters not received)  
 (C.P. 11,500 w.; 103.7 mc. FM)  
 Broadmoor Broadcasting Corp.  
 U. S. Grant Hotel  
 326 Broadway  
 San Diego, Calif.

**SAN FRANCISCO-OAKLAND**

(including Berkeley, San Mateo)  
 (16 AM; 7 FM)

San Francisco County—Map Location B-6  
 See SRDS consumer market map and data at beginning of the State.

Area stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**K A F E**  
 — FM —  
**OAKLAND**  
 (Established 1958)

Owned and operated by Dan Solo, Hotel Leamington, 19th & Franklin Sts., Oakland 12, Calif. Hlgate 4-2323.

**PERSONNEL**  
 Owner—Dan Solo.  
 Manager—Miss Dale Orinda.

**FACILITIES**  
 ERP 1,710 w., 98.1 mc.  
 Antenna ht.—1082 ft. above average terrain.  
 Operating schedule: 7:00 a.m. to 11:00 p.m. daily.  
 PST-DST observed.  
 Transmitter—Grizzly Peak Blvd.

**AGENCY COMMISSION**  
 15% on time only; no cash discount. Bills payable when rendered.

**GENERAL**  
 Accepts AAAA copyrighted contracts.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.

**TIME RATES**  
 Rates effective  
 Rates received October 31, 1958.

1 hr.	1/2 hr.	1/4 hr.	1 min.	30 sec.
1 time.....	42.00	25.20	15.10	5.25
26 times.....	37.80	22.70	13.60	4.75
52 times.....	33.60	20.15	12.10	4.25
104 times.....	29.40	17.65	10.60	3.75

**ANNOUNCEMENT PACKAGES**  
 (To be used within 1 month)

Per day: 1 min.	30 sec.	1 min.	30 sec.	
1 time.....	90.00	60.00	4 times.....	270.00
2 times.....	150.00	100.00	5 times.....	330.00
3 times.....	210.00	140.00		220.00

Each additional announcement..... 1 min. 30 sec. 60.00 40.00

**SATURATION ANNOUNCEMENTS**  
 (To be used within 1 day)

1 min.	30 sec.	1 min.	30 sec.	
5 spots.....	20.00	14.00	15 spots.....	45.00
10 spots.....	35.00	24.00		30.00

**SPECIAL FEATURES**  
 News Service—AP and local.  
 Time Signals, Weather, and Service Announcements available.

**Participating Programs**  
 Monday through Sunday:  
 "Music in the Morning"—7:00 a.m. to 9:00 a.m.  
 "Candlelight Cafe"—6:00 p.m. to 7:00 p.m.  
 "Solo in Hi Fi"—9:00 p.m. to 10:00 p.m.  
 "Sidewalk Cafe"—midnight to 1:00 a.m.  
 Multiplex stereophonic programs.

**CLOSING TIME**  
 24 hours before broadcast.

**K C B S**  
**SAN FRANCISCO**  
 (Established 1921)  
**CBS Owned**

**PERSONNEL**  
 General Manager—Maurie Webster.  
 Sales Manager—Seymour Whitelaw.  
 Director of Sales Promotion—Evelyn Clark.

**REPRESENTATIVES**  
 CBS Radio Spot Sales.

**FACILITIES**  
 50,000 w.; 740 kc. Directional—separate patterns day and night.  
 Operating schedule: 24 hours except midnight Sunday to 5:30 a.m. Monday. PST—DST observed  
 Transmitter: Novato, Calif.

**AGENCY COMMISSION**  
 15% on net charges for time, announcements and participations. Bills rendered monthly and payments due on or before the 15th day after the end of the month in which the charges were incurred. Payments not made within that time may have the net amount due (before deduction of agency commission, if any) increased 2%.

(This listing continued on next page)

# CALIFORNIA

## San Francisco-Oakland—KCBS—Continued

### GENERAL

Rates include music copyright fees, ASCAP, BMI and SESAC licenses. Facilities will be furnished only for programs, products, services and continuities acceptable to the station.

All program content and advertising copy are subject to station approval. No commercially sponsored programs in foreign languages will be broadcast. Complete program production services are available including production, talent, music library and script writing.

Charges under each contract will be billed at the net unit rates applicable to broadcasts for the entire period covered by such contract. If an advertiser cancels a non-firm contract prior to its expiration date, he must promptly repay to the station the difference between the charges so billed and the net rate actually earned.

The contract year extends from the date of the first broadcast under a given contract forward for 52 weeks. Advertisers having earned the 52 Consecutive Weeks rates may continue beyond 52 weeks at these rates provided their broadcasting schedules continue on a consecutive weeks basis.

Advertisers earning Days Per Week and Consecutive Weeks rates will be charged for facilities used during the last contract week, if it is 6 days in length or less, at the rate earned during the full week immediately preceding.

This rate card is published for the convenient reference of advertisers and agencies and is not to be considered as an offer of facilities. All data herein are subject to change without notice.

Length of commercial copy—NAB Standards.

Programs:

60 minutes..... 7 min. 10 minutes..... 2:10 min.  
30 minutes..... 4:15 min. 5 minutes..... 1:15 min.  
15 minutes..... 3 min.

Announcements:

1 minute..... 60 seconds  
Station Breaks..... 20 seconds  
ID's..... 10 seconds  
ID's..... 8 seconds or less

### TIME RATES

Rates effective August 17, 1958. (Card No. 7.)  
Rates received August 29, 1958.

### RATE CLASSIFICATIONS

Class "A"—6:00 a.m. to 7:00 p.m. Monday through Saturday; 10:00 a.m. to 7:00 p.m. Sunday.  
Class "B"—7:00 p.m. to 10:30 p.m. Sunday through Saturday.  
Class "C"—10:30 p.m. to midnight Sunday through Saturday; 6:00 a.m. to 10:00 a.m. Sunday.

### Announcements

Class "A"—5:59 a.m. to 7:00 p.m. Monday through Saturday; 9:59 a.m. to 7:00 p.m. Sunday.  
Class "B"—7:00 p.m. to 10:30 p.m. Sunday through Saturday.  
Class "C"—10:30 p.m. to midnight Sunday through Saturday; 5:59 a.m. to 9:59 a.m. Sunday.

NOTE: Station Time, Non-Package Announcements and Non-Package Participations are sold on Days-Per-Week basis. Packages of Announcements and Participations are sold on Announcements Per Week basis.

### SECTION I

(All rates quoted are net dollar cost per unit)

### STATION TIME

NOTE: Facilities in this Section may be combined with each other but not with those in Sections II or III to earn lower rates.

1	1-25 Consecutive Weeks						
	1 day	2 days	3 days	4 days	5 days	6 days	7 days
hour:	265.	254.	244.	233.	223.	212.	201.
A.....	225.	216.	207.	198.	189.	180.	171.
B.....	155.	149.	143.	136.	130.	124.	118.
C.....	160.	154.	147.	141.	134.	128.	122.
1/4 hour:	135.	130.	124.	119.	113.	108.	103.
A.....	90.	86.	83.	79.	76.	72.	68.
B.....	110.	106.	101.	97.	92.	88.	84.
10 minutes:	95.	91.	87.	84.	80.	76.	72.
A.....	65.	62.	60.	57.	55.	52.	49.
B.....	90.	86.	83.	79.	76.	72.	68.
5 minutes:	75.	72.	69.	66.	63.	60.	57.
A.....	50.	48.	46.	44.	42.	40.	38.
B.....	55.	53.	51.	48.	46.	44.	42.
26-51 Consecutive Weeks	45.	43.	41.	40.	38.	36.	34.
A.....	30.	29.	28.	26.	25.	24.	23.
B.....	244.	233.	223.	212.	201.	191.	180.
1 hour:	207.	198.	189.	180.	171.	162.	153.
A.....	143.	136.	130.	124.	118.	112.	105.
B.....	147.	141.	134.	128.	122.	115.	109.
1/2 hour:	124.	119.	113.	108.	103.	97.	92.
A.....	83.	79.	76.	72.	68.	65.	61.
B.....	101.	97.	92.	88.	84.	79.	75.
10 minutes:	87.	84.	80.	76.	72.	68.	65.
A.....	60.	57.	55.	52.	49.	47.	44.
B.....	83.	79.	76.	72.	68.	65.	61.
5 minutes:	69.	66.	63.	60.	57.	54.	51.
A.....	46.	44.	42.	40.	38.	36.	34.
B.....	51.	48.	46.	44.	42.	40.	37.
52 or more Consecutive Weeks	41.	40.	38.	36.	34.	32.	31.
A.....	28.	26.	25.	24.	23.	22.	20.
B.....	223.	212.	201.	191.	180.	170.	159.
1 hour:	189.	180.	171.	162.	153.	144.	135.
A.....	130.	124.	118.	112.	105.	99.	93.
B.....	134.	128.	122.	115.	109.	102.	96.
1/2 hour:	113.	108.	103.	97.	92.	86.	81.
A.....	76.	72.	68.	65.	61.	58.	54.

### 1 day 2 days 3 days 4 days 5 days 6 days 7 days

1/4 hour:	Days per week						
	1 day	2 days	3 days	4 days	5 days	6 days	7 days
A.....	92.	88.	84.	79.	75.	70.	66.
B.....	80.	76.	72.	68.	65.	61.	57.
C.....	55.	52.	49.	47.	44.	42.	39.
10 minutes:	76.	72.	68.	65.	61.	58.	54.
A.....	63.	60.	57.	54.	51.	48.	45.
B.....	42.	40.	38.	36.	34.	32.	30.
C.....	46.	44.	42.	40.	37.	35.	33.
5 minutes:	38.	36.	34.	32.	31.	29.	27.
A.....	25.	24.	23.	22.	20.	19.	18.

### SECTION II

ANNOUNCEMENTS AND PARTICIPATIONS  
(All announcements may combine to earn lower rates)

#### A. — ANNOUNCEMENTS

(Not in packages)

1	1-25 Consecutive Weeks						
	1 day	2 days	3 days	4 days	5 days	6 days	7 days
min:	42.	40.	38.	37.	35.	33.	32.
A.....	36.	35.	33.	32.	30.	28.	27.
B.....	31.	29.	28.	27.	26.	24.	23.
C.....	36.	35.	33.	32.	30.	29.	27.
Station breaks, 20 seconds:	31.	30.	29.	27.	26.	25.	24.
A.....	27.	26.	25.	24.	23.	22.	21.
B.....	25.	24.	23.	22.	21.	20.	19.
Identifications, 10 seconds:	21.	20.	19.	18.	17.	16.	15.
A.....	19.	18.	17.	16.	15.	14.	13.
B.....	17.	16.	15.	14.	13.	12.	11.
8 seconds:	15.	14.	13.	12.	11.	10.	9.
A.....	13.	12.	11.	10.	9.	8.	7.
B.....	13.	12.	11.	10.	9.	8.	7.
C.....	13.	12.	11.	10.	9.	8.	7.

#### 26-51 Consecutive Weeks

1 minute:	38.	37.	35.	33.	32.	30.	28.
A.....	33.	32.	30.	28.	27.	26.	24.
B.....	28.	27.	26.	24.	23.	22.	21.
C.....	33.	32.	30.	29.	27.	26.	24.
Station breaks, 20 seconds:	29.	27.	26.	25.	24.	22.	21.
A.....	25.	24.	23.	22.	21.	19.	18.
B.....	23.	22.	21.	20.	19.	18.	17.
Identifications, 10 seconds:	19.	18.	17.	16.	15.	14.	13.
A.....	17.	16.	15.	14.	13.	12.	11.
B.....	15.	14.	13.	12.	11.	10.	9.
8 seconds:	15.	14.	13.	12.	11.	10.	9.
A.....	14.	13.	12.	11.	10.	9.	8.
B.....	12.	11.	10.	9.	8.	7.	6.
C.....	12.	11.	10.	9.	8.	7.	6.

#### 52 or more Consecutive Weeks

1 minute:	35.	33.	32.	30.	28.	27.	25.
A.....	30.	28.	27.	26.	24.	23.	22.
B.....	26.	24.	23.	22.	21.	20.	18.
C.....	30.	29.	27.	26.	24.	23.	22.
Station breaks, 20 seconds:	26.	25.	24.	22.	21.	20.	19.
A.....	23.	22.	21.	19.	18.	17.	16.
B.....	21.	20.	19.	18.	17.	16.	15.
Identifications, 10 seconds:	17.	16.	15.	14.	13.	12.	11.
A.....	15.	14.	13.	12.	11.	10.	9.
B.....	13.	12.	11.	10.	9.	8.	7.
8 seconds:	13.	12.	11.	10.	9.	8.	7.
A.....	12.	11.	10.	9.	8.	7.	6.
B.....	11.	10.	9.	8.	7.	6.	5.
C.....	11.	10.	9.	8.	7.	6.	5.

#### B. — ANNOUNCEMENT PACKAGES

Fixed Position Packages

These rates do not apply to more than 25% of announcements in a package which run 7:00 a.m. to 9:00 a.m. or 4:30 p.m. to 6:30 p.m. Other announcements in these times take rates of Section A, above, but count numerically toward packages.

1	1-25			26-51			52+		
	consec. weeks	consec. weeks	consec. weeks	consec. weeks	consec. weeks	consec. weeks	consec. weeks	consec. weeks	consec. weeks
1 min.	12	21	35+	12	21	35+	12	21	35+
A.....	28.	26.	25.	25.	23.	21.	21.	19.	18.
B.....	24.	22.	21.	21.	19.	18.	18.	16.	15.
C.....	21.	20.	19.	18.	17.	16.	16.	15.	14.
Station breaks, 20 seconds:	24.	22.	21.	21.	19.	18.	18.	16.	15.
A.....	21.	19.	18.	18.	17.	16.	16.	15.	14.
B.....	18.	17.	16.	16.	15.	14.	14.	13.	12.
C.....	17.	16.	15.	14.	13.	12.	13.	12.	11.
Identification, 10 seconds:	17.	16.	15.	14.	13.	12.	13.	12.	11.
A.....	14.	13.	12.	12.	11.	10.	10.	9.	8.
B.....	13.	12.	11.	11.	10.	9.	9.	8.	7.
C.....	12.	11.	10.	10.	9.	8.	8.	7.	6.
Identification, 8 seconds:	12.	11.	10.	10.	9.	8.	8.	7.	6.
A.....	10.	9.	9.	9.	7.	7.	6.	5.	5.
B.....	10.	9.	9.	9.	7.	7.	6.	5.	5.
C.....	10.	9.	9.	9.	7.	7.	6.	5.	5.

#### C. — PARTICIPATING PROGRAMS

NOTE: All participating programs take 1-minute rates except the following:

1	1-25 Consecutive Weeks						
	1 day	2 days	3 days	4 days	5 days	6 days	7 days
1-25	24.	23.	22.	21.	20.	19.	18.
26-51	22.	21.	20.	19.	18.	17.	16.
52+	20.	19.	18.	17.	16.	15.	14.
Participations in Fixed Position Packages	12-20	21-34	35 or more	16	14	12	10
Group II:	1-25 consecutive weeks.....	16	14	12	10	9	8
26-51 consecutive weeks.....	15	13	11	10	9	8	7
52 or more consecutive weeks.....	14	12	10	9	8	7	6

### SECTION III

### SPECIAL FEATURES

A. — Housewives' Protective League-HPL  
NOTE: The HPL features listed below (Items 1 and 2) count numerically toward Minute and Break packages in Section II, but do not themselves receive any lower rates.

1. The HPL Combination—alternates daily between The Housewives' Protective League and The Starlite Salute. Sold only on schedules of:

13 cons. Less than	35.
wks. firm 13 weeks	38.
6 times per week.....	41.
3 times per week.....	45.

2. The HPL Program only, sold only on schedules of:

6 times per week.....	41.
3 times per week.....	45.

3. The Starlite Salute—see applicable 1-minute rates listed in Section II.

#### B. — WEEKEND PACKAGES

(7:00 p.m. Friday to midnight Sunday)

NOTE: These special weekend packages may not be combined with any other facilities for any purpose.

1. Minimum of 10 ann. during weekend 22. 20.  
2. Minimum of 20 ann. during weekend 20. 18.

C. — MINIMUM ANNUAL EXPENDITURE PLAN  
Announcements and station time rates listed are obtainable on firm contract basis for annual expenditure for total time and net talent of amount indicated. Consecutive weeks schedules do not have to be maintained. Not subject to any combination or numerical count toward packages.

1 min. (*)	(†) 5 min.	10 min.	1/4 hr.
20,000.00 .. 19	16	10	37
25,000.00 .. 18	15	9	36
30,000.00 .. 17	14	8	35

(\*) Station Breaks.  
(†) Identification.

#### SERVICE FACILITIES

News Service—AP, UPI. Sports and weather forecasts.

Instantaneous Reference Recordings: available at a charge of 15.00 each, net, per 15 minute unit or less, plus shipping charges.

San Francisco-Oakland—K E A R—FM—Cont'd

FACILITIES

ERP 32,000 w.; 97.3 mc.  
Antenna ht.—1,100 ft. above average terrain.  
Operating schedule: 7:00 a.m. to midnight. PST—DST observed.  
Antenna ht.—1,100 ft. above average terrain.  
Transmitter: on Mt. Beacon, near Sausalito, Marin County.

AGENCY COMMISSION

15% on time only; 2% cash discount 10 days; 5% cash discount if paid a minimum of 1 month in advance.

GENERAL

Accepts AAAA copyrighted contract.  
Spot announcements and program may not be combined to earn discounts.  
Contiguous time rates available only in units of 30 or 60 minutes, to be used in not less than 15-minute blocks within same day.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Following rates apply to both national and local advertising:

TIME RATES

Rates effective October 8, 1956. (Card No. FM-1.)  
Rates received September 12, 1956.  
Rev. (Annot. Pkgs.) rec'd September 3, 1957.

(6:00 p.m. to 11:00 p.m.)		1 hr. 1/2 hr. 1/4 hr. 5 min. 1 min. 30 sec.	
1 time.....	50.00	30.00	20.00
13 times.....	48.00	29.00	19.00
26 times.....	46.00	28.00	18.00
52 times.....	44.00	26.00	16.00
100 times.....	42.00	24.00	14.00
150 times.....	40.00	22.00	12.00
200 times.....	38.00	20.00	11.00
(7:00 a.m. to 6:00 p.m. and after 11:00 p.m.)		1 hr. 1/2 hr. 1/4 hr. 5 min. 1 min. 30 sec.	
1 time.....	30.00	18.00	12.00
13 times.....	29.00	17.00	11.00
26 times.....	28.00	16.00	10.00
52 times.....	27.00	15.00	9.50
100 times.....	26.00	14.00	9.00
150 times.....	25.00	13.00	8.50
200 times.....	24.00	12.00	8.00

Program Strip Rates

(Evening Hours)		1 hr. 1/2 hr. 1/4 hr.	
3 times per week:			
13 weeks.....	132.00	78.00	48.00
26 weeks.....	126.00	72.00	42.00
52 weeks.....	114.00	60.00	33.00
5 times per week:			
13 weeks.....	210.00	120.00	70.00
26 weeks.....	190.00	100.00	55.00
52 weeks.....	180.00	90.00	50.00
(All Other Hours)		1 hr. 1/2 hr. 1/4 hr.	
3 times per week:			
13 weeks.....	91.00	51.00	28.50
26 weeks.....	78.00	48.00	27.00
52 weeks.....	72.00	42.00	24.00
5 times per week:			
13 weeks.....	130.00	80.00	45.00
26 weeks.....	120.00	70.00	40.00
52 weeks.....	110.00	65.00	37.50

Announcement Packages (Run-of-schedule)

1-minute announcements:	Per week	Per month
3 times.....	15.00	60.00
5 times.....	25.00	100.00
10 times.....	45.00	180.00
20 times.....	90.00	360.00
30 times.....	130.00	520.00
40 times.....	165.00	660.00

SPECIAL FEATURES

Political—regular rates apply.  
Library Service—Standard.

CLOSING TIME

24 hours before broadcast.

KFRC

SAN FRANCISCO  
(Established 1924)

Don Lee - - Mutual Networks

An RKO Teleradio Pictures Owned Station



RKO Teleradio Pictures, Inc., Don Lee Division,  
415 Bush St., San Francisco 8, Calif. Yukon  
2-9200.

PERSONNEL

Vice-Pres. & Gen'l Mgr.—Wendell B. Campbell.  
Sales Manager—William E. Nichols.

REPRESENTATIVES

H-R Representatives, Inc.

FACILITIES

5,000 w.; 610 kc.  
Operating schedule: 6:00 a.m. to midnight weekdays;  
7:00 a.m. to midnight Sundays. PST-DST observed.  
Transmitter: 1000 Van Ness Ave., San Francisco.

AGENCY COMMISSION

15% on net time; no cash discount.

GENERAL

Rates are for time only; talent is extra.  
Rates include music copyright fees.  
Alcoholic beverage advertising: beer and wine only.  
This rate schedule is prepared for convenient reference of representatives and advertisers and is not to be considered as an offer of facilities. Rates herein are subject to change without notice.

TIME RATES

Rates effective February 1, 1958. (Card No. 28.)  
Card received May 9, 1958.

(6:00 a.m. to 10:30 p.m. Sunday through Saturday)		1 hour..... 200.00		10 minutes..... 64.00	
		1/2 hour..... 120.00		5 minutes..... 48.00	
		1/4 hour..... 80.00			
(All Other Times)		1 hour..... 133.00		10 minutes..... 42.40	
		1/2 hour..... 80.00		5 minutes..... 30.80	
		1/4 hour..... 53.00			

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

Less than 80.00 weekly.....	None
80.00 but less than 160.00.....	2-1/2%
160.00 but less than 240.00.....	5%
240.00 but less than 320.00.....	7-1/2%
320.00 but less than 400.00.....	10%
400.00 but less than 480.00.....	12-1/2%
480.00 or more weekly.....	15%

Additional Discounts  
An additional discount of 5% on station time is allowed for 26 consecutive week broadcasting, increased by 5% to make a total of 10% upon 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.

ANNOUNCEMENTS

CLASS "AA"  
(6:45 a.m. to 9:30 a.m. Monday through Friday)

(*) 7 sec.		(*) 7 sec.	
1 time.....	36.00	18.00	156 times.. 30.00
13 times.....	35.00	17.50	208 times.. 29.00
26 times.....	34.00	17.00	260 times.. 28.00
52 times.....	33.00	16.50	312 times.. 27.00
78 times.....	32.00	16.00	520 times.. 26.00
104 times.....	31.00	15.50	

CLASS "A"  
(6:00 a.m. to 6:45 a.m. and 9:30 a.m. to 10:30 p.m. Monday through Friday; 6:00 a.m. to 10:30 p.m. Saturday and Sunday)

1 time.....	28.00	14.00	208 times.. 24.00	12.00
52 times.....	27.00	13.50	260 times.. 23.00	11.50
104 times.....	26.00	13.00	312 times.. 22.00	11.00
156 times.....	25.00	12.50	520 times.. 21.00	10.50

CLASS "B"  
(After 10:30 p.m.)

1 time.....	18.65	9.50	208 times.. 16.00	7.80
52 times.....	18.00	9.00	260 times.. 15.35	7.40
104 times.....	17.35	8.60	312 times.. 14.65	7.00
156 times.....	16.65	8.20	520 times.. 14.00	6.60

(\*) 1-minute or 20-seconds.  
All discounts are predicated on fulfillment of contracts within a 12-month period dating from 1st broadcast.

SPECIAL FEATURES

News Service—UPI.  
Political—regular rates and policies apply; cash in advance.  
Participating Programs  
"Breakfast Gang" with Mel Venter—6:45 a.m. to 9:30 a.m. Monday through Friday; 6:45 a.m. to 7:00 a.m. and 9:00 a.m. to 9:30 a.m. Saturday.  
Class "AA" rates apply, but may not be combined with Class "A" or Class "B" rates for frequency to determine class "AA" lowest rate. Class "AA" rates earn for themselves and also will earn frequency discounts for Class "A" and Class "B" announcements.  
"Newsweek"—11:00 p.m. to midnight. Monday through Sunday. 15-minute newscast live, 11:00 p.m. to 11:15 p.m. Transcribed and replayed in its entirety each 1/4-hour till midnight.

The Key Stations of the Don Lee Network

Open up America's 6th Largest Market with KFRC Radio in San Francisco

Call your KFRC Salesman or H-R Rep for prime availabilities.

Open up America's 3rd Largest Market with KHJ Radio in Los Angeles

Call your KHJ Salesman or H-R Rep for prime availabilities.

Don Lee Is Pacific Coast Radio

4 participations per evening..... 28.00  
5 evenings per week, 20 participations..... 133.00  
7 evenings per week, 28 participations..... 180.00  
"Sidewalk Reporter"—12:15 p.m. to 12:45 p.m. Monday through Friday. Class "AA" rates apply. May combine with "Breakfast Gang" to earn lowest rates for each. "Sidewalk Reporter" rates earn for themselves and will earn frequency discounts for Class "A" and "B" announcements.  
"Tello-Test" with Mel Venter—4:30 p.m. to 4:45 p.m. Sold in 5-minute units with opening and closing billboards and 1-minute commercial. Per unit, flat, 40.00.  
"Bess Bye, Market Scout"—5 minutes, early morning, Monday through Saturday strip, sponsorship 1 or more days per week Live commercial copy only. Regular rate plus 10.00 per program; commissionable.  
"Emily Barton"—mid-morning, Monday through Friday, participating program, 1 or 2 per week, each 40.00; 3 weekly, each 37.50 or 112.50 per week; 5 weekly, each 35.00 or 175.00 per week. 5% discount for each consecutive 13-week cycle up to 20% for the year for advertisers buying 3 to 5 per week. Live commercial copy only.  
"To Market! To Market!" with KFRC—Merchandising plan, 20 spots per week (10 one-minute and 10 station breaks); 10 guaranteed product displays in 10 supermarkets each week, 445.00; less than 13 weeks, per week, 489.50.

CLOSING TIME

Talent Programs—at least 24 hours in advance, depending on amount of continuity, rehearsals, auditions, etc.

KGO

SAN FRANCISCO  
(Established 1924)

ABC Radio Network

An ABC Owned Station



American Broadcasting Network, divisions of American Broadcasting-Paramount Theatres, Inc., 277 Golden Gate Ave., San Francisco 2, Calif. Underhill 3-0077.

PERSONNEL

General Manager—John H. Mitchell.  
Exec. Mgr. & Sales Dir.—Allan W. Gilman.  
Program Director—Ed Smith.

REPRESENTATIVES

John Blair & Company.

FACILITIES

50,000 w.; 810 kc. Directional. Clear channel.  
Operating schedule: 5:30 a.m. to 1:00 a.m. PST—DST observed.  
AM Transmitter: Near Newark, Calif.  
FM FACILITIES  
ERP 3,800 w.; 103.7 mc.  
Operating schedule: 9:00 a.m. to 9:00 p.m. daily.  
Antenna ht.—1,180 ft. above average terrain.

AGENCY COMMISSION

15% on time unless otherwise noted; no cash discount. Bills payable when rendered.

GENERAL

Does not accept standard contract forms; station contract forms available.  
FM operated in conjunction with AM.  
ASCAP, BMI and SESAC licenses.  
Rates quoted are subject to change without notice. Maximum length of contract 1 year.  
Notice of cancellation on announcements: 14 days; on programs, 28 days.

TIME RATES

Rates effective May 15, 1958. (Card No. 23.)  
Card received May 20, 1958.

1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.	
1 time.....	270.00 162.00 108.00 90.00 54.00
13 times.....	256.50 153.90 102.60 85.50 51.30
26 times.....	243.00 145.80 97.20 81.00 48.60
52 times.....	229.50 137.70 91.80 76.50 45.90
104 times.....	216.00 129.60 86.40 72.00 43.20
156 times.....	202.50 121.50 81.00 67.50 40.50

ANNOUNCEMENT PACKAGES

(Sold within half-hour time segment ordered)

CLASS "AA"  
(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Friday)

1 30 20		Up to		
Per week:	min.	sec.	sec.	10 sec.
Less than 6 times	28.00	24.00	21.00	14.00
6 times.....	24.00	20.50	18.00	12.00
12 times.....	22.00	18.50	16.50	11.00
18 times.....	20.00	17.00	15.00	10.00
24 times.....	18.00	15.50	13.50	9.00
36 times.....	15.00	13.00	11.25	7.50
48 times.....	13.00	11.00	9.75	6.50

CLASS "A"  
(9:00 a.m. to 4:00 p.m. Monday through Friday; 6:00 a.m. to 7:00 p.m. Saturday)

Less than 6 times	20.00	17.00	15.00	10.00
6 times.....	16.00	13.50	12.00	8.50
12 times.....	15.00	12.75	11.25	7.50
18 times.....	14.00	12.00	10.50	7.00
24 times.....	13.00	11.00	9.75	6.50
36 times.....	11.00	9.50	8.25	5.25
48 times.....	9.00	7.75	6.75	4.50

CLASS "B"  
(7:00 p.m. to midnight Monday through Saturday; all day Sunday)

Less than 6 times	14.00	12.00	10.50	7.00
6 times.....	12.00	9.50	8.25	6.00
12 times.....	11.50	9.00	7.75	5.50
18 times.....	10.00	8.00	7.00	5.00
24 times.....	9.00	7.50	6.75	4.50
36 times.....	7.50	6.50	5.75	3.75
48 times.....	6.50	5.50	5.00	3.25

CLASS "C"  
30% of Class "A" rates. All announcements may be combined for maximum frequency.

(This listing continued on next page)



# CALIFORNIA

## San Francisco-Oakland—K G O—Continued

Consecutive Weeks	Discounts
13 weeks.....	5% 39 weeks..... 10%
26 weeks.....	8% 52 weeks..... 12%

**NEWS PACKAGE PLAN**  
5-Minute Newscasts

10-seconds open and close, 1-minute commercial in body of newscast:	Class I	Class II	Class III
5 per week.....	32.00	24.00	16.00
10 per week.....	27.00	20.00	13.50
15 per week.....	23.00	17.25	11.50
20 per week.....	21.00	15.75	10.50
25 per week.....	19.00	14.50	9.50
30 per week.....	17.00	12.95	8.50

**DISCOUNTS**  
Net frequency rates are based on total number of programs or announcements in all rate brackets used within 1 year for same advertiser. Programs and announcements may not be combined for frequency rate. Announcements may be combined with participation announcements to determine their frequency rate. However, participation announcements whose rates are not subject to further discounts or rebates may not be combined.  
If a contract is renewed for same schedule without interruption beyond a 52-week period, the same earned time rate is allowed.

### SPECIAL FEATURES

News Service—AP, PA and UPI.  
**SERVICE FACILITIES**  
Staff announcer's fees (in accordance with AFTRA regulations including Federal Social Security and State Unemployment taxes and commissionable to recognized agencies): 5 minutes 3.50, 6 to 10 minutes, 4.50, 11 to 15 minutes 8.35, 16 to 30 minutes 12.50, 31 to 60 minutes 15.40. When client selects a particular announcer higher AFTRA fees apply.

### CLOSING TIME

Program material must be submitted for approval 2 weeks before broadcast date. No changes within 2 days preceding broadcast.

## KJBS SAN FRANCISCO (Established 1925)



KJBS Broadcasters, 1470 Pine St., San Francisco 9, Calif. Ordway 3-4148.

### PERSONNEL

General Manager—E. P. Franklin.  
Commercial Manager—Stanley C. Breyer.  
Program Manager—C. F. Pendleton.

### REPRESENTATIVES

McGavren-Quinn Co.

### FACILITIES

1,000 w.; 1190 kc.  
Operating Schedule: 24 hours daily (except those hours from local sunset to 10:01 p.m. daily). PST—DST observed.  
Transmitter: San Francisco, Calif.

### AGENCY COMMISSION

15% on time; no cash discount. Bills payable when rendered.

### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
Weekday units may be grouped to determine rate earned. Announcements may be combined with program participations to determine rate earned. Programs cannot be combined with announcements and/or participating announcements to determine rate earned. 4 or more program units of 15-minutes or more broadcast on same day may be combined to earn 1-hour rate. Additional charge for sound effects and extra voices. Announcement times are subject to change to clear time for either sponsored programs, or station features.  
Contracts may be cancelled or suspended at rate earned on 14 day written notice.  
In the event of a rate increase, advertisers actually running at the time of the effective date of increase and continuing without interruption will be afforded 6 months' rate protection from the effective date of increase.

Broadcasting Periods:  
1 hour..... 59 min. 1/4 hour..... 14-1/2 min.  
1/2 hour..... 29 min. 5 minutes..... 4-1/2 min.  
Extra time needed for station breaks, etc.  
Announcements: 100 words live or 1-min. transcribed.  
Station Breaks: 30 words live or 20-sec. transcribed.

### TIME RATES

Rates effective November 1, 1956. (Card No. 25-A.)  
Rates received November 5, 1956.  
Rev. rec'd May 12, 1958.

### CLASS "B"

(5:00 a.m. to 6:30 a.m. and 8:00 a.m. to 10:00 p.m. Monday through Friday; 6:00 p.m. to 10:00 p.m. Saturday and Sunday)

	1	1/2	1/4	10	5	1	30
	hr.	hr.	hr.	min.	min.	min.	sec.
1 time.....	149.50	87.00	49.00	39.25	30.50	20.50	14.35
26 times.....	131.50	82.00	43.00	36.00	27.50	19.50	13.65
52 times.....	121.50	73.50	40.50	33.00	25.25	19.25	13.47
100 times.....	115.50	69.25	37.50	31.00	24.00	18.75	13.12
300 times.....	109.00	65.00	36.50	28.75	23.00	18.50	12.95
600 times.....	.....	.....	.....	.....	.....	18.00	12.60
900 times.....	.....	.....	.....	.....	.....	17.00	11.90
1200 or more times.....	.....	.....	.....	.....	.....	15.00	10.50

10-seconds—50% of minute rate.

### CLASS "C"

	(10:00 p.m. to 5:00 a.m.)
1 time.....	67.00 43.00 24.25 18.25 14.25 9.25 6.47
26 times.....	55.50 34.50 20.00 16.00 12.25 9.00 6.30
52 times.....	52.25 32.25 19.00 15.00 11.75 8.75 6.12
100 times.....	49.00 31.25 18.00 14.50 11.25 8.50 5.95
300 times.....	47.00 29.00 16.25 14.00 10.75 8.25 5.77
600 times.....	.....
900 times.....	.....
1200 or more times.....	.....

10-seconds—50% of minute rate.  
(Saturday and Sunday, sign-on to 6:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	1 min.	30 sec.
1 time.....	166.75	98.00	53.50	23.00	16.10
13 times.....	156.00	88.00	49.00	21.50	15.05
26 times.....	145.50	83.75	45.75	21.00	14.70
52 times.....	134.50	79.50	43.75	20.75	14.52
100 times.....	.....	.....	.....	20.25	14.17
300 times.....	.....	.....	.....	20.00	14.00
600 times.....	.....	.....	.....	19.50	13.65
900 times.....	.....	.....	.....	18.50	12.95
1200 times.....	.....	.....	.....	16.50	11.55

10-seconds—50% of minute rate.

### Saturation Package Plan

(8:00 a.m. to 8:00 p.m. Monday through Friday)

Per week:	1 min.	30 sec.	10 sec.
5 announcements.....	87.50	58.25	43.75
10 announcements.....	150.00	105.00	75.00
20 announcements.....	250.00	175.00	125.00
30 announcements.....	300.00	210.00	150.00
50 announcements.....	450.00	315.00	225.00

(\*) Based on run-of-schedule availabilities.

### DISCOUNTS

Volume discounts for announcements run within a 7-day period:

10 to 17 announcements.....	10%
18 to 24 announcements.....	15%
25 or more announcements.....	20%

Above discounts are in addition to earned frequency. 1-minute, 30-second and personality participations may be combined in all rate classifications. Fixed times. No announcement double-spotted.

When more than 25 Class "B" or Class "C" 1-minute announcements are purchased within a 7-day period, to earn the 20% volume discount, the following additional premium times may be purchased at the Class "B" minute rate less 20%.  
Maximum of 1 "Alarm Klok Klub" (Frank Cope) participation daily, Monday through Saturday; maximum of 1 "KJBS Matinee" participation daily, Monday through Friday; maximum of 10 announcements on Saturday or Sunday.

### Continuous Discount

After 1 year of continuous broadcasting, advertiser may continue at same discount until schedule is reduced or interrupted. This schedule is not subject to short rate. New rate for a reduced continuous schedule is arrived at by taking the number of announcements per week and multiplying by 52 to get correct frequency discount. Same formula will apply if a continuous schedule is increased in size. Once a continuous schedule is discontinued completely, it is necessary for advertiser to establish a new contractual year when advertising is resumed.  
Frequency discounts based on service rendered by station, not to exceed 1 year from first broadcast.

### SPECIAL FEATURES

News Service—UPI.  
**Participating Programs**  
"Alarm Klok Klub" (Frank Cope)—6:30 a.m. to 8:00 a.m. Monday through Saturday. Per participation:

1 time.....	26.50	300 times.....	25.00
26 times.....	26.00	600 times.....	24.50
52 times.....	25.75	1200 times or more.....	22.00
100 times.....	25.50		

"George Ruge"—8:00 a.m. to 10:00 a.m. and 3:30 p.m. to 5:30 p.m. Monday through Friday; noon to 4:00 p.m. Saturday.

	1 min.	30 sec.	10 sec.
1 time.....	23.50	300 times.....	21.25
26 times.....	22.50	600 times.....	20.75
52 times.....	22.25	900 times.....	19.50
100 times.....	21.50	1,200 times.....	17.25

30-seconds—70% of 1-minute rate.  
10-seconds—50% of 1-minute rate.  
When more than 25 1-minute announcements are scheduled in any time bracket within a 7-day period, a maximum of 1 George Ruge participation daily may be purchased at Class "B" rate.

### CLOSING TIME

Talent programs close 2 weeks in advance.

## KLOK SAN JOSE

City of Heense, San Jose, Calif.  
Foreign Language Studios—Lankershim Hotel, San Francisco, Calif., Garfield 1-6818.  
See listing under San Jose, Calif.

## KLX OAKLAND

(Established 1922)



Tribune Building Company, Bermuda Bldg., 2150 Franklin St., Oakland, Calif. Templebar 6-0910.  
San Francisco Office: 625 Market St. Douglas 2-0910.

### PERSONNEL

President—J. R. Knowland, Jr.  
General Manager—Bud Foster.

### REPRESENTATIVES

Weed Radio Corporation.

### FACILITIES

5,000 w.; 910 kc. Directional—nights only.  
Operating schedule: 6:00 a.m. to midnight weekdays; 8:00 a.m. to 9:00 p.m. Sunday. PST—DST observed.  
Transmitter: Bermuda Bldg., Oakland, and Pt. Isabel, Richmond, Calif.

### AGENCY COMMISSION

15% on net time; no cash discount. No commission paid on delinquent accounts. Bills payable when rendered.

### GENERAL

Accepts AAAA copyrighted contract.  
ASCAP, BMI and SESAC licenses.  
Services including musical, remote broadcast, or special talent, subject to added charge. Rates on request.  
Frequency discounts are predicated on fulfillment of contract within 1 year starting with 1st broadcast. Program frequency discounts are predicated on uninterrupted use within contractual period. No time sold for resale. Rates quoted herein are subject to change without notice.

(This listing continued on next page)

### TIME RATES

Rates effective March 1, 1958. (Card No. 22.)  
Card received February 5, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	140.00	81.00	54.00	43.00	32.50
13 times.....	130.50	75.50	50.25	40.25	30.25
26 times.....	121.50	70.25	46.75	37.25	28.00
39 times.....	113.00	65.50	43.50	34.50	26.00
52 times.....	105.50	60.75	40.50	32.25	24.00
104 times.....	97.75	56.50	38.00	30.00	22.50
208 times.....	90.75	52.50	35.00	27.75	20.75
312 times.....	84.25	48.50	32.75	26.00	19.50

### ANNOUNCEMENTS

	1 min.	30 sec.	20 sec.	10 sec.
1 time.....	20.20	15.25	12.00	10.00
13 times.....	18.25	13.75	11.00	9.25
26 times.....	16.00	12.00	9.50	8.00
52 times.....	14.50	11.00	8.75	7.25
104 times.....	13.25	10.00	8.00	6.75
208 times.....	12.75	9.50	7.50	6.25
312 times.....	12.00	9.00	7.25	6.00
624 times.....	10.75	8.00	6.50	5.50
936 times.....	9.75	7.25	5.75	5.00
1,248 times.....	9.00	6.75	5.50	4.50
1,560 times.....	8.50	6.25	5.25	4.25

### SATURATION ANNOUNCEMENT PACKAGES

(7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m., if available)

Per announcement:	1 min.	30 sec.	20 sec.	10 sec.
10-40 times.....	11.25	9.00	7.50	7.00
41-80 times.....	13.75	10.25	8.25	7.00
81-140 times.....	12.50	9.50	7.50	6.25

(6:00 a.m. to 7:00 a.m.; 9:00 a.m. to 4:00 p.m. and 6:00 p.m. to 8:00 p.m.)

To be used within 1 week:	10 times.....	15 times.....	20 times.....	25 times.....
	120.00	171.00	216.00	255.00
	90.00	130.50	166.00	195.00
	72.00	104.25	132.00	157.50
	60.00	88.50	114.00	136.25

To be used within 2 weeks:	30 times.....	40 times.....	60 times.....	80 times.....	100 times.....	120 times.....
	306.00	400.00	591.00	768.00	925.00	1,056.00
	234.00	308.00	450.00	580.00	700.00	804.00
	189.00	248.00	360.00	464.00	560.00	642.00
	163.50	214.00	309.00	400.00	475.00	540.00

Cannot be combined with long-term accounts to earn further frequency discounts.  
140 times..... 1,176.00 896.00 707.00 588.00

### SPECIAL FEATURES

News Service—AP and Oakland Tribune. News charge, 1/4 hour, 6.00 per broadcast.  
Political—regular rates apply; cash in advance.  
Sports and Special Events adjacencies take special rates—details on request. Pacific Coast Conference football and basketball—details on request.  
Special talent available at rates in accordance with AFTRA regulations—details on request.  
News and sports, 1-minute participation at 1-minute rates.

Communique News—6:00 a.m. to 9:00 a.m.; 5:15 p.m. to 6:00 p.m.  
Newscast participations, Monday through Friday:  
News—7:00 a.m. to 7:15 a.m.  
Weather Summary—7:15 a.m. to 7:25 a.m.  
"Bud Foster Sports"—7:45 a.m. to 8:00 a.m.  
Bill Dorais News—8:00 a.m. to 8:15 a.m.  
California State News—8:20 a.m. to 8:30 a.m.  
Bill Laws Sports—8:45 a.m. to 9:00 a.m.

Newscasts contain maximum of 1 participation per 5 minutes scheduled air time and include sponsor ID for each participant. 1-minute or less participation, live or transcribed, 1-minute announcement rate, frequency discounts as earned. Participations used within 1 contract year may be combined with announcement rate schedules within same contract year to earn further discounts.

### Participating Programs

"Symphony Hall—Classical Music"—4:00 p.m. to 7:30 p.m. and 8:00 p.m. to midnight Monday through Friday. Details on request.  
"Festival of Music"—9:00 a.m. to 5:15 p.m. and 6:00 p.m. to 8:00 p.m. Monday through Friday.  
Foreign Language Programs

No broadcasts accepted in foreign languages.

### CLOSING TIME

Copy required 24 hours before broadcast.

## KNBC

SAN FRANCISCO  
(Established 1922)



An NBC Owned Station  
National Broadcasting Company, Inc., NBC Bldg., Taylor and O'Farrell Sts., San Francisco 2, Calif. Graystone 4-8700.

### PERSONNEL

General Manager—George W. Fuerst.  
Sales Manager—Richard Gravett.  
Program Manager—Jack Wagner.

### REPRESENTATIVES

NBC Spot Sales.

### FACILITIES

50,000 w.; 680 kc. Clear channel.  
Operating Schedule: 24 hours daily (18 hours Tuesday and Wednesday.) PST—DST observed.  
AM Transmitter: Belmont, San Mateo County, Calif.  
FM FACILITIES  
ERP 45,000 w.; 99.7 mc.  
Operating Schedule: 2:30 p.m. to 9:30 p.m. daily, duplicating AM.  
Antenna ht.—1,244 ft. above average terrain.

### AGENCY COMMISSION

15% on net time; no commission on program charges. Following rates apply only if payments are made on or before due date specified in contract. Otherwise net amount due (before deduction of agency commission, if any) shall be increased by 2%.

### GENERAL

FM operated in conjunction with AM.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
No periods are sold in bulk for resale.

(This listing continued on next page)



Advertisers participating in group broadcasts are required to make individual contracts, subject to card rates and regulations. All broadcast times are subject to change to other periods on 28 days notice to accommodate network broadcasts. Announcements and station breaks may be moved to other periods if available, otherwise they may be cancelled on 24 hours notice.

All programs are subject to cancellation for broadcasts of significant events. Contracts for announcements, participations, and station breaks accepted 30 days before initial broadcast. Firm contracts for program periods of 13 weeks or more accepted 60 days before initial broadcast; otherwise 30 days. Maximum length of contract 1 year.

Rates for periods longer than 1 hour are in exact proportion to the corresponding 1 hour rate. Current advertisers receive 3 months protection on current card.

Length of commercial copy:	—Other programs—	
	Day & Eve.	Night
5 minutes.....	1:00 min.	1:15 min.
10 minutes.....	1:45 min.	2:10 min.
15 minutes.....	2:15 min.	3:00 min.
25 minutes.....	4:00 min.	2:50 min.
30 minutes.....	4:15 min.	3:00 min.
60 minutes.....	7:00 min.	6:00 min.

**TIME RATES**

Rates effective March 1, 1957. (Card No. 16.)  
Card received March 8, 1957.

**CLASS I**  
(6:00 a.m. to midnight except "Morning Pledger Show," "Listen Ladies," and afternoon "George Lemont")

1 hour.....	350.00	1 minute.....	50.00
1/2 hour.....	210.00	30 seconds.....	45.00
1/4 hour.....	140.00	20 seconds.....	40.00
10 minutes.....	105.00	6 seconds.....	20.00
5 minutes.....	70.00		

**CLASS II**  
(Midnight to 6:00 a.m. daily)

1 hour.....	175.00	5 minutes.....	35.00
1/2 hour.....	105.00	1 minute.....	20.00
1/4 hour.....	70.00	20 seconds.....	15.00
10 minutes.....	52.00	6 seconds.....	7.00

**SATURATION PLANS**

14-50 Plan: Advertiser using 14 announcements or station breaks weekly in any time period will receive 50% discount from gross rates. 14-50 Plan announcements and station breaks subject to pre-emption.

**DISCOUNTS**

All programs regardless of length or rate classification may be combined for discounts, according to their unit value, under discount table shown below. All announcements, regardless of length or rate classification, may be combined for discounts under discount table shown below, except those announcements purchased under the Saturation Plan. Program time and announcements may not be combined for discounts.

Number of Units used within 52 weeks.	Discount
0-12 units.....	None
13-25 units.....	15%
26-51 units.....	20%
52-103 units.....	25%
104-207 units.....	30%
208-415 units.....	35%
416-999 units.....	40%
1000 or more units.....	50%

**COMBINATION RATES**

See NBC Radio Network.

**SPECIAL FEATURES**

News Service—AP, UPI.  
Store displays—365 super markets available to clients with broadcast schedule for 13 weeks, per week, 450.00.  
Political—time sold on basis of conformity with station policies, the FCC, and rules and regulations of Federal and State governments.  
Library Service—Thesaurus.  
Instantaneous Reference Recordings: 5 minute programs or longer, 1 recording for each 13 week series, or 1 recording of program change during series made without charge. Additional recordings made at rate of 5.25 each for 5-10- or 15-minute programs; 10.50 for each 30-minute program.

**Participating Programs**

"Doug Pledger"—6:30 a.m. to 10:00 a.m. Monday through Friday, 9:00 a.m. to 11:30 a.m. Saturday.  
1 minute..... 70.00 20 seconds..... 50.00  
30 seconds..... 60.00 6 seconds..... 25.00  
"Listen Ladies" with Budd Heyde—11:05 a.m. to noon Monday through Friday.  
1 minute..... 60.00 20 seconds..... 40.00  
30 seconds..... 50.00 6 seconds..... 20.00  
"George Lemont"—4:00 p.m. to 7:00 p.m. Monday through Friday.  
1 minute..... 60.00 20 seconds..... 40.00  
30 seconds..... 50.00 6 seconds..... 20.00  
Foreign Language Programs  
No broadcast accepted in foreign language.

**CLOSING TIME**

Closing date is 2 weeks before initial program and program material must be received by station 1 week before broadcast date. No changes within 2 days preceding broadcast.

**KOBY**

SAN FRANCISCO  
(Established 1947)



A David M. Segal Station

Mid-America Broadcasters, Inc., 340 Mason St., San Francisco 2, Calif. Yukon 2-9771.

**PERSONNEL**

Pres. & Gen'l Mgr.—David M. Segal.  
Office Manager—Sherman Kusin.  
Station Manager—Joe Miller.  
Local Sales Manager—Jerry Friedman.  
Program Manager—Bobby Beers.

**REPRESENTATIVES**

Edward Petry & Company, Inc.

**FACILITIES** 10,000 w.; 1550 kc. Directional.  
Operating schedule: 24 hours daily. PST-DST observed.

Transmitter: San Mateo, Calif.

**AGENCY COMMISSION**

15%; no cash discount. Bills payable 10th of month following broadcast.

**GENERAL**

Rates include music copyright fees.  
ASCAP and BMI licenses.  
No speech or talk over 5 minutes long accepted at any time, except Sunday before 9:00 a.m.  
All rates include 20% production charges.

**TIME RATES**

Rates effective April 1, 1958. (Card No. 2.)  
Card received March 31, 1958

**ANNOUNCEMENTS**

**CLASS "A"**  
(6:29 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday, rotating within 30-minute segments)

	1 min.	30 sec.	10 sec.
1 time.....	40.00	30.00	20.00
26 times.....	38.50	28.90	19.25
52 times.....	37.00	27.75	18.50
104 times.....	36.50	27.40	18.25
156 times.....	35.00	26.25	17.50
260 times.....	32.50	24.40	16.25
312 times.....	28.00	21.00	14.00
500 times.....	24.00	18.00	12.00

**CLASS "B"**

(5:30 a.m. to 6:29 a.m., 9:00 a.m. to 4:00 p.m. and 7:00 p.m. to 9:00 p.m. Monday through Saturday; all hours Sunday)

1 time.....	25.00	18.75	12.50
26 times.....	24.00	18.00	12.00
52 times.....	23.00	17.25	11.50
104 times.....	22.00	16.50	11.00
156 times.....	21.00	15.75	10.50
260 times.....	20.00	15.00	10.00
312 times.....	18.00	14.00	9.00
500 times.....	15.00	13.00	7.50

**CLASS "C"**

(All other times)

1 minute, flat.....	10.00	10 seconds, flat.....	5.00
30 seconds, flat.....	7.50		

Class "A" and "B" packages spots may be combined to earn frequency discounts.

**PACKAGES**

**CLASS "A"**  
(6:29 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)

	1 min.	30 sec.	10 sec.
6 times per week, flat.....	180.00	135.00	90.00
12 times per week, flat.....	324.00	243.00	162.00
18 times per week, flat.....	432.00	324.00	216.00

**CLASS "B"**  
(5:30 a.m. to 6:29 a.m., 9:00 a.m. to 4:00 p.m. and 7:00 p.m. to 9:00 p.m. Monday through Saturday; all hours Sunday)

12 times per week.....	240.00	180.00	120.00
18 times per week.....	324.00	243.00	162.00
24 times per week.....	384.00	288.00	192.00
36 times per week.....	504.00	378.00	252.00
48 times per week.....	576.00	432.00	288.00
60 times per week.....	660.00	495.00	330.00
72 times per week.....	720.00	540.00	360.00

**PROGRAMS**

**CLASS "B"**  
(5:30 a.m. to 6:29 a.m., 9:00 a.m. to 4:00 p.m. and 7:00 p.m. to 9:00 p.m. Monday through Saturday; all hours Sunday)

Per week:	1 hr.	1/2 hr.	1/4 hr.	10 min.
1 time.....	210.00	130.00	90.00	70.00
2 times.....	200.00	123.00	85.00	66.00
3 times.....	190.00	117.00	81.00	63.00
4 times.....	180.00	112.00	77.00	60.00
5 times.....	170.00	105.00	73.00	57.00
6 times.....	160.00	99.00	68.00	53.00
7 times.....	150.00	92.00	64.00	50.00

**CLASS "C"**

(All other times)  
50% discount from Class "B" rates.

**5-MINUTE NEWSCASTS**

Per week:	"A"	"B"	"C"
1 time.....	50.00	32.00	20.00
3 times.....	40.00	26.00	17.00
6 times.....	35.00	23.00	15.00
7 times.....	33.00	21.00	13.00
12 times.....	30.00	18.00	12.00

**Program Discounts**

Consecutive weeks:	
13 weeks.....	7-1/2% 39 weeks..... 20%
26 weeks.....	15% 52 weeks..... 25%

**COMBINATION RATES**

An additional 10% discount will be allowed for purchase of identical schedule on both KOSI, Denver and KOBY, San Francisco.

**SPECIAL FEATURES**

News Service—AP. News every hour on the :55.  
Regular rates apply.  
Religious—accepted Sunday only, before 9:00 a.m.  
Political—regular rate applies; cash in advance.  
Duplicate transcriptions necessary for all schedules due to operation from transmitter on Saturdays and Sundays.

**Participating Programs**

(Regular rates apply)  
Monday through Friday:  
"Musical Clock" with Ted Cooper—5:30 a.m. to 9:00 a.m., music, time, weather.  
"Jim Wayne Show"—9:00 a.m. to 11:00 a.m., music, time, weather.  
"Ted Cooper Show"—11:00 a.m. to 1:00 p.m., music, time, weather.  
"Bobby Bears Show"—1:00 p.m. to 3:00 p.m.  
"Top Forty Show" with Jim Wayne—3:00 p.m. to 6:00 p.m., music, time and weather.  
"Art Way Show"—6:00 p.m. to 7:00 p.m. Music, time, highway news.  
"Juke Box Serenade"—7:00 p.m. to 9:00 p.m., music.  
"Night Club of the Air" with Jim Wayne—9:00 p.m. to 1:00 a.m., music and interviews with visiting celebrities.  
Saturday:  
"Musical Clock"—5:30 a.m. to 9:00 a.m., music, time, weather.  
"Saturday Serenade"—9:00 a.m. to 1:00 a.m., full day of pop music, time, weather, and local news.  
Sunday:  
"Sunday Serenade"—6:00 a.m. to midnight, music all day, and news every hour 5 minutes before the hour.

**CLOSING TIME**

24 hours before broadcast.

**KOFY**

SAN MATEO  
(Established 1946)



Intercontinental Broadcasting Corp., 212 Hillsdale Hall, San Mateo, Calif. Fireside 5-4804.

**PERSONNEL**

President—Frank Oxarart.  
General Manager—John M. McRae.  
Sales Manager—H. E. (Mike) Gurney.

**REPRESENTATIVES**

Charles Bernard Company.  
Los Angeles—Harlan G. Oakes & Associates.

**FACILITIES**

1,000 w.; 1050 kc.  
Operating schedule: Sunrise to local sunset. PST-DST observed.  
Transmitter: On San Francisco Bay near San Mateo-Hayward Bay Bridge approach.

**AGENCY COMMISSION**

15% on net time; no cash discount. Bills payable when rendered.

**GENERAL**

Rates quoted include time and talent costs.

**TIME RATES**

Rates effective January 1, 1958.  
Rates received December 6, 1957.

1/2 hour.....	55.00
1/4 hour.....	30.00
10 minutes.....	22.50
1 hour, when available.....	60.00

Programs earn 5% discount for 13 consecutive weeks of broadcasting, 10% discount for 26 consecutive weeks of broadcasting and 15% discount for 52 consecutive weeks of broadcasting. Programs and announcements may not be combined to earn frequency rates.

**ANNOUNCEMENTS**

1 minute.....	13.00	10 seconds.....	6.50
30 seconds.....	9.75		

Discounts for announcements are determined by the use of monthly and weekly package plans.

**MONTHLY PACKAGE PLANS**

One minute announcements: Each Monthly

40 spots.....	9.00	360.00
60 spots.....	8.50	510.00
80 spots.....	8.00	640.00
100 spots.....	7.50	750.00
120 spots.....	7.00	840.00
160 spots.....	6.50	1,040.00
200 spots.....	6.00	1,200.00

Monthly package plans earn 5% discount for 13 consecutive weeks of broadcasting, 10% discount for 26 consecutive weeks of broadcasting, 15% discount for 52 consecutive weeks of broadcasting.

**WEEKLY PACKAGE PLANS**

One minute announcements: Each Weekly

10 spots.....	12.00	120.00
15 spots.....	11.50	172.50
20 spots.....	11.00	220.00
25 spots.....	10.50	262.50
30 spots.....	8.50	285.00
40 spots.....	8.50	340.00
50 spots.....	7.50	375.00

Rate for 30-second announcements may be computed by applying a 25% discount to any of the monthly or weekly package plans. The rate for 10-second announcements may be computed by applying a 50% discount to any of the monthly or weekly package plans.

**SPECIAL FEATURES**

News Service—UPI.  
Newscasts—5 minute newscasts scheduled hourly on the hour; available for sponsorship at one-minute rate plus 4.00 news service charge. Monthly and weekly package plans for 1-minute announcements are applicable for advertisers desiring to buy news-cast packages.

**CLOSING TIME**

48 hours before broadcast.

**KRE**

BERKELEY

(Established 1922)



Central California Broadcasters, Inc., 601 Ashby Ave., Berkeley, Calif. Ashberry 3-7715.

**PERSONNEL**

General Manager—Arthur Westlund.

**REPRESENTATIVES**

W. S. Grant Co., Inc.

**FACILITIES**

250 w., 1400 kc. Nondirectional.  
Operating schedule: full time, PST.  
AM Transmitter: Ashby Ave. at East Shore Hwy.  
FM FACILITIES  
ERP 9,900 w., 102.9 mc.  
Antenna ht.—70 ft. below average terrain.  
Operating schedule: 8:00 a.m. to 12:30 a.m. daily.

**AGENCY COMMISSION**

15% on net time only; no cash discount. Bills payable when rendered.

**GENERAL**

FM operated in conjunction with AM.  
Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.  
Rates quoted are subject to change without notice.  
Actual broadcasting periods are: 59 minutes for 1-hour periods; 29 minutes for half-hour periods; 14-1/2 minutes for quarter-hour periods, to allow for station identification, etc.

**TIME RATES**

Rates effective January, 1957. (Card No. 10.)  
Card received December 31, 1956.

(This listing continued on next page)

**CALIFORNIA**

**San Francisco-Oakland—K R E—Continued**

	1 hr.	1/2 hr.	25 min.	1/4 hr.	10 min.	5 min.	1 min.
1 time....	50.00	30.00	25.00	18.00	13.00	11.50	5.00
8 times..	45.00	27.00	22.50	15.00	12.00	10.50	4.50
13 times..	40.00	24.00	20.00	14.00	11.00	9.50	4.00
26 times..	35.00	21.00	18.00	13.00	10.00	8.50	3.75
52 times..	32.50	18.00	16.00	12.00	9.00	7.00	3.50
104 times..	32.50	18.00	16.00	12.00	9.00	7.00	3.25
156 or more times.....	32.50	18.00	16.00	12.00	9.00	7.00	3.00

**SPECIAL FEATURES**  
 News Service—AP and local, rates on request.  
 Time signals—30 seconds maximum, released only at time of station identification. Regular announcement rates apply.  
 Concert Music—7:30 p.m. to sign-off. Announcement availabilities one-minute or less; program availabilities 1/2 hour or longer. (Minimum program: 1/2 hour.  
 Political—regular rates apply. All contracts for political broadcasts payable in full in advance.  
 Library Service—Standard.  
 Charges for air-check recording or pre-schedule recording of programs are not included in station time rates and are payable in advance by advertiser.

**CLOSING TIME**

Manuscripts of all talks and programs not prepared by station must be submitted 24 hours before broadcast.

**K R O W  
OAKLAND**

(Established 1925)

KROW, Inc., Radio Center Bldg., 464 19th St., Oakland 12, Calif. Twinoaks 3-9600.

**PERSONNEL**

President—Sheldon F. Sackett.  
 General Manager—Jack Irvine.  
 Sales Manager—Robert Weinmann.

**REPRESENTATIVES**

Paul H. Raymer Co., Inc.

**FACILITIES**

1,000 w.; 960 kc.  
 Operating schedule: 18 hours daily, 6:00 a.m. to midnight, except Sunday 8:00 a.m. to 10:00 p.m.  
 Transmitter: KROW Island, San Francisco Bay.

**AGENCY COMMISSION**

15% on net time when paid by the 20th of month following broadcast; no cash discount.

**GENERAL**

Accepts AAAA copyrighted contract.  
 Commercial Copy—1-min. announcement, 130 words;

30-sec. announcement, 70 words; 20-sec. announcement, 40 words.

**TIME RATES**

Rates effective April 1, 1957. (Card No. 10.)  
 Card received March 4, 1957.

**CLASS I**

	(6:30 a.m. to 9:00 p.m.)	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	115.00	69.00	48.00	34.50	23.00	
13 times	112.50	67.50	45.00	33.75	22.50	
26 times	110.00	66.00	44.00	33.00	22.00	
52 times	105.00	63.00	42.00	31.50	21.00	
104 times	100.00	60.00	40.00	30.00	20.00	
156 times	93.75	56.25	37.50	28.13	18.75	
260 times	85.00	51.00	34.00	25.50	17.00	

**CLASS II**

(6:00 a.m. to 6:30 a.m. and 9:00 p.m. to midnight)  
 35% discount on all time and announcement packages in Class II time periods. 50% discount when 15 or more announcements are scheduled in 1 week.

**CLASS III**

(Midnight to 6:00 a.m.)  
 Rates and packages on request.

**ANNOUNCEMENTS**

1-minute spots:

1 time.....	17.00	312 times.....	12.00
26 times.....	15.00	624 times.....	11.50
52 times.....	14.00	936 times.....	11.00
104 times.....	13.50	1,248 times.....	10.00
156 times.....	13.00	1,870 times.....	8.75
260 times.....	12.50	3,120 times.....	8.00

30 seconds: 75% of 1-minute rate.  
 20 seconds: 60% of 1-minute rate.  
 10 seconds: 50% of 1-minute rate.

**WEEKLY PACKAGE PLANS**

**(CLASS I)**

	1 min.	30 sec.	20 sec.
70 spots.....	560.00	420.00	336.00
60 spots.....	540.00	405.00	324.00
50 spots.....	500.00	375.00	300.00
40 spots.....	440.00	330.00	264.00
30 spots.....	345.00	258.00	207.00
20 spots.....	240.00	180.00	144.00
10 spots.....	125.00	93.80	75.00

Packages may be made up of combination of announcements of different lengths in Classes I and II as well as combinations with newscasts, by applying rates applicable to the total weekly frequency.  
 Floating Announcement Packages—earn additional 15% discount from above package rates. Announcements are scheduled at station option on days requested and within time-rate classifications ordered. Announcements and/or newscasts used within 1 contract year may be combined to earn greater discount. Advertisers consecutively using any of the KROW Koverall Saturation Plan packages receive the following discounts:

13 weeks.....	3%	39 weeks.....	9%
26 weeks.....	6%	52 weeks.....	12%

**SPECIAL FEATURES**

News Service—UPI and local.  
 Weekly News Packages  
 4-minute newscasts:  
 70 per week..... 700.00 20 per week..... 330.00  
 60 per week..... 680.00 10 per week..... 175.00  
 50 per week..... 612.50 5 per week..... 95.00  
 40 per week..... 560.00 Less than 5, each. 21.50  
 30 per week..... 465.00

Political—regular rates apply with full discounts.  
 Religious—8:00 p.m. to 9:00 p.m. Monday through Saturday; all day Sunday.

**Participating Programs**

"Krow Klock" with Walt Jamond—6:00 a.m. to 7:00 a.m. Monday through Friday.  
 "Krow Kommuter" with Ray Yeager—7:00 a.m. to 9:00 a.m. Monday through Friday.  
 "Krow Koffee Klub" with Walt Jamond—9:00 a.m. to 10:00 a.m. Monday through Friday.  
 "Krow Kaleidoscope" with Art Finley—10:00 a.m. to 1:00 p.m. Monday through Friday.  
 "Krow Karousel" with Ray Yeager—1:00 p.m. to 3:00 p.m. Monday through Friday.  
 "East Bay Toady" with Bill Roddy—3:00 p.m. to 4:00 p.m. Monday through Friday.  
 "Krow Kommuter" with Art Finley—4:00 p.m. to 7:00 p.m. Monday through Friday.  
 "Krow Western Show" with Black Jack Wayne—7:00 p.m. to 10:00 p.m. Monday through Friday.  
 "Pat Henry Jazz Show" with Pat Henry—10:00 p.m. to midnight Monday through Friday. 8:30 p.m. to 10:00 p.m. Saturday. 8:30 p.m. to 10:00 p.m. Sunday.  
 "Wonderful Weekend"—6:00 a.m. to 8:30 p.m. Saturday; 8:00 a.m. to 8:30 p.m. Sunday.

**K S A N**

**SAN FRANCISCO**

(Established 1922)

Golden Gate Broadcasting Corporation, 1111 Market St., San Francisco, Calif. Market 1-8171.

**PERSONNEL**

General Manager—Norwood J. Patterson.  
 Sales Manager—Walter "Buddy" Hiles.

**REPRESENTATIVES**

New York & Chicago—Stars National, Inc.

**FACILITIES**

250, w.; 1450 kc.  
 Operating Schedule: 19 hours daily. PST—DST observed.

**AGENCY COMMISSION**

15% on net time; no cash discount. Bills payable when rendered.

**GENERAL**

Accepts AAAA copyrighted contracts.  
 Actual broadcasting periods are as follows: 59 minutes for 1 hour, 29 minutes for 1/2 hour, 14 minutes for 1/4 hour, 4-1/2 minutes for 5-minute periods.  
 Rates are for time and talent.

**TIME RATES**

Rates effective July 1, 1958. (Card No. 15.)  
 Card received July 29, 1958.  
 Rev. (Wkly. Ann.) rec'd November 28, 1958.  
 Class "A"—6:00 a.m. to 9:00 a.m.; 4:00 p.m. to 7:00 p.m. Monday through Saturday and 7:00 a.m. to 10:00 p.m. Monday.  
 Class "B"—All other times.

(This listing continued on next page)

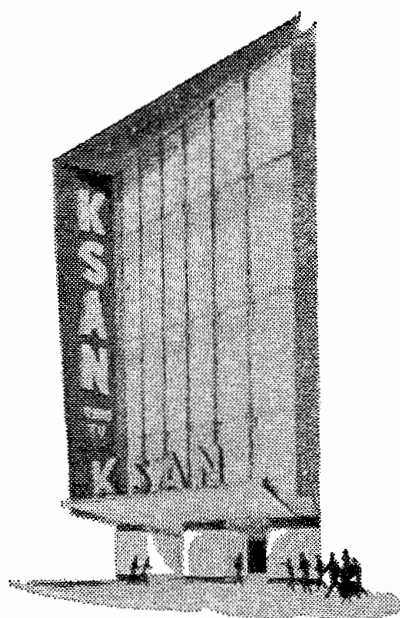
**THE PER CAPITA BUYING POWER  
of the SAN FRANCISCO NEGRO  
is nearly  
TWICE THAT OF THE NATIONAL AVERAGE!**

WHITE U.S. AVERAGE.....	\$2000.00
NEGRO U.S. AVERAGE.....	\$1070.00
NEGRO S.F. AVERAGE.....	<b>\$1878.00</b>

*KSAN LISTENERS have a per capita income nearly equalling that of the White U. S. average!*

**the ONLY  
Sure way  
to reach the  
rich Bay Area  
Negro Market  
is to use...**

**KSAN RADIO  
San Francisco**



ANNOUNCEMENTS

—Class "A"—		—Class "B"—	
1 min.	30 sec.	1 min.	30 sec.
1 time.....	13.65	9.43	11.55
13 times.....	13.39	9.36	11.29
26 times.....	13.12	8.97	11.02
52 times.....	12.07	8.25	10.50
104 times.....	11.55	8.08	9.97
156 times.....	11.02	7.72	9.43
260 times.....	10.50	7.35	8.97
312 times.....	9.97	6.98	8.52
520 times.....	9.45	6.61	8.40
750 times.....	8.92	6.30	7.87
1000 times.....	8.40	5.98	7.35
2000 times.....	7.87	5.67	6.82

PROGRAMS

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	119.90	73.70	50.60	39.60	24.20
26 times.....	110.00	69.30	46.20	34.10	23.10
52 times.....	107.80	68.20	45.10	31.90	22.00
104 times.....	104.50	67.10	44.00	31.90	21.45
156 times.....	100.10	64.90	41.80	30.80	20.90
260 times.....	94.60	62.70	39.60	28.60	19.80
312 times.....	91.30	60.50	38.50	27.50	18.70

WEEKLY ANNOUNCEMENTS

CLASS "A"  
(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday, 7:00 a.m. to 10:00 p.m. Sunday)

13 weeks:	—Each—		—Per week—		—Total—	
	1 min.	30 sec.	1 min.	30 sec.	1 min.	30 sec.
10 times	10.97	7.68	109.70	76.80	1,426.10	998.40
15 times	9.92	6.95	148.80	104.25	1,934.40	1,355.25
20 times	8.92	6.25	178.40	125.00	2,319.20	1,625.00
25 times	8.47	5.93	211.75	148.25	2,752.75	1,927.25
30 times	7.98	5.58	239.40	167.40	3,112.20	2,176.20
35 times	7.98	5.58	279.30	195.30	3,630.90	2,538.90
40 times	7.09	4.96	283.60	198.40	3,686.80	2,579.20
45 times	7.09	4.96	319.05	223.20	4,147.65	2,901.60
50 times	6.61	4.63	330.50	231.50	4,296.50	3,009.50
55 times	6.61	4.63	363.55	254.65	4,726.15	3,310.45
60 times	5.80	4.09	348.00	245.40	4,524.00	3,190.20

CLASS "B"

10 times	—Each—		—Per week—		—Total—	
	1 min.	30 sec.	1 min.	30 sec.	1 min.	30 sec.
10 times	9.47	6.63	94.70	66.30	1,231.10	861.90
15 times	8.49	6.11	127.35	91.65	1,655.55	1,191.45
20 times	7.62	5.37	152.40	107.40	1,981.20	1,396.20
25 times	7.58	5.31	189.50	132.75	2,463.50	1,725.75
30 times	7.14	5.00	214.20	150.00	2,784.50	1,950.00
35 times	7.14	5.00	249.90	175.00	3,248.70	2,275.00
40 times	6.30	4.41	252.00	176.40	3,276.00	2,293.20
45 times	6.30	4.41	283.50	198.45	3,685.50	2,579.85
50 times	5.88	4.12	294.00	206.00	3,822.00	2,678.00
55 times	5.88	4.12	323.40	226.60	4,204.20	2,945.80
60 times	5.12	3.61	307.20	216.60	3,993.60	2,815.80

CLASS "A"

26 weeks:	—Each—		—Per week—		—Total—	
	1 min.	30 sec.	1 min.	30 sec.	1 min.	30 sec.
10 times	9.97	6.98	99.70	69.80	2,592.20	1,814.80
15 times	8.97	6.28	134.55	94.20	3,498.30	2,449.20
20 times	8.03	5.62	160.60	112.40	4,175.60	2,922.40
25 times	8.03	5.62	200.75	140.50	5,219.50	3,653.00
30 times	7.14	5.04	214.20	151.20	5,569.20	3,931.20
35 times	7.14	5.04	249.90	176.40	6,497.40	4,586.40
40 times	6.30	4.48	252.00	179.20	6,552.00	4,659.20
45 times	6.30	4.48	283.50	201.60	7,371.00	5,241.60
50 times	5.88	4.19	294.00	209.50	7,644.00	5,447.00
55 times	5.88	4.19	323.40	230.45	8,408.40	5,991.70
60 times	5.46	3.89	327.60	233.40	8,517.60	6,068.40

CLASS "B"

10 times	—Each—		—Per week—		—Total—	
	1 min.	30 sec.	1 min.	30 sec.	1 min.	30 sec.
10 times	8.52	6.00	85.60	60.00	2,215.20	1,560.00
15 times	8.03	5.62	120.45	84.30	3,131.70	2,191.80
20 times	7.14	5.00	142.80	100.00	3,712.80	2,600.00
25 times	7.14	5.00	178.50	125.00	4,641.00	3,250.00
30 times	6.30	4.45	189.00	133.00	4,914.00	3,471.00
35 times	6.30	4.45	220.50	155.75	5,733.00	4,049.50
40 times	5.51	3.94	220.40	157.60	5,730.40	4,097.60
45 times	5.51	3.94	247.95	177.30	6,446.70	4,609.80
50 times	5.14	3.67	257.00	183.50	6,682.00	4,771.00
55 times	5.14	3.67	282.70	201.85	7,350.20	5,248.10
60 times	4.78	3.41	286.80	204.60	7,456.80	5,319.60

CLASS "A"

39 weeks:	—Each—		—Per week—		—Total—	
	1 min.	30 sec.	1 min.	30 sec.	1 min.	30 sec.
10 times	9.47	6.63	94.70	66.30	3,693.30	2,585.70
15 times	8.50	5.95	127.50	89.25	4,972.50	3,480.75
20 times	7.58	5.35	151.60	107.00	5,912.40	4,173.00
25 times	7.58	5.35	189.50	133.75	7,390.50	5,216.25
30 times	6.72	4.78	201.60	143.40	7,862.40	5,592.60
35 times	6.72	4.78	235.20	167.30	9,172.80	6,524.70
40 times	6.30	4.48	252.00	179.20	9,828.00	6,988.80
45 times	6.30	4.48	283.50	201.60	11,056.50	7,862.40
50 times	5.88	4.19	294.00	209.50	11,466.00	8,170.50
55 times	5.51	3.97	303.05	218.35	11,818.95	8,515.65
60 times	5.12	3.69	307.20	221.40	11,980.80	8,634.60

CLASS "B"

10 times	—Each—		—Per week—		—Total—	
	1 min.	30 sec.	1 min.	30 sec.	1 min.	30 sec.
10 times	8.47	5.94	84.70	59.40	3,303.30	2,316.60
15 times	7.56	5.29	113.40	79.35	4,422.60	3,094.65
20 times	6.69	4.73	133.80	94.60	5,218.20	3,689.40
25 times	6.69	4.73	167.25	118.25	6,522.75	4,611.75
30 times	5.88	4.20	176.40	126.00	6,879.60	4,914.00
35 times	5.88	4.20	205.80	147.00	8,026.20	5,733.00
40 times	5.51	3.94	220.40	157.60	8,595.60	6,146.40
45 times	5.51	3.94	247.95	177.30	9,670.05	6,914.70
50 times	5.14	3.67	257.00	183.50	10,023.00	7,156.50
55 times	4.77	3.45	262.35	189.75	10,231.65	7,400.25
60 times	4.43	3.02	265.80	192.00	10,366.20	7,488.00

CLASS "A"

52 weeks:	—Each—		—Per week—		—Total—	
	1 min.	30 sec.	1 min.	30 sec.	1 min.	30 sec.
10 times	8.98	6.28	89.80	62.80	4,669.60	3,265.60
15 times	8.03	5.67	120.45	85.05	6,263.40	4,422.60
20 times	7.14	5.08	142.80	101.60	7,425.60	5,283.20
25 times	7.14	5.08	178.50	127.00	9,282.00	6,604.00
30 times	6.72	4.78	201.50	143.40	10,483.20	7,456.80
35 times	6.72	4.78	235.20	167.30	12,230.40	8,699.60
40 times	5.90	4.25	236.00	170.00	12,272.00	8,840.00
45 times	5.90	4.25	265.50	191.25	13,806.00	9,945.00
50 times	5.51	3.97	275.50	198.50	14,326.00	10,322.00
55 times	5.51	3.97	303.05	218.35	15,758.60	11,354.20
60 times	5.12	3.69	307.20	221.40	15,974.40	11,512.80

CLASS "B"

10 times	—Each—		—Per week—		—Total—	
	1 min.	30 sec.	1 min.	30 sec.	1 min.	30 sec.
10 times	7.98	5.59	79.80	55.90	4,149.60	2,906.80
15 times	7.08	5.00	106.20	75.00	5,522.40	3,900.00
20 times	6.25	4.46	125.00	89.20	6,500.00	4,638.40
25 times	6.25	4.46	156.25	111.50	8,125.00	5,798.00
30 times	5.88	4.20	176.40	126.00	9,172.80	6,552.00
35 times	5.88	4.20	205.80	147.00	10,701.60	7,644.00
40 times	5.11	3.70	204.40	148.00	10,628.80	7,696.00
45 times	5.11	3.70	229.95	166.50	11,957.40	8,658.00
50 times	4.77	3.45	238.50	172.50	12,402.00	8,970.00
55 times	4.77	3.45	262.35	189.75	13,642.20	9,867.00
60 times	4.43	3.20	265.80	192.00	13,821.60	9,984.00

ADDITIONAL DISCOUNTS

(Frequency Impact usage)	
10 per week.....	5% 40 per week..... 25%
15 per week.....	10% 50 per week..... 30%
20 per week.....	15% 60 per week..... 35%
30 per week.....	20%

The frequency discount packages provide fixed but not guaranteed times. Client advised in advance if change of schedule is to be made.

Continuous Discount

Advertiser may continue at the same discount until schedule is reduced or interrupted. This schedule is not subject to short rate. The new rate for a reduced continuous schedule is arrived at by taking the number of announcements per week and multiplying by 52 to get the correct frequency discount. The same formula will apply if a continuous schedule is increased in size. Once a continuous schedule is discontinued completely, it is necessary for the advertiser to establish a new contractual year when he goes back on the station.

Frequency discounts are based on services rendered by the station for a period not to exceed one year from date of 1st broadcast.

SPECIAL FEATURES

News Service—UPI.  
Merchandising Plans—Available on request.  
DJ Plan—purchase of 1/4 hour programs, 6 times per week for 13 weeks minimum scheduling, or equivalent spot schedules, permits advertiser exclusive use of any desired DJ and full 12-point merchandising plan included at no extra cost.

Negro Programs

100% of broadcast week devoted to Negro programming.

"Jumpin' George"—7:00 a.m. to 9:00 a.m.; 3:00 p.m. to 6:00 p.m. and 8:30 p.m. to 9:30 p.m. Monday through Friday; 7:00 a.m. to 9:00 a.m. and 3:00 p.m. to 6:00 p.m. and 8:30 p.m. to 10:00 p.m. Saturday.

"John Hardy"—11:00 a.m. to 2:00 p.m.; 6:00 p.m. to 7:00 p.m. and 9:30 p.m. to midnight Monday through Friday; 11:00 a.m. to 2:00 p.m.; 6:00 p.m. to 7:00 p.m. and 10:00 p.m. to midnight Saturday.  
"Rockin' Lucky"—5:00 a.m. to 7:00 a.m.; 2:00 p.m. to 3:00 p.m. and midnight to 2:00 a.m. Monday through Friday; 5:00 a.m. to 7:00 a.m.; 9:00 a.m. to 11:00 a.m.; 2:00 p.m. to 3:00 p.m. and midnight to 2:00 a.m. Saturday.  
"Religious Jubilee"—9:00 a.m. to 11:00 a.m. and 7:00 p.m. to 8:00 p.m. Monday through Friday.

KSAY

SAN FRANCISCO  
(Established 1957)

KSAY Broadcasting Company, 1550 California St., San Francisco, Calif. Prospect 6-6337.



# CALIFORNIA

## San Francisco-Oakland—K S F O—Continued

Headline news, 2 minutes on the half-hour, accommodates opening billboard and 60-second commercial. Newscasts rate is determined by the total number used within a 12-month period from starting date of the schedule. Rebates are allowed retroactively as earned. Fully commissionable. Political—regular rates apply; frequency discounts apply.

### CLOSING TIME

Copy deadline is 48 hours before broadcast.

## KWBR

### OAKLAND

(Established 1920)

Warner Brothers, 327 22nd St., Oakland 12, Calif. Highgate 4-1212.

### PERSONNEL

President—E. N. Warner.  
Station Manager—F. Wellington Morse.

### REPRESENTATIVES

West Coast—Harlan G. Oakes & Associates.  
East Coast—Walker-Rowatt Company, Inc.

### FACILITIES

1,000 w.; 1310 kc.  
Operating schedule: 24 hours daily. PST—DST observed.  
Transmitter: North Harbor, San Francisco Bay.

### AGENCY COMMISSION

15% on net time; no cash discount. Bills payable when rendered.

### GENERAL

Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available. Actual broadcasting periods are as follows: 59 minutes for 1 hour, 29 minutes for 1/2 hour, 14-1/2 minutes for 1/4 hour, 4-1/2 minutes for 5-minute periods.

### TIME RATES

Rates effective March 1, 1957.  
Rates received March 4, 1957.

### PROGRAMS

(6:00 a.m. to midnight; after midnight rates on request)

	1 hr.	1/2 hr.	1/4 hr.	1 min.	30 sec.	10 sec.
1 time	80.00	50.00	30.00	12.00	7.00	4.00
13 times	78.40	49.00	29.40	11.76	6.86	3.92
26 times	76.80	48.00	28.80	11.52	6.72	3.84
39 times	75.20	47.00	28.20	11.28	6.58	3.76
52 times	73.60	46.00	27.60	11.04	6.44	3.68
78 times	72.00	45.00	27.00	10.80	6.30	3.60
104 times	70.40	44.00	26.40	10.56	6.16	3.52
156 times	68.80	43.00	25.80	10.32	6.02	3.44
208 times	67.20	42.00	25.20	10.08	5.88	3.36
260 times	65.60	41.00	24.60	9.84	5.74	3.28
312 times	64.00	40.00	24.00	9.60	5.60	3.20
624 times	62.40	39.00	23.40	9.36	5.46	3.12
1,248 times	60.80	38.00	22.80	9.12	5.32	3.04

### SPECIAL FEATURES

News Service—UPI.

### Negro Programs

"Sepia Serenade"—7:30 a.m. to 8:45 a.m., 2:00 p.m. to 5:00 p.m. Monday through Saturday. Rhythm and blues.

"Rockin' Rumble"—noon to 2:00 p.m. Sunday. Rhythm and blues.

"Don Barksdale Show"—noon to 2:00 p.m. and 10:00 p.m. to midnight Monday through Friday; noon to 1:00 p.m. and 10:00 p.m. to midnight Saturday. Rhythm and blues.

"Woman's World"—11:00 a.m. to noon Monday through Saturday. Homemaking and recorded music by Negro artists.

"Wally Ray Show"—1:00 p.m. to 2:00 p.m. Saturday. Rhythm and blues.

"Inspirational Hour"—5:00 a.m. to 6:00 a.m. Wednesday through Friday; 5:00 a.m. to 7:00 a.m. Saturday & Sunday; 9:00 p.m. to 10:00 p.m. Monday through Friday; 2:45 p.m. to 4:00 p.m. and 9:30 p.m. to 10:30 p.m. Sunday.

### Foreign Language Programs

"Portuguese Voice of California" with Thomas Dias—6:15 a.m. to 7:00 a.m. Monday through Friday.

"Voice of Portugal," directed by Fernando Azevedo—7:15 p.m. to 8:00 p.m. Monday through Friday.

"Voice of Mexico" (Spanish), directed by Jess Carlos—6:15 p.m. to 7:15 p.m. Monday through Saturday; 8:00 a.m. to 9:30 a.m. Sunday.

"Echo of Italia," directed by Renato Marrazzini—5:00 p.m. to 5:45 p.m. Monday through Saturday. Participations only are available.

### CLOSING TIME

Complete radio manuscript must be submitted 24 hours before broadcast.

## KYA

### SAN FRANCISCO

(Established 1926)

## A Bartell Family Radio Station

Golden State Broadcasters, Inc., No. One Nob Hill Circle, San Francisco 2, Calif., Douglas 2-2536.

### PERSONNEL

President—Gerald A. Bartell.  
Vice-Pres. & Gen'l Mgr.—Morton J. Wagner.

### REPRESENTATIVES

Adam Young, Inc.

### FACILITIES

5,000 w. days, 1,000 w. nights; 1260 kc.  
Operating schedule: 24 hours daily.  
PST—DST observed.  
Transmitter: Candlestick Point, Bay View Park, San Francisco, Calif.

### AGENCY COMMISSION

15% on time; no cash discount. 15% on talent or services only when specified in order or contract. Bills payable when rendered.

### GENERAL

ASCAP, BMI and SESAC licenses.  
Advertisers on air at time of rate increase given 6 months rate protection from effective date of the increase.

### TIME RATES

Rates effective May 1, 1958.  
Rates received April 2, 1958.

### ANNOUNCEMENTS

#### WEEKLY SATURATION PLANS

PLAN I		13 wks.	26 wks.	39 wks.	52 wks.
1-minute:					
36 per week	540.00	529.20	514.80	500.40	486.00
24 per week	384.00	374.40	364.80	355.20	345.60
18 per week	306.00	298.80	291.60	284.40	275.40
12 per week	216.00	211.20	205.20	200.40	194.40
20- or 30-seconds:					
36 per week	405.00	396.00	385.00	374.40	365.40
24 per week	288.00	280.80	273.60	266.40	259.20
18 per week	229.50	224.10	217.80	212.40	207.00
12 per week	162.00	157.80	154.20	150.00	145.80
10-seconds:					
72 per week	540.00	529.20	514.80	500.40	486.00
48 per week	384.00	374.40	364.80	355.20	345.60
36 per week	306.00	298.80	291.60	284.40	275.40
24 per week	216.00	211.20	205.20	200.40	194.40

Maximum of 1/3 of Saturation Plan spots guaranteed in Class "AA" time when available. All other announcements are scheduled in Class "A" time. Saturation Plan advertisers desiring more than the allowed 1/3 of their announcements in Class "AA" time, may increase the number of Saturation Plan announcements in Traffic Time by paying regular rates for those announcements in excess of the allowed 1/3.

#### PLAN II

1-minute:					
36 per week	424.80	414.00	403.20	392.40	381.60
24 per week	288.00	280.80	273.60	266.40	259.20
18 per week	221.40	216.00	210.60	205.20	199.80
12 per week	150.00	146.40	142.80	139.20	135.60
20- or 30-seconds:					
36 per week	318.60	311.40	302.40	295.20	288.00
24 per week	216.00	211.20	205.20	200.40	194.40
18 per week	166.50	162.00	158.40	153.90	150.30
12 per week	112.80	109.80	107.40	104.40	101.40
1-seconds:					
72 per week	424.80	414.00	403.20	392.40	381.60
48 per week	288.00	280.80	273.60	266.40	259.20
36 per week	221.40	216.00	210.60	205.20	199.80
24 per week	150.00	146.40	142.80	139.20	135.60

1/2 of such announcements to be scheduled in Class "A" time and 1/2 in Class "B" time.

### ANNOUNCEMENTS

#### CLASS "AA"

(6:30 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m.)		1 min.	20-30 sec.	10 sec.
1 time	25.00	18.75	13.00	
26 times	24.50	18.40	12.50	
52 times	24.00	18.00	12.25	
104 times	23.50	17.65	12.00	
156 times	23.00	17.25	11.90	
260 times	22.50	16.90	11.75	
312 times	22.00	16.50	11.50	
500 times	21.00	15.75	11.25	
750 times	20.00	15.00	11.00	
1000 times	19.00	14.25	10.50	

#### CLASS "A"

(9:00 a.m. to 4:00 p.m. and 6:00 a.m. to 6:30 a.m.)		1 min.	20-30 sec.	10 sec.
1 time	21.00	15.75	11.00	
26 times	20.50	15.40	10.50	
52 times	20.00	15.00	10.25	
104 times	19.50	14.65	10.00	
156 times	19.00	14.25	9.90	
260 times	18.50	13.90	9.75	
312 times	18.00	13.50	9.50	
500 times	17.00	12.75	9.25	
750 times	16.00	12.00	9.00	
1000 times	15.00	11.25	8.50	

#### CLASS "B"

(5:30 a.m. to 6:00 a.m. and 7:00 p.m. to 1:30 a.m.)		1 min.	20-30 sec.	10 sec.
1 time	12.50	9.40	6.50	
26 times	12.25	9.20	6.25	
52 times	12.00	9.00	6.15	
104 times	11.75	8.80	6.00	
156 times	11.50	8.65	5.95	
260 times	11.25	8.45	5.90	
312 times	11.00	8.25	5.75	
500 times	10.50	7.90	5.65	
750 times	10.00	7.50	5.50	
1000 times	9.50	7.15	5.25	

#### CLASS "C"

(All other times)		1 min.	20-30 sec.	10 sec.
1 time	10.50	7.90	5.50	
26 times	10.25	7.70	5.25	
52 times	10.00	7.50	5.15	
104 times	9.75	7.30	5.00	
156 times	9.50	7.15	4.95	
260 times	9.25	6.95	4.90	
312 times	9.00	6.75	4.75	
500 times	8.50	6.40	4.65	
750 times	8.00	6.00	4.50	
1000 times	7.50	5.65	4.25	

### PROGRAMS

5-minutes:	"AA"	"A"	"B"	"C"
1 time	37.50	31.50	18.75	15.75
26 times	36.75	30.75	18.40	15.40
52 times	36.00	30.00	18.00	15.00
104 times	35.25	29.25	17.65	14.65
156 times	34.50	28.50	17.25	14.25
260 times	33.75	27.75	16.90	13.90
312 times	33.00	27.00	16.50	13.50
500 times	31.50	25.50	15.75	12.75
750 times	30.00	24.00	15.00	12.00
1000 times	28.50	22.50	14.25	11.25

Additional 3.00 charge if program is newscast.

### SPECIAL FEATURES

News Service—UPI, Radio and Sports Wire. News on the hour and half-hour, rates on request.  
Bartell Washington News Bureau nationwide news service daily to stations of Bartell Group.  
Merchandising—complete in-store campaigns and support available on request.

Sports Events—rates on request.  
Political—regular rates apply.  
Traffic Control—twice daily traffic flow reports from airplane.

### Participating Programs

"Jim Sparrow"—6:00 a.m. to 9:00 a.m., noon to 2:00 p.m.  
"Seamus O'Hara"—9:00 a.m. to noon; 4:00 p.m. to 6:00 p.m.  
"Tony Tremayne"—2:00 p.m. to 4:00 p.m.; 6:00 p.m. to 8:00 p.m.  
"Gene Blake"—8:00 p.m. to midnight.  
"Happy Day Show"—Midnight to 6:00 a.m.

(Call letters not received)  
(C.P. 1,000 w.; 1580 kc.)

John F. Carter,  
100 Montgomery St.,  
San Francisco, California.

## SAN JOSE (4 AM; 1 FM)

Santa Clara County—Map Location C-7  
See SDDS consumer market map and data at beginning of the State.

## KEEN

(Established 1947)



United Broadcasting Co., Hotel De Anza, San Jose, Calif. Cypress 4-0344.

### PERSONNEL

President—George M. Mardikian.  
Vice-Pres. & Gen'l Mgr.—B. Floyd Farr.  
Program Manager—George Snell.

### REPRESENTATIVES

George P. Hollingbery Company.

### FACILITIES

5,000 w. days, 1,000 w. nights; 1370 kc. Directional.  
Operating schedule: 24 hours daily. PST—DST observed.  
Transmitter: Oakland Highway at Wayne Ave., San Jose.

### AGENCY COMMISSION

15% on net time; no cash discount.

### GENERAL

Accepts AAAA copyrighted contract.

### TIME RATES

Rates effective September 1, 1958.  
Rates received September 2, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time	55.00	42.00	25.00	14.00
52 times	45.00	35.70	21.25	11.90
260 times	35.50	27.30	16.25	9.10
365 times	29.10	23.10	13.75	



**GENERAL**

Accepts AAAA copyrighted contract. All rates and discounts based on 12-month fiscal year dating from date of 1st broadcast. Program time and spot announcements may not be combined in computing frequency rates.

**TIME RATES**

Rates effective February 1, 1956.

Rates received January 6, 1956.

	1/2	1/4	10	5	1	10
	hr.	hr.	min.	min.	min.	sec.
1 time.....	42.00	28.00	21.00	15.00	9.00	4.50
26 times.....	39.75	26.50	20.00	14.25	8.50	4.25
52 times.....	37.50	25.00	19.00	13.50	8.00	4.00
156 times.....	35.25	23.50	18.00	12.75	7.50	3.75
260 times.....	33.00	22.00	17.00	12.00	7.00	3.50
312 times.....	30.75	20.50	16.00	11.25	6.50	3.25

**SPECIAL PACKAGE RATES**

	1 min.	10 sec.	1 min.	10 sec.
10 in 1 wk....	70.00	35.00	50 in 1 wk.	275.00 137.50
20 in 1 wk....	130.00	65.00	100 in 1 wk.	500.00 250.00

**COMBINATION RATES**

See The Sombrero Network.

**SPECIAL FEATURES**

News Service—UPI. News service charge 5 minutes 2.00; 15 minutes 5.00. Time Signals—rates on request. Political—Complete manuscripts must be submitted 72 hours before broadcasts. Regular rates apply; payable in advance.

**Foreign Language Programs**

Spanish—8 hours daily Monday through Friday, 4 hours Saturday, 3 hours Sunday. Programs include news, sportscasts, drama and music featuring Lalo Caballero, Pedro Valente, Roberto Adame. Portuguese: "O'Portugal de Hoje" with Joaquin Esteves. Monday through Sunday. Yugoslav: "Yugoslav Hour" with Andrew Soldo—Sunday only.

Japanese: "Sakura Melody" with J. Daijo, Sunday through Saturday. Commissionable including translation, flat rate per participation, 9.00. German: "German Hour" with S. Scott Lee, Saturday only.

Greek: "Greek American Hour" with Angelo Mountanos, Sunday through Saturday. Scandinavian: "Scandinavian Hour" with S. Scott Lee—Saturday only. Polish: "Polish Hour"—Saturday only.

Participation rates include program personality talent charges. Commissionable to agencies. "Chinese Hour" with Tommy Tong—daily Monday through Saturday. Special rate, per participation commissionable, 17.00.

**KSJO**

(Established 1946)



Santa Clara Broadcasting Company, P. O. Box 995, Story and Lucretia Ave., San Jose, Calif. Cypress 3-8030.

**PERSONNEL**

Pres. & Gen'l Mgr.—Norman Paul. Local Sales Manager—Earle Russell.

**REPRESENTATIVES**

John E. Pearson Company.

**FACILITIES**

1,000 w. days; 500 w. nights. 1590 kc. Directional—night only. Operating schedule: 6:00 a.m. to midnight. PST-DST observed. AM Transmitter: Story and Lucretia Ave., San Jose. FM FACILITIES ERP 1,000 w.; 95.3 mc. Antenna ht.—610 ft. below average terrain.

**AGENCY COMMISSION**

15% on time and talent; no cash discount.

**GENERAL**

Accepts AAAA copyrighted contract. Rates are based on advertising broadcasts within 52-week periods.

**TIME RATES**

Rates effective July 1, 1958.

Rates received June 9, 1958.

Revisions rec'd October 8, 1958.

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time.....	50.00	30.00	20.00	12.50	7.00	5.60
52 times.....	48.50	29.00	19.50	12.00	6.75	5.40
156 times.....	43.00	25.50	17.00	10.50	6.00	4.80
260 times.....	39.00	24.00	16.00	10.00	5.50	4.40

**WEEKLY PACKAGE PLANS**

	1 wk.	4 wks.	13 wks.
10 per week.....	55.00	49.00	46.00
20 per week.....	98.00	92.00	86.00
30 per week.....	138.00	129.00	120.00
40 per week.....	172.00	160.00	148.00
50 per week.....	200.00	185.00	170.00
60 per week.....	222.00	204.00	186.00

30 seconds:	1 wk.	4 wks.	13 wks.
10 per week.....	44.00	41.00	38.00
20 per week.....	83.00	77.00	71.00
30 per week.....	117.00	108.00	99.00
40 per week.....	146.00	134.00	122.00
50 per week.....	167.50	152.50	140.00
60 per week.....	189.00	171.00	150.00

7-second spots—50% of earned 1-minute rate. 10-second spots—60% of earned 1-minute rate.

**SPECIAL FEATURES**

News Service—UPI and local. No added charge. Time signals—rates on request. Merchandising—complete in-store campaigns available on request. Political—regular rates and discounts apply; payable in advance. Library Service—Standard and Lang-Worth.

**Participating Programs**

"Lee Kopp Show"—6:00 a.m. to noon, Monday through Friday. "Bob Holmes Show"—Noon to 3:00 p.m. Monday through Friday. "Frank Darien Show"—3:00 p.m. to 5:00 p.m. Monday through Friday. "Bob Holmes Show"—5:00 p.m. to 8:00 p.m. Monday through Friday. "Don Jones Show"—8:00 p.m. to 10:00 p.m. Monday through Friday.

**KXRX**

(Established 1948)

The San Jose Broadcasting Co., 501 N. Bayshore, San Jose, Calif. Cypress 2-5080. Send correspondence to—P. O. Box 167, San Jose, Calif.

**PERSONNEL**

General Manager—Joe E. Levitt. Program Director—Frank Kilpatrick. Local Sales Manager—Oscar Bradley.

**REPRESENTATIVES**

New York, Chicago, Detroit, San Francisco, Los Angeles—McGavren-Quinn Company. Seattle—Hugh Felts and Associates.

**FACILITIES**

1,000 w.; 1500 kc. Directional. Operating schedule: 24 hours daily. PST-DST observed. Transmitter and Studios: North Bayshore Hwy., 1/2 mile north of East Santa Clara St., San Jose, Calif.

**AGENCY COMMISSION**

15% on net time; no cash discount. No commission on talent, program, line or service charges. Bills due when rendered.

**GENERAL**

Affiliated with California Coast Group. Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, SESAC and BMI licenses. To earn net rates quoted contracts must be completed in 12 months. Programs and announcements cannot be combined to earn frequency rate. No double spotting.

**TIME RATES**

Rates effective July 1, 1956. (Card No. 7.)

Rates received April 9, 1956.

Card received July 2, 1956.

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time.....	50.00	30.00	18.00	12.00	8.00	6.00
13 times.....	48.00	28.00	17.00	11.50	7.50	5.75
26 times.....	46.00	26.00	16.00	11.00	7.00	5.50
52 times.....	44.00	25.00	15.00	10.50	6.50	5.25
100 times.....	42.00	24.00	14.00	10.00	6.00	5.00
200 times.....	40.00	23.00	13.00	9.00	5.50	4.50
400 times.....	22.00	12.50	8.00	5.00	4.00	4.00
800 times.....	12.00	7.00	4.50	3.50	3.50	3.00
1,200 times.....	4.00	3.00	2.00	1.50	1.00	1.00

**Saturation Announcement Packages**

To be used within 7 days:	
20 one-minute or 25 30-second spots.....	100.00
40 one-minute or 50 30-second spots.....	180.00
60 one-minute or 75 30-second spots.....	260.00

To be used within 14 days:	
30 one-minute or 40 30-second spots.....	145.00
60 one-minute or 80 30-second spots.....	250.00
90 one-minute or 120 30-second spots.....	360.00

Times of saturation announcements will be fixed, but not guaranteed. They may be combined with long-term schedules to earn frequency discounts.

**Run-of-Station Announcements**

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	6.50	5.00	200 times	4.75 3.50
13 times.....	6.25	4.50	400 times	4.25 3.25
26 times.....	6.00	4.25	800 times	3.75 3.00
52 times.....	5.75	4.00	1,200 times	3.25 2.75
100 times.....	5.25	3.75		

Run-of-station announcements scheduled at best available times each day, subject to daily change of schedule. Station guarantees best possible times after quoted times have been accommodated. None scheduled before 6:00 a.m. nor after 10:00 p.m. with spots equally distributed throughout broadcast period. 30-second rate applies to all announcements of 30 seconds or less. All spot announcements exceeding 30 seconds billed automatically at 1-minute rate. 1-minute announcements and 30-second announcements may be combined to determine earned rate frequency of each.

Rates apply to total number of broadcasts within 1 year under same (and/or renewal) contract.

**SPECIAL FEATURES**

News service—AP, regional and local. Newscasts: regular rates apply. Official U. S. Weather Bureau frost warning service in season. Time Signals: available at 30-second rate, no double-spotting.

**CLOSING TIME**

Continuity should be submitted 24 hours in advance.

**SAN LUIS OBISPO (2 AM)**

San Luis Obispo County—Map Location C-9. See SRDS consumer market map and data at beginning of the State.

**KATY**

(Established 1949)



KATY, Sweetheart of San Luis Obispo, Inc., Penthouse, 1046 Monterey Street, P. O. Box 700, San Luis Obispo, Calif. Liberty 3-1340.

**PERSONNEL**

Pres. & Gen'l Mgr.—M. Marquardt. Vice-President—G. O. Porter. Commercial Manager—M. Marquardt. Program Director—C. Coldwell.

**REPRESENTATIVES**

The Meeker Company, Inc. Hollywood—Tracy Moore and Associates, Inc.

**FACILITIES**

250 w.; 1340 kc. Operating schedule: 6:00 a.m. to 12:15 a.m. weekdays; 7:00 a.m. to 10:15 p.m. Sundays. PST-DST observed. Transmitter: 500 Price St., San Luis Obispo.

**AGENCY COMMISSION**

15% on time only; no cash discount.

**CALIFORNIA**

**GENERAL**

Accepts AAAA copyrighted contract. Rates include music copyright fees. BMI, ASCAP and SESAC licenses. Alcoholic beverage advertising: beer and wine only. Rates apply to total number of broadcasts within 1 year, under same and/or renewal contract. Programs and announcements need not run consecutively for 52 weeks to earn the lowest rate. Rates are based on advertising broadcasts within 52 week periods.

**TIME RATES**

Rates effective October 1, 1955.

Rates received August 25, 1955.

Itev. rec'd. March 1, 1957.

**GENERAL RATES**

	1 hr.	1/2 hr.	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
104 times.....	40.00	24.00	16.00	8.00
156 times.....	37.50	22.50	15.00	7.50
260 times.....	35.00	21.00	14.00	7.00
312 times.....	32.50	19.50	13.00	6.50
624 times.....	30.00	18.00	12.00	6.00

**ANNOUNCEMENTS**

	1 min.	30 sec.	10 sec.	5 sec.
1 time.....	7.00	6.50	6.00	5.50
13 times.....	6.00	5.50	5.00	4.50
26 times.....	5.50	5.00	4.50	4.00
52 times.....	5.00	4.50	4.00	3.50
156 times.....	4.50	4.00	3.50	3.00
260 times.....	4.00	3.50	3.00	2.50
312 times.....	3.50	3.00	2.50	2.00
936 times.....	3.00	2.50	2.00	2.00

**SATURATION PACKAGE RATES**

(1 minute or less; to be used in 7 consecutive days)

Per week	1-3 weeks	3-8 weeks	8 or more
15 announcements.....	4.25	4.00	3.75
20 announcements.....	4.00	3.75	3.50
30 announcements.....	3.75	3.50	3.00

Saturation packages do not earn frequency discounts on other schedules.

**SPECIAL FEATURES**

News Service—UPI. Newscasts may be sponsored at regular rates. Political—regular rates apply. Payable in advance. Library Service—World.

**KVEC**

(Established 1937)



Owned and operated by John C. Cohan, Mountain View and Hill Streets, San Luis Obispo, Calif. Liberty 3-0920.

**PERSONNEL**

General Manager—John C. Cohan. Sta. & Sales Mgr.—Bob Brown. National Sales—William Oates.

**REPRESENTATIVES**

McGavren-Quinn, Co.

**FACILITIES**

1,000 w. days; 500 w. nights. 920 kc. Operating schedule: 6:00 a.m. to midnight weekdays; 7:00 a.m. to midnight Sundays. PST-DST observed. Transmitter: Hwy 1, 1-1/2 miles north of San Luis Obispo.

**AGENCY COMMISSION**

15% on time only, unless otherwise specified in contract. No cash discount. Bills rendered 1st of month; payable within 10 days.

**GENERAL**

Accepts AAAA copyrighted contract. Rates include music copyright fees. BMI, ASCAP and SESAC licenses. Alcoholic beverage advertising: beer and wine only. Discounts allowed retroactively on number of broadcasts given within 1 year. Announcements and programs cannot be combined to earn a larger discount. No periods are sold in bulk for resale. Maximum length of contract 52 weeks.

**TIME RATES**

Rates effective September 1, 1956.

Rates received September 10, 1956.

**PROGRAMS**

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	55.00	33.00	22.00	11.00
26 times.....	49.50	29.70	19.80	9.90
52 times.....	46.75	28.05	18.70	9.38
156 times.....	41.25	24.75	16.50	8.25
260 times.....	38.50	23.10	15.40	7.70
520 times.....	33.00	19.80	13.20	6.60
1000 times.....	30.25	18.15	12.10	6.05

Program rates are for number of times used within 1 year. Current advertisers will be protected for 6 months from effective

# CALIFORNIA

## San Luis Obispo—K V E C—Continued

### SPECIAL FEATURES

News Service—AP, rate card plus 10%.  
Political—regular rates apply, cash in advance.  
Library Service—Standard.

### Participating Programs

Regular announcement rates apply, availabilities on request. Available to non-competitive producers and manufacturers of food products and home equipment. Commercial continuity prepared by home economist or program director from material furnished by client. Transcriptions are acceptable.

### Foreign Language Programs

Accepted at regular rates.

### CLOSING TIME

Contracts close 1 week before 1st broadcast. Program copy closes 48 hours in advance; announcement copy closes 24 hours in advance. Political copy must be received 48 hours before 1st broadcast.

## SAN MATEO

San Mateo County—Map Location B-6  
See SRDS Consumer market map and data at beginning of the State.

## See San Francisco-Oakland

## SAN RAFAEL

Marin County—Map Location B-5  
See SRDS Consumer Markets map and data at beginning of the State.

## KTIM

(Established 1947)

Marin Broadcasting Co., Inc., 1040 "B" St., San Rafael, Calif. Gl 3-6880.

### PERSONNEL

General Manager—Hugh Turner.

### REPRESENTATIVES

Hil F. Best Company.

### FACILITIES

1,000 w.; 1510 kc.  
Operating schedule: 7:00 a.m. to local sunset. PST—DST observed.  
Transmitter: Campus, College of Marin, Kentfield, Calif.

### AGENCY COMMISSION

15% on time; no cash discount. Bills payable when rendered.

### GENERAL

Rates include music copyright fees, ASCAP, BMI, and SESAC licenses. Alcoholic beverage advertising: beer and wine only.

### TIME RATES

Rates effective October 1, 1956. (Card No. 3.)  
Rates received October 5, 1956.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time..	50.00	30.00	20.00	10.00	6.00
13 times..	47.50	28.50	19.00	9.50	4.70
26 times..	45.00	27.00	18.00	9.00	4.40
52 times..	42.50	25.50	17.00	8.50	4.10
104 times..	40.00	24.00	16.00	8.00	3.80
156 times..	37.50	22.50	15.00	7.50	3.55
260 times..	.....	.....	.....	.....	3.20

### SPECIAL SATURATION PACKAGE

30 announcements in 3 days..... 110.00  
50 announcements in 5 days..... 185.00

### SPECIAL FEATURES

News Service—UPI and local news.  
Political—regular rates apply; cash in advance.  
The Women's Page and other participation programs—charges upon request.  
Special talent programs—rates on request.  
Time signal, rates, announcement rates for spots less than 1 minute—rates on request.  
Portuguese and Negro programs—rates on request.

## SANTA ANA (1 AM; 1 FM)

Orange County—Map Location F-10  
See SRDS Consumer Markets map and data at beginning of the State.

## KWIZ

(Established 1926)



The Voice of the Orange Empire, Inc., Ltd., 105 E. 5th Street, Santa Ana, Calif. Kimberly 7-5581.

### PERSONNEL

Pres. & Gen'l Mgr.—Ernest L. Spencer.  
Sales & Operations Mgr.—W. J. Taylor.

National Sales Manager—Dick Leader.

Program Director—Ed Nix.

News Chief—Jack Boettner.

### REPRESENTATIVES

W. S. Grant Company, Inc.  
Los Angeles—Call Dick Leader (National Sales Manager) "collect," Webster 5-0302.

### FACILITIES

1,000 w.; 1480 kc.  
Non-directional daytime.  
Operating schedule: 5:30 a.m. to midnight. PST—DST observed.  
AM Transmitter: 12531 E. Willowick Dr., Santa Ana.  
FM FACILITIES  
ERP 1,000 w.; 96.7 mc.  
Operating schedule: 3:00 p.m. to 11:30 p.m. daily.  
PST—DST observed.  
Antenna ht.—170 ft above average terrain.

### AGENCY COMMISSION

15% cash discount 2% of net, provided remittance is postmarked no later than 10th of month following broadcast.

## GENERAL

Accepts AAAA copyrighted contract.  
BMI, ASCAP and SESAC licenses.  
No contract accepted for longer than 1 year.  
Alcoholic beverage advertising: beer and wine only.  
Rates quoted are both local and national.

### TIME RATES

Rates effective April 15, 1956. (Card No. 10.)  
Card received April 30, 1956.

### PROGRAMS

	1/2 hr.	25 min.	1/4 hr.	5 min.
1 time.....	40.00	35.00	28.00	14.50
13 times.....	38.50	32.50	27.00	14.50
26 times.....	37.00	31.00	26.00	13.50
52 times.....	35.00	29.50	25.00	12.50
104 times.....	32.50	28.00	23.00	11.00
208 times.....	31.00	27.00	22.00	10.00
312 times.....	29.50	26.00	21.00	9.00

### ANNOUNCEMENTS

	1 min.	30 sec.	10 sec.
1 time.....	7.00	5.00	3.50
13 times.....	7.00	5.00	3.50
26 times.....	6.75	4.75	3.25
52 times.....	6.50	4.50	3.00
104 times.....	6.25	4.25	2.75
208 times.....	6.00	4.00	2.50
312 times.....	5.75	3.75	2.25

Premium Time (7:00 a.m. to 9:30 a.m. and 3:45 p.m. to 7:00 p.m. Monday through Saturday)—add 15%.

### SPECIAL FEATURES

News Service—UPI and local Orange County News Service.

### News Talent Fees

5-minute newscasts—earned rate plus 2.00, commissionable.  
15-minute newscast—1/2 hour earned rate, commissionable.

News headlines every hour on the 1/2 hour.

Political—regular rates apply. Payable in advance.

### Participating Programs

"Spanish Hour"—5:30 a.m. to 7:00 a.m. Monday through Saturday.

"VSP Show"—7:00 a.m. to 8:00 a.m. Monday through Saturday.

"Good Morning Show"—8:00 a.m. to 11:00 a.m. Monday through Friday. Music.

"Top Banana Show"—11:00 a.m. to 3:00 p.m. Monday through Friday.

"Gad About Show"—3:00 p.m. to 6:00 p.m. Monday through Friday.

"Duke's Place"—6:00 p.m. to midnight. Monday through Friday.

(Call letters not received)

(C.P.—FM—106.3 mc.; 1,000 w.)

Phillip E. Brestoff

1400 Braeridge Dr.

Beverly Hills, Calif.

## SANTA BARBARA (3 AM; 1 FM)

Santa Barbara County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

## KDB

(Established 1926)



KDB Broadcasting Company, Radio Square, Santa Barbara, Calif. Woodland 4131.

### PERSONNEL

General Manager—Jim Harford.

Sales Manager—Len Menard.

News Director—George Burkhardt.

### REPRESENTATIVES

McGavren-Quinn Co.

### FACILITIES

250 w.; 1490 kc.  
Operating schedule: 24 hours daily, except 12:05 a.m. to 6:00 a.m. Monday. PST—DST observed.

Transmitter: Radio Square, Santa Barbara, Calif.

### AGENCY COMMISSION

15% on time only; no cash discount.

### GENERAL

Accepts AAAA copyrighted contract.  
Talent is extra. Services of station announcer are included without extra charge.

Rates include music copyright fees.

### TIME RATES

Rates effective October 1, 1957. (Card No. 23.)  
Card received October 8, 1957.

### CLASS "A"

	1 min.	30 sec.	10 sec.
10 times.....	3.75	3.00	1.90
15 times.....	3.50	2.80	1.75
20 times.....	3.25	2.60	1.65
25 times.....	3.00	2.40	1.50
35 times.....	2.75	2.20	1.40
50 times.....	2.50	2.00	1.25

### PACKAGE RATES

13 to 25 weeks, additional 5% discount.

26 or more weeks, additional 10% discount.

### COMBINATION RATES

Additional discounts available through Cal Coast Group.

### SPECIAL FEATURES

News Service—UPI. Rates on request.

5-minute newscasts on the even hours.

1-minute news capsules on the odd hours.

1-minute marine capsules throughout the day.

In store and other merchandising available.

Political—regular rates apply; cash in advance.

### Participating Programs

"The Thin Man" with Bill Binford—6:00 a.m. to noon.

"Lucky Len Ross"—noon to 6:00 p.m.

"Hal 'Buckie' Bates"—6:00 p.m. to 10:00 p.m.

"KDB After Hours Show"—10:00 p.m. to 6:00 a.m.

## KIST

(Established 1946)

Western States Radio, Balboa Bldg., Santa Barbara, Calif. Woodland 3981.

### PERSONNEL

Pres. & Gen'l Mgr.—Karl A. Rembe.

Sales Manager—Jim Bloomfield.

Program Director—Dick Logan.

### REPRESENTATIVES

George P. Hollingbery Company.

### FACILITIES

250 w.; 1340 kc.

Operating schedule: 5:00 a.m. to midnight weekdays;

6:30 a.m. to midnight Sunday. PST—DST observed.

Transmitter: 735 State Street, Santa Barbara.

### AGENCY COMMISSION

15% on net time and talent; 2% cash discount for payment before 15th of month following service.

### GENERAL

Accepts AAAA copyrighted contract.

Rates include music copyright fees.

ASCAP, SESAC and BMI licenses.

Alcoholic beverage advertising: beer and wine only.

Rates for periods longer than 1 hour are exact proportion to the corresponding hour rate.

All rates guaranteed for 1 year from date of 1st broadcast, with or without interruption.

### TIME RATES

Rates effective September 24, 1958.

Rates received March 8, 1958.

Rev. (ann.) rec'd September 17, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	40.00	24.00	16.00	12.00	8.00	5.00
26 times.....	38.00	22.80	15.20	11.40	7.60	4.75
52 times.....	36.00	21.60	14.40	10.80	7.20	4.50
104 times.....	34.00	20.40	13.60	9.20	6.80	4.25
260 times.....	32.00	19.20	12.40	8.60	5.40	4.00
520 times.....	.....	.....	.....	.....	.....	3.75
1,040 times.....	.....	.....	.....	.....	.....	3.50

### ANNOUNCEMENTS

1 minute:	
5 times per week, each.....	4.50
10 times per week, each.....	4.25
20 times per week, each.....	4.00
30 times per week, each.....	3.75
40 times per week, each.....	3.50
50 times per week, each.....	3.25

### Strip Program Rates

Five 15-minute programs per week..... 48.00  
Five 10-minute programs per week..... 36.00  
Five 5-minute programs per week..... 24.00

### DISCOUNTS

Continuing Discount—If an advertiser has been running a schedule of 1 spot or more a week for 52 consecutive weeks he can renew the contract at the earned discount and not be short rated if cancelled.

### COMBINATION RATES

See A-Buy in California Group.

### SPECIAL FEATURES

News Service—UPI. 4.00 per broadcast, commissionable, regardless of newscast length.

Time Signals—15 word limit, 1/2 announcement rate for period used.

Weather forecast, frost warnings, temperature reports—rates on request.

Political—regular rates apply.

### Participating Programs

"Kist Musi Clock" with Gene Forsell—6:30 a.m. to 11:30 a.m. Regular rates apply.

"John Collins Show"—11:30 a.m. to 2:00 p.m.

"Dick Logan Show"—2:00 p.m. to 6:00 p.m.

"Dorothy Davis Show"—6:00 p.m. to 7:00 p.m.

"Bill MacKenzie Show"—7:00 p.m. to midnight.

### Foreign Language Programs

"Italian Musicale"—8:45 a.m. to 10:00 a.m. and 3:30 p.m. to 5:00 p.m. Saturdays. Announcements in English and Italian. Card rates apply. Mrs. Piera Ciolfi, hostess.

"Tony Garcia Show"—Spanish language program. 5:00 a.m. to 7:00 a.m. Monday through Saturday and 6:30 a.m. to 8:30 a.m. Sunday. Translation from English copy at no extra charge. Announcements broadcast in both Spanish and English. Regular rates apply.

## KRCW

— FM —

(Established 1957)



Channel Broadcasting Co., Inc., 818 State St., Santa Barbara, Calif. Woodland 5-0800.

### PERSONNEL

General Manager—Cameron A. Warren.

Program Director—Roger A. Clarke.

Sales Manager—Tom McManus.

### REPRESENTATIVES

FM Unlimited, Inc.

### FACILITIES

ERP 10,000 w.; 97.5 mc.

Operating schedule: 10:00 a.m. to 11:00 p.m. daily.

Transmitter: Carrillo and Bath Sts., Santa Barbara, Calif.

### AGENCY COMMISSION

15% on time only; 2% cash discount. Bills due and payable 10 days.

### GENERAL

Accepts AAAA copyrighted contracts.

Rates include music copyright fees.

ASCAP and

**Santa Barbara—K R C W-FM—Continued**

**SPECIAL FEATURES**

Time signals—12 signals per day available on contract basis, per month, 200.00.

**Participating Programs**

Program participations consist of two 1-minute announcements and two sponsor ID's at beginning and end of special 4-hour programs. 1-minute announcements, 13 week contract, frequency discount applicable, 18.00.

"Sunday Concert"—10:00 a.m. to 2:00 p.m. Sunday.  
"Modern Jazz Concert"—2:00 p.m. to 6:00 p.m. Saturday.

"Etchings in Sound"—2:00 p.m. to 6:00 p.m. Sunday.

**CLOSING TIME**

24 hours in advance of broadcast.

**KTMS**

(Established 1937)

**Don Lee - - Mutual - - ABC**

Owned and operated by Santa Barbara News-Press, News-Press Bldg., Santa Barbara, Calif. Woodland 3911.

**PERSONNEL**

General Manager—Joe Benes.

**REPRESENTATIVES**

Paul H. Raymer Company, Inc.

**FACILITIES**

1,000 w.; 1250 kc. Directional. Operating schedule: 6:00 a.m. to 11:30 p.m. PST—DST observed.

Transmitter: 8 miles north of Santa Barbara.

**AGENCY COMMISSION**

15% for time only. Cash discount 2% 20th of month following broadcasts. Bills rendered monthly. Affidavits provided only on request.

**GENERAL**

Accepts AAAA copyrighted contract. Alcoholic beverage advertising: beer, light wine. Rates include music copyright fees. BMI, ASCAP and SESAC licenses. Rates for periods longer than 1 hour are in exact proportion to the corresponding 1 hour rates.

**TIME RATES**

Rates effective September 1, 1956.  
Rates received October 1, 1956.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	*Ann.
1 time....	40.00	24.00	16.00	12.00	8.00	5.60
13 times....	39.00	23.40	15.60	11.70	7.80	5.45
26 times....	38.00	22.80	15.20	11.40	7.60	5.30
52 times....	37.00	22.20	14.80	11.10	7.40	5.15
104 times....	36.00	21.60	14.40	10.80	7.20	5.00
156 times....	34.50	20.70	13.80	10.35	6.90	4.85
260 times....	33.00	19.80	13.20	9.90	6.60	4.60
365 times....	31.00	18.60	12.40	9.30	6.20	4.35

(\* Length of announcements or station breaks depends upon time available. No rate differentials. Time Signals and 10-second quickies—50% of applicable announcement rate.

**SATURATION PACKAGE RATES**

Run-of-schedule, must be used in 7 consecutive days. Will average 3 out of 10 in Class "A" time.

10 announcements..	40.00	36 announcements..	117.00
15 announcements..	56.25	48 announcements..	144.00
20 announcements..	70.00	70 announcements..	192.50

**COMBINATION RATES**

See ABC Radio and NBC.

**SPECIAL FEATURES**

News Service—AP and News-Press staff. Regional news available through correspondents. Service charge 2.50 for 15 minutes, 1.00 for 5 minutes. Political—regular rate applies; discounts for individual candidates. Cash in advance with 25% down payment to reserve availabilities. Copy must reach program director 48 hours before broadcast time and left as a permanent file with the station.

**Participating Programs**

"Music, Inc."—3:05 p.m. to 4:00 p.m. Mon. through Fri. DJ with popular music at card rate.  
"La Hora Mexicana"—5:30 a.m. to 7:00 a.m. Monday through Friday, 7:00 a.m. to 8:15 a.m. Sunday. Spanish language program of music and news. Regular rates apply.  
"Music for the Mrs."—1:00 p.m. to 1:30 p.m. and 2:00 p.m. to 2:55 p.m. Monday through Friday. Regular rates apply.

**CLOSING TIME**

Complete manuscripts must be submitted 24 hours before program time.

**SANTA CRUZ**

Santa Cruz County—Map Location B-7  
See SRDS consumer market map and data at beginning of the State.

**KDON**

City of license, Salinas, Calif.  
Santa Cruz—1013 Pacific Ave., Santa Cruz, Calif.  
See listing under Salinas, Calif.

**KSCO**

(Established 1947)



Radio Santa Cruz, 2300 Portola Drive, P.O. Box 1080, Santa Cruz, Calif. Greenwood 5-1080.

**PERSONNEL**

General Manager—C. Vernon Berlin.

**REPRESENTATIVES**

Broadcast Time Sales.

**FACILITIES**

1,000 w. days; 500 w. nights. 1080 kc. Directional—night only.

Operating schedule: 6:00 a.m. to 11:05 p.m. weekdays; 7:00 a.m. to 11:05 p.m. Sundays. PST—DST observed.

Transmitter: Corcoran Lagoon and Capitola Drive, Santa Cruz, Calif.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered monthly and payable 15th of month following service.

**GENERAL**

Accepts AAAA copyrighted contract. Foreign language programs not accepted. Affidavits of performance provided on request. Length of commercial copy:

	Programs		News	
	Day	Evening	Day	Evening
5 minutes 1:30 min	1:15 min	*1:00 min	*1:00 min	
10 minutes 2:30 min	2:00 min	2:15 min	2:00 min	
15 minutes 3:15 min	2:30 min	3:00 min	2:30 min	
30 minutes 4:30 min	3:00 min			
60 minutes 9:00 min	6:00 min			

(\* Maximum opening commercial: 30 seconds for 5 minute news program; no middle commercial permitted on 5 minute news program.

**TIME RATES**

Rates effective June 1, 1947. (Card No. 1-A.)

**CLASS "A"**

	6:00 p.m. to sign-off				
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	60.00	36.00	24.00	18.00	12.00
13 times....	57.00	34.20	22.80	17.10	11.40
26 times....	54.00	32.40	21.60	16.20	10.80
52 times....	51.00	30.60	20.40	15.30	10.20
156 times....	48.00	28.80	19.20	14.40	9.60
260 times....	45.00	27.00	18.00	13.50	9.00
364 times....	42.00	25.20	16.80	12.60	8.40

**CLASS "B"**

(All Other Times)

	1 hr.	1/2 hr.	10 min.	5 min.
1 time....	50.00	30.00	20.00	15.00
13 times....	47.50	28.50	19.00	14.25
26 times....	45.00	27.00	18.00	13.50
52 times....	42.50	25.50	17.00	12.75
156 times....	40.00	24.00	16.00	12.00
260 times....	37.50	22.50	15.00	11.25
364 times....	35.00	21.00	14.00	10.50

**SPOT ANNOUNCEMENTS**

All announcements take the 1 minute rate. Announcements broadcast at time adjacent to the higher rate classification take the higher rate.

**SPECIAL FEATURES**

News Service—AP, available at no extra charge. Local news by station reporter available at 3.00 additional per program, not subject to frequency discount. Political and Lectures—regular rates apply. Payable in advance. Subject to production charges. Library Service—Standard, Thesaurus.

**CLOSING TIME**

1 week before broadcast time. No changes within 24 hours of broadcast. Political and lecture copy must be submitted at least 48 hours before broadcast.

**SANTA MARIA (2 AM)**

Santa Barbara County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

**KCOY**

(Established 1946)



Arenza Broadcasters, Santa Maria Inn, 801 S. Broadway, Santa Maria, Calif. Walnut 5-2233.

**PERSONNEL**

Manager—Jim Ranger.

Program Director—Bill Sinclair.

Sales Manager—Ed Zuchelli.

**REPRESENTATIVES**

New York, San Francisco, Los Angeles, Chicago—McGavren-Quinn Co.

**FACILITIES**

250 w.; 1400 kc. Operating schedule: 24 hours daily. PST—DST observed.

Transmitter: N. Blosser Rd., Santa Maria.

**AGENCY COMMISSION**

15% on time; 2% cash discount. Bills due when rendered.

**GENERAL**

Rates include music copyright fees. BMI, ASCAP, and SESAC licenses. Discount as earned over 1 year period. Alcoholic beverage advertising: beer, light wine.

**TIME RATES**

Rates effective May 16, 1955.  
Rates received May 31, 1955.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
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
65 times....	40.00	24.00	16.00	12.00	8.00	4.00
130 times....	37.50	22.50	15.00	11.25	7.50	3.75
260 times....	35.00	21.00	14.00	10.50	7.00	3.50
400 or more times....	30.00	18.00	12.00	9.00	6.00	3.00

(\* 1 minute or station break. 9-second "Stingers"—1/2 regular 1 minute rate.

**PACKAGE—SPOT RATE**

	Each	Per mo.
2 spots per day.....	3.75	225.00
3 spots per day.....	3.50	315.00
4 spots per day.....	3.25	390.00
5 spots per day.....	3.00	450.00

**CALIFORNIA**

**Package Discounts**

Following discounts also apply on above package rates.  
3 months discount..... 5%  
6 months discount..... 10%  
12 months discount..... 20%

**COMBINATION RATES**

See California Group.

**SPECIAL FEATURES**

News Service—AP.  
KCOY News Service available. Includes facilities of Valley News Service, Santa Barbara News-Press, Santa Maria staff, and special radio correspondents. Telephone recorder available. Farm Shows, Weather, Sports, Special Features—rates as listed. Political—regular rates apply.

**Participating Programs**

"Bill Sinclair Show"—6:00 a.m. to noon.  
"Bob Burton Show"—noon to 6:00 p.m.  
"Tom Morrissey Show"—6:00 p.m. to midnight.  
"Len Warren Show"—midnight to 6:00 a.m.  
Special rates on request.

**Foreign Language Programs**

Spanish only—rates and details on request.

**KSMA**

(Established 1945)



Owned and operated by James M. Hagerman and John I. Groom, P. O. Box 736, 510 W. Morrison, Santa Maria, Calif. Phone 5-2582.

**PERSONNEL**

Managers—James (Joe) Hagerman and John I. Groom.

**REPRESENTATIVES**

W. S. Grant Company, Inc.

**FACILITIES**

250 w.; 1240 kc. Operating schedule: 6:00 a.m. to 11:30 p.m. weekdays, 7:00 a.m. to 10:30 p.m. Sundays. PST-DST observed.

Transmitter: 510 W Morrison, Santa Maria.

**AGENCY COMMISSION**

15% on net time; no cash discount. Bills due 10th of following month.

**GENERAL**

Accepts AAAA copyrighted contract.

**TIME RATES**

Rates effective October 1, 1958.  
Rates received October 8, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Spot
1 time....	60.00	36.00	24.00	18.00	12.00	6.00
26 times....	57.50	34.50	23.00	17.25	11.50	5.75
52 times....	55.00	33.00	22.00	16.50	11.00	5.50
104 times....	52.50	31.50	21.00	15.75	10.50	5.25
156 times....	50.00	30.00	20.00	15.00	10.00	5.00
260 times....	47.50	28.50	19.00	14.25	9.50	4.75
312 times....	45.00	27.00	18.00	13.50	9.00	4.50
520 times....	42.50	25.50	17.00	12.75	8.50	4.25
650 times....	40.00	24.00	16.00	12.00	8.00	4.00

**WEEKLY ANNOUNCEMENT PACKAGE PLANS**

1 minute:	Each	Total
10 per week.....	5.00	50.00
15 per week.....	4.75	70.00
20 per week.....	4.50	90.00
25 per week.....	4.25	105.00
30 per week.....	4.00	120.00
40 per week.....	3.75	150.00
50 per week.....	3.50	175.00
30 seconds:		
10 per week.....	3.50	35.00
15 per week.....	3.375	50.00
20 per week.....	3.25	65.00
25 per week.....	3.125	77.50
30 per week.....	3.00	90.00
40 per week.....	2.875	115.00
50 per week.....	2.75	137.50

**SPECIAL FEATURES**

News Service—UPI.  
Weather and Market service available at no extra charge.  
Political—regular rates apply.  
Sports—Santa Maria High School football, basketball, baseball. Allan Hancock college football, basketball, baseball. Santa Maria Indians baseball. Los Angeles Rams football. UCLA football. Rates and details on request.

**SANTA MONICA**

Los Angeles County—Map Location E-10  
See SRDS consumer market map and data at beginning of the State.

**KCRW**

— FM —

(Established 1947)

Owned and operated by Santa Monica School Board. Frequency—89.9 megacycles.

Does not sell time.

**KDAY**

(Establish



# CALIFORNIA

## Santa Monica—K D A Y—Continued

### FACILITIES

10,000 w.; 1580 kc. Clear channel.  
(C. P. 50,000 w. days)  
Operating schedule: Sunrise to local sunset. PST—DST observed.  
January ..... 5:00 p.m. July ..... 7:00 p.m.  
February ..... 5:30 p.m. August ..... 6:45 p.m.  
March ..... 6:00 p.m. September ..... 6:00 p.m.  
April ..... 6:30 p.m. October ..... 5:15 p.m.  
May ..... 6:45 p.m. November ..... 4:45 p.m.  
June ..... 7:15 p.m. December ..... 4:45 p.m.  
Transmitter: 3470 McLaughlin Ave., Los Angeles.

### AGENCY COMMISSION

15% on time; no cash discount. Bills due when rendered.

### GENERAL

Accepts AAAA copyrighted contract. Alcoholic beverage advertising; beer and wine only. Rates include music copyright fees. Discounts allowed retroactively on number of broadcasts given within a 12-month period dating from 1st broadcast. Frequency discounts allowed retroactively on contracts for a stipulated period of time, or contracts calling for 2 weeks cancellation notice. No frequency discounts will be allowed on till forbid or open contracts. The following rates are for local and national advertising.

Length of commercial copy:  
1 hour ..... 9:00 min. 1/4 hour ..... 3:15 min.  
1/2 hour ..... 4:30 min. 5 minutes ..... 1:25 min.

### TIME RATES

Rates effective .....  
Rates received June 9, 1958.

### ANNOUNCEMENTS

	1 min.	30 sec.	20 sec.	10 sec.
1 time.....	18.00	14.00	13.00	10.00
13 times.....	17.25	13.50	12.50	9.50
26 times.....	16.50	13.00	12.00	9.00
52 times.....	15.75	12.50	11.50	8.50
104 times.....	15.00	12.00	11.00	8.00
208 times.....	14.00	11.25	10.25	7.50
312 times.....	13.00	10.50	9.50	7.00
425 times.....	12.00	9.50	8.75	6.50
600 times.....	11.00	8.50	8.00	6.00
800 times.....	10.00	7.50	7.00	5.50
1,000 times.....	9.00	7.00	6.50	5.00

### WEEKLY PACKAGE RATES

	1 min.	30 sec.	20 sec.	10 sec.	Total
Spots per week 14	23	30	40	200.00	
Spots per week 24	40	53	70	300.00	
Spots per week 35	58	77	102	400.00	
Spots per week 50	83	111	148	500.00	

### Bonus on Weekly Package Rates

4 weeks ..... 5% 26 weeks ..... 15%  
13 weeks ..... 10% 52 weeks ..... 20%  
Package rates are guaranteed six months rate protection after the KDAY power increase to 50,000 watts, estimated July 30, 1958.

### SPECIAL FEATURES

Herald Express News on the half-hour. Rates on request.

U. S. Weather Bureau leased weather wire. Major League scores half-hourly.

Political—regular rates apply; discounts for individual candidates. Cash in advance with 25% down payment to reserve availabilities. Copy must be sent 48 hours before broadcast and left as a permanent file with station.

### Participating Programs

"The Hawthorne Show"—6:00 a.m. to 9:00 a.m. Monday through Saturday.  
"The Earl McRoberts Show"—9:00 a.m. to noon, Monday through Saturday.  
"The Frank Pollack Show"—noon to 3:00 p.m. Monday through Saturday.  
"The Earl McDaniel Show"—3:00 p.m. to 6:00 p.m. Monday through Saturday.  
"Pollack's Record Review"—8:00 p.m. to sign-off Monday through Saturday.  
"The Pollack Sunday Show"—8:30 a.m. to 2:00 p.m. Sunday.  
"The Pete Smith Show"—2:00 p.m. to sign-off Sunday.

### CLOSING TIME

24 hours in advance. (D)

## SANTA PAULA

Ventura County—Map Location D-9

See SRDS Consumer Markets map and data at beginning of the State.

### KSPA

(Established 1948)

KSPA Radio 1400, 110 Middle Road, Santa Paula, Calif. Jackson 5-6395, 5-6015.

### PERSONNEL

General Manager—Frank James.

### REPRESENTATIVES

Call station collect.

### FACILITIES

250 w.; 1400 kc.  
Operating schedule: 5:00 a.m. to midnight weekdays; 6:00 a.m. to midnight Sundays. PST—DST observed.  
Transmitter: Middle Road, Santa Paula.

### AGENCY COMMISSION

15% on time and talent; no cash discount. Bills rendered 1st; payable 10th of month.

### GENERAL

Spanish language station.  
Accepts AAAA copyrighted contract.  
Rates include talent and translation.  
Frequency discounts allowed retroactively only on uninterrupted series of broadcasts.

### TIME RATES

Rates effective October 1955.  
Rates received April 30, 1956.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	50.00	30.00	21.70	16.25	10.00	5.00
13 times.....	45.00	26.75	19.00	14.50	9.00	4.50
26 times.....	40.50	23.50	17.25	13.00	8.00	4.00
52 times.....	32.00	20.50	15.00	11.20	7.00	3.50

### SPECIAL FEATURES

News Service—UPI and local news on the hour in Spanish.

Spanish language programs—17 hours daily; 5:00 a.m. to 10:00 p.m. Monday through Saturday; 6:00 a.m. to 10:00 p.m. Sunday.

Political—regular rates apply. Payable before broadcast. Copy must reach station manager 24 hours before broadcast and copy must be left at station for permanent file.

## SANTA ROSA

Sonoma County—Map Location B-5

See SRDS consumer market map and data at beginning of the State.

### KSRO

(Established 1937)



Finley Broadcasting Co., P. O. Box 1597, Flamingo Hotel, Santa Rosa, Calif.

### PERSONNEL

General Manager—Frank McLaurin.

### REPRESENTATIVES

McGavren-Quinn Co.

### FACILITIES

1,000 w.; 1350 kc. Directional.  
Operating schedule: 6:00 a.m. to midnight.  
Transmitter: Finley and Fresno, Santa Rosa.

### AGENCY COMMISSION

15% of net time; no cash discount. Bills rendered monthly.

### GENERAL

Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available.  
Rates include music copyright fees.  
BMI and ASCAP licenses.

Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts.

### TIME RATES

Rates effective March 1, 1955. (Card No. 12.)  
Card received February 28, 1955.  
Rev. (Pkgs.) received March 3, 1958.

	1/4 hr.	5 min.	*Ann.
1 time.....	25.00	12.50	6.00
13 times.....	22.50	11.25	5.75
26 times.....	21.00	10.75	5.50
39 times.....	20.00	10.00	5.25
52 times.....	19.00	9.75	4.90
104 times.....	18.00	9.25	4.69
156 times.....	17.00	8.75	4.30
260 times.....	16.00	8.00	4.00
312 times.....	15.00	7.75	3.75
624 times.....	.....	.....	3.60
1248 times.....	.....	.....	3.50

(\* 1 minute or station break.

### PACKAGE RATES

1-minute:		
10 times.....	4.00	25 times..... 3.25
15 times.....	3.75	35 times..... 3.00
20 times.....	3.50	50 times..... 2.75
30-second spots—80% of applicable rates.		
10-second spots—50% of applicable rates.		

### COMBINATION RATES

See Big Mike (Cal-Coast Group).

### SPECIAL FEATURES

News Service—UPI; time plus 20%.  
Political—regular rates apply; payment in advance.

(Call letters not received)

(C.P. 1,150 kc.; 5,000 w. days, 500 w. nights)  
Radio Santa Rosa  
100 W. 21st St.  
Merced, California

## SONORA

Tuolumno County—Map Location D-6

See SRDS consumer market map and data at beginning of the State.

### KROG

(Established 1949)

Owned and operated by John H. Robbins, Mono Highway, Sonora, Calif. Jefferson 2-7426.

### PERSONNEL

Owner—John H. Robbins.  
Station Manager—John H. Robbins.  
Program Director—Leroy Ferrel.

### REPRESENTATIVES

W. S. Grant Company, Inc.

### FACILITIES

250 w.; 1450 kc.  
Operating schedule: 6:30 a.m. to 10:30 p.m. weekdays; 8:00 a.m. to 10:00 p.m. Sunday.  
Transmitter: Mono Highway, Sonora, Calif.

### AGENCY COMMISSION

15% on time only if bills are paid by 15th of month following service. 2% cash discount allowed if bills are paid by 10th of month following service.

### GENERAL

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising: beer, light wine.  
Maximum contract 52 weeks. Upon renewal, lowest rate earned on old contract will be applicable. Frequency discounts applicable to all business placed during a 52-week period, whether interrupted or not. In the event of increase in rates, current advertisers will be protected at old rate for 1 year from effective date of increase.

All announcements take the 1 minute rate.  
Rates are for station time only; special program and production costs are extra. Programs and announcements may be combined to earn frequency discounts.  
Length of copy in accordance with NAB code.

### TIME RATES

Rates effective March 1, 1952. (Card No. 2.)  
Card received February 18, 1952.  
Rev. (30-sec. rates) rec'd November 13, 1956.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	30.00	18.00	12.00	9.00	6.00	4.00
52 times.....	28.50	17.10	11.40	8.55	5.70	3.80
156 times.....	27.00	16.20	10.80	8.10	5.40	3.60
260 times.....	25.50	15.30	10.20	7.65	5.10	3.40
365 times.....	24.00	14.40	9.60	7.20	4.80	3.20
730 times.....	22.50	13.50	9.00	6.75	4.50	3.00

### ANNOUNCEMENT RATES

10 spots per week.....	35.00
25 spots per week.....	81.25
40 spots per week.....	122.00

### SPECIAL FEATURES

News Service—UPI. Hourly newscasts 5 minutes before hour. Headlines and local news on each 1/2-hour. No extra cost.

Political—regular rates apply. Payable in full with order. No time reservations without firm order.

Religious—programs accepted at regular rates.  
Library Service—Standard, Sesac.

### Participating Programs

"TNT"—6:30 a.m. to 9:00 a.m. Time, News and Tunes.  
"Coffee Capers"—9:00 a.m. to noon.  
"Sierra Serenade"—noon to 2:30 p.m.  
"Memory Lane"—2:30 p.m. to 4:30 p.m.  
"Preview Parade"—4:30 p.m. to 5:00 p.m.  
"Western Roundup"—5:00 p.m. to 5:30 p.m.  
"Dinner Music"—5:30 p.m. to 7:30 p.m.  
"Music For Dancing"—7:30 p.m. to 8:30 p.m.  
"Tips for Top Twenty"—8:30 p.m. to 9:00 p.m.  
"Patio Party"—9:00 p.m. to 10:00 p.m.  
"Nightcaps and Nightshirts"—10:00 p.m. to 10:30 p.m.

### CLOSING TIME

48 hours before broadcast.

## STOCKTON (4 AM)

San Joaquin County—Map Location C-6

See SRDS consumer market map and data at beginning of the State.

### KCVN

— FM —

(Established 1947)

College of the Pacific.  
Does not sell time.

### KJOY

(Established 1947)



Joseph Gamble Stations, Inc., Hotel Stockton, Stockton, Calif. Howard 4-7313.

### PERSONNEL

President—Joseph E. Gamble.  
General Manager—O. J. Lofthus.

### REPRESENTATIVES

McGavren-Quinn Company.

(This listing continued on next page)



**FACILITIES**

1,000 w.; 1280 kc. Directional—night only.  
Operating schedule: 5:55 a.m. to midnight weekdays;  
7:00 a.m. to midnight Sundays. PST—DST observed.  
Transmitter: Beyer Lane, Stockton, Calif.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills due when rendered.

**GENERAL**

Continuing discount allowed. Announcement or program service which has been maintained for 52 consecutive weeks and continues without lapse will receive the same rates or the rate applicable to that portion of the service which continues without interruption. Announcements and programs cannot be combined for discount purposes.

**Length of commercial copy:**

5 minutes.....	1-1/2 min.
10 minutes.....	2-1/2 min.
15 minutes.....	3 min.
25 minutes.....	5 min.
55 minutes.....	8 min.

**Length of Announcements:**

Time signal.....	20 words
1 minute.....	120 words

**TIME RATES**

Rates effective April 1, 1958. (Card No. 1-C.)  
Card received March 19, 1958.

**PROGRAMS**

	55 min.	25 min.	1/4 hr.	10 min.	5 min.	Ann.	10 sec.
1 time.....	60.00	30.00	18.00	12.00	7.50	6.00	3.00
52 times.....	51.00	25.50	15.30	10.20	6.38	5.40	2.70
104 times.....	48.00	24.00	14.40	9.60	6.00	5.10	2.55
156 times.....	45.00	22.50	13.50	9.00	5.63	4.80	2.40
312 times.....	42.00	21.00	12.60	8.40	5.25	4.50	2.25
624 times.....	.....	.....	.....	.....	.....	3.90	1.95
1000 times.....	.....	.....	.....	.....	.....	3.38	1.69

**WEEKLY PACKAGES**

	Each	Total
1-minute announcements, 120 words:		
10 spots.....	5.25	52.50
20 spots.....	5.10	102.00
30 spots.....	4.95	148.50
40 spots.....	4.80	192.00
50 spots.....	4.65	232.50
75 spots.....	4.50	337.50
100 spots.....	4.35	435.00
150 spots.....	4.05	607.50

**MONTHLY PACKAGES**

1-minute announcements—months must be continuous to earn rate based on 7 days per week, or its equivalent:

	1 mo.	3 mos.	6 mos.	1 yr.
1 per day.....	5.25	4.88	4.50	4.13
2 per day.....	4.88	4.50	4.13	3.75
3 per day.....	4.50	4.13	3.75	3.38
5 per day.....	4.13	3.75	3.38	3.00
10 per day.....	3.75	3.38	3.00	2.63

**COMBINATION RATES**

See Big Mike (Cal-Val Group).

**SPECIAL FEATURES**

News Service—UPL.

**Newscasts**

	1 day	1 wk.	1 mo.	3 mos.
5 days per week:				
3 per day.....	8.63	7.88	7.13	6.38
5 per day.....	8.25	7.50	6.75	6.00

Political—regular rates apply; payable in advance.

**K R A K**

(Established 1926)



Golden Valley Broadcasting Co., Inc., 409 E. Market St., Wolf Hotel, Stockton, Calif. Howard 4-4551.

Other Offices & Studios—Hotel Senator, Sacramento, Calif. Glibert 1-6464.

**PERSONNEL**

Co-Owner and President—Gene Chenault.  
Co-Owner, Vice-Pres. and Gen'l Mgr.—Alan Torbet.  
Business Manager (Stockton)—James Longe.  
Business Manager (Sacramento)—Lloyd Perrault.

**REPRESENTATIVES**

Headley Rced Company.

**FACILITIES**

5,000 w.; 1140 kc. Directional—nights only. Clear channel.  
(C.P.—50,000 w.)  
Operating schedule: 5:00 a.m. to 2:00 a.m. PST—DST observed.  
Transmitter: Highway 99, 3 miles south of Stockton.

**AGENCY COMMISSION**

15% on net time and talent; no cash discount. Accounts payable 10th of month following service.

**GENERAL**

Rates are for time only and include music copyright fees.

**TIME RATES**

Rates effective May 1, 1958. (Card No. 7-A.)  
Card received September 1, 1958.  
Rev. rec'd September 2, 1958.

	55 min.	25 min.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	100.00	60.00	38.00	24.00	14.00	9.50
26 times.....	95.00	57.00	36.00	23.00	13.50	9.00
52 times.....	90.00	54.00	34.00	21.00	13.00	8.50
156 times.....	85.00	51.00	32.00	20.00	12.00	8.00
260 times.....	80.00	48.00	30.00	18.00	11.00	7.50
312 times.....	75.00	45.00	28.00	17.00	10.00	7.00
624 times.....	.....	.....	.....	.....	.....	6.50
1000 times.....	.....	.....	.....	.....	.....	6.00

(\*) 1-minute spots fixed position.

**WEEKLY PACKAGES**

1-minute, 120 words:	
10 announcements per week.....	8.00
20 announcements per week.....	7.50
30 announcements per week.....	7.00
40 announcements per week.....	6.50
50 announcements per week.....	6.00

**MONTHLY PACKAGES**

(30 days)

1-minute, 120 words:	
1 announcement per day (30).....	8.00
2 announcements per day (60).....	7.50
3 announcements per day (90).....	7.00
4 announcements per day (120).....	6.50
5 announcements per day (150).....	6.00
30-second announcements—25% off.	
10-second announcements—50% off.	

**NEWS, TIME, TEMPERATURE**

(5, 6 or 7 days per week)

	(*)	(†)	(*)	(†)
1 per day..	15.00	19.00	4 per day..	11.00 15.00
2 per day..	13.00	17.00	5 per day..	10.00 14.00
3 per day..	12.00	16.00		

(\*) 3-minute TNT (time, news, temperature).  
(†) 5-minute newscasts.

**COMBINATION RATES**

KRAK may be purchased in combination with any of the following at group discounts; KYOS, Merced; KYNO, Fresno; KPMC, Bakersfield.  
See "99" Group for combination discounts.

**SPECIAL FEATURES**

Political—regular rates apply; payable in advance. Copy must be forwarded 24 hours in advance and left for permanent file.

**KSTN**

(Established 1949)

**AIMS - - Independent**

An Associated Independent Metropolitan Station



San Joaquin Broadcasting Co., Clark Hotel, Stockton 6, Calif. Howard 4-7338.

**PERSONNEL**

President—Knox La Rue.  
Exec. Vice-Pres.—Jay Watson.

**REPRESENTATIVES**

George P. Hollingbery Company.

**FACILITIES**

1,000 w. (C.P. 5,000 w.); 1420 kc. Directional.  
Operating schedule: 24 hours daily except Tuesdays.  
PST—DST observed.  
Transmitter: 2171 Ralph Ave., Stockton 6, Calif.



The Commodore Says

**HOIST YOUR SALES**

with

**KSTN**

in the

**Big Stockton Market**

**AUDIENCE LEADERSHIP FOR FOUR YEARS**

**COVERAGE WITHOUT WASTE**

**LOW COST PER-THOUSAND**



MEMBER STATION • A-BUY in California  
Represented by George P. Hollingbery Co.

**AGENCY COMMISSION**

15% on net time provided payment is made by 10th of month following service. No cash discount.

**GENERAL**

Accepts AAAA copyrighted contract. Rates include music copyright fees. BMI, ASCAP and SESAC licenses. Following rates are for general advertising. Discounts apply on time only and are allowed only on programs or announcements under contract not exceeding 1 year's duration and without lapse. Announcements cannot be combined with programs to determine the rate earned. Announcement times are subject to change either to clear time for sponsored programs or station features. Rates for periods longer than 1 hour are in exact proportion to the corresponding 1 hour rate.

Alcoholic beverage advertising: beer, light wine. 2 or more periods of 15 minutes or more duration, broadcast in 1 day for the same advertiser may be computed and paid for at the rate applicable to the total weighted time of the combined periods. Rates are guaranteed for a period of 6 months from date of 1st broadcast or for 6 months from effective date of any increase in these rates, providing advertising is actually running at time of effective date of increase and continues without interruption.

Length of commercial copy:

5-minute news.....	160 words
10-minute program.....	260 words
15-minute program.....	400 words
30-minute program.....	600 words
60-minute program.....	1,000 words

**TIME RATES**

Rates effective February 1, 1957. (Card No. G-5.)  
Card received December 31, 1956.

**ZONE 1**

(6:30 a.m. to 9:30 a.m. and 4:30 p.m. to 6:00 p.m. Monday through Saturday)

1 minute participations or 125 word ann.....	10.50
10-second participations.....	5.25

**ZONE 2**

(6:00 a.m. to 6:30 a.m.; 9:30 a.m. to 4:30 p.m.; 6:00 p.m. to 10:00 p.m. Monday through Saturday; 6:00 a.m. to 10:00 p.m. Sunday)

	55 min.	25 min.	1/4 hr.	10 min.	5 min.	Ann.	10 sec.
1 time.....	65.00	39.00	26.00	19.50	13.00	10.50	5.25
13 times.....	61.75	37.05	24.70	18.50	12.35	9.95	5.00
26 times.....	58.50	35.10	23.40	17.50	11.70	9.40	4.70
52 times.....	55.25	33.15	22.10	16.50	11.05	8.85	4.40
156 times.....	52.00	31.00	20.80	15.50	10.40	8.30	4.15
260 times.....	48.75	29.25	19.50	14.50	9.75	7.75	3.90
312 times.....	.....	.....	.....	.....	.....	7.20	3.60
468 times.....	.....	.....	.....	.....	.....	6.65	3.30
1,000 times.....	.....	.....	.....	.....	.....	6.10	3.05

Zone 1 announcements may be combined with Zone 2 announcements for purposes of computing frequency discounts for Zone 2 announcements.

**ZONE 3**

(10:00 p.m. to 6:00 a.m.)  
Rates on request.

**PACKAGE PLANS**

All Package Plan spots are broadcast run-of-schedule in best times available between 6:00 a.m. and 10:00 p.m. No fixed position spots allowed in this rate bracket. Affidavits and billing will show only number of spots run in a given day.

**ANNOUNCEMENTS**

26 times.....	7.25	312 times.....	5.40
52 times.....	6.65	468 times.....	5.00
156 times.....	6.10	1,000 times.....	4.50
260 times.....	5.60		

**WEEKLY PACKAGE RATES**

15 per week.....	100.00	40 per week.....	200.00
20 per week.....	130.00	50 per week.....	225.00
30 per week.....	170.00		

Service Announcements (10-seconds or less run-of-schedule) 8 per day, monthly basis only, per month 550.00; 4 per day, monthly basis only, per month 325.00.

**COMBINATION RATES**

See A-Buy in California Group.

**SPECIAL FEATURES**

Newscasts  
3-minute newscasts scheduled 5 minutes before the hour and 25 minutes after the hour.

Per day:  
1 time..... 13.00 5 times..... 45.00  
3 times..... 33.00

Per week:  
1 per day (6 days per week)..... 57.50  
2 per day (6 days per week)..... 110.00  
3 per day (6 days per week)..... 155.00

9-minute newscasts scheduled at 6:50 a.m., 7:50 a.m., 8:50 a.m., 11:50 a.m. and 5:50 p.m.

Per day:  
1 time..... 19.50  
3 times..... 50.00  
5 times..... 75.00

Per week:  
1 per day (6 days per week)..... 110.00  
2 per day (6 days per week)..... 195.00

**Participating Programs**

Participating programs: 10.50 per participation, net, no frequency discount (commissionable).  
"Coffee Club"—6:30 a.m. to 9:00 a.m., Monday through Saturday.  
"Ellis Lind Show"—10:00 a.m. to 10:55 a.m., Monday through Saturday, and 11:00 a.m. to noon, Sunday.  
"Ray Golden's 'R. G.' Show"—4:30 p.m. to 7:00 p.m. Monday through Saturday.  
Foreign Language Programs

Spanish:  
"Anna Maria"—5:00 a.m. to 6:00 a.m. Monday through Saturday and 6:30 a.m. to 7:30 a.m. Sunday.  
Participations..... 6.50

**CLOSING TIME**

If program is to be included in publicity releases, closing date is 2 weeks before broadcast. Final closing date 48 hours in advance.

(Stockton continued on next page)

# CALIFORNIA

Stockton—Continued

## KWG

(Established 1922)



KWG Broadcasting Company, Inc., Weber and E. Sts., Stockton, Calif. Howard 5-5728.

### PERSONNEL

President—Bob Belchenbach.  
General Manager—Bob McVay.

### REPRESENTATIVES

The Bolling Company, Inc.

### FACILITIES

250 w.; 1230 kc.  
Operating schedule—6:00 a.m. to midnight weekdays; 7:00 a.m. to midnight Sundays. PST—DST observed.  
Transmitter: Weber and "E" Streets, Stockton.

### AGENCY COMMISSION

15% on net time; no cash discount. Bills due when rendered.

### GENERAL

Accepts AAAA copyrighted contract. Rates include music copyright fees. BMI, ASCAP and SESAC licenses. Alcoholic beverage advertising; beer and wine only. Rates are guaranteed for a period of 26 weeks from date of 1st broadcast providing schedule is uninterrupted. Following rates are for general and retail advertising.

#### TIME RATES

Rates effective May 1, 1957. (Card No. 22.)  
Card received April 1, 1957.

##### GENERAL RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	40.00	24.00	16.00	14.00	8.00	5.00
26 times.....	38.00	22.80	15.20	13.30	7.60	4.75
52 times.....	36.00	21.60	14.40	12.60	7.20	4.50
104 times.....	34.00	20.40	13.60	11.90	6.80	4.25
156 times.....	32.00	19.20	12.80	11.20	6.40	4.00
260 times.....	28.00	16.80	11.20	9.80	5.60	3.50
520 times.....	26.00	15.60	10.40	9.10	5.20	3.25

(\*) 1 minute transcribed or 125 words; 20 seconds transcribed or 50 words.  
10 seconds or less; 50% of regular spot rate. Regular frequency applies and may be counted toward frequency earned by announcements.

#### DISCOUNTS

Regular announcements will be counted toward frequency for package announcements only during week both regular and package announcements run. Package announcements will be counted toward frequency of regular announcements run during contractual year. Program units of 5 minutes or more broadcast on the same weekday may be combined to earn the 1/4 hour, 1/2 hour, or 1 hour rate, whichever applies. Announcements cannot be combined with programs to earn discounts; however, the greatest frequency earned by either will apply to the other.

#### SPECIAL WEEKLY PACKAGES

Announcements	1 wk.	2 wks.	3 wks.
One minute or less:			
5 per week, each.....	4.50	4.25	4.00
10 per week, each.....	4.25	4.00	3.75
15 per week, each.....	4.00	3.75	3.50
20 per week, each.....	3.75	3.50	3.25
30 per week, each.....	3.50	3.25	3.00
40 per week, each.....	3.25	3.00	2.75

Cost is per announcement. 10-second announcements must run 2 for 1. Minimum news service fees are included in package rates. All package announcements are run-of-schedule. Advertisers may indicate general time segments preferred. Package rate spots can be moved to accommodate regular rate spots without advance notice.

### COMBINATION RATES

See ABC Radio, Don Lee Broadcasting System, Mutual Broadcasting System.

#### SPECIAL FEATURES

News Service—AP.  
Minimum news service fees: 5 minutes, 2:00; 10 minutes, 3:50; 15 minutes, 5:00.  
5-minute newscasts:  
5 per week, each..... 8.00 7.50 7.00  
10 per week, each..... 7.50 7.00 6.50  
15 per week, each..... 7.00 6.50 6.00  
Cost is per newscast.  
Political—regular rates apply; cash in advance.  
Library Service—World.

#### CLOSING TIME

To be included in publicity release, program closing date is 2 weeks before broadcast. Otherwise, closing date for announcements and programs is 48 hours in advance.

## SUSANVILLE

Lassen County—Map Location C-3

See SRDS consumer market map and data at beginning of the State.

## KSUE

(Established 1948)

Owned and operated by J. E. McKahan, P. O. Box 501, Susanville, Calif. Phone 2020.

### PERSONNEL

Manager—J. E. McKahan.  
Program Director—Ernest W. Moffett.

### REPRESENTATIVES

West Coast—Tracy Moore and Associates.

### FACILITIES

250 w.; 1240 kc.  
Operating schedule: 7:00 a.m. to 10:00 p.m. weekdays; 8:00 a.m. to 8:00 p.m. Sundays. PST—DST observed.  
Transmitter: Chestnut at Weatherlow St., Susanville.

### AGENCY COMMISSION

15% on net time; no cash discount.

### GENERAL

Rates include music copyright fees. ASCAP, SESAC, and BMI licenses.

#### TIME RATES

Rates effective January 1, 1958.  
Rates received January 6, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	40.00	24.00	18.00	9.00
13 times.....	38.00	23.00	17.50	8.75
26 times.....	36.00	22.50	17.00	8.50
52 times.....	34.00	21.00	16.00	7.00
104 times.....	32.00	20.00	15.00	6.50
156 times.....	30.00	19.00	14.00	6.00

#### WEEKLY ANNOUNCEMENT PACKAGES

(Flat, no further discounts, fixed times.)

Per week:	Each	Total
1 time.....	6.00	6.00
3 times.....	5.75	17.25
5 times.....	5.50	27.50
10 times.....	5.00	50.00
15 times.....	4.50	67.50
20 times.....	4.00	80.00

### COMBINATION RATES

See California Northern Group.

#### SPECIAL FEATURES

News Service—UPI and local coverage facilities. News service charge 25% additional, commissionable. Political—regular rates apply. Cash in advance.

#### Participating Programs

"Rise & Shine"—7:00 a.m. to 9:00 a.m.  
"Lassen Roundup"—1:00 p.m. to 2:00 p.m.  
"1240 Club"—3:00 p.m. to 5:00 p.m.  
"Kiddle Korner"—5:00 p.m. to 5:30 p.m.

## TAFT

Kern County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

## KTKR

(Established 1948)



Taft Broadcasting Co., P. O. Box "WW", Taft, Calif. Roger 5-6101.

### PERSONNEL

Station & Com'l Mgr.—Kenneth Aitken.

### FACILITIES

500 w.; 1310 kc.  
Operating schedule: 6:00 a.m. to local sunset. PST—DST observed.  
Transmitter: 1 mile northwest of Taft, Calif.

### AGENCY COMMISSION

15% on time only, cash discount 2%. Bills rendered 1st of month; payable within 10 days.

### GENERAL

Affiliated with Keystone Network. Accepts AAAA copyrighted contract. Rates are for time only; include music copyright fees. ASCAP, BMI and SESAC licenses. All discounts are predicated upon the fulfillment of contracts within a 12-month period.

#### TIME RATES

Rates effective March 1, 1948. (Card No. 1.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	40.00	24.00	16.00	10.00	4.00
13 times.....	38.00	22.80	15.20	9.50	3.80
26 times.....	36.00	21.60	14.40	9.00	3.60
52 times.....	34.00	20.40	13.60	8.50	3.40
104 times.....	32.00	19.20	12.80	8.00	3.20
156 times.....	30.00	18.00	12.00	7.50	3.00
260 times.....	28.00	16.80	11.20	7.00	2.80
312 or more times.....	26.00	15.60	10.40	6.50	2.60

(\*) 1 minute or less.

#### SPECIAL FEATURES

News Service—UPI. No extra charge. Political—regular rates apply. Cash in advance.

#### CLOSING TIME

24 hours before broadcast.

## TULARE (2 AM)

Tulare County—Map Location E-8  
See SRDS consumer market map and data at beginning of the State.

## KCOK

(Established 1945)

## Don Lee - - Mutual Networks

KCOK, Inc., P. O. Box 119, Tulare, Calif. Tulare 6-2866. Visalia, Redwood 2-3750.

### PERSONNEL

President & Gen'l Mgr.—Keith Munger.

### REPRESENTATIVES

John E. Pearson Company.

### FACILITIES

1,000 w.; 1270 kc. Directional—night only.  
Operating schedule: 5:00 a.m. to 11:00 p.m. weekdays; 7:00 a.m. to 11:00 a.m. Sundays. PST—DST observed.  
Transmitter: Visalia Highway, north of Tulare.

### AGENCY COMMISSION

15% on time only; no cash discount.

### GENERAL

ASCAP, BMI, and SESAC licenses. Alcoholic beverage advertising; beer and wine only. No contract accepted for a period longer than 1 year. Announcements and programs of less than 5 minutes duration may not be combined to earn frequency discounts. Announcements broadcast at times adjacent to higher rate classification will take higher rate. Rates for periods longer than 1 hour are in exact proportion to the 1 hour rate. Contracts subject to cancellation by 2 weeks written notice accompanied by certified check at short rate to date of last program. 2 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.

#### TIME RATES

Rates effective August 1, 1958.  
Rates received July 30, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	50.00	30.00	20.00	10.00
3 times.....	47.00	28.00	19.00	9.50
5 times.....	44.00	26.00	18.00	9.00
7 times.....	41.00	24.00	17.00	8.50

#### PACKAGE RATES

Per week:	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	50.00	30.00	20.00	10.00
3 times.....	47.00	28.00	19.00	9.50
5 times.....	44.00	26.00	18.00	9.00
7 times.....	41.00	24.00	17.00	8.50

#### ANNOUNCEMENT PACKAGE RATES

(1 minute live or transcribed)

Per week:	Each	Total	Each	Total
10 times..	5.50	55.00	30 times.....	4.24 127.50
15 times..	5.25	78.75	35 times.....	4.00 140.00
20 times..	4.75	95.00	40 times.....	3.75 150.00
25 times..	4.50	112.50		
30 second commercial	75%		10 second commercial	50%

#### NEWSCAST PACKAGES

(5 minutes)

Per week:	Each	Total	Each	Total
5 times..	9.00	45.00	14 times.....	7.00 98.00
6 times..	8.75	52.50	20 times.....	6.50 130.00
7 times..	8.50	59.50	24 times.....	6.00 144.00
10 times..	8.00	80.00	28 times.....	5.50 154.00
12 times..	7.50	90.00		

Newscast format accommodates 15 second open, 1 minute spot and 15 second close.

#### Additional Discounts

(For package plans only)  
8 continuous weeks.. 5% 26 continuous weeks.. 15%  
13 continuous weeks.. 10% 52 continuous weeks.. 20%

#### GENERAL ANNOUNCEMENT RATES

	5 min.	1 min.	5 min.	1 min.
1 time..	10.00	6.00	300 times..	7.00 4.70
25 times	9.25	5.75	600 times..	6.25 4.25
50 times	8.50	5.45	1000 times..	5.50 3.75
150 times	7.75	5.10		

### COMBINATION RATES

See Mutual Broadcasting System and Don Lee Broadcasting System.

#### SPECIAL FEATURES

News Service—UPI.  
Special Farm Program—noon hour, Monday through Friday.  
Political—regular rates apply. Cash in advance. Scripts must be submitted 24 hours in advance.

#### CLOSING TIME

Talent programs, announcements and recorded programs or spots close 1 week in advance. All talks and transcriptions close 24 hours in advance.

## KGEM

(Established 1957)

R. Street Corporation, P. O. Box 444, 231 E. Tulare St., Tulare, Calif. Murdock 6-3406.

### PERSONNEL

President—R. O. McMahan.  
Manager—Denman Whitney.

### REPRESENTATIVES

Forjoe & Company, Inc.

### FACILITIES

1,000 w.; 1370 kc. days.  
Operating schedule: 5:00 a.m. to local sunset.  
PST—DST observed.  
Transmitter: Hospital Road, 1 mile east of Tulare.

### AGENCY COMMISSION

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

### GENERAL

Accepts AAAA copyrighted contract. ASCAP, BMI and SESAC licenses. Alcoholic beverage advertising; beer and wine only. Frequency discounts are based on the total number of programs or announcements used by the advertiser within 1 contract year. If a contract runs without interruption beyond 52 consecutive weeks, the advertiser will continue to earn the discount established during the preceding year. In the event of a revision of station rates or discount, any continuous broadcast under this contract may be extended at the rates and discounts on previous broadcasts for a period of not more than 26 weeks from the effective date of such revision. Broadcast copy subject to approval of content by station manager. No double spotting.

(This listing continued on next page)

**Tulare—K G E N—Continued**

**TIME RATES**

Rates effective September 1, 1958. (Card No. 2.)

Rates received October 2, 1958.

	(*)	(†)	(‡)
1 time.....	8.00	6.00	3.00
26 times.....	7.60	5.70	2.85
52 times.....	7.20	5.40	2.70
104 times.....	6.80	5.10	2.55
260 times.....	6.40	4.80	2.40
312 times.....	6.00	4.50	2.25
624 times.....	5.60	4.20	2.10
1,000 times.....	5.20	3.90	1.95

(\*) 5-minute news.  
(†) 1-minute, 125 words.  
(‡) 10-seconds, 20 words.

**ANNOUNCEMENTS**

(Run-of-schedule)

1-minute:	Each	Total
10 times per week.....	5.00	50.00
15 times per week.....	4.75	71.25
20 times per week.....	4.50	90.00
25 times per week.....	4.25	106.25
35 times per week.....	4.00	140.00
50 times per week.....	3.75	187.50

**COMBINATION RATES**

See Valley Community Network at beginning of the state.

**SPECIAL FEATURES**

News Service—AP.  
Political—Regular rates apply; cash in advance.

**CLOSING TIME**

Material—24 hours in advance of broadcast.

**TURLOCK**

Stanislaus County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

**KTUR**

(Established 1949)

Turlock Broadcasting Corp., P. O. Box 1390, Quincy Road, Turlock, Calif. Mercury 2-1390.

**PERSONNEL**

General Manager—H. Ansell McMillen.

**REPRESENTATIVES**

Los Angeles—Lee F. O'Connell Company.  
San Francisco—O'Connell-Palmer Company.

**FACILITIES**

1,000 w.; 1390 kc. Directional—night only.  
Operating schedule: 6:00 a.m. to 10:00 p.m. PST—DST observed.  
Transmitter: Quincy Road, Turlock.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 10th of month; payable when rendered.

**GENERAL**

Affiliated with Keystone Network.  
BMI and ASCAP licenses.  
Alcoholic beverage advertising not accepted.  
The following rates do not include talent or production costs.

**TIME RATES**

Rates effective January 1, 1957. (Card No. 3.)  
Rates received December 26, 1956.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	40.00	24.00	16.00	10.00	6.00	4.00
13 times.....	38.00	22.80	15.20	9.50	5.70	3.80
26 times.....	36.00	21.60	14.40	9.00	5.40	3.60
52 times.....	34.00	20.40	13.60	8.50	5.10	3.40
104 times.....	32.00	19.20	12.80	8.00	4.80	3.20
156 times.....	30.00	18.00	12.00	7.50	4.50	3.00
260 times.....	28.00	16.80	11.20	7.00	4.20	2.80
312 times.....	26.00	15.60	10.40	6.50	3.90	2.60

(\*) 1-minute transcribed or 120 words  
(†) 1/2-minute transcribed or 60 words, 20 seconds or 40 words.

**SPOT SATURATION PACKAGES**

Weekly Packages—1-minute spots:	
20 spots per week.....	80.00
30 spots per week.....	100.00
Monthly Packages—1-minute spots:	
50 spots per month.....	210.00
100 spots per month.....	350.00
Saturation Package—20-second spots:	
8 spots per day minimum—1/2-minute rates less 20% discount.	

**SPECIAL FEATURES**

News Service—UPI.  
Time Signals, Weather Reports—rates on request.  
Political—regular rates apply. Cash in advance.

**Participating Programs**

"Billboard"—8:00 a.m. to 8:15 a.m. and 12:15 p.m. to 12:30 p.m. Monday through Saturday.  
"Man on the Street"—11:45 a.m., 6:15 p.m. Monday through Saturday.  
Remote control equipment for programs originating outside studios.  
Equipped to reproduce and cut transcriptions.  
Merchandising aids—no extra charge.

**Foreign Languages**

Portuguese program (called "Frankly Speaking")—6:00 a.m. to 7:00 a.m. and 9:00 p.m. to 10:00 p.m. daily. 1-minute minimum. 1-minute rates apply.

**CLOSING TIME**

24 hours before broadcast.

**UKIAH**

Mendocino County—Map Location A-4

See SRDS consumer market map and data at beginning of the State.

**KUKI**

(Established 1950)

Marguerite E. Sims, P.O. Box 638, Ukiah, Calif.  
Homestead 2-4771.

**PERSONNEL**

Mgr. & Com'l Mgr.—John Franklin.

**REPRESENTATIVES**

W. S. Grant Co., Inc.

**FACILITIES**

250 w.; 1400 kc.  
Operating schedule: 6:00 a.m. to 11:00 p.m. PST—DST observed.  
Transmitter: north of Ukiah, Calif.

**AGENCY COMMISSION**

15% on time; no cash discount.

**TIME RATES**

Rates received March 29, 1954.

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	156 tl.	312 tl.
1 hour.....	40.00	38.00	36.00	34.00	32.00	30.00	28.00
1/2 hour.....	24.00	22.80	21.60	20.40	19.20	18.00	16.80
1/4 hour.....	16.00	15.20	14.40	13.60	12.80	12.00	11.20
10 minutes.....	12.00	11.40	10.80	10.20	9.60	9.00	8.40
5 minutes.....	8.00	7.60	7.20	6.80	6.40	6.00	5.60
100 words.....	5.00	4.75	4.50	4.25	4.00	3.75	3.50
50 words.....	4.00	3.80	3.60	3.40	3.20	3.00	2.80

**VALLEJO**

Solano County—Map Location B-5  
See SRDS Consumer Markets map and data at beginning of the State.

**KNBA**

(formerly KGYW)

(Established 1947)



KNBA Inc., P. O. Box 1112, 3267 Sonoma Blvd., Vallejo, Calif. Midway 4-8944.

**PERSONNEL**

Owner—Mary E. Ashbacher-Gunberg.  
Station Manager—Robert M. Bruee.

**REPRESENTATIVES**

Theo. B. Hall & Co.

**FACILITIES**

250 w.; 1190 kc.  
Operating schedule: 6:30 a.m. to local sunset. PST—DST observed.  
Transmitter: 3267 Sonoma Blvd., Vallejo.

**AGENCY COMMISSION**

15% on net time; no cash discount. Bills due when rendered.

**GENERAL**

Accepts AAAA copyrighted contract.  
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 and programs of 5 minutes or more cannot be combined to determine rate earned. Announcement and/or program service which has been maintained for 52 consecutive weeks and continues without lapse will receive the same frequency rates as the frequency rate applicable to the portion of the service which continues.

**TIME RATES**

Rates effective February 20, 1948. (Card No. 2.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	50.00	30.00	20.00	11.00
13 times.....	47.50	28.50	19.00	10.50
26 times.....	45.00	27.00	18.00	10.00
52 times.....	42.50	25.00	17.00	9.50
100 times.....	38.50	23.00	15.25	9.00
300 or more times.....	34.50	20.50	13.50	8.50

**ANNOUNCEMENTS**

Announcements, 1-minute transcription or 100 words; station break, 20-second transcription or 35 words:

1 time.....	7.50	100 times.....	6.80
26 times.....	7.30	300 times.....	6.50
52 times.....	7.10	600 times.....	6.00

**Package Rate**

	2 daily	3 daily	4 daily
3 months, per month.....	325.00	480.00	610.00
6 months, per month.....	310.00	450.00	560.00
12 or more months, per month.....	280.00	400.00	500.00

**Weekly Spot Packages**

	Minute Spots	30 Second Spots	20-25 Second Spots	10-15 Second Spots
25 spots per week.....	100.00			
15 spots per week.....	75.00			
25 spots per week.....		87.50		
15 spots per week.....		60.00		
35 spots per week.....			105.00	
25 spots per week.....			81.25	
15 spots per week.....			52.50	
50 spots per week.....				87.50
35 spots per week.....				70.00
15 spots per week.....				37.50

**CALIFORNIA**

**SPECIAL FEATURES**

News Service—UPI.  
Time Signals, Weather Reports, rates on request.  
Political—regular rates apply; payable in advance.

**Participating Programs**

"Big 'K' Honor Roll"—7:15 a.m. to 8:00 a.m.  
"Fabulous 500"—9:05 a.m. to 10:00 a.m.  
"Gadabouts"—10:00 a.m. to 10:30 a.m.  
"Bill Roberts Show"—11:05 a.m. to noon.  
"Hi Fi Music Hall"—2:05 p.m. to 3:00 p.m.

**VENTURA (2 AM)**

Ventura County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

**KUDU**

(Established 1947)



Tri-Counties Public Service, Inc., P. O. Box 1411, Ventura, Calif. Miller 3-6185, Hunter 6-1585.  
Other Studios: South Mills Rd., Ventura; 308 S. 5th St., Oxnard.

**PERSONNEL**

Manager—John McCormick.  
Sports Director—Sam Stewart.  
Program Director—Jim Williams.

**REPRESENTATIVES**

McGavren-Quinn Co.

**FACILITIES**

1,000 w.; 1590 kc. Directional.  
Operating Schedule: 5:00 a.m. to midnight weekdays; 6:30 a.m. to 11:35 p.m. Sundays. PST—DST observed.  
Transmitter: Mills Rd., near Telegraph Rd., Ventura.

**AGENCY COMMISSION**

15% on net time; 2% cash discount if paid within 10 days after receipt of invoice.

**GENERAL**

Rates include music copyright fees.  
BMI, ASCAP, and SESAC licenses.  
Alcoholic beverage advertising: beer and wine only.  
Frequency discounts earned in 12 months from starting date.

**TIME RATES**

Rates effective July 1, 1958.  
Card received September 2, 1958.

	1/2 hr.	1/4 hr.	5 min.
1 time.....	39.00	24.00	15.00
13 times.....	36.00	22.50	13.50
26 times.....	33.00	21.00	12.00
52 times.....	30.00	19.50	10.50
156 times.....	27.50	18.00	9.00
312 times.....	26.00	15.00	7.50

**ANNOUNCEMENTS**

1-minute:	7.50	156 times.....	5.00
13 times.....	6.75	312 times.....	4.50
26 times.....	6.00	624 times.....	4.00
52 times.....	5.50	1000 times.....	3.75

**WEEKLY ANNOUNCEMENT PACKAGES**

Per week:	6.00	35 times.....	5.00
10 times.....	5.75	50 times.....	4.75
15 times.....	5.50	75 times.....	4.50
20 times.....	5.25		
25 times.....	5.00		

30-second spots—80% of minute rate.  
10-second spots—50% of minute rate.  
Time-signals—minimum 10 per day, 1.50.

**COMBINATION RATES**

See California Group.

**SPECIAL FEATURES**

News Service—AP.  
Sports, News and Participating Programs. Regular rates apply.  
Time Signals—rates on request.  
Political—1 time rate applies; payable in advance.  
Library Service—World and RCA.  
Daylight Merchandising Plan—Monday through Saturday. Product merchandising service available. Details on request.

**Participating Programs**

"Dave Burnam Western Show"—6:00 a.m. to 7:00 a.m.  
"Joy Cullen"—10:00 a.m. to 11:00 a.m.  
"Sam's Rock & Roll Call"—9:00 p.m. to midnight.

**KVEN**

(Established 1948)

Coast Ventura Company, P. O. Box 1611, San Pedro and Alessandro Sts., Ventura, Calif. Miller 3-8675.  
Other Studios: Oxnard Square, Oxnard, Calif.

**PERSONNEL**

Gen'l & Com'l Mgr.—Sid Held.  
Program Director—Fred Hall.  
Musical Director—Frank Haines.  
News-Sports Director—Jerry Thomas.

**REPRESENTATIVES**

Hollywood—Sid Held (call collect) Ventura, MI 3-8675.  
New York—Grant Webb & Company.

**FACILITIES**

250 w.; 1450 kc.  
Operating Schedule: 5:00 a.m. to midnight Monday through Friday; 5:00 a.m. to 2:00 a.m. Saturday and 6:00 a.m. to 11:30 p.m. Sundays. PST—DST observed.  
Transmitter: San Pedro and Alessandro Sts., Ventura.  
(This listing continued on next page)



# CALIFORNIA

## Ventura—KVEN—Continued

**AGENCY COMMISSION**  
15% on time only; no cash discount. Bills rendered 1st of month, payable within 10 days.

**GENERAL**  
Accepts AAAA copyrighted contract.

### TIME RATES

Rates received December 4, 1951.  
Rev. (announcements) rec'd April 2, 1957.

1 hour.....	60.00
1/2 hour.....	36.00
1/4 hour.....	20.00
10 minutes.....	16.00
5 minutes.....	10.00

### ANNOUNCEMENTS

1 min 30 sec.	1 min 30 sec.
1 time..... 6.00	300 times.... 4.40
50 times.... 5.60	400 times.... 4.00
100 times.... 5.20	500 times.... 3.60
200 times.... 4.80	

### SPOT PACKAGE

100 spots to be used in 1 week, 2.50 per spot.

### COMBINATION RATES

See Mutual Network.

### SPECIAL FEATURES

Library Service—Capitol.

### Participating Programs

Monday through Saturday:  
"Sunrise Circus"—7:05 a.m. to 9:00 a.m.  
"Jane Smith"—9:35 a.m. to 10:30 a.m.  
"Chris Pappas Show"—10:35 a.m. to 1:00 p.m.  
"Fred Hall Show"—1:05 p.m. to 3:00 p.m.  
"Frank Haines Show"—3:35 p.m. to 4:15 p.m. and 7:35 p.m. to midnight.  
"Frank Haines"—3:35 p.m. to 6:00 p.m.  
"John Strobel Show"—6:05 p.m. to 7:15 p.m.  
Saturday:  
"Jack De Long"—midnight to 2:00 a.m.  
Sunday:  
"Jack De Long"—midnight to 6:00 a.m.  
Foreign Language Programming  
"Ernie Villanueva" (Spanish show)—6:00 a.m. to 8:00 a.m. Sunday; 5:00 a.m. to 7:00 a.m. Monday through Saturday.

	Per week
1 ti.	2 ti.
5 ti.	
Per participation.....	9.00 8.00 7.00

### CLOSING TIME

24 hours before broadcast.

(Call letters not received)

(C.P. FM Class B 100.7 mc; ERP 12,000 w.)  
Coast Ventura Co.  
Ventura, Calif.

## VICTORVILLE

San Bernardino County—Map Location G-9  
See SRDS consumer market map and data at beginning of the State.

### KAVR

(Established 1954)



(This is a duplicate of the listing appearing under Apple Valley, Calif.)  
Apple Valley Broadcasting Co., Apple Valley Inn,  
Apple Valley, Calif. Victorville 7-7251.

### PERSONNEL

President—Newton T. Bass.  
Managing Director—John Charles Thomas.  
Commercial Manager—Ken Barton.

### REPRESENTATIVES

W. S. Grant Company, Inc.

### FACILITIES

5,000 w.; 960 kc.  
Operating schedule: Local sunrise to local sunset  
PST—DST observed.

### AGENCY COMMISSION

15% on time; no cash discount. Bills payable when rendered.

### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising: beer and wine only.  
Contract renewals subject to rates in effect at time of renewal.

### TIME RATES

Rates effective April 1, 1957. (Card No. 10-A.)  
Rates received April 4, 1957.

1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time..... 50.00	30.00	20.00	9.00
13 times.... 47.50	28.50	19.00	8.50
26 times.... 45.00	27.00	18.00	8.00
52 times.... 42.50	25.50	17.00	7.90
156 times.... 37.50	22.50	15.00	6.50
260 times.... 35.00	21.00	14.00	6.00
312 times.... 32.50	19.50	13.00	5.00

### ANNOUNCEMENTS

One minute:	
1 time..... 5.40	156 times..... 4.25
26 times.... 5.00	260 times..... 3.75
52 times.... 4.75	312 times..... 3.50
104 times.... 4.50	365 times..... 3.25
30 seconds:	
1 time..... 4.40	156 times..... 3.60
26 times.... 4.20	260 times..... 3.40
52 times.... 4.00	312 times..... 3.20
104 times.... 3.80	365 times..... 3.00

### VOLUME DISCOUNT PLAN

Firm order of weekly package gives volume discounts. All times floating, premium times allowed when available.

All announcements maximum of 1 minute, live or transcribed.

Per week:	1 wk.	13 wks.	26 wks.	52 wks.
10 times.....	43.00	34.50	32.20	29.00
15 times.....	60.75	48.75	45.75	41.25
20 times.....	76.00	60.80	57.00	51.20
25 times.....	87.50	70.00	65.50	59.00
30 times.....	96.00	76.80	72.00	64.50

### SPECIAL FEATURES

News Service—UPI.  
Time Signals—rates on request.  
Political—regular rates apply. Cash in advance.  
Library Service—World.

### CLOSING TIME

Copy and program material must be received by the station at least 24 hours before broadcast time. (D)

## VISALIA

Tulare County—Map Location E-8

See SRDS consumer market map and data at beginning of the State.

### KCOK

City of license, Tulare, Calif.  
Considered by the Mutual Broadcasting System as their Tulare-Visalia outlet. See listing under Tulare, Calif.

### KONG



(Established 1946)

Air Waves, Inc., P. O. Box 1429, Second Ave.  
South at Mooney Blvd., Visalia, Calif. Redwood 4-5811.

### PERSONNEL

General Manager—Harry E. Layman.

### REPRESENTATIVES

George P. Hollingbery Company.

### FACILITIES

250 w.; 1400 kc.  
Operating schedule: 4:00 a.m. to midnight. PST—DST observed.

### AGENCY COMMISSION

15% on net time; no cash discount. Bills payable when rendered.

### GENERAL

Alcoholic beverage advertising: beer and wine.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.

### TIME RATES

Rates effective November 18, 1957.

### PROGRAM TIME

	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	32.00	21.00	16.00	10.50
13 times....	29.40	19.20	14.50	9.90
26 times....	26.80	17.90	13.50	9.00
52 times....	24.60	16.50	12.10	8.25
104 times....	22.00	14.80	11.10	7.40
156 times....	20.00	13.50	10.00	6.50
260 times....	17.80	11.50	8.90	5.80

### Regular Contract

1 time.....	4.75	156 times.....	3.40
13 times....	4.35	260 times.....	3.20
26 times....	4.00	500 times.....	2.90
52 times....	3.70	1000 times.....	2.60
104 times....	3.60		

### SPECIAL FEATURES

News Service—UPI. Available for sponsorship rates, plus 1.00 per quarter hour program.  
Spanish language advertising rates on request.  
Political—regular rates apply; cash in advance.

### Participating Programs

"Louie Montoya"—4:00 a.m. to 6:30 a.m. Spanish language program.  
"Gene Estes Show"—6:30 a.m. to 9:30 a.m.  
"Quentin Woodward Show"—9:30 a.m. to noon.

## WASCO

Kern County—Map Location E-9

See SRDS consumer market map and data at beginning of the State.

### KWSO



(Established 1950)

Maple Leaf Broadcasting Co., P. O. Box 366, Wasco, Calif. Day phone: Plateau 8-6425; Night phone: Plateau 8-6575. Bakersfield phone, Fairview 5-3611.  
Other Offices: 217 Central Ave., Shafter, Calif. Pioneer 6-4448.

### PERSONNEL

President—E. J. Peters.  
Station Manager—Robert T. Bann.

### REPRESENTATIVES

Broadcast Time Sales.

### FACILITIES

1,000 w.; 1050 kc.  
Operating schedule:  
Jan. 7:00 a.m.-5:00 p.m. July 6:00 a.m.-8:15 p.m.  
Feb. 6:45 a.m.-5:45 p.m. Aug. 6:15 a.m.-7:45 p.m.  
Mar. 6:15 a.m.-6:00 p.m. Sept. 6:45 a.m.-7:00 p.m.  
Apr. 6:00 a.m.-7:00 p.m. Oct. 6:00 a.m.-5:30 p.m.  
May 6:00 a.m.-8:00 p.m. Nov. 6:30 a.m.-4:45 p.m.  
June 6:00 a.m.-8:15 p.m. Dec. 7:00 a.m.-4:45 p.m.  
PST—DST observed.  
Transmitter: 1/4 mile east of Central Valley Hwy., Wasco.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills payable when rendered.

### GENERAL

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Advertisers participating in group broadcasts are required to make individual contracts. No periods sold in bulk for resale.

### TIME RATES

Rates effective February 1, 1958. (Card No. 3).  
Card received February 25, 1958.  
(7:00 a.m. to 5:00 p.m.)

	1/2 hr.	1/4 hr.	5 min.
1 time.....	28.75	17.25	10.35
13 times....	25.85	15.50	9.30
26 times....	23.00	13.80	8.30
39 times....	20.10	12.10	7.25
52 times....	17.25	10.35	6.20
104 times....	14.35	8.65	5.15
156 times....	12.95	7.75	4.65
208 times....	11.50	6.90	4.15
260 times....	10.05	6.05	3.60
312 times....	9.25	5.60	3.35
364 times....	8.45	5.10	3.05
728 times....	7.70	4.65	2.75
1,092 times....	6.90	4.20	2.45

(Before 7:00 a.m. and after 5:00 p.m.)  
50% of program rates.

### ANNOUNCEMENTS

	1-5	6-11	12-17	18-23	24
1-minute:	wks.	wks.	wks.	wks.	wks.
1 time.....	4.40	3.95	3.75	3.50	3.30
10 times....	4.20	3.80	3.55	3.35	3.15
25 times....	3.95	3.55	3.40	3.20	2.95
50 times....	3.75	3.35	3.20	2.95	2.80
100 times....	3.50	3.20	3.00	2.80	2.65
200 times....	3.30	2.95	2.80	2.65	2.45
400 times....	3.10	2.75	2.65	2.45	2.30
600 times....	2.85	2.55	2.45	2.30	2.20
900 times....	2.65	2.40	2.30	2.15	2.10
1,200 times....	2.55	2.30	2.20	2.10	2.05
30-seconds:					
1 time.....	3.30	2.95	2.80	2.65	2.45
10 times....	3.15	2.80	2.65	2.55	2.35
25 times....	2.95	2.70	2.55	2.35	2.25
50 times....	2.80	2.55	2.35	2.25	2.10
100 times....	2.65	2.35	2.25	2.10	2.00
200 times....	2.45	2.25	2.10	2.00	1.85
400 times....	2.30	2.15	2.00	1.85	1.75
600 times....	2.15	2.05	1.85	1.75	1.65
900 times....	2.05	1.90	1.75	1.65	1.55
1,200 times....	2.00	1.85	1.70	1.60	1.50

### SPECIAL FEATURES

News Service—AP.  
15-minute newscasts, additional 25%.  
Political—regular rates apply; payable in advance.  
Complete programs from 5 minutes to 1 hour in length available. Additional charges made for programs requiring special production or originating outside of station's studios.

### Participating Programs

"Afternoon of Music"—3:00 p.m. to 4:00 p.m. Monday through Friday.

### CLOSING TIME

24 hours before broadcast.

## WATSONVILLE

Santa Cruz County—Map Location B-7

See SRDS consumer market map and data at beginning of the State.

### KDON

City of license, Salinas, Calif.  
Watsonville—Outer Beach Rd., Watsonville, Calif.  
See listing under Salinas, Calif.

### KOMY

(Established 1937)

F. T. Crennan, 40 Atkinson Lane, Watsonville, Calif. Parkway 4-5641.

### PERSONNEL

Owner—F. T. Crennan.  
Manager—Bob Barr.  
Ass't Mgr. & Prog. Dir.—Merle Rossman.  
Merchandising Manager—Dennis Locke.

### REPRESENTATIVES

W. S. Grant Company, Inc.

### FACILITIES

250 w.; 1340 kc.  
Operating schedule: 6:29 a.m. to 11:00 p.m. weekdays; 6:29 a.m. to midnight Saturday. 6:29 a.m. to 10:00 p.m. Sunday. PST—DST observed.  
Transmitter: Watsonville, Calif.

### AGENCY COMMISSION

15% on net time; no cash discount.

### GENERAL

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

### TIME RATES

Rates effective July 1, 1958. (Card No. 3).  
Card received July 7, 1958.

	1 hr.	5 min.	1 hr.	5 min.
1 time.....	40.00	8.00	104 times..	25.00
13 times....	35.00	7.00	156 times..	22.50
26 times....	30.00	6.50	260 times..	20.00
52 times....	27.50	6.25	500 times..	4.25

### ANNOUNCEMENTS

	1 min.	30 sec.	20 sec.	15 sec.	10 sec.
1 time.....	6.00	3.60	3.00	2.70	2.40
13 times....	5.50	3.30	2.75	2.50	2.20
26 times....	5.00	3.00	2.50	2.25	2.00
52 times....	4.75	2.85	2.35	2.15	1.90
104 times....	4.50	2.70	2.25	2.05	1.80
156 times....	4.25	2.60	2.15	1.90	1.70
260 times....					



PACKAGES				
Per week:	1 min.	30 sec.	20 sec.	15 sec.
15 times....	66.00	39.00	33.00	29.00
20 times....	99.00	59.00	49.00	45.00
25 times....	116.00	70.00	58.00	52.00
30 times....	132.00	79.00	66.00	59.00
4 weeks:				
15 times....	250.00	150.00	125.00	113.00
20 times....	376.00	225.00	188.00	169.00
25 times....	441.00	264.00	220.00	198.00
30 times....	502.00	300.00	250.00	225.00
6 weeks:				
15 times....	356.00	214.00	178.00	160.00
20 times....	534.00	320.00	267.00	241.00
25 times....	626.00	375.00	313.00	282.00
30 times....	713.00	428.00	356.00	321.00
13 weeks:				
15 times....	686.00	412.00	344.00	309.00
20 times....	1,030.00	618.00	515.00	464.00
25 times....	1,206.00	724.00	604.00	543.00
30 times....	1,373.00	824.00	686.00	618.00

**SPECIAL FEATURES**

News Service—UPI. Regular rates apply. Local news staff available at regular rates. Sports broadcasts available in season—rates on request. Political—regular rates apply; cash in advance.

**Participating Programs**

Monday through Friday:  
 "Musica De Mejico"—5:30 a.m. to 6:30 a.m. Regular rates apply.  
 "KOMY Klock"—6:30 a.m. to 9:00 a.m.  
 "KOMY Kitcher Klub"—9:00 a.m. to 10:30 a.m.  
 "KOMY Koffee Klatch"—10:30 a.m. to noon.  
 "KOMEY Varieties"—noon to 2:30 p.m.  
 "Top 40 Time"—2:30 p.m. to 5:00 p.m.  
 "Homeward Bound"—5:00 p.m. to 7:00 p.m.  
 "1340 Club"—7:00 p.m. to 11:00 p.m.  
 Saturday:  
 "KOMY Karavan."  
 "1340 Club"—7:00 p.m. to midnight.  
 Sunday:  
 "Religious Broadcasts and Yugoslav Program"—Sunday morning.  
 "Sunday Driver"—12:30 p.m. to 8:00 p.m.

**CLOSING TIME**

24 hours before broadcast.

**WEST COVINA**

Los Angeles County—Map Location E-10  
 See SRDS consumer market map and data at beginning of the State.

**KDWC**

— FM —

(Established 1957)

The Pacific-South Broadcasting Co., Radio Center Bldg., San Bernardino Freeway at Irwindale Rd., West Covina, Calif. Edgewood 8-9111.

**PERSONNEL**

Station Manager—W. E. Schubert.

**FACILITIES**

ERP—808 w.; 98.3 mc. Unlimited.  
 Operating schedule: 8:30 a.m. to midnight a.m. Sunday through Friday; 8:30 a.m. to 2:00 a.m. Saturday. PST—DST observed.  
 Antenna ht.—658 feet above average terrain.  
 Transmitter: 2221 Ramona Blvd., West Covina, Calif.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills due and payable 10th of month.

**GENERAL**

Accepts AAAA copyrighted contracts. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Programs and announcements cannot be combined for frequency discounts. Advertisement of liquor not accepted. NAB standard for commercial time. Station will not program more than six commercial messages per hour. No Per Inquiries accepted, limit 5 Spot Announcements per day, per client. Product, program and continuity subject to station acceptance; station reserves the right to revise copy to conform with its standards without submission to advertiser.

**TIME RATES**

Rates effective March 15, 1958. (Card No. 2.)  
 Card received April 3, 1958.

**SCHEDULE "A"**

Programs

	1 hr.	1/2 hr.	1/4 hr.
1 time.....	33.00	20.00	12.00
14 times.....	31.35	19.00	11.40
27 times.....	29.75	18.05	10.80
40 times.....	28.25	17.00	10.25
53 times.....	26.50	16.05	9.75
105 times.....	25.25	15.20	9.25
157 times.....	24.00	14.20	8.75
209 times.....	22.75	13.30	8.25
260 times.....	21.50	12.35	7.75

**"SCHEDULE "B"**

News, Weather and Sportscasts

	1/4 hr.	10 min.	5 min.
1 time.....	15.00	10.00	5.00
6 times.....	14.25	9.50	4.75
14 times.....	13.50	9.00	4.50
27 times.....	12.75	8.50	4.25
40 times.....	12.00	8.00	4.00
53 times.....	11.25	7.50	3.75
105 times.....	10.50	7.00	3.50
157 times.....	9.75	6.50	3.25
209 times.....	9.00	6.00	3.00

**SCHEDULE "C"**

Spot Announcements

1-minute, 150 words:						
	1 wk.	6 wks.	14 wks.	27 wks.	53 wks.	105 wks.
6 times....	6.00	5.70	5.40	5.10	4.80	4.50
12 times....	5.70	5.40	5.10	4.80	4.50	4.20
18 times....	5.40	5.10	4.80	4.50	4.20	3.90
24 times....	5.10	4.80	4.50	4.20	3.90	3.60
30 times....	4.80	4.50	4.20	3.90	3.60	3.30
30-seconds, 75 words:						
6 times....	4.00	3.80	3.60	3.40	3.20	3.00
12 times....	3.80	3.60	3.40	3.20	3.00	2.80
18 times....	3.60	3.40	3.20	3.00	2.80	2.60
24 times....	3.40	3.20	3.00	2.80	2.60	2.40
30 times....	3.20	3.00	2.80	2.60	2.40	2.20

**SPECIAL FEATURES**

News Service—UPI. Political—regular rates apply; cash in advance. Participating Programs

Two programs per day Monday through Friday and three over the weekend. Flat rate, per program, 6.50. Not more than 4 sponsors per program; no competing advertising accepted; includes one announcement and two ID's per sponsor, per program hour.

**CLOSING TIME**

48 hours in advance of broadcast.

**YREKA CITY**

Siskiyou County—Map Location B-2  
 See SRDS consumer market map and data at beginning of the State.

**KSYC**

(Established 1947)



Siskiyou County Broadcasting Company, Lawrence Lane, Yreka, Calif., Victor 2-4158.

**PERSONNEL**

General Manager—D. C. Holfinger.  
 Station Manager—H. C. Wardrip.  
 Assistant Manager—Wes Meyers.

**REPRESENTATIVES**

Tracy Moore and Associates, Inc.

**FACILITIES**

250 w.; 1490 kc.  
 Operating Schedule: 7:00 a.m. to 10:00 p.m. weekdays; 8:00 a.m. to 9:00 p.m. Sunday.  
 PST—DST observed.  
 Transmitter: Lawrence Lane, Yreka, Calif.

**AGENCY COMMISSION**

15% on net time; no cash discount. Bills payable 10th of month following service.

**GENERAL**

Accepts AAAA copyrighted contract. ASCAP, BMI, and SESAC licenses. Following rates include music copyright fees.

**TIME RATES**

Rates effective August 1, 1958. (Card No. 4.)  
 Card received July 28, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	45.00	30.00	20.00	15.00	10.00	6.00
13 times....	40.50	27.00	18.00	13.50	9.00	5.75
26 times....	36.50	24.30	17.00	12.10	8.50	5.50
52 times....	34.00	21.00	16.00	10.90	7.00	5.00
104 times....	32.00	20.00	15.00	9.80	6.50	4.50
156 times....	30.00	19.00	14.00	8.82	6.00	4.00

**COMBINATION RATES**

See ABC Radio and California Northern Group at beginning of the state.

**SPECIAL FEATURES**

News Service—UPI. Special features—rates on request. Political—regular rates apply; payable in advance.

**CLOSING TIME**

All programs and advertising material must be received by program director 48 hours in advance.

**YUBA CITY (2 AM)**

Sutter County—Map Location C-5  
 See SRDS consumer market map and data at beginning of the State.

**KAGR**

(Established 1953)

James E. Jaeger, P. O. Box 247, Yuba City, Calif. Sherwood 3-7343.

**PERSONNEL**

General Manager—James E. Walley.  
 Commercial Manager—Jim Taylor.

**REPRESENTATIVES**

San Francisco & Los Angeles—Duncan Scott & Co.  
 New York—Roy V. Smith & Associates.

**FACILITIES**

100 w.; 1450 kc.  
 Operating schedule: 6:00 a.m. to 10:00 p.m. weekdays; 8:00 a.m. to 10:00 p.m. Sundays. PST—DST observed.  
 Transmitter: 320 "A" St., Yuba City, Calif.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 1st, payable 10th of month.

**GENERAL**

Affiliated with Keystone Network. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. No cash rebates. Announcements and programs of 5 minutes or more cannot be combined to earn frequency discount. Announcement and/or program service which has been maintained for 52 consecutive weeks and continues without lapse will receive the same frequency rates of the frequency rate applicable to the portion of the service which continues.

**TIME RATES**

Rates effective September 1, 1955.  
 Rates received September 12, 1955.

**PROGRAMS**

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	36.65	22.93	11.79	9.81	7.79
13 times....	35.50	22.01	11.23	9.39	7.43
26 times....	34.32	21.09	10.66	8.87	7.02
52 times....	33.14	19.39	10.10	8.40	6.65
104 times....	31.96	18.21	9.54	7.94	6.27
156 times....	30.79	16.51	8.84	7.48	5.91

**ANNOUNCEMENTS**

	1 min.	30 sec.	1 min.	30 sec.
1 time....	3.80	2.95	106 times..	2.97
13 times....	3.53	2.22	156 times..	2.70
52 times....	3.25	2.03		

5% added for placed spots.  
 Time signals if used in any 6 month period, 1.00.

**SPECIAL FEATURES**

News Service—UPI. No extra charge. Hindustani, Spanish, Greek and Japanese programs available. Political—1 time rate applies; cash in advance. Transcriptions accepted at regular rates.

**CLOSING TIME**

1 day before broadcast.

**KUBA**

(Established 1947)



Peach Bowl Broadcasters, Inc., Business Office: Hotel Marysville, Marysville, Calif. Phone 3-7309.

**PERSONNEL**

General Manager—Roger R. Hunt.  
 Commercial Manager—Lloyd Klump.

**REPRESENTATIVES**

Los Angeles—Lee F. O'Connell Company.  
 San Francisco—William A. Ayres Company.  
 Philadelphia, New York and Chicago—Continental Radio Sales.

**FACILITIES**

1,000 w. days, 500 w. nights; 1600 kc. Directional—night only.  
 Operating schedule: 6:00 a.m. to midnight, PST—DST observed.  
 Transmitter & Studios: Sanborn Rd., Sutter County, Calif.

**AGENCY COMMISSION**

15% on time only; no cash discount.

**GENERAL**

Accepts standard AAAA contract. BMI, ASCAP and SESAC licenses. Rates do not include talent. All announcement rates refer to station breaks or minute, there is no difference in rate.

**TIME RATES**

Rates effective March 1, 1954.  
 Rates received January 11, 1954.  
 Rev. (Ann. Pkgs.) rec'd October 7, 1957.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	or less
1 time....	65.00	39.00	27.00	22.00	17.00	6.00
13 times....	62.00	37.20	25.80	20.95	16.25	5.70
26 times....	59.00	35.40	24.60	19.90	15.50	5.40
52 times....	56.00	33.60	23.40	18.85	14.75	5.10
104 times....	53.00	31.80	22.20	17.80	14.00	4.80
156 times....	50.00	30.00	21.00	16.75	13.25	4.50
260 times....	47.00	28.20	19.80	15.70	12.50	4.20
312 times....	44.00	26.40	18.60	14.65	11.75	3.90

**ANNOUNCEMENTS**

10-seconds or less:				
1 time.....	2.70	104 times.....	2.30	
13 times....	2.60	156 times.....	2.20	
26 times....	2.50	260 times.....	2.05	
52 times....	2.40	312 times.....	1.90	

**ANNOUNCEMENT PACKAGES**

	10 ti.	20 ti.	30 ti.
1 week.....	45.00	90.00	132.00
2 weeks.....	40.00	82.50	120.00
3 weeks.....	35.00	75.00	111.00
4 or more weeks.....	30.00	60.00	90.00

**SPECIAL FEATURES**

News Service—AP.  
 Library Service—Thesaurus.  
 Political—regular rates apply, payable in advance.

**Foreign Language**

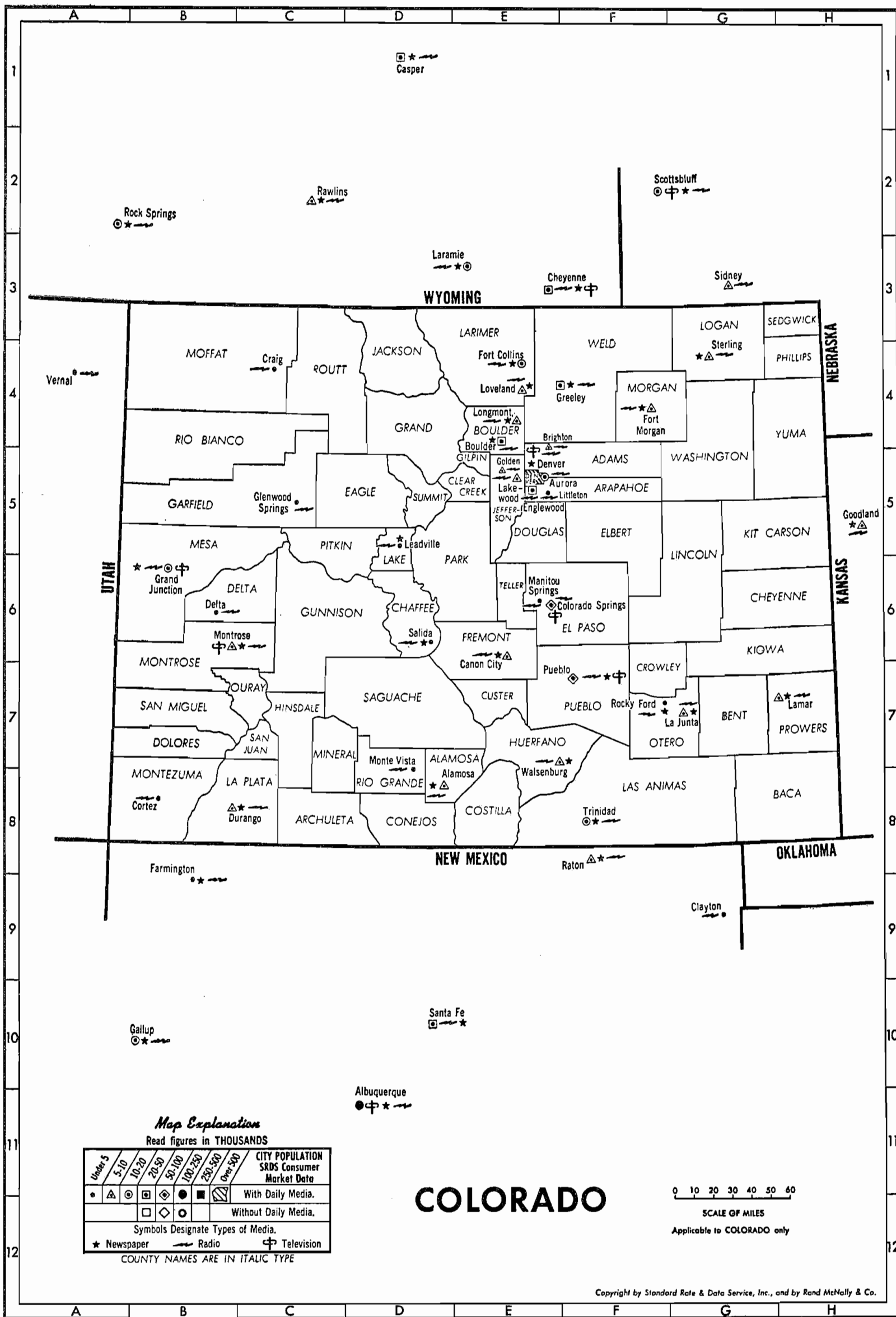
"Spanish Programs"—rates on request. (D)

**CATALINA ISLAND**

**AVALON**

**KBIG**

Listing for Avalon (Catalina Island) appears alphabetically according to city under California listings. The KBIG listing appears under both Avalon and Los Angeles.



**Map Explanation**

Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-200	200-500	Over 500	CITY POPULATION SRDS Consumer Market Data
•	△	⊙	⊠	⊡	⊢	⊣	⊤	With Daily Media.
□	◇	○						Without Daily Media.
Symbols Designate Types of Media.								
★ Newspaper			— Radio			⊕ Television		

COUNTY NAMES ARE IN ITALIC TYPE

**COLORADO**

0 10 20 30 40 50 60

SCALE OF MILES

Applicable to COLORADO only

# SRDS Consumer Market Data

## STATE, COUNTY, CITY, METROPOLITAN AREA DATA

**CITIES AND COUNTIES**

This list shows counties in which cities are located. Cities are first, counties next.

Boulder—Boulder      Denver—Denver      Englewood—Arapahoe      Greeley—Weld      Pueblo—Pueblo  
 Colorado Springs—El Paso

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Popu- lation 7/1/58 (000)	House- holds 7/1/58 (000)	C.S.I. 7/1/57 to 7/1/58 (\$000)	C.S.I. per House- hold (\$)	Total Retail Sales 7/1/57 to 7/1/58 (\$000)	Retail Sales by Store Type — For the Year 7/1/57 to 7/1/58					Filling Station (\$000)	Farm Popu- lation 1/1/58 (000)	Gross Farm Income 1957 (\$000)	
						Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)				Auto- motive (\$000)
<b>COLORADO STATE</b>	<b>1,725.4</b>	<b>522.02</b>	<b>2,789,175</b>	<b>5,343</b>	<b>2,179,125</b>	<b>515,274</b>	<b>99,604</b>	<b>216,634</b>	<b>99,643</b>	<b>114,119</b>	<b>433,180</b>	<b>189,394</b>	<b>177.1</b>	<b>562,386</b>
TOTALS	1,725.4	522.02	2,789,175	5,343	2,179,125	515,274	99,604	216,634	99,643	114,119	433,180	189,394	177.1	562,386
ADAMS F-5	79.9	21.12	125,607	5,947	68,873	17,528	3,126	1,009	1,758	1,659	12,719	11,362	6.2	44,321
ALAMOSA D-7	11.6	3.21	15,242	4,748	14,448	3,440	512	2,634	286	502	2,874	1,541	2.0	5,455
ARAPAHOE F-5	89.1	26.59	160,552	6,038	101,515	33,746	4,114	8,009	2,102	6,454	22,060	11,121	2.3	4,876
Englewood	34.5	10.88	70,901	6,517	56,730	17,570	1,928	3,882	1,328	4,818	19,077	3,053	.....	.....
ARCHULETA C-8	2.5	.69	2,677	3,880	2,958	494	150	526	68	.....	535	440	1.0	2,099
BACA H-8	10.0	3.01	13,193	4,383	6,549	1,240	308	221	122	181	958	1,209	2.9	2,138
BENT G-7	9.2	2.47	8,327	3,371	6,237	1,680	193	327	85	254	1,921	655	2.5	6,342
BOULDER E-4	55.8	16.78	91,652	5,462	70,142	17,175	2,976	3,255	4,384	4,197	13,033	7,023	3.7	12,926
Boulder	32.6	9.34	68,370	7,320	41,541	10,283	1,688	1,874	3,358	2,526	8,001	3,865	.....	.....
CHAFFEE D-6	7.1	2.33	10,900	4,678	10,863	2,601	292	553	301	511	2,611	1,411	.8	1,311
CHEYENNE G-6	4.2	1.21	4,620	3,818	3,068	820	210	106	.....	57	430	544	1.5	2,546
CLEAR CREEK E-5	3.0	1.05	2,925	2,786	5,084	815	182	329	19	177	1,150	744	.1	53
CONEJOS D-8	11.4	2.67	7,311	2,738	4,950	957	263	783	.....	.....	1,156	1,001	3.7	5,924
COSTILLA E-8	5.6	1.27	2,451	1,930	1,986	204	343	737	154	.....	.....	352	1.9	5,075
CROWLEY F-7	5.6	1.56	4,568	2,928	3,548	691	121	203	29	.....	1,484	72	1.8	2,586
CUSTER E-7	1.2	.40	2,515	6,288	636	274	181	69	16	.....	.....	.....	.6	1,210
DELTA B-6	20.0	6.12	16,049	2,622	16,054	4,533	643	1,360	730	465	3,022	1,234	6.4	14,052
DENVER E-5	521.8	166.93	1,113,801	6,672	857,830	182,319	45,696	122,236	47,588	50,430	169,920	50,476	.....	4,403
Denver	521.8	166.93	1,113,801	6,672	857,830	182,319	45,696	122,236	47,588	50,430	169,920	50,476	.....	.....
Denver Metro Area	790.7	244.62	1,547,370	6,326	1,117,366	267,782	57,275	133,608	52,379	61,684	224,826	81,235	.....	.....
DOLORES B-7	2.0	.59	2,180	3,695	1,394	220	128	.....	.....	.....	227	303	.6	2,075
DOUGLAS E-5	3.8	1.24	2,980	2,403	4,445	761	45	173	21	71	1,701	774	1.4	3,072
EAGLE D-5	4.4	1.34	6,532	4,875	3,357	1,055	222	150	132	201	530	391	.9	2,209
ELBERT F-5	4.3	1.28	4,098	3,202	1,959	718	62	105	.....	.....	353	188	2.7	5,789
EL PASO F-6	134.7	43.01	257,269	5,982	201,583	43,304	8,746	14,306	13,595	12,610	34,172	19,480	4.0	7,446
Colorado Springs	65.6	23.15	139,532	6,027	182,344	38,799	7,689	13,813	13,432	11,993	33,228	15,028	.....	.....
Colorado Springs Metro Area	134.7	43.01	257,269	5,982	201,583	43,304	8,746	14,306	13,595	12,610	34,172	19,480	.....	.....
FREMONT E-6	19.1	5.87	15,685	2,672	18,056	4,400	686	1,113	646	997	3,457	2,966	3.1	2,490
GARFIELD B-5	13.9	4.38	11,229	2,564	17,281	3,561	859	1,262	582	346	4,130	1,761	2.9	4,816
GILPIN E-5	.3	.11	256	2,327	887	129	40	.....	.....	.....	20	157	.1	53
GRAND D-4	4.7	1.46	4,464	3,058	6,787	1,191	530	465	57	102	1,056	964	.6	1,950
GUNNISON C-6	5.7	1.66	10,153	6,116	6,856	1,700	142	335	323	376	960	1,443	1.1	2,654
HINSDALE C-7	.2	.08	154	1,925	120	.....	.....	.....	.....	.....	.....	.....	.1	167
HUERFANO E-7	11.5	3.38	9,889	2,926	7,368	2,250	304	514	127	112	1,439	1,326	1.7	1,988
JACKSON D-4	2.3	.80	3,731	4,664	1,962	327	182	356	.....	.....	461	281	.5	2,932
JEFFERSON E-5	99.9	29.98	147,410	4,917	89,148	34,189	4,339	2,354	931	3,141	20,127	8,276	4.6	7,191
KIOWA G-6	3.3	1.01	6,168	6,107	3,926	1,240	130	269	48	.....	224	1,097	1.2	2,955
KIT CARSON G-5	10.0	2.94	15,829	5,384	10,701	1,915	503	552	192	59	1,717	1,029	4.0	6,887
LAKE D-5	7.6	2.27	12,222	5,384	9,749	2,659	660	1,720	100	140	1,424	1,078	.1	69
LA PLATA C-8	16.1	4.72	18,396	3,897	24,491	5,827	789	1,966	846	1,204	5,586	2,602	3.2	3,860
LARIMER E-3	53.4	16.56	79,944	4,828	57,612	13,596	2,302	4,261	2,501	3,031	12,083	5,015	6.5	20,583
LAS ANIMAS F-8	28.1	7.82	26,663	3,410	19,141	4,403	648	3,316	770	585	3,526	2,117	3.4	4,336
LINCOLN G-6	6.4	1.95	8,146	4,177	9,207	1,161	409	155	277	26	1,430	1,940	2.2	6,332
LOGAN G-3	22.3	6.49	28,894	4,452	32,959	6,270	917	2,772	1,154	2,137	6,980	4,300	5.9	28,733
MESA B-5	48.7	14.75	58,547	3,969	64,537	14,697	2,124	5,246	2,630	3,874	14,052	4,579	9.5	19,689
MINERAL C-7	.6	.20	588	2,940	503	126	.....	.....	.....	.....	.....	133	.1	188
MOFFAT B-4	7.1	2.25	9,209	4,093	10,133	2,362	348	562	289	367	1,320	1,214	1.2	6,691
MONTEZUMA B-8	10.3	2.98	13,070	4,386	16,021	3,422	631	1,681	276	400	5,208	1,679	3.7	6,534
MONTROSE B-6	16.8	5.07	18,100	3,570	18,121	4,365	881	1,709	567	1,049	2,798	2,456	5.9	10,219
MORGAN F-4	21.0	5.99	28,134	4,697	33,814	7,512	1,326	1,816	1,253	1,798	6,741	3,084	7.6	37,474
OTERO F-7	30.4	9.01	34,583	3,838	28,731	8,656	1,066	2,575	1,476	1,680	4,994	2,541	4.0	12,798
OURAY B-7	2.4	.78	2,882	3,695	1,707	483	274	190	.....	.....	.....	326	.4	981
PARK D-6	2.2	.78	2,652	3,400	1,652	341	113	333	.....	.....	408	368	.6	1,603
PHILLIPS H-4	5.6	1.78	7,185	4,037	8,350	1,804	373	322	101	149	2,397	275	1.9	10,603
PITKIN C-5	1.6	.51	1,530	3,000	2,572	405	170	162	76	57	226	197	.4	1,134
PROWERS H-7	18.6	5.51	26,948	4,891	19,917	3,959	834	1,335	716	331	4,418	3,352	3.1	9,146
PUEBLO F-7	119.0	33.22	170,948	5,146	119,760	33,634	3,731	11,043	7,417	7,792	24,913	8,009	5.9	9,577
Pueblo	99.1	30.81	170,358	5,529	116,023	32,022	3,598	10,889	7,346	7,792	24,388	7,546	.....	.....
Pueblo Metro Area	119.0	33.22	170,948	5,146	119,760	33,634	3,731	11,043	7,417	7,792	24,913	8,009	.....	.....
RIO BLANCO B-4	6.8	2.13	7,247	3,402	5,983	1,617	364	358	57	.....	1,447	526	1.0	4,162
RIO GRANDE D-8	14.5	3.82	13,588	3,557	13,249	3,455	579	1,308	172	383	2,121	1,499	3.9	12,180
ROUTT C-4	8.5	2.59	7,219	2,787	7,057	2,038	399	713	133	174	1,410	1,021	2.0	6,281
SAGUACHE D-7	6.0	1.63	4,789	2,938	3,335	589	247	298	34	.....	906	623	1.7	5,373
SAN JUAN C-7	1.6	.43	1,468	3,414	644	228	50	.....	.....	.....	176	110	.....	.....
SAN MIGUEL B-7	2.2	.67	2,455	3,664	1,995	439	35	192	33	.....	737	82	.5	1,354
SEDGWICK H-3	5.6	1.62	6,683	4,125	8,020	1,470	254	748	23	335	2,216	389	1.8	9,489
SUMMIT D-5	.9	.32	892	2,788	1,146	149	72	133	.....	.....	.....	283	.1	691
TELLER E-6	2.9	1.03	2,750	2,670	2,263	823	233	29	21	42	482	352	.4	378
WASHINGTON G-4	10.5	3.08	12,201	3,961	7,319	1,751	324	682	65	167	1,014	746	4.3	14,146
WELD F-4	78.9	22.20	87,691	3,950	86,821	18,914	2,633	5,755	4,162	5				

**COLORADO**

**SRDS Radio Household Data**

Data from the Census Bureau and from independent sources were combined to provide an estimate of Radio households in the U.S., county-by-county as of July 1, 1958.

County	Estimated Total Households 7-1-58	Estimated Households with Radio 7-1-58	% U.S. Total Radio Households 7-1-58
<b>STATE TOTAL</b>	<b>522,020</b>	<b>503,490</b>	<b>1.0297</b>
Adams	21,120	20,530	.0420
Alamosa	3,210	3,050	.0062
Arapahoe	26,590	25,840	.0528
Archuleta	690	610	.0012
Baca	3,010	2,900	.0059
Bent	2,470	2,360	.0048
Boulder	16,780	16,310	.0334
Chaffee	2,330	2,240	.0046
Cheyenne	1,210	1,150	.0024
Clear Creek	1,050	1,010	.0021
Conejos	2,670	2,390	.0049
Costilla	1,270	1,080	.0022
Crowley	1,560	1,480	.0030
Custer	400	380	.0008
Delta	6,120	5,830	.0119
Denver	166,930	162,270	.3320
Dolores	590	570	.0012
Douglas	1,240	1,180	.0024
Eagle	1,340	1,290	.0026
Elbert	1,280	1,220	.0025
El Paso	43,010	41,830	.0855
Fremont	5,870	5,590	.0114
Garfield	4,380	4,170	.0085
Gilpin	110	100	.0002
Grand	1,460	1,370	.0028
Gunnison	1,660	1,560	.0032
Hinsdale	80	70	.0001
Huerfano	3,380	3,080	.0063
Jackson	800	750	.0015
Jefferson	29,980	29,140	.0596
Kiowa	1,010	970	.0020
Kit Carson	2,940	2,860	.0058
Lake	2,270	2,090	.0043
La Plata	4,720	4,500	.0092
Larimer	16,560	16,090	.0329
Las Animas	7,820	7,300	.0149
Lincoln	1,950	1,860	.0038
Logan	6,490	6,240	.0128
Mesa	14,750	14,200	.0290
Mineral	200	190	.0004
Moffat	2,250	2,140	.0044
Montezuma	2,980	2,810	.0057
Montrose	5,070	4,830	.0099
Morgan	5,990	5,700	.0117
Otero	9,010	8,490	.0174
Ouray	780	740	.0015
Park	780	750	.0015
Phillips	1,780	1,710	.0035
Pitkin	510	470	.0010
Prowers	5,510	5,240	.0107
Pueblo	33,220	31,970	.0654
Rio Blanco	2,130	2,030	.0042
Rio Grande	3,820	3,600	.0074
Routt	2,590	2,440	.0050
Saguache	1,630	1,500	.0031
San Juan	430	410	.0008
San Miguel	670	620	.0013
Sedgwick	1,620	1,560	.0032
Summit	320	300	.0006
Teller	1,030	980	.0020
Washington	3,080	2,990	.0061
Weld	22,200	21,370	.0437
Yuma	3,320	3,190	.0065

**COLORADO**

See SRDS consumer market map and data at beginning of the State.

**STATE NETWORK**

**Colorado Network**

Comprised of:

- KRAI—Craig, Colo.
- KSLV—Monte Vista, Colo.
- KUBC—Montrose and Delta, Colo.

Business Office—c/o Station KUBC, P. O. Box 279, Montrose, Colo. Ch 9-4546.

**PERSONNEL**

Pres. & Gen'l Mgr.—George G. Cory (Montrose).

**AGENCY COMMISSION**

15% on net time only; no cash discount. Bills rendered monthly unless weekly basis is requested.

**GENERAL**

Rates include music copyright fees. ASCAP, BMI, and SESAC licenses. Contracts may be signed 30 days before 1st broadcast.

Alcoholic beverage advertising: beer and wine only; products advertising as cures or claiming to cure are not accepted.

Length of commercial copy: Program and News

5 minutes	1:15 minutes
10 minutes	2:10 minutes
15 minutes	3:00 minutes
30 minutes	4:15 minutes
60 minutes	7:00 minutes

**TIME RATES**

Rates effective July 1, 1958.

Rates received September 8, 1958.

**FULL NETWORK**

(3 Stations)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	20 sec.	10 sec.
1 time	97.75	58.65	39.10	29.35	24.45	14.65	11.00	7.35
52 times	83.10	50.60	33.25	24.90	20.80	12.60	9.50	7.15
156 times	73.30	44.00	29.35	22.00	18.40	11.00	8.30	5.55
260 times	68.45	41.05	27.35	20.55	17.10	10.30	7.80	5.20

**NETWORK PACKAGES**

Per week:	1 min.	20 sec.	10 sec.
10 times	125.90	94.80	71.40
Each	12.60	9.50	7.15
25 times	275.25	207.25	138.25
Each	11.00	8.30	5.55
50 times	514.50	389.00	259.00
Each	10.30	7.80	5.20

**ANY TWO STATIONS**

Any 2 of following may be scheduled at rates shown.

1 time	hr.	hr.	hr.	min.	min.	min.	sec.	sec.
KRAI	31.50	18.90	12.60	9.45	7.90	4.70	3.55	2.40
KSLV	27.00	16.20	10.80	8.10	6.75	4.05	3.05	2.00
KUBC	45.00	27.00	18.00	13.50	11.25	6.75	5.00	3.40
52 times:								
KRAI	26.80	16.90	10.70	8.00	6.70	4.05	3.05	2.00
KSLV	22.95	13.80	9.20	6.90	5.75	3.50	2.65	1.75
KUBC	38.25	22.95	15.30	11.50	9.50	5.75	4.30	2.90
156 times:								
KRAI	23.60	14.20	9.45	7.10	5.95	3.55	2.70	1.80
KSLV	20.25	12.15	8.10	6.10	5.10	3.05	2.30	1.50
KUBC	33.75	20.25	13.50	10.10	8.45	5.05	3.80	2.50
260 times:								
KRAI	22.05	13.20	8.80	6.60	5.50	3.30	2.50	1.65
KSLV	18.90	11.35	7.55	5.65	4.70	2.85	2.15	1.45
KUBC	31.50	18.90	12.60	9.45	7.90	4.70	3.55	2.40

**PACKAGES**

(Any 2 stations)

	1 min.	20 sec.	10 sec.
KRAI-KSLV:			
10 times	75.50	57.00	37.50
Each	7.55	5.70	3.75
25 times	165.00	125.00	82.50
Each	6.60	5.00	3.30
50 times	307.50	232.50	155.00
Each	6.15	4.65	3.10
KRAI-KUBC:			
10 times	98.00	73.50	49.00
Each	9.80	7.35	4.90
25 times	215.00	162.50	107.50
Each	8.60	6.50	4.30
50 times	400.00	302.50	202.50
Each	8.00	6.05	4.05
KSLV-KUBC:			
10 times	92.50	69.50	46.50
Each	9.25	6.95	4.65
25 times	202.50	152.50	100.00
Each	8.10	6.10	4.00
50 times	377.50	285.00	192.50
Each	7.55	5.70	3.85

**SPECIAL FEATURES**

News Service—UPI. Regular rates apply. Political—commercial broadcasts, both spots and programs are accepted for qualified candidates for political offices, or their responsible representatives, at regular rates. Instantaneous Reference Recordings: rates on request. Remote and tape broadcasts—rates on request. Mobile transmitter available.

**CLOSING TIME**

Copy and program material, in final form, due 18 hours before broadcast for weekday programs; Sunday material due by noon Saturday.

**ALAMOSA**

Alamosa County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

**KGIW**

(Established 1929)

Owned and operated by D. L. Allen and Katholeen Allen, Alamosa, Colo. Phone 26.

**PERSONNEL**

General Manager—D. L. Allen.

Commercial Manager—Katholeen Allen.

**REPRESENTATIVES**

Avery—Knodel, Inc. Seattle & Portland—Hugh Feltis and Associates.

**FACILITIES**

250 w.; 1450 kc. Operating schedule: 6:00 a.m. to 10:00 p.m.

Transmitter: East Alamosa, Colo.

**AGENCY COMMISSION**

15% on time; no cash discount. Bills due monthly.

**GENERAL**

Affiliated with Keystone Network.

Rates include music copyright fees.

BMI, ASCAP, and SESAC licenses.

**TIME RATES**

Rates effective July 1, 1947.

	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time	20.00	12.00	6.00	3.00	2.00
13 times	19.00	11.00	5.50	2.75	1.90
26 times	18.00	10.00	5.00	2.50	1.80
52 times	17.00	9.00	4.50	2.25	1.70
104 times	16.00	8.00	4.00	2.00	1.60

**COMBINATION RATES**

See Intermountain Network—Mutual Broadcasting System.

**SPECIAL FEATURES**

News Service—UPI. Regular rates apply. "Spanish Program"—Monday through Saturday. Regular rates apply.

**CLOSING TIME**

Programs and advertising matter must be filed with station 24 hours before broadcast.

**AURORA**

Arapahoe County—Map Location F-5  
Adams County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

**See Denver**

**BOULDER**

Boulder County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

**KBOL**

(Established 1946)



Business Office and Studio—The Colorado Insurance Group Bldg., P. O. Box 146, Boulder, Colo. HI 2-2242.

**PERSONNEL**

Pres. & Gen'l Mgr.—Russel Shaffer.

Sales Manager—Gene Palm.

Program Director—Fred Hobbs.

**REPRESENTATIVES**

Hal Holman Company.

**FACILITIES**

250 w.; 1490 kc. Operating schedule: 6:15 a.m. to midnight daily. 8:00 a.m. to 11:05 p.m. Sunday. MST. Transmitter: Boulder, Colo.

**AGENCY COMMISSION**

15% no cash discount.

**GENERAL**

Accepts AAAA copyrighted contract. Contracts written for periods not to exceed 52 weeks. Programs and spot announcements may not be combined to earn frequency discounts. Alcoholic beverage advertising: beer, weekdays only. Rates include music copyright fees. Foreign language programs not accepted. BMI, ASCAP, and SESAC licenses.

Length of commercial copy:	Programs	News
5 minutes	1:45 min.	1:30 min.
15 minutes	2:30 min.	2:15 min.
30 minutes	3:00 min.	
60 minutes	6:00 min.	

**TIME RATES**

Rates effective July 1, 1958. (Card No. 5)  
Card received May 25, 1956.

1 time	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time	42.00	25.00	16.50	10.50
13 times	41.00	24.00	15.50	9.50
26 times	40.00	23.00	14.50	9.00
52 times	38.00	22.50	14.00	8.75
104 times	36.50	21.50	13.00	8.25
156 times	34.00	19.00	11.50	7.50
260 times	32.00	17.50	9.50	6.50
312 times	30.00	16.00	8.50	5.00

**SPOT ANNOUNCEMENTS**

1 min.	(*)	1 min.	(*)		
1 time	7.00	5.50	104 times	5.25	4.00
13 times	6.50	5.00	156 times	5.	



**Brighton—K H I L—Continued**

**TIME RATES**  
Rates effective September 1, 1958. (Card No. 2.)  
Rates received August 25, 1958.

	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	32.00	18.00	9.00	6.00
26 times.....	30.00	17.10	8.50	5.50
52 times.....	28.00	16.35	8.00	5.00
104 times.....	26.00	15.10	7.50	4.50
260 times.....	22.50	14.35	6.75	3.75
312 times.....	20.00	13.10	6.00	3.25

**SATURATION ANNOUNCEMENT PACKAGES**  
(Run-of-schedule)

Per week:	1 min.	30 sec.
12 announcements.....	45.00	33.00
18 announcements.....	63.00	46.80
24 announcements.....	78.00	57.60
30 announcements.....	90.00	67.50
60 announcements.....	165.00	120.00

Advertisers using 15 or more weekly packages within one contract year, earn 5% rebate (applies to weekly rates only).

**SPECIAL FEATURES**

News Service—UPI and local.  
Newscasts: 5-minute summary every hour on the hour. 1 minute headlines on 1/2 hour. Rates on request.  
Political and Religious—regular rates apply; payable in advance.

**CLOSING TIME**

12 hours before broadcast.

**CANON CITY**

Fremont County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

**KRLN**

(Established 1947)

Royal Gorge Broadcasters, Inc., P. O. Box 858, Canon City, Colo.

**PERSONNEL**

Pres. & Gen'l Mgr.—Raymond M. Beckner.  
Sales Manager—Ray Beckner  
Chief Engineer—Ed Wood.

**FACILITIES**

250 w.; 1400 kc.  
Operating schedule: 7:00 a.m. to 7:00 p.m. MST.  
Transmitter: Canon City, Colo.

**AGENCY COMMISSION**

15% on time only if paid in 10 days after bill is rendered. 2% cash discount on net if paid in 10 days. Bills rendered 1st of month.

**GENERAL**

Accepts AAAA copyrighted contract.  
Affiliated with Keystone Network.

**TIME RATES**

Rates effective January 1, 1957.  
Rates received December 26, 1956.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	40.00	25.00	15.00	10.00	3.50	3.00
13 times.....	39.00	24.00	14.50	9.75	3.35	2.85
26 times.....	38.00	23.00	14.00	9.50	3.00	2.75
52 times.....	37.00	22.00	13.50	9.00	2.85	2.50
104 times.....	35.00	20.50	13.00	8.00	2.75	2.25
312 times.....	32.50	20.00	12.50	7.50	2.50	2.00

(\*) 1 minute or 100 words.  
(†) 30 seconds or 50 words.

**COMBINATION RATES**

See: Intermountain Network and Mutual Broadcasting System.

**SPECIAL FEATURES**

News Service—UPI. Regular rates apply.  
Political—regular rates apply; advance payment required. Typewritten script required before broadcast. All programs subject to previous bookings.

**CLOSING TIME**

Sponsored programs close 1 week in advance. Talks, announcements, etc., close 1 day in advance.

**COLORADO SPRINGS**

(5 AM; 1 PM)

El Paso County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

**KFMH**

—FM—

(Established 1958)

FM Colorado Co., P. O. Box 1078, 512 S. Tejon St., Colorado Springs, Colo.

**PERSONNEL**

General Manager—James D. Russell.  
Station Manager—Ron W. Menten.  
Sales Manager—Robert D. Ellis.

**FACILITIES**

ERP 25,000 w.; 96.5 mc.  
Antenna ht.—1,521 ft. above average terrain.  
Operating schedule: 4:00 p.m. to 11:00 p.m. Monday through Saturday; 2:00 p.m. to 11:00 p.m. Sunday. MST.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 1st; payable 10th of month.

**GENERAL**

Affiliated with KKTU, Colorado Springs-Pueblo, Colo. Rates include music copyright fees.  
Accepts AAAA copyrighted contract.  
Available for multiplex with KKTU or with other FM or AM stations. Rates on request. All products or services and the advertising continuity thereof are subject to KFMH acceptance before broadcast.

**TIME RATES**

Rates effective December 1, 1958. (Card No. 1.)  
Rates received November 5, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	30.00	18.00	12.00	10.00	8.00	4.00
13 times.....	28.50	17.10	11.40	9.50	7.60	3.80
26 times.....	27.00	16.20	10.80	9.00	7.20	3.60
52 times.....	25.50	15.30	10.20	8.50	6.80	3.40
104 times.....	24.00	14.40	9.60	8.00	6.40	3.20
312 times.....	22.50	13.50	9.00	7.50	6.00	3.00

**SPECIAL FEATURES**

Participating Programs

"Background Music"—4:00 p.m. to 6:00 p.m.  
"Dinner Music"—6:00 p.m. to 7:00 p.m.  
"Classical Music"—7:00 p.m. to 10:00 p.m.  
"Record Review"—10:00 p.m. to 11:00 p.m.

**KPIK**

(Established 1957)

Western Broadcasting Co., Mayfair Hotel, 120 E. Platte, P. O. Box 2422, Colorado Springs, Colo. Me 4-1503.

**PERSONNEL**

General Manager—Ralph Cerey.  
Sales Manager—Warren Cate.  
Program Director—Al McKinley.  
Promotion Manager—Doris Schipporeit.

**REPRESENTATIVES**

Charles Bernard Company.

**FACILITIES**

5,000 w. days 1580 kc. Non-directional.  
MST—DST not observed.  
Operating schedule: \_\_\_\_\_  
Transmitter: \_\_\_\_\_

**AGENCY COMMISSION**

15%; no cash discount. Bills due and payable in 15 days.

**GENERAL**

ASCAP, BMI and SESAC licenses.  
Rates include music copyright fees.  
Accepts AAAA copyrighted contracts.

**TIME RATES**

Rates effective June 15, 1957. (Card No. 1.)  
Card received August 30, 1957.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	50.40	32.20	21.00	10.50	6.30
26 times.....	47.60	29.40	20.30	10.15	6.05
52 times.....	44.80	28.00	19.60	9.80	5.75
104 times.....	42.00	26.60	18.20	9.10	5.25
156 times.....	39.20	25.20	16.80	8.40	5.05
260 times.....	37.80	23.80	15.40	7.70	4.75
312 times.....	35.00	21.00	14.00	7.00	4.20
520 times.....	.....	.....	.....	.....	3.85
1040 times.....	.....	.....	.....	.....	3.50

(\*) One minute or less.  
Time signal—rates available on request.

**SPECIAL FEATURES**

News Service—UPI and local news.  
News and weather on the hour and half-hour.  
Political—regular rates apply; cash and copy in advance.

**KRDO**

(Established 1947)



Pikes Peak Broadcasting Co., P. O. Box 1457, 399 S. 8th St., Colorado Springs, Colo. Melrose 2-1515.

**PERSONNEL**

Pres. & Gen'l Mgr.—Harry Hoth.  
Business Manager—Darold Wilkinson.  
Commercial Manager—John Hanssen.

**REPRESENTATIVES**

John E. Pearson & Company.  
Denver—John L. McGuire.

**FACILITIES**

250 w.; 1240 kc.  
Operating schedule: 5:00 a.m. to 1:05 a.m. MST.  
Transmitter: 399 S. 8th St., Colorado Springs.

**AGENCY COMMISSION**

15% on net time only; no cash discount. Bills payable monthly.

**GENERAL**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.

Length of commercial copy: \_\_\_\_\_ Programs \_\_\_\_\_ News \_\_\_\_\_

5 minutes.....	1:45 min.	1:30 min.
10 minutes.....	2:00 min.	1:45 min.
15 minutes.....	2:30 min.	2:15 min.
25 minutes.....	2:45 min.	.....
30 minutes.....	3:00 min.	.....
60 minutes.....	6:00 min.	.....

**TIME RATES**

Rates received April 1, 1957.

CLASS "A"		CLASS "B"	
6:00 a.m. to 8:00 p.m.)		8:00 p.m. to 6:00 a.m.)	
1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	90.00	54.00	36.00
26 times.....	85.50	51.30	34.20
52 times.....	81.00	48.60	32.40
104 times.....	76.50	45.90	30.60
260 times.....	72.00	43.20	28.80
312 times.....	67.50	40.50	27.00

**WEEKLY SPOT PACKAGES**

(Floating schedule)  
10 spots per week..... 52.50 30 spots per week.. 135.00  
20 spots per week..... 95.00

**SPECIAL FEATURES**

News Service—AP, UPI. Every hour on the hour.  
Rates on request.  
Library Service—Thesaurus, Lang-Worth, Standard.

**Participating Programs**

"T. N. T."—5:00 a.m. to 6:00 a.m. Monday through Saturday.  
"Yawn Patrol"—6:00 a.m. to 8:00 a.m. Monday through Saturday.  
"Gene Walters"—8:30 a.m. to 10:30 a.m. Monday through Saturday.  
"Mainly for the Mrs."—10:30 a.m. to 11:45 a.m. Monday through Saturday.  
"Record Shop"—12:15 p.m. to 12:25 p.m. Monday through Saturday.  
"Party Line"—12:30 p.m. to 1:55 p.m. Monday through Friday.

**COLORADO**

"Thoughts Over Music"—1:45 p.m. to 2:30 p.m. Monday through Friday.  
"Music for My Lady"—2:30 p.m. to 3:00 p.m. Monday through Friday.  
"Music for Days"—3:00 p.m. to 5:00 p.m. Monday through Friday.  
"Record Shop"—5:15 p.m. to 5:30 p.m. Monday through Friday.  
"Nightbeat KRDO"—6:30 p.m. to 7:15 p.m. Monday through Saturday and 10:30 p.m. to midnight.  
"Something For Saturday"—12:30 p.m. to 4:55 p.m. Saturday.  
"Saturday Night Dance Date"—6:30 p.m. to 7:00 p.m. and 10:30 a.m. to 1:00 a.m. Saturday.  
"Potpourri"—12:30 p.m. to 4:55 p.m. and 5:15 p.m. to 5:55 p.m. Sunday.  
"Sunday in Mexico"—12:30 p.m. to 1:30 p.m. Sundays.  
"Paris Star Time"—9:00 p.m. to 9:30 p.m. Sunday.  
"Music for Moderns"—9:30 p.m. to 10:00 p.m. Sunday.  
"Songs for a Sunday Evening"—10:15 p.m. to midnight Sunday.

**KVOR**

(Established 1921)



Dunbar Broadcasting, Inc. 512 S. Tejon, Colorado Springs, Colo. Melrose 2-3536. TWX CS 8483.

**PERSONNEL**

General Manager—Edwin J. Stevens.  
Program Director—Wes Bradley.  
Merchandising & Prom. Mgr.—M. P. Houston.  
Sales Manager—"Mae" McKinnon.

**REPRESENTATIVES**

Venard, Rintoul & McConnell, Inc.

**FACILITIES**

1,000 w.; 1300 kc. Non-directional.  
Operating schedule: 5:00 a.m. to 1:00 a.m. Monday through Friday; 5:00 a.m. to 2:00 a.m. Saturday. 8:00 a.m. to midnight Sundays. MST.  
Transmitter: City limits, E. Platte Ave., Colorado Springs, Colo.

**AGENCY COMMISSION**

15%; no cash discount. Bills payable 10th of month.

**GENERAL**

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective August 1, 1957. (Card No. 12.)  
Rates received August 5, 1957.

BROADCAST ADVERTISING	
Class "A"	Class "B"
6:00 a.m. to 9:00 p.m.	9:00 p.m. to 6:00 a.m.
ANNOUNCEMENTS (One minute or less)	
1 tl. 26 tl. 52 tl. 104 tl. 260 tl. 360 tl.	
Class "A".....	10.00 9.50 9.00 8.50 8.00 7.50
Class "B".....	7.50 7.00 6.50 6.00 5.50 5.00
ANNOUNCEMENT PACKAGES (One minute or less)	
Weekly:	
10 spots.....	55.00 20 spots..... 95.00
Monthly:	
30 spots.....	120.00 90 spots..... 315.00
60 spots.....	225.00
ID plan—minimum 15 per week, each flat.....	2.00
PROGRAMS	
FIVE MINUTES	
1 tl. 26 tl. 52 tl. 104 tl. 260 tl. 360 tl.	
Class "A".....	13.00 12.35 11.70 11.05 10.40 9.75
Class "B".....	10.00 9.50 9.00 8.50 8.00 7.50
TEN MINUTES	
Class "A".....	19.50 18.50 17.50 16.50 15.50 14.50
Class "B".....	15.00 14.25 13.50 12.75 12.00 11.25
FIFTEEN MINUTES	
Class "A".....	26.00 24.70 23.40 22.10 20.80 19.50
Class "B".....	20.00 19.00 18.00 17.00 16.00 15.00
THIRTY MINUTES	
Class "A".....	39.00 37.05 35.10 33.15 31.20 30.20
Class "B".....	30.00 28.50 27.00 25.50 24.00 22.50
ONE HOUR	
Class "A".....	85.00 61.75 58.50 55.25 52.00 48.75
Class "B".....	50.00 47.50 45.00 42.50 40.00 37.50

**COMBINATION RATES**

See CBS Radio Network (Mountain Group) and Columbia Pacific Network (Supplementary Stations).

**SPECIAL FEATURES**

News Service—UPI and local news staff.  
Flashcasts (2-minute news reports, 1-minute 20 seconds commercial time)—5:30 a.m., 6:00 a.m., 6:30 a.m., 8:30 a.m., 9:00 a.m., 9:30 a.m., 2:30 p.m., 4:30 p.m., Monday through Saturday, rotating, flat 42.00.  
Sports—CBS Network lineup.  
Political—time sold is subject to all pertinent statutes, rules and regulations, both Federal and State. Payable in advance. Script required 24 hours in advance.

**Participating Programs**

"Wes Bradley Show"—5:00 a.m. to 9:45 a.m. weekdays.  
"Eddie Dillon Show"—2:00 p.m. to 6:00 p.m. weekdays.

**KWBY**

(Established 1955)

Musie Broadcasting Corporation, Radio Station KWBY, Antlers Hotel, P. O. Box 764, Colorado Springs, Colorado. Melrose 4-5511.

**PERSONNEL**

Owner—John L. Buchanan.  
General Manager—Ralph A. Pettit, Jr.  
Assistant Manager—Jack Wallace.

**REPRESENTATIVES**

Radio-TV Representatives, Inc.  
Denver—Mary Briley.

**FACILITIES**

250 w.; 740 kc.  
Operating schedule: Sunrise to sunset. MST.  
Transmitter: 1821 E. Fountain St., Colorado Springs.

(This listing continued on next page)

# COLORADO

## Colorado Springs—K W B Y—Continued

### AGENCY COMMISSION

15% no cash discount. Bills due 10th of month following broadcast.

### GENERAL

Accepts AAAA copyrighted contract. ASCAP, BMI and SESAC licenses. No P.I. or mail order advertising accepted. Alcoholic beverage advertising: beer and wine only. Station reserves right to cancel any program in order to broadcast special features in the public interest. If service is interrupted, another suitable period is provided.

### TIME RATES

Rates effective October 1, 1956. (Card No. 2.)  
Card received October 2, 1956.  
Rev. rec'd. January 1, 1956, February 28, 1957.

	1 tl.	13 tl.	52 tl.	104 tl.	312 tl.
1 hour.....	50.00	46.00	42.00	38.00	35.00
1/2 hour.....	30.00	28.00	26.00	23.00	22.00
1/4 hour.....	21.00	20.00	19.00	18.00	17.00
10 min.....	16.00	15.00	14.00	13.00	12.00
5 min.....	14.00	13.00	12.00	11.00	10.00

### ANNOUNCEMENTS

(Run-of-Schedule)

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	7.00	6.00	156 times.....	4.75
13 times.....	8.50	5.50	260 times.....	4.50
26 times.....	6.00	5.25	312 times.....	4.25
52 times.....	5.50	5.00	500 times.....	4.00
104 times.....	5.00	4.75		

### SPOT PACKAGE PLANS

Daily Packages  
10 1-minute spots in 1-day, each 4.00..... 40.00  
10 1/2-minute spots in 1-day, each 3.50..... 35.00  
10 10-second spots in 1-day, each 3.00..... 30.00  
Temperature, time, or shortie mentions, 10-a-day, 7 days per week, 5-seconds in length. Minimum, month contract. Rate per month, flat 250.00.

### Weekly Packages

To be used in 7 or less consecutive days:

	1 min.	30 sec.	1 min.	30 sec.
5-9 spots.....	5.00	4.00	40-59 spots.....	3.50
10-24 spots.....	4.50	3.75	60-84 spots.....	3.00
25-39 spots.....	4.00	3.50	85-100 spots.....	2.50

### Monthly Packages

To be used in 1 calendar month:  
Per month (per day):

52-104 (2-4) spots, each.....	4.00	3.75
105-156 (4-6) spots, each.....	3.50	3.25
157-208 (6-8) spots, each.....	3.25	3.00
209-260 (8-10) spots, each.....	3.00	2.50
261-520 (10-20) spots, each.....	2.25	2.00

### SPECIAL FEATURES

News Service—UPI.  
KWBY Newsmobile—station's local News-Weather Bureau.  
Time, Temperature, Weather—rates on request.  
Weather information supplied by electronic weather station atop Antlers Hotel.  
5-minute Newscasters 5 minutes before the hour and 5 minutes before the 1/2 hour 7 days a week.  
Bulletins at once.  
Indianapolis 500-mile Memorial Day Auto Race, Time trials, and direct interviews with drivers.  
Exclusive radio broadcasts—University of Colorado football games.  
Political—regular rates apply, payable in advance. Copy must be submitted to station before broadcast and becomes station property.

### Participating Programs

Regular rates apply to the following programs:  
"Wake Up Colorado Springs" with George T. Beattie—5:00 a.m. to 9:00 a.m. Monday through Saturday. Popular music, time, weather, temperature and news.  
"Household Hint & Music"—9:00 a.m. to 9:55 a.m. Monday through Saturday. Food topics and shopping tips. Regular participating rates.  
"The George Salem Show"—10:00 a.m. to noon and 3:00 p.m. to 4:30 p.m. Monday through Saturday. Pop music, time and temperature.  
"The George T. Beattie Show"—noon to 3:00 p.m. Monday through Saturday. Pop music, time, temperature and news.  
"George Salem"—2nd edition, 3:00 p.m. to 7:30 p.m. Monday through Saturday. Popular album music, driving and traffic tips, time, temperature and weather.  
"Market Analysis"—7:20 a.m. to 7:25 a.m. Monday through Friday. Analysis of previous day's market.  
"Farm Market Report"—12:15 p.m. to 12:25 p.m. Monday through Friday. Cattle, farm, poultry prices.  
"Sunday Serenade"—6:00 a.m. to 12:30 p.m., and 1:30 p.m. to 7:30 p.m. Sunday only; music and news every 25 minutes.

## KYSN

(Established 1956)

## Intermountain Network

Business Office and Studio: P. O. Box 762, 146 West Arvada, Colorado Springs, Colo. Melrose 3-2608.

### PERSONNEL

Pres. & Gen'l Mgr.—Kenneth E. Palmer.  
Sales Manager—Wayne Costner.  
Assistant Manager—Robert Donner, Jr.  
Program Director—Pat Brown.

### REPRESENTATIVES

Avery-Knodel, Inc.

### FACILITIES

1,000 w.; 1460 kc.  
Operating schedule: 24 hours daily. MST.  
Transmitter: Same as office address.

### AGENCY COMMISSION

15% no cash discount.

### GENERAL

ASCAP, BMI, and SESAC licenses.

### TIME RATES

Rates effective September 15, 1958. (Card No. 22-A.)  
Rates received September 4, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	55.00	33.00	22.00	16.50	11.00	7.15
26 times.....	53.90	32.34	21.56	16.17	10.78	7.00
52 times.....	52.80	31.68	21.12	15.84	10.56	6.86
104 times.....	51.70	31.02	20.68	15.51	10.34	6.72

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
156 times.....	50.60	30.36	20.24	15.18	10.12	6.57
260 times.....	48.40	29.04	19.36	14.52	9.68	6.29
312 times.....	46.20	27.72	18.48	13.86	9.24	6.00
624 times.....	44.00	26.40	17.60	13.20	8.80	5.72

(\*) 1 minute, 100 words or less.

### SATURATION ANNOUNCEMENT PLAN

CLASS "A"  
(7:00 a.m. to 9:30 a.m. and 4:30 p.m. to 7:00 p.m. Monday through Saturday)

	Total Each	-1-minute-	-30-seconds-	-10-seconds-	Total Each
12 times.....	64.32	5.36	51.36	4.28	25.68
18 times.....	90.00	5.00	72.00	4.00	36.00
24 times.....	111.36	4.64	89.04	3.71	44.40
30 times.....	128.70	4.29	102.90	3.43	51.30
36 times.....	141.48	3.93	113.04	3.14	56.52

(All other times)

12 times.....	51.48	4.29	41.16	3.43	20.52
18 times.....	70.74	3.93	56.52	3.14	28.26
24 times.....	85.68	3.57	68.64	2.86	34.32
30 times.....	96.30	3.21	77.10	2.57	38.40
36 times.....	102.96	2.86	82.44	2.29	41.04

### COMBINATION RATES

See Intermountain Network.

### SPECIAL FEATURES

News Service—UPI. Full time local news reporter with Mobile Transmitting Unit.  
5-minute newscasts every hour—rates on request.  
Time, Temperature, Weather—rates on request.

### CLOSING TIME

24 hours before broadcast.

## CORTEZ

Montezuma County—May Location B-8  
See SRDS consumer market map and data at beginning of the State.

## KVFC

(Established 1955)



KVFC, Inc., KVFC Bldg., P. O. Box 1718, Cortez, Colo. Logan 5-3463.

### PERSONNEL

General Manager—Jack W. Hawkins.

### REPRESENTATIVES

Hil F. Best Company.

### FACILITIES

1,000 w.; 740 kc.  
Operating Schedule: Sunrise to sunset. MST.  
Transmitter: Cortez, Colorado.

### AGENCY COMMISSION

15% on time and talent; no cash discount. Bills due 10th of month following broadcast.

### GENERAL

Affiliated with Intermountain Network and Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
Discounts allowed on total number of broadcasts within 1 year. Programs and announcements cannot be combined to earn discounts. All rates guaranteed 1 year from date of 1st broadcast, without interruption. Maximum length of contract, 1 year. Contracts subject to standard NAB and AAAA regulations.  
Alcoholic beverage advertising: beer, light wine only. Rates include 20% for talent and production costs.

### TIME RATES

Rates effective March 1, 1955.  
Card received February 17, 1955.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	25.00	18.00	12.00	7.50	4.50	3.00
13 times.....	23.75	17.10	11.40	7.15	4.30	2.85
26 times.....	22.60	16.20	10.80	6.75	4.05	2.70
52 times.....	21.40	15.30	10.20	6.40	3.85	2.55
104 times.....	20.15	14.40	9.60	6.00	3.60	2.40
156 times.....	19.30	13.50	9.00	5.65	3.40	2.25
260 times.....	18.30	12.60	8.40	5.25	3.15	2.10
312 times.....	17.40	11.70	7.80	4.90	2.95	1.95

### ANNOUNCEMENT PACKAGES

Ten 30-second spots in 1 day:  
Per day..... 25.00  
Four 10-second time signals daily:  
Per month..... 125.00

### SPECIAL FEATURES

News Service—UPI.  
Newscasts—regular rates plus 15%.  
Spot announcements available in the Ute and Navajo Indian languages.  
Political—regular rates apply.  
Library Service—World.

### Participating Programs

"Montelores Farm and Ranch Hour"—6:30 a.m. to 7:00 a.m. Monday through Saturday.  
"Coffee Club"—8:30 a.m. to 9:00 a.m. Monday through Saturday. Regular rates apply.  
"Woman's Club of the Air" with Dotty Wayt—10:00 a.m. to 11:00 a.m. Monday through Friday.  
"Diaper Derby"—10:55 a.m. to 11:00 a.m. Monday through Saturday. Rates on request.  
"Farm Market Reports"—12:55 p.m. to 1:00 p.m. Monday through Saturday. Regular rates apply.  
"Four States Topics and Tempos"—1:00 p.m. to 2:00 p.m. Monday through Friday. Regular rates apply.  
"Country Caravan"—2:00 p.m. to 3:00 p.m. Monday through Saturday. Charles Russell, emcee.  
"Afternoon Show with Bill Woodruff"—3:00 p.m. to 4:00 p.m. Monday through Friday.  
"The White Buck Special"—2:00 p.m. to 3:30 p.m. Saturdays.

### CLOSING TIME

24 hours before broadcast.

## CRAIG

Moffat County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

## KRAI

(Established 1948)

Northwestern Colorado Broadcasting Company, P. O. Box 65, Craig, Colo. Taylor 4-6574.

### PERSONNEL

Station Manager—Dick Bonderud.  
Colorado Network:  
Pres. & Gen'l Mgr.—George O. Cory (Montrose).

### FACILITIES

1,000 w. days; 500 w. nights. 550 kc.  
Directional—night only.  
Operating schedule: 6:00 a.m. to 11:00 p.m. week-days; Sunday 7:00 a.m. to 10:00 p.m. MST.  
Transmitter: Craig, Colorado.

### AGENCY COMMISSION

15% on net time only. Bills rendered monthly unless weekly billing is requested.

### GENERAL

Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.  
Contracts may be signed 30 days before broadcast.  
Alcoholic beverage advertising: beer and wine only.  
Products advertised as cures or claiming to cure, not accepted.

Length of commercial copy: Programs and News

5 minutes.....	1:15 minutes
10 minutes.....	2:10 minutes
15 minutes.....	3:00 minutes
30 minutes.....	4:15 minutes
60 minutes.....	7:00 minutes

### TIME RATES

Rates received February 20, 1957. (Card No. 3.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	20 sec.	10 sec.
1 tl.....	35.00	21.00	14.00	10.50	8.75	5.25	3.95	2.65
52 tl.....	29.75	18.75	11.90	8.90	7.45	4.50	3.40	3.25
156 tl.....	26.25	15.75	10.50	7.90	6.60	3.95	3.00	2.00
260 tl.....	24.50	14.70	9.80	7.35	6.10	3.70	2.80	1.85

### PACKAGES

	1 min.	20 sec.	ID's
12 per week.....	54.00	40.80	27.00
Each.....	4.50	3.40	2.25
18 per week.....	72.00	54.00	36.00
Each.....	4.00	3.00	2.00
24 per week.....	84.00	63.60	42.00
Each.....	3.50	2.65	1.75

### COMBINATION RATES

Member of Colorado Network.  
See regional networks at beginning of state.

### SPECIAL FEATURES

News Service—UPI. Regular rates apply.  
Political—commercial broadcast, both spots and programs are accepted for qualified candidates for political offices, or their responsible representatives, at regular rates.  
Library Service—World.  
Instantaneous Reference Recordings: rates on request.  
Remote and tape broadcasts: rates on request.

### CLOSING TIME

Copy and program material, in final form, due 18 hours before broadcast time week days; Sunday material due by noon, Saturday.

# KYSN

## COLORADO SPRINGS, COLORADO

### 1460 ON YOUR DIAL

**NO. 1 SEPT. 1958**

**HOOPER**

---

**PULSE NO. 1 SEPT. 1958**

INTER MOUNTAIN NETWORK AFFILIATE

# DELTA

Delta County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State.

## KDTA

(Established 1955)

Monarch Broadcasting Co., P. O. Box 452, Delta, Colo. Phone 140.

**PERSONNEL**  
President & Gen'l Mgr.—D. E. Towne.  
Station Manager—Dana Towne.

**REPRESENTATIVES**  
George T. Hopewell, Inc.

**FACILITIES**  
250 w.; 1400 kc.  
Operating schedule: 5:55 a.m. to 10:00 p.m. week-days; 6:55 a.m. to 6:00 p.m. Sunday. MST.  
Transmitter: U. S. Hwy. 50, 2 miles north of Delta.

**AGENCY COMMISSION**  
15% on time only; no cash discount. Bills rendered 1st of month; payable 10 days.

**GENERAL**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Maximum length of contract 1 year, renewals permitted. Rates are both local and national.  
Rates guaranteed for 1 year from date of contract.

### TIME RATES

Rates effective January 15, 1955.  
Rates received February 11, 1955.

	1	1/2	1/4	5	1	1/2
	hr.	hr.	hr.	min.	min.	min.
1 time.....	20.00	12.00	7.00	4.00	2.50	2.00
13 times.....	19.00	11.40	6.65	3.80	2.35	1.90
26 times.....	18.00	10.80	6.30	3.60	2.25	1.80
52 times.....	17.00	10.20	5.95	3.40	2.10	1.70
104 times.....	16.00	9.60	5.60	3.20	2.00	1.60
156 times.....	15.00	9.00	5.25	3.00	1.85	1.50
260 times.....	.....	.....	.....	2.80	1.75	1.40
312 or more times.....	.....	.....	.....	.....	1.70	1.35

### SPECIAL FEATURES

News Service—UPI. Regular rates apply.  
Political—regular rates and discounts apply. Cash in advance.  
Library Service—Sesae.

## KUBC

City of license, Montrose, Colo.  
P. O. Box 512, Delta, Colo. Telephone 199.  
See listing under Montrose, Colo.

# DENVER

(including Aurora, Englewood, Lakewood, Littleton)

## 14 AM; 2 FM

Denver, Denver County—Map Location E-5  
Aurora, Adams County—Map Location F-5  
Englewood, Arapahoe County—Map Location F-5  
Lakewood, Jefferson County—Map Location E-5  
Littleton, Arapahoe County—Map Location F-5

See SRDS consumer market map and data at beginning of the State.

Area stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## KDEN

(Established 1956)

KDEN Broadcasting Company, 1601 W. Jewell Ave., Denver 23, Colo. We 5-3525.

**PERSONNEL**  
President—Ed Koepke.  
Vice-President—Gene Amole.

**REPRESENTATIVES**  
Breen & Ward.

**FACILITIES**  
250 w.; 1340 kc.  
Operating schedule: 20 hours daily. MST.  
Transmitter: 1601 W. Jewell Ave., Denver 23.

**FM FACILITIES**  
ERP 1,500 w.; 99.5 mc.  
Operating schedule: Noon to midnight daily. MST.  
Antenna ht.—380 ft. above average terrain.

**AGENCY COMMISSION**  
15% on time only; no cash discount. Bills rendered monthly; due 10th of following month.

**GENERAL**  
ASCAP, BMI, and SESAC licenses.

### TIME RATES

Rates effective March 1, 1957. (Card No. 2.)  
Card received April 1, 1957.

	1	1/2	1/4	5	1	30	10
	br.	hr.	hr.	min.	min.	sec.	sec.
1 time.....	60.00	40.00	27.00	13.00	6.00	4.00	2.50
26 times.....	57.00	38.00	25.00	12.50	5.80	3.85	2.40
52 times.....	54.00	36.00	23.00	12.00	5.60	3.70	2.30
104 times.....	51.00	34.00	21.00	11.50	5.40	3.55	2.20
156 times.....	48.00	32.00	19.00	11.00	5.20	3.40	2.10
260 times.....	45.00	30.00	17.00	10.50	5.00	3.25	2.00
312 times.....	42.00	28.00	15.00	10.00	4.80	3.10	1.90
365 times.....	39.00	26.00	13.00	9.50	4.60	2.95	1.80
500 times.....	.....	.....	11.00	9.00	4.40	2.80	1.70

### PACKAGE PLANS

Used in 1 day:	1 min.	30 sec.	10 sec.
15 spots.....	60.00	42.00	25.50
10 spots.....	45.00	30.00	20.00
5 spots.....	25.00	17.50	12.00

Used in 1 week:	225.00	150.00	90.00
60 spots.....	225.00	150.00	90.00
30 spots.....	117.00	81.00	48.00
20 spots.....	90.00	60.00	36.00

Used in 1 month:	1,125.00	750.00	.....
300 spots.....	1,125.00	750.00	.....
150 spots.....	600.00	397.50	.....

**Yearly Packages**  
1-minute spots used in 1 year:  
1000 spots..... 4,250.00  
2000 spots..... 7,500.00

### SPECIAL FEATURES

News Service—AP and local.  
Newscasts every hour on the hour, 7 days per week:

10 minutes.....	1 wk.	13 wks.	26 wks.	52 wks.
.....	70.00	66.50	63.00	59.50

### Participating Programs

"Amole's Corner"

Per participation:	1 time.....	104 times.....	7.65
.....	8.55	260 times.....	7.20
.....	8.10	312 times.....	6.75

### Per week

1/4 hour programs:	1 wk.	13 wks.	26 wks.	52 wks.
6 per week.....	108.00	104.00	100.00	96.00
5 per week.....	95.00	91.00	87.00	83.00
3 per week.....	65.00	62.00	59.00	56.00
2 per week.....	45.00	43.00	41.00	39.00

"Clockwatcher"—with Lloyd Knight

Per participation:	1 time.....	104 times.....	6.40
.....	6.80	260 times.....	6.00
.....	6.60	312 times.....	5.80

### Per week

1/4 hour programs:	1 wk.	13 wks.	26 wks.	52 wks.
6 per week.....	87.00	84.00	81.00	78.00
5 per week.....	75.00	72.00	69.00	66.00
3 per week.....	51.00	49.00	47.00	45.00
2 per week.....	38.00	36.00	34.00	32.00

## KFML

(Established 1955)

Note Broadcasting Co., 262 Filmore St., Denver 6, Colo. De. 3-1500.

### PERSONNEL

General Manager—Art Peterson.  
Commercial Manager—Tim O'Connor.  
Chief Engineer—Hal Johnson.  
News Director—Dick Stevens.

### REPRESENTATIVES

The Meeker Company, Inc.

### FACILITIES

1,000 w.; 1390 kc.  
Operating schedule: Local sunrise to sunset.  
AM Transmitter: 3190 S. Wyandot, Englewood, Colo.  
FM FACILITIES  
ERP 2,350 w.; 98.5 mc.  
Operating schedule: 7:00 a.m. to midnight.  
Antenna ht.—2,000 ft. above average terrain.  
FM Transmitter atop Lookout Mountain, near Golden, Colo.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered 1st of month; payable 10 days.

### GENERAL

Rates for special productions and talent on request.

### TIME RATES

Rates effective April 1, 1958. (Card No. 6.)  
Card received March 26, 1958.

	1 hr.	1/2 hr.	1/4 hr.
1 time.....	95.00	55.00	40.00
13 times.....	85.00	50.00	35.00
26 times.....	70.00	40.00	30.00
52 times.....	50.00	35.00	25.00

### ANNOUNCEMENTS

	1 min.	30 sec.	10 sec.
1 time.....	10.50	7.50	4.25
13 times.....	10.25	7.25	4.00
26 times.....	9.75	6.75	3.75
52 times.....	9.25	6.50	3.50
104 times.....	8.75	6.25	3.25
260 times.....	8.25	5.75	3.00
312 times.....	7.50	5.25	2.50

### PACKAGES

Per week:	1 min.	30 sec.	10 sec.
15 times.....	135.00	97.50	60.00
20 times.....	170.00	120.00	75.00
21 times.....	178.50	126.00	78.75
25 times.....	200.00	143.75	87.50
28 times.....	210.00	147.00	91.00
30 times.....	225.00	157.50	97.50
35 times.....	245.00	175.00	105.00
42 times.....	283.50	199.50	126.00
49 times.....	318.50	220.50	133.15
56 times.....	336.00	224.00	140.00

### NEWS

(7:15 a.m., 8:00 a.m., 11:00 a.m., noon, 1:00 p.m., 4:00 p.m., 5:00 p.m., 6:00 p.m.)

Per week:	Each	Per wk.
1 time.....	.....	20.00
3 times.....	15.00	45.00
5 times.....	14.00	70.00
6 times.....	13.00	78.00
7 times.....	12.50	87.50
10 times.....	12.00	120.00
12 times.....	11.50	138.00
14 times.....	11.00	154.00
18 times.....	10.50	189.00
21 times.....	10.25	215.25
25 times.....	10.00	250.00

### SPECIAL FEATURES

News Service—AP.

## KFSC

(Established 1954)

Owned and operated by Francisco V. (Paco) Sanchez, 3340 Lafayette St., Denver 5, Colo. Acoma 2-8935.

### PERSONNEL

Owner—Paco Sanchez.  
General Manager—Levi Beall.

### REPRESENTATIVES

Texas & Pacific Coast—Harlan G. Oakes & Associates.  
East & Midwest—National Time Sales.

### FACILITIES

1,000 w.; 1220 kc. days.  
Operating schedule: local sunrise to sunset.  
Transmitter:

### AGENCY COMMISSION

15% on net time; no cash discount. Rates apply only if payments are made on or before due date specified in contract.

### GENERAL

ASCAP, BMI, and SESAC licenses.

# COLORADO

### TIME RATES

Rates effective February 15, 1958. (Card No. 4.)

Card received February 27, 1958.

	1/2	1/4	10	5	1	30	10
	hr.	hr.	min.	min.	min.	sec.	sec.
1 time.....	32.50	17.50	12.50	8.00	4.00	3.00	1.50
26 times.....	31.50	17.00	12.00	7.50	3.75	2.75	1.40
52 times.....	30.00	16.00	11.00	7.25	3.50	2.50	1.30
104 times.....	14.50	10.50	7.00	3.25	2.25	1.10	.....
156 times.....	13.50	10.00	.....	3.00	2.00	1.00	.....

### Package Specials

(Minute Announcements)

10 announcements in 1 day, each.....	3.00
100 announcements in 1 month, each.....	3.00
500 announcements in 1 year, each.....	2.00

### SPECIAL FEATURES

News Service—UPI.  
Political—time sold on basis of conformity with station policies, the Federal communications act, and rules and regulation of Federal and State governments.  
Spanish language programming.

## KGMC

ENGLEWOOD

(Established 1952)

### RAB

MacLee Radio Inc., 3355 S. Broadway, Englewood, Colo., Sunset 1-4481.

### PERSONNEL

Co-Owner, Pres. & Gen'l Mgr.—Robert B. McWilliams.  
Co-Owner, Vice-Pres., Gen'l Sales Mgr.—Lee P. Mehlig.

### REPRESENTATIVES

Radio-TV Representatives, Inc.  
Los Angeles—Lee F. O'Connell Company.  
San Francisco—Don R. Pickens, Co.

### FACILITIES

1,000 w.; 1150 kc.  
Operating schedule: 5:45 a.m. to local sunset week-days; 7:00 a.m. to local sunset Sundays. MST.  
Transmitter: 2200 W. Oxford, Arapahoe County, Colo.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered monthly, payable 10th of following month.

### GENERAL

Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.  
Contracts are subject to cancellation by 14 days written notice. Short rates applicable to cancelled contracts. Frequency discounts apply to advertising used within 1 fiscal year. Continuing discounts are allowed on uninterrupted schedules.

Announcements and programs may be combined for discount purposes on announcements, but announcements and programs may not be combined for discount purposes on programs. All regular announcements and spot packages may combine with each other to get the lowest possible rate. 6 months protection.

### TIME RATES

Rates effective May 1, 1958. (Card No. 2.)  
Card received April 30, 1958.

	1/2	1/4	5	1	30	8
	hr.	hr.	min.	min.	sec.	sec.
1 time.....	44.00	24.00	9.60			

# COLORADO

Denver—Continued

**KHOW**  
(Established 1925)



Western Broadcasting Enterprises, Inc., Petroleum Club Bldg., Denver 2, Colo. Tabor 5-2291. TWX, Denver 483.

**PERSONNEL**

General Manager—John J. McEntry.

**REPRESENTATIVES** Peters, Griffin, Woodward, Inc.

**FACILITIES**

5,000 w.; 630 kc. Directional—night only. Operating schedule: 19 hours daily (except 1:30 a.m. to 5:30 a.m. Mondays.) MST.

Transmitter: 5400 North Pecos, Denver, Colo.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills due and payable on 10th of month following service.

**GENERAL**

Rates include music copyright fees. ASCAP, BMI, and SESAC licenses. Alcoholic beverage advertising: beer and wine only. Products advertised as cures, or claiming to cure, or liquors are not acceptable. Programs may be combined to earn frequency discounts if broadcast within contract year. Program sponsors may purchase announcements during the life of their program contract within the same contract year. Rates subject to change without notice. Current advertisers will receive 6 months rate protection through the end of the existing contracts, whichever is longer. Rate protection will not exceed 12 months. Discounts on announcements are based on number of weeks used within a contractual year. After a contractual year has been completed by an advertiser, advertiser may continue at weekly discount established by the previous contractual year. At the end of the succeeding contractual year, weekly discount is established by the completed contractual year. Time units as stated are approximate and may vary from 1-1/2 minutes to 30 seconds.

**TIME RATES**

Rates effective January 1, 1959. (Card No. 16.) Rates received December 3, 1958.

ANNOUNCEMENTS					
1-minute:	1 wk.	5 wks.	13 wks.	26 wks.	39 wks.
1 time..	12.00	10.80	10.20	9.60	9.00
7 times	9.60	8.60	8.20	7.70	7.20
13 times	8.40	7.60	7.10	6.70	6.30
21 times	7.20	6.50	6.10	5.80	5.40

30-second:					
1 time..	9.00	8.10	7.70	7.20	6.80
7 times	7.20	6.50	6.10	5.80	5.40
13 times	6.30	5.70	5.40	5.00	4.70
21 times	5.40	4.90	4.60	4.30	4.10

10-second or less: 50% of the earned 30-second rate. Not combinable for frequency purposes.

**PROGRAM RATES**

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	110.00	66.00	44.00	33.00	27.50
52 times	94.00	56.40	37.60	28.20	23.50
156 times	83.00	49.80	33.20	24.90	20.75
260 times	77.00	46.20	30.80	23.10	19.25

**SPECIAL FEATURES**

New Service—UPI.

**NEWSCASTS**

15 minutes:					
	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
7 days..	262.50	231.00	210.00	199.50	189.00
5 days..	191.50	168.75	161.25	153.75	146.25
3 days..	117.00	108.00	103.50	99.00	94.50

10 minutes: 7 days.. 210.00 184.80 168.00 159.60 151.20

5 days.. 153.00 135.00 129.00 123.00 117.00

3 days.. 93.60 86.40 82.80 79.20 75.60

5 minutes: 7 days.. 140.00 123.20 112.00 106.40 100.80

5 days.. 106.00 90.00 86.00 82.00 78.00

3 days.. 62.40 57.60 55.20 52.80 50.40

Sports play-by-play broadcasts—rates and details on request.

Political—commercial broadcasts, both spots and programs, are accepted for qualified candidates for political offices, or their responsible representatives, at regular rates.

Instantaneous Reference Recordings: rates on request. Remote and tape broadcasts: rates on request. Mobile transmitting available.

**Participating Programs**

“The Ray Perkins Show”—10:30 a.m. to 11:30 a.m. Monday through Friday. Participating minutes at rates quoted. No package announcement rates accepted.

**CLOSING TIME**

Copy and program material, in final form, due 18 hours before broadcast time for weekdays; Sunday due by noon, Saturday.

**KIMN**

(Established 1922)

**Intermountain - - Mutual Networks**



KIMN, Inc., 5350 W. 20th Ave., P.O. Box 1408, Edgewater Branch, Denver 14, Colo. Be 7-2734. TWX LAKEWOOD COLO 535.

**PERSONNEL**

General Manager—Cecil Heftel.

Program Director—Graham C. Richards.

Promotion Manager—Glenn Bell.

**REPRESENTATIVES**

Avery—Knodel, Inc. Seattle & Portland—Hugh Feltis and Associates.

**FACILITIES**

5,000 w.; 950 kc. Directional. Operating schedule: 24 hours daily. MST.

Transmitter: 5350 W. 20th Ave., Denver 14, Colo.

**AGENCY COMMISSION**

15% no cash discount. Bills due 10 days after date of invoice.

**GENERAL ASCAP, BMI, SESAC licenses.**

**TIME RATES**

Rates effective August 1, 1957. (Card No. 22.)

Card received October 25, 1957.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time..	100.00	60.00	40.00	30.00	20.00	13.00
26 times..	98.00	58.80	39.20	29.40	19.60	12.74
52 times..	96.00	57.60	38.40	28.80	19.20	12.48
104 times..	94.00	56.40	37.60	28.20	18.80	12.22
156 times..	92.00	55.20	36.80	27.60	18.40	11.96
260 times..	88.00	52.80	35.20	26.40	17.60	11.44
312 times..	84.00	50.40	33.60	25.20	16.80	10.92
624 times..	80.00	48.00	32.00	24.00	16.00	10.40

(\*) 1 minute, 100 words or less.

**SATURATION ANNOUNCEMENT PLAN**

**CLASS "A"**

(7:00 a.m. to 9:30 a.m. and 4:30 p.m. to 7:00 p.m. Monday through Saturday)

	1-minute	30-seconds	10-seconds
12 times.....	9.75	117.00	7.00
18 times.....	9.10	163.80	7.28
24 times.....	8.45	202.80	6.76
30 times.....	7.80	234.00	6.24
36 times.....	7.15	257.40	5.72

(All Other Times)

12 times.....	7.80	93.60	6.24	74.88	3.12	37.44
18 times.....	7.15	128.70	5.72	102.96	2.86	51.48
24 times.....	6.50	156.00	5.20	124.80	2.60	62.40
30 times.....	5.85	175.50	4.68	140.40	2.34	70.20
36 times.....	5.20	187.20	4.16	149.76	2.08	74.88

**COMBINATION RATES**

Key station of Intermountain Network, Inc. See Intermountain—Mutual Networks. Available in combination with Don Lee Broadcasting System.

**SPECIAL FEATURES**

News Service—UPI. News charge and talent on request.

Political—regular rates apply. Copy of speeches must be submitted 24 hours in advance and left as permanent record.

**Participating Spot Packages**

Participating announcements (live or transcribed) within the following personality programs:

“The Royce Johnson Show”—6:00 a.m. to 9:00 a.m. and 11:00 p.m. to 1:00 p.m. Monday through Friday.

“The Glenn Bell Show”—9:00 a.m. to 11:00 a.m. and 1:00 p.m. to 3:00 p.m. Monday through Friday.

“Parade of Hits”—3:00 p.m. to 7:00 p.m. Monday through Friday.

“The Morgan White Show”—7:00 p.m. to midnight Monday through Friday.

**CLOSING TIME**

24 hours in advance of broadcast.

**KLAK**

LAKWOOD

(Established 1955)

Lakewood Broadcasting Service, Inc. 1315 Oak St. Lakewood, Colo. Belmont 3-5525.

**PERSONNEL**

General Manager—Maurice J. DeVolt.

Business Manager—Julia W. DeVolt.

Program Manager—Eddythe G. Walker.

**DENVER'S WAKE-UP SHOW FOR ADULT WAKING UP WITH KLZ**

**Johnny WILCOX SHOW**

Johnny Wilcox's bright approach to your sales message impresses listeners... pre-sells products. Combine this with good early-bird music, up-to-the-minute news and weather facts—and you've got a popular wake-up show that's geared for selling!

**5:30 to 9 a.m.**

**MONDAY THRU SATURDAY**

**CALL KATZ OR LEE FONDREN IN DENVER**

**560 kc**

**KLZ**

**CBS-RADIO FOR THE ROCKY MTN. AREA**

**REPRESENTATIVES**

Charles Bernard Company.

**FACILITIES**

1,000 w.; 1600 kc. Operating schedule: 24 hours daily. MST.

Transmitter: 1315 Oak St., Lakewood.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 1st; payable 10th of month.

**GENERAL**

Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available.

Rates are for local and national advertising.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

All contracts subject to short term rate if cancelled before expiration date; 15 day notice of cancellation

**TIME RATES**

Rates effective May 1, 1958.

Rates received June 4, 1958.

	1/4 hr.	1 min.	30 sec.	ID.
1 time.....	25.00	8.00	6.00	3.50
52 times.....	23.00	7.50	5.50	3.00
156 times.....	21.00	7.00	5.00	2.50
312 times.....	20.00	6.50	4.50	2.00
1,000 times.....	5.80	3.00	1.50	

Rates between 12:01 a.m. to 5:00 a.m.—50% of above rates.

**SPECIAL FEATURES**

Political, Religious—regular rates apply.

**Participating Programs**

“Sheriff Scotty Show”—per participation, per week, 75.00.

“Bob Davics 5-minute News”—each, 15.00.

“KLAK Ranch Hands” with Captain Ozle Waters—per week, 200.00.

**CLOSING TIME**

24 hours in advance.

**KLIR**

(Established 1953)

Owned and operated by Geo. Basil Anderson, 6535 W. Jewell Ave., Denver 14, Colo. Walnut 2-1189.

**PERSONNEL**

Owner & Mgr.—Geo. Basil Anderson.

**REPRESENTATIVES**

Hil F. Best Company.

West Coast—Walter Biddick Co.

**FACILITIES**

1,000 w.; 990 kc.

Operating schedule: Sunrise to sunset. MST.

Transmitter: 6535 W. Jewell Ave., Denver 14.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 1st; payable 10th of month.

**GENERAL**

Affiliated with Keystone Network.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective August 1, 1954.

Rates received July 1, 1954.

Rev. received November 27, 1957.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	60.00	35.00	20.00	12.00	7.00
26 times..	58.00	34.00	19.00	11.00	6.50
52 times..	56.00	33.00	18.00	10.00	6.00
104 times..	54.00	32.00	17.00	9.00	5.50
260 times..	52.00	31.00	16.00	8.00	5.00
312 times..	50.00	30.00	15.00	7.00	4.50

**SPECIAL FEATURES**

News Service—UPI. No extra charge.

Political—regular rates apply. Copy of political speeches must be submitted 24 hours in advance and left as permanent record.

**CLOSING TIME**

1 day before broadcast.

**KLZ**

(Established 1920)



Alladin Broadcasting Corp., 131 Speer Blvd., Denver 3, Colo. Main 3-4271.

**PERSONNEL**

Pres. & Gen'l Mgr.—Hugh B. Terry.

Asst. to Pres.—Clayton Bracc.

Sta. Mgr. & Dir. of Sales—Lee Fondren.

Promotion Manager—Quintin E. McCredie.

**REPRESENTATIVES**

The Katz Agency, Inc.

**FACILITIES**

5,000 w.; 560 kc. Directional.

Operating schedule: 5:30 a.m. to 12:15 a.m. MST.

Transmitter: S. Franklin at Hampden, Englewood.

**AGENCY**



Right reserved to change rates effective on such date as may be announced.  
 Rate increases will not apply for six months from effective date of increase to advertisers who have established a contractual year prior to effective date of rate increase.  
 All time units listed herein are approximate.

**TIME RATES**  
 Rates effective April 1, 1958. (Card No. 27-A)  
 Card received December 17, 1956.

PROGRAMS		CLASS "A"					
		7:00 a.m. to 10:00 p.m.		10:00 p.m. to 7:00 a.m.			
		1/2	1/4	10	5	1	20
		hr.	hr.	min.	min.	min.	sec.
1 time....	110.00	72.00	56.00	40.00	33.00	28.50	
13 times..	88.50	65.50	52.00	38.00	33.00	28.50	
26 times..	89.00	59.25	48.50	36.00	31.25	27.25	
52 times..	79.00	52.75	45.00	34.00	29.75	25.50	
104 times..	72.00	48.00	40.50	32.00	27.50	24.00	
156 times..	65.00	43.25	36.00	30.00	26.50	22.25	
260 times..	57.50	38.50	32.50	28.00	25.25	21.75	

CLASS "B"		10:00 p.m. to 7:00 a.m.					
		1 min	20 sec.				
1 time....	70.00	46.00	39.00	23.00	20.00	17.50	
13 times..	65.50	43.75	37.25	22.50	20.00	17.50	
26 times..	62.00	41.50	35.25	21.75	19.00	16.50	
52 times..	57.00	38.00	32.25	21.25	18.00	15.50	
104 times..	51.75	34.50	29.25	20.75	17.00	15.00	
156 times..	46.50	31.00	26.50	19.50	16.00	14.50	
260 times..	41.50	27.50	23.50	18.50	15.00	14.00	

**MULTI-SPOT PLAN**  
 (All times, except 7:00 a.m. to 9:00 a.m. or in the Pat Gay Show.)  
 Offered on a fixed but pre-emptible basis.

10:00 p.m. to 6:00 a.m.		1 min	20 sec.
6 times per week.....	144.00	114.00	
10 times per week.....	210.00	170.00	
20 times per week.....	380.00	305.00	
30 times per week.....	510.00	420.00	
50 times per week.....	750.00	600.00	

8-second announcements: 50% of 20-second rate. (May be combined with longer announcements for frequency discounts.)  
 Non-Plan announcements may be counted to make up the number per week necessary to qualify for Plan rates. Plan announcements combined with non-Plan announcements for frequency discounts on non-Plan announcements.

**Run-of-Station**  
 (Fixed but not guaranteed position)  
 25% discount earned rate within classification used. Announcements eligible for either Run-of-Station discount or a Multi-Spot-Plan may earn 1 or the other but not both. Run-of-Station announcements combine with other announcements for frequency discounts both ways.

**COMBINATION RATES**  
 See CBS Network (Mountain Group) and Columbia Pacific Network (Supplementary Stations).

**SPECIAL FEATURES**

News Service—UPI.  
 Special Features and Sport Events—rates on request.  
 Political—regular rates only. Copy of all speeches or interviews due 24 hours before broadcast and remain as permanent record of the station.  
 Library Service—Standard, World, Capitol.  
 Participating Programs

"Johnny Witcox Show"—5:30 a.m. to 9:00 a.m. Monday through Saturday. Personality with music, time, temperature, news and weather. 1-minute, 20-second and 8-second announcements at regular published rates. Multi-spot plan applies 5:30 a.m. to 6:59 a.m. portion.

8-second ID's at card rate; no 20-second announcements.

"Pat Gay Show"—9:40 a.m. to 9:45 a.m. Monday through Friday. Women's feature personality. 5-minute card rate for time plus 7.50 commissionable talent per broadcast. Live copy or transcriptions accepted.  
 "Pat Gay's for Women Only"—12:05 p.m. to 12:45 p.m. Monday through Friday. Woman personality, telephone participation. 1-minute participations at current rate guaranteed time.

"Art Gow Show"—10:15 a.m. to 11:15 a.m. Monday through Friday. Live organ and piano music, personality, plus top recorded music. 1-minute participation at card rate. Qualifies for "afternoon and evening personality programs" rates on 1-minute participations. Advertisers get 8-second billboard open and close complete program on days he sponsors 1/4 hour plus two 8-second ID's or 1 20-second announcement for each 1/4 hour sponsored, scheduled on a run-of-station basis. Client may specify day and time bracket on these ID's.

1/4 hour segments, 13 times minimum:	
1 segment, per week.....	45.00
3 segments, per week.....	127.50
5 segments, per week.....	200.00

Less than 13 times—regular rates apply.

"Warren Chandler Show"—4:00 p.m. to 5:00 p.m. Monday through Friday. Live song and piano personality along with popular recorded music. Short news, sports and weather bulletins. 1-minute, 20-second, and ID announcements available at regular card rate guaranteed time and on Multi-Spot rates basis.

"Denver at Night"—following Denver Bears baseball broadcast.

Monday through Friday. 1-minute participations at card rate. Also qualifies for "afternoon and evening personality programs" rates on 1-minute participations. 1/4 hours at same rates as quoted for the "Art Gow Show." Commercials—live by Warren Chandler or transcribed.

"Star Yelland Party Line"—6:30 p.m. to 7:00 p.m. Monday through Friday. Telephone conversations between listeners and personalities. Available only by 1/4 hour segments at same rates as quoted for "Art Gow Show" and "Denver at Night" Commercials—live or transcribed with lead-in and lead-out.

**CLOSING TIME**

Copy due 4:00 p.m. day before broadcast; Sunday and Monday copy due 4:00 p.m. Friday.

**KMYR**  
 (Established 1941)  
**Independent**



Empire Broadcasting, Inc., Security Life Bldg., 814 14th St., Denver 2, Colo. Amherst 6-3703.

**PERSONNEL**  
 President—Don W. Burden.  
 General Manager—Charles S. Crabtree.  
 Sales Manager—Charles Vais.  
 Program Director—Gene Price.

**REPRESENTATIVES**  
 Adam Young, Inc.

**FACILITIES**  
 5,000 w.; 710 kc. Directional.  
 Operating schedule: 24 hours daily.  
 Transmitter: Brighton, Colo.

**AGENCY COMMISSION**  
 15%; no cash discount. Bills due and payable when rendered.

**GENERAL**  
 ASCAP, BMI and SESAC licenses.  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 Maximum contract 52 weeks. Rate to which an advertiser is entitled is determined by total number of broadcasts used within 1 year from date of initial broadcast. In the event the advertiser contracts with the station for additional broadcast time, the time rates and discounts shown on the rate card on which time for a period of 26 weeks from the effective date of any revision.  
 Announcements and programs may not be combined to earn a greater frequency discount.

**TIME RATES**

Rates effective October 1, 1958.  
 Rates received September 9, 1958.  
 Rev. (rec'd) November 4, 1958.

**ANNOUNCEMENTS WEEKLY SATURATION PLAN**

		—Per week—	
		Each	Total
1 minute:			
36 times.....	15.50	558.00	
24 times.....	16.00	384.00	
18 times.....	16.50	297.00	
12 times.....	17.00	204.00	
20 or 30 seconds:			
36 times.....	11.65	419.40	
24 times.....	12.00	288.00	
18 times.....	12.40	223.20	
12 times.....	12.75	153.00	

**Your Automatic Buy in DENVER**

**NO. 1 in DENVER**

**HOOPER— July — Aug. — No. 1 All Day**

**PULSE — 17 County Area (July, '58)—More quarter-hour firsts than any other Denver station.**

**IF RESULTS ARE A MUST, SO ARE**

**KOIL—Omaha NATIONAL REPRESENTATIVE AVERY-KNODEL**

**KMYR—Denver NATIONAL REPRESENTATIVE ADAM YOUNG, INC.**

**the Star stations**

DON W. BURDEN—President

		— Per week —	
		Each	Total
10 seconds:			
72 times.....	7.75	558.00	
48 times.....	8.00	384.00	
36 times.....	8.25	297.00	
24 times.....	8.50	204.00	

Saturation plan announcements may not be combined with other announcements to earn additional frequency discounts.

**CLASS "AA"**

(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:30 p.m. Monday through Saturday)

		1		20 or 30	
		min.	sec.	min.	sec.
1 time.....	25.00	18.75	13.00		
26 times.....	24.50	18.40	12.50		
52 times.....	24.00	18.00	12.25		
104 times.....	23.50	17.65	12.00		
156 times.....	23.00	17.25	11.75		
260 times.....	22.50	16.90	11.50		

**CLASS "A"**

(All other times)

1 time.....	20.00	15.00	10.50
26 times.....	19.50	14.65	10.00
52 times.....	19.00	14.25	9.75
104 times.....	18.50	13.90	9.50
156 times.....	18.00	13.50	9.25
260 times.....	17.50	13.15	9.00

Maximum of 1/3 of Saturation Plan spots guaranteed in Class "AA" when available. All other announcements are scheduled in Class "A". Saturation Plan advertisers desiring more than the allowable 1/3 of their announcements in Class "AA", may increase the number of Saturation Plan Announcements in Traffic Time by paying regular rates for those announcements in excess of the allowable 1/3.

**IDENTIFICATIONS**

ID's—50% of applicable 1 minute rate. ID's may not be combined with any other broadcasting for purposes of establishing frequency discounts on the ID's or other broadcasting.

**PROGRAMS**

**CLASS "AA"**

(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:30 p.m. Monday through Saturday)

		1 wk.	13 wks.	26 wks.	52 wks.
1 time:					
1 hour.....	200.00	182.00	173.00	162.35	
55 minutes.....	182.60	164.35	155.25	146.10	
1/2 hour.....	121.75	109.50	103.50	97.40	
25 minutes.....	109.60	97.40	93.15	87.65	
1/4 hour.....	73.00	65.75	62.10	58.45	
10 minutes.....	58.45	52.60	49.70	46.75	
5 minutes.....	44.65	43.30	42.00	40.75	
2 times:					
1 hour.....	365.00	328.75	310.50	292.20	
55 minutes.....	328.75	295.90	279.45	263.00	
1/2 hour.....	219.15	197.25	186.30	175.35	
25 minutes.....	197.25	177.55	167.70	157.80	
1/4 hour.....	131.50	118.35	111.80	105.20	
10 minutes.....	105.20	94.70	89.45	84.20	
5 minutes.....	84.80	82.25	79.80	77.40	
3 times:					
1 hour.....	517.45	463.00	439.85	413.95	
55 minutes.....	465.75	419.25	395.95	372.65	
1/2 hour.....	310.45	279.45	263.95	248.35	
25 minutes.....	279.45	251.55	237.60	223.60	
1/4 hour.....	186.30	167.70	158.30	149.60	
10 minutes.....	149.00	134.10	126.70	119.25	
5 minutes.....	120.90	117.25	113.75	110.35	
4 times:					
1 hour.....	649.35	570.90	551.95	519.50	
55 minutes.....	570.90	526.00	496.75	467.50	
1/2 hour.....	389.60	350.65	331.15	311.70	
25 minutes.....	350.65	315.70	298.05	280.50	
1/4 hour.....	233.75	210.40	198.70	187.00	
10 minutes.....	187.00	168.40	159.00	149.60	
5 minutes.....	153.20	148.60	144.15	139.85	
5 times:					
1 hour.....	710.20	639.20	603.70	568.20	
55 minutes.....	639.20	578.05	543.40	511.35	
1/2 hour.....	426.15	356.45	362.25	340.90	
25 minutes.....	356.45	345.25	326.00	306.80	
1/4 hour.....	255.65	230.10	217.40	204.55	
10 minutes.....	204.55	197.65	187.50	177.15	
5 minutes.....	181.95	176.50	171.20	166.10	
6 times:					
1 hour.....	791.40	712.35	672.75	633.10	
55 minutes.....	712.35	641.10	605.50	569.80	
1/2 hour.....	474.85	427.45	403.75	379.85	
25 minutes.....	427.45	384.75	363.30	341.90	
1/4 hour.....	284.90	256.50	242.20	227.90	
10 minutes.....	227.90	218.75	210.10	204.10	
5 minutes.....	207.45	201.25	195.20	189.35	
7 times:					
1 hour.....	852.25	767.05	724.45	681.80	
55 minutes.....	767.05	690.35	652.10	613.65	
1/2 hour.....	511.35	460.25	434.65	409.10	
25 minutes.....	459.95	414.40	391.30	368.35	
1/4 hour.....	306.80	276.35	261.00	245.65	
10 minutes.....	245.50	238.60	230.35	222.10	
5 minutes.....	230.00	223.10	216.45	209.95	

**CLASS "A"**

(All other times)

1 time:			
1 hour.....	150.00	135.00	127.50
55 minutes.....	135.00	121.50	114.76
1/2 hour.....	90.00	81.00	76.50
25 minutes.....	81.00	72.90	68.50
1/4 hour.....	54.00	48.60	45.90
10 minutes.....	43.20	38.88	36.72
5 minutes.....	33.00	32.00	31.04
2 times:			
1 hour.....	270.00	243.00	229.52
55 minutes.....	243.00	218.72	206.56
1/2 hour.....	182.00	165.80	157.70
25 minutes.....	145.80	131.24	123.96
1/4 hour.....	97.20	87.48	82.64
10 minutes.....	77.76	70.00	66.12
5 minutes.....	62.70	60.82	59.00
3 times:			
1 hour.....	382.50	342.30	325.14
55 minutes.....	344.28	309.90	292.68
1/2 hour.....	229.50	206.58	195.12
25 minutes.....	206.58	185.94	175.62
1/4 hour.....	137.70	123.96	117.46
10 minutes.....			

# COLORADO

## Denver—K M Y R—Continued

4 times:	1 wk.	13 wks.	26 wks.	52 wks.
1 hour.....	480.00	422.00	408.00	384.00
55 minutes.....	422.00	388.80	367.20	345.60
1/2 hour.....	288.00	259.20	244.80	230.40
25 minutes.....	259.20	233.36	220.32	207.36
1/4 hour.....	172.80	155.52	146.88	138.24
10 minutes.....	138.24	124.48	117.52	110.80
5 minutes.....	113.24	109.85	106.56	103.37
5 times:				
1 hour.....	525.00	472.50	446.28	420.00
55 minutes.....	472.50	427.30	401.70	378.00
1/2 hour.....	315.00	263.50	267.80	252.00
25 minutes.....	263.50	255.20	241.00	226.80
1/4 hour.....	189.00	170.10	160.70	151.20
10 minutes.....	151.20	146.10	138.60	130.96
5 minutes.....	134.50	130.47	126.56	122.77
6 times:				
1 hour.....	585.00	526.56	497.28	468.00
55 minutes.....	526.56	473.88	447.60	421.20
1/2 hour.....	351.00	315.96	298.44	280.80
25 minutes.....	315.96	284.40	268.56	252.72
1/4 hour.....	210.60	189.60	178.04	168.48
10 minutes.....	168.48	161.68	155.28	150.88
5 minutes.....	153.36	148.76	144.30	139.98
7 times:				
1 hour.....	630.00	567.00	535.50	504.00
55 minutes.....	567.00	510.30	482.02	453.60
1/2 hour.....	378.00	340.20	321.30	302.40
25 minutes.....	340.00	306.32	289.24	272.30
1/4 hour.....	226.80	204.26	192.92	181.58
10 minutes.....	181.46	176.38	170.28	164.18
5 minutes.....	170.03	164.03	160.00	155.20

### SPECIAL FEATURES

News Service—AP, UPI, and Weather Wire.  
 News—5 minutes before each hour.  
 Political—regular rates apply; cash in advance except when placed with recognized agency.  
 Library Service—Standard, Capital, World.

### CLOSING TIME

48 hours in advance of broadcast.

## KOA

(Established 1924)

## NBC Affiliate



Metropolitan Television Co. Inc., NBC Bldg., 1625 California St., Denver 2, Colo. Main 3-6211. TVX DN 454. Address all copy and transcription material to Continuity Director.

### PERSONNEL

President—William Grant.  
 Manager—Robert Hix.  
 Promotion Manager—Orville Rennie, Sr.  
 Program Director—George Truesdell.

### REPRESENTATIVES

Henry I. Christal Company, Inc.

### FACILITIES

50,000 w.; 850 kc. Clear channel.  
 Operating schedule: 5:00 a.m. to 1:00 a.m. Monday through Saturday and 7:00 a.m. to midnight—Sunday, MST.  
 Transmitter: Hwy. 40, 12 miles east of Denver, on Colfax Ave., Aurora, Colo.

### AGENCY COMMISSION

15% on net time. Commission on program charges. Following rates apply only if payments are made on or before due date specified in the contract. Otherwise, net amount due (before deduction of agency commission, if any) shall be increased by 2%.

### GENERAL

Accepts AAAA copyrighted contract.  
 BMI, ASCAP and SESAC licensees.  
 Time cannot be reserved longer than 30 days prior to start of any campaign.  
 Advertising of alcoholic beverages other than beer and wine not accepted. Check with station for limitations on other products and for products considered unacceptable.  
 Length of commercial copy: NAB standards.  
 Changes which increase rates will not apply to advertisers who are on the air at the time the increase becomes effective, until 26 weeks after effective date of any new rate.  
 Cancellation notice, 14 days on announcements, 28 days on programs. No cancellation notices effective until 14 days after start of broadcasting. Broadcast time may be renewed by giving 14 days' written notice. No contract is to exceed one year's duration. Contracts accepted 30 days in advance of start.

### TIME RATES

Rates effective August 1, 1957. (Card No. 17.)  
 Rates received August 6, 1957.

CLASS "A"				
(7:00 a.m. to 10:30 p.m.)				
	1 hr.	1/2 hr.	10 min.	5 min.
1 time.....	240.00	144.00	96.00	48.00
52 times.....	228.00	136.80	91.20	45.60
104 times.....	216.00	129.60	86.40	43.20
156 times.....	204.00	122.40	81.60	40.80
260 times.....	192.00	115.20	76.80	38.40
312 times.....	180.00	108.00	72.00	36.00
CLASS "B"				
(10:30 p.m. to 7:00 a.m.)				
1 time.....	180.00	108.00	72.00	36.00
52 times.....	171.00	102.60	68.40	34.20
104 times.....	162.00	97.20	64.80	32.40
156 times.....	153.00	91.80	61.20	30.60
260 times.....	144.00	86.40	57.60	28.80
312 times.....	135.00	81.00	54.00	27.00



because it stands to reason that all listeners do not prefer the same thing.

Therefore, in order to best serve "most of the people most of the time," KOA-Radio adds variety to every phase of broadcasting.

There's great variety in entertainment as KOA combines the best of network shows with popular local programs. Variety in style and presentation distinguishes KOA's news coverage and public service programming. The appeal of talented variety in personalities is evidenced by KOA's loyal, responsive audiences.

Variety in programming can help you sell more effectively, too. On KOA-Radio, your sales message is unmistakably yours... individualized and delivered to create immediate sales action!



Represented nationally by  
**Henry I. Christal Co., Inc.**

**KOA Radio**  
 DENVER  
 One of America's great radio stations  
 850 on your dial  
 50,000 Watts

### ANNOUNCEMENTS

#### CLASS "A" (6:30 a.m. to 10:30 p.m.)

	*1 min.	†20 sec.	‡10 sec.
1 time.....	40.00	32.00	16.00
52 times.....	38.00	30.40	15.20
104 times.....	36.00	28.80	14.40
156 times.....	34.00	27.20	13.60
260 times.....	32.00	25.60	12.80
312 times.....	30.00	24.00	12.00

#### CLASS "B" (All other times)

1 time.....	30.00	24.00	12.00
52 times.....	28.50	22.80	11.40
104 times.....	27.00	21.60	10.80
156 times.....	25.50	20.40	10.20
260 times.....	24.00	19.20	9.60
312 times.....	22.50	18.00	9.00

(\* ) One minute transcribed or 125 words live.

(†) 20 seconds transcribed or 35 words live.

(‡) 10 seconds transcribed or 15 words live.

### WEEKLY QUANTITY DISCOUNTS

In addition to frequency discounts earned within a contractual year an advertiser can also earn quantity discounts for any week (period of 7 consecutive days) or weeks during which he broadcasts 10 or more announcements (1 minute or 20 seconds) on the following basis:

Per week:	
10 to 14 announcements.....	5%
15 to 19 announcements.....	10%
20 to 24 announcements.....	15%
25 to 29 announcements.....	20%
30 or more announcements.....	25%

10 second transcribed or 15-word announcements may earn weekly quantity discounts by themselves, but may not combine with other announcements for this purpose.

### COMBINATION RATES

See NBC Radio Network.

### SPECIAL FEATURES

News Service—AP, UPI and local news. Rates on request.

News sports and weather—Information upon request.

Political—rates and details on request.

Instantaneous Reference Recordings—5-minute programs or longer, 1 recording for each 13 weeks series or one recording of program change during series will be made without charge. Additional recordings will be made at the rate of 8.50 for 5-, 10- or 15-minute programs; 30-minute program 15.00.

### Participating Programs

"Farm and Ranch Hour"—6:15 a.m. to 6:30 a.m. Monday through Saturday.

"KOA Timekeeper"—5:10 a.m. to 6:00 a.m. and 6:30 a.m. to 6:50 a.m., time, tunes and temperature.

"Pete Smythe Show"—7:15 a.m. to 7:45 a.m. and 8:10 a.m. to 9:55 a.m. Monday through Saturday.

Music, time, temperature.

"Open House" with Bob Lilly—1:30 p.m. to 2:00 p.m. Monday through Friday.

"Farm and Ranch Hour"—12:20 p.m. to 12:45 p.m. Monday through Saturday. Farm news, markets, music and special features. Available for program or announcement sponsorship; rates on request.

"Music at Mid-Day"—12:45 p.m. to 1:30 p.m. Monday through Friday.

"KOA Matinee"—2:45 p.m. to 2:55 p.m. Monday through Friday.

"Don Roberts"—4:05 p.m. to 5:45 p.m. Monday through Friday.

"KOA Calling"—6:30 p.m. to 7:00 p.m. Monday through Saturday.

"KOA Showboat"—10:30 p.m. to 11:00 p.m. Monday through Saturday.

"Music at Night"—11:15 p.m. to 1:00 a.m. Monday through Saturday.

Complete information on request.

### CLOSING TIME

2 weeks before initial program. Program material due 1 week before broadcast. No changes after 2 days before broadcast. Send all copy and transcriptions to Continuity Director.

## KOSI

AURORA

(Established 1954)

A David M. Segal Station



Mid-America Broadcasting Company, Radio Center, E. Montview Blvd., P. O. Box 98, Denver 8, Colo. Empir. 6-2895.

Sales Office: Suite 322, U. S. National Bank Bldg., Mile High Center, Denver, Colo. Keystone 4-8137.

### PERSONNEL

Pres. & Gen'l Mgr.—David M. Segal.

Station Manager—Vernon Wickre.

Local Sales Manager—James F. Brown.

### REPRESENTATIVES

Edward Petry & Company, Inc.

### FACILITIES

5,000 w. days; 500 w. nights. 1430 kc.

Directional—night only.

Operating schedule: 24 hours daily, except from 11:00 p.m. Sunday to 5:30 a.m. Monday.

Transmitter: E. Montview Ave., Denver 8, Colo.

### AGENCY COMMISSION

15% on net time; no cash discount. Bills rendered 1st; due 10th of month following broadcast.

### GENERAL

Accepts AAAA copyrighted contract.

Alcoholic beverage advertising: beer and wine only.

Mail Order advertising not accepted.

No speech or talk over 5 minutes accepted weekdays.

Two weeks' notice of cancellation or renewal for announcements; four weeks' notice of cancellation or renewal for programs. Frequency need not be consecutive, except for packages.

52 weeks' rate protection from date of increase providing advertising is consecutive on packages only; regular rate card advertiser does not have to be consecutive.

(This listing continued on next page)

Denver—K O S I—Continued

**TIME RATES**  
Rates effective June 1, 1958. (Card No. 3.)  
Card received May 29, 1958.  
Rev. (Pkgs) rec'd October 22, 1958.

**PROGRAMS**  
(9:00 a.m. to 4:00 p.m., 5:30 a.m. to 6:29 a.m., 7:00 p.m. to 8:00 p.m. Monday through Saturday; all day Sunday)

Per week:	55 min.	1/2 hr.	1/4 hr.	10 min.
1 time.....	105.00	65.00	45.00	35.00
2 times.....	100.00	61.50	42.50	33.00
3 times.....	95.00	58.50	40.50	31.50
4 times.....	90.00	56.00	38.50	30.00
5 times.....	85.00	52.50	36.50	28.50
6 times.....	80.00	50.00	34.00	26.50
7 times.....	75.00	46.00	32.00	25.00

**CLASS "C"**  
(All other times)  
50% discount from Class "B" rates.  
Program & Newscast Discounts  
Consecutive weeks:  
13-25 weeks... 7-1/2% 39-62 weeks... 20%  
26-38 weeks... 15%

**ANNOUNCEMENTS**  
(Rotated within 30-minute segment)

**CLASS "A"**  
(6:30 a.m. to 9:00 a.m., 4:00 p.m. to 7:00 p.m. Monday through Saturday)

	1 min.	30 sec.	10 sec.
1 time.....	18.00	13.50	9.00
26 times.....	17.00	12.75	8.50
52 times.....	16.00	12.00	8.00
104 times.....	15.00	11.25	7.50
156 times.....	14.00	10.50	7.00
260 times.....	13.00	9.75	6.50
312 times.....	12.00	9.00	6.00
500 times.....	10.00	7.50	5.00

**CLASS "B"**  
(5:30 a.m. to 6:29 a.m., 9:00 a.m. to 4:00 p.m., 7:00 p.m. to 8:00 p.m. Monday through Saturday; all hours Sunday)

1 time.....	15.00	11.25	7.50
26 times.....	14.00	10.50	7.00
52 times.....	13.00	9.75	6.50
104 times.....	12.00	9.00	6.00
156 times.....	11.00	8.25	5.50
260 times.....	10.00	7.50	5.00
312 times.....	9.00	6.75	4.50
500 times.....	8.00	6.00	4.00

**CLASS "C"**  
(8:00 p.m. to 1:00 a.m. Monday through Saturday)

1-minute, flat, each.....	6.00
30-seconds, flat, each.....	4.00
10-seconds, flat, each.....	3.00

**PACKAGES**  
**CLASS "A"**  
(6:30 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday, rotating)

Per week:	6 tl.	12 tl.	18 tl.
1-3 weeks.....	90.00	162.00	216.00
Each.....	15.00	13.50	12.00
4-7 weeks.....	85.50	154.20	205.20
Each.....	14.25	12.85	11.40
8-12 weeks.....	81.00	145.80	194.60
Each.....	13.50	12.15	10.80
13-25 weeks.....	76.50	138.00	183.60
Each.....	12.75	11.50	10.20
26-51 weeks.....	72.00	129.60	172.80
Each.....	12.00	10.80	9.60
52 weeks.....	67.50	121.80	162.00
Each.....	11.25	10.15	9.00

**CLASS "B"**  
(5:30 a.m. to 6:29 a.m.; 9:00 a.m. to 4:00 p.m.; 7:00 p.m. to 8:00 p.m. Monday through Saturday; all hours Sunday)

Per week:	6 tl.	12 tl.	18 tl.	24 tl.	36 tl.
1-3 wks. 72.00	120.00	162.00	192.00	252.00	
Each 12.00	10.00	9.00	8.00	7.00	
4-7 wks. 68.40	114.00	153.90	182.40	239.40	
Each 11.40	9.50	8.55	7.60	6.65	
8-12 wks. 64.80	108.00	145.80	172.80	226.80	
Each 10.80	9.00	8.10	7.20	6.30	
13-25 wks. 61.20	102.00	137.70	163.20	214.20	
Each 10.20	8.50	7.65	6.80	5.95	
26-51 wks. 57.60	96.00	129.60	153.60	201.60	
Each 9.80	8.00	7.20	6.40	5.60	
52 wks. 54.00	90.00	121.50	144.00	189.00	
Each 9.00	7.50	6.75	6.00	5.25	

30-seconds—75% of 1-minute rates.  
10-seconds—50% of 1-minute rates.  
Class "A" and "B" Package spots may be combined to earn for frequency.  
Packages may not be combined with regular announcements for frequency discounts.  
Multiple products of an advertiser may be combined for Package frequency.

**5-MINUTE NEWSCASTS**

Per week:	Class "A"	Class "B" & "C"
1 time.....	25.00	18.00
3 times.....	20.00	13.00
6 times.....	17.50	11.50
7 times.....	16.50	10.50
12 times.....	15.00	9.00

**COMBINATION RATES**  
An additional 10% discount will be allowed for purchase of identical schedule on both KOSI, Denver and KOBV, San Francisco.

**SPECIAL FEATURES**  
News—5 minutes, every hour on the :55. No extra charge.  
Political—regular rates apply.  
Religious—regular rates apply. Accepted Sunday only before 9:00 a.m.  
Library Service—World.

**Participating Programs**  
Regular rates apply to the following programs:  
"Early Bird with Art Way"—5:30 a.m. to 9:00 a.m. Monday through Friday. Time, temperature and popular music.  
"Sam Blessing Show"—9:00 a.m. to 11:00 a.m., Monday through Friday. Popular music.  
"Art Way Show"—11:00 a.m. to 1:00 p.m. Monday through Friday. Popular music.  
"Ted Rogers Show"—1:00 p.m. to 3:00 p.m. Monday through Friday. Pop music.  
"Top Forty Show" with Sam Blessing—3:00 p.m. to 6:00 p.m. Monday through Friday. Driving hints, popular music, time and temperature reports.  
"Juke Box Serenade"—6:00 p.m. to 9:00 p.m. Monday through Friday. Popular music.

"Night Club of the Air" with Jim Wayne—9:00 p.m. to midnight; music and variety.  
"Early Bird with Ted Cooper"—5:30 a.m. to 9:45 a.m. Time, temperature and popular music.  
"Saturday Serenade"—10:00 a.m. to 1:00 p.m. Saturday only. Popular music.  
"Sunday Serenade"—7:00 a.m. to 11:00 p.m. Sunday only. Popular music.

**KPOF**

(Established 1928)



Owned and operated by Pillar of Fire, 1845 Champs St., Denver 2, Colo.  
Does not sell time.

**KTGM**

—FM—

(Established 1956)

Good Music Associates, 7580 W. 16th Ave., Denver 15, Colo. Belmont 7-3665. Amherst 6-3831

**PERSONNEL**

Owner & Gen'l. Mgr.—William C. Kirk.  
Sales Manager—Clarke Bergeon.

**FACILITIES**

ERP 10,000 w.; 105.1 mc.  
Operating schedule: 6:00 p.m. to midnight weekdays; noon to 6:00 p.m. Saturday and Sunday. EST.

**AGENCY COMMISSION**

15% on time; no cash discount. Bills due 10th of month following broadcast.

**GENERAL**

ASCAP, BMI and SESAC licenses.  
Rates include music copyright fees.  
Rates are for station time only. Rates for special productions available on request. Rates subject to change without notice.  
No program material faded for entry of commercial announcements.  
Station reserves right to use only copy which conforms to that of established good taste.

**TIME RATES**

Rates effective July 1, 1958. (Card No. 1.)  
Card received December 1, 1956.

Per week:	1 hr.	1/2 hr.	1/4 hr.
1 time.....	30.00	18.00	12.00
2 times.....	27.00	16.20	10.80
3-4 times.....	25.50	15.80	10.20
4-6 times.....	24.00	14.40	9.60

**DISCOUNTS**

Applicable to period of 1/4 hour or more:

13 consecutive weeks.....	5%
26 consecutive weeks.....	10%
39 consecutive weeks.....	15%
52 consecutive weeks.....	25%

Rates for multiple program adjacencies on request.

**ANNOUNCEMENTS**

1-25 times.....	3.50	100-299 times.....	2.75
26-49 times.....	3.25	300-599 times.....	2.50
50-99 times.....	3.00	600 or more times.....	2.25

Total announcements limited to 6 per hour.

**KTLN**

(Established 1948)

**THE JOHN BLAIR STATION**

**Independent**



A Wheeler Station

Radio Denver, Inc., 431 W. Colfax Ave., Zook Bldg., Denver, Colo. Acoma 2-4811.

**PERSONNEL**

Pres. & Gen'l Mgr.—Richard Wheeler.  
General Sales Manager—Al Perry.

**REPRESENTATIVES**

John Blair & Company.

**FACILITIES**

5,000 w.; 1280 kc. Directional. Separate patterns day and night.

Operating schedule: 24 hours daily. MST.  
Transmitter: 7000 S. Pennsylvania St., Littleton.

**AGENCY COMMISSION**

15% on time; no cash discount. Bills due 10th of following month.

**GENERAL**

ASCAP, BMI and SESAC licenses.  
Rates include music copyright fees. Contract, unless otherwise agreed, are subject to cancellation on 14 days' written notice. Short rates applicable to cancelled contracts. Frequency discounts apply to advertising used within 1 calendar year. Continuing discounts allowed on uninterrupted schedules. Announcements combine for discount purposes. Announcements and programs may not be combined to earn discounts.  
Rates guaranteed for a period of 6 months from date of 1st broadcast or from effective date of any increase in rate, providing advertising is actually running at time of increase and that broadcasts continue without interruption.

**TIME RATES**

Rates effective July 1, 1958.  
Rates received May 26, 1958.

Per week:	1 hr.	1/2 hr.	1/4 hr.
1 time.....	30.00	18.00	12.00
2 times.....	27.00	16.20	10.80
3-4 times.....	25.50	15.80	10.20
4-6 times.....	24.00	14.40	9.60

**ANNOUNCEMENTS**

(6:30 a.m. to 9:00 a.m. and 4:00 p.m. to 6:30 p.m. Monday through Saturday)

	Flat
1-minute:	Each Per wk.
Specified position (6:30 a.m. to 9:00 a.m. only).....	15.00
Less than 6 weekly, staggered.....	13.00
6 weekly, 1 per day, staggered.....	12.00

1-minute:	Each Per wk.
Specified position (6:30 a.m. to 9:00 a.m. only).....	15.00
Less than 6 weekly, staggered.....	13.00
6 weekly, 1 per day, staggered.....	12.00

**COLORADO**

**5-Minute Newscasts**

1 minute:	Flat	Each	Per wk.
1 time.....		16.00	
(9:00 a.m. to 4:00 p.m. Monday through Saturday)			
Less than 6 weekly.....		10.00	
6 weekly, 1 per day.....		9.00	54.00

**Impact Plans**

12 times weekly.....	8.00	96.00
24 times weekly.....	7.00	168.00
48 times weekly.....	6.00	288.00
96 times weekly.....	5.00	480.00

**5-Minute Newscasts**

1 time.....	11.00
(After 6:30 p.m. Monday through Saturday; all day Sunday)	
Less than 6 weekly.....	7.00
6 weekly, 1 per day.....	6.00

**Impact Plans**

12 times weekly.....	6.00	72.00
24 times weekly.....	5.00	120.00
48 times weekly.....	4.00	192.00
96 times weekly.....	3.00	288.00

**5-Minute Newscasts**

1 time.....	7.00
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Station breaks—75% applicable minute rate.  
ID's—50% applicable minute rate.

Station breaks and ID's may be combined with minutes to earn maximum frequency.

Portions of Impact Plans may be scheduled in 6:30 a.m. to 9:00 a.m. and/or 4:00 p.m. to 6:30 p.m., Monday through Saturday, at the applicable rate for these periods. Since these announcements count toward Impact Plan frequency, the balance of the schedule will be sold at pro-rata the Impact Plan rate.

**PROGRAMS**

Rates on request.

**SPECIAL FEATURES**

News Service—UPI. Local news department using 2 mobile pick-ups.

Weather Reports—from station's own downtown weather station. Broadcast every 1/2 hour or 38 times daily. Rates available on request.

5 minute newscasts—featured hourly on the 1/2 hour, regular rates apply.

Political—regular rates apply. Time charges payable before broadcast. Copy becomes permanent property of station.

**KUDY**

**LITTLETON**

(Established 1957.)

Skyline Broadcasting, Inc., 140 Woodlawn Center, Littleton, Colo. Pyramid 4-4211.

**PERSONNEL**

General Manager—Dean D. Jarvis.  
Sales Manager—Ted Haas.

Program Director—Tony Larson.

**REPRESENTATIVES**

W. S. Grant Company, Inc.

**FACILITIES**

1,000 w.; 1510 kc.  
Operating schedule: 5:30 a.m. to midnight, Monday through Saturday; 7:00 a.m. to midnight Sundays. MST.

Transmitter: Plum Creek Road, Littleton, Colo.

**AGENCY COMMISSION**

15%; no cash discount. Bills payable 5th of following month.

**GENERAL**

ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising: beer and wine only. Contracts may be cancelled on 15 days' written notice. Right reserved to cancel any program, with or without notice, to broadcast a special feature deemed in public interest. However, if service is interrupted, another suitable time will be provided. Announcements may be grouped to earn frequency discounts if broadcast consecutively or concurrently during period of 1 year.

**TIME RATES**

Rates effective February 1, 1958. (Card No. 2.)  
Rates received February 6, 1958.  
Rev. Rates (rec'd) July 2, 1958.

(6:30 a.m. to 8:30 a.m. and 3:00 p.m. to 6:00 p.m.)

	1/2 hr.	1/4 hr.	10 min.	5 min.	30 sec.	10 sec.
1 time.....	54.00	41.00	29.00	23.00	13.50	10.80
26 times.....	51.00	38.00	27.00	21.00	12.50	10.40
52 times.....	48.00	35.00	25.00	19.00	11.85	10.00
104 times.....	42.00	29.00	21.00	15.00	10.85	9.25
312 times.....	39.00	26.00	19.00	13.00	9.85	8.75

(8:30 a.m. to 3:00 p.m. and 6:00 p.m. to midnight)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	80.00	45.00	35.00	25.00	20.00
26 times.....	74.00	42.00	32.00	23.00	18.00
52 times.....	71.00	39.00	29.00	21.00	16.00
78 times.....	68.00	36.00	26.00	19.00	14.00
104 times.....	64.00	33.00	23.00	17.00	12.00
156 times.....	60.00	30.00	20.00	15.00	10.00
260 times.....	56.00	27.00	17.00	13.00	8.00
312 times.....	52.00	2			



## COLORADO

### Denver—KUDY—Continued

One week (7 consecutive days):	1 minute	30 seconds	10 second ID's		
	Each Per wk.	Each Per wk.	Each Per wk.	Each Per wk.	Each Per wk.
150 spots	3.50	525.00	3.00	450.00	2.00 300.00
100 spots	4.00	400.00	3.25	325.00	2.25 225.00
50 spots	4.50	225.00	3.50	175.00	2.50 125.00
25 spots	5.00	125.00	4.00	100.00	3.00 75.00
One month (30 consecutive days):					
500 spots	3.50	1,750.00	3.00	1,500.00	2.00 1,000.00
300 spots	4.00	1,200.00	3.25	975.00	2.25 675.00
150 spots	4.50	675.00	3.50	525.00	2.50 375.00
100 spots	5.00	500.00	4.00	400.00	3.00 300.00

#### SPECIAL FEATURES

News Service—AP and local.  
Complete news, 5 minutes each hour; mobile unit.  
All news casts each hour through out the day from 8:15 a.m. to 3:15 p.m.  
Weather report each hour at :45.  
Participating Programs  
Monday through Friday:  
"The Great Scott Show"—5:30 a.m. to 6:30 a.m.;  
8:30 a.m. to 9:30 a.m. and 12:30 p.m. to 4:00 p.m.  
"Upsee Daisy Show" with Joe Flood—6:30 a.m. to 8:30 a.m.  
"The Tony Larson Show"—9:30 a.m. to 12:30 p.m. and 5:00 p.m. to 6:00 p.m.  
"The Bop Hop Matinee"—4:00 p.m. to 5:00 p.m.  
"The Jim Dandy Show"—6:00 p.m. to midnight.  
Saturday:  
"The Tony Larson Show"—5:30 a.m. to 9:30 a.m. and 12:30 p.m. to 3:00 p.m.  
"The Jim Dandy Show"—9:30 a.m. to 12:30 p.m. and 3:00 p.m. to 6:00 p.m.  
"The Terry Whizz Show"—6:00 p.m. to midnight.  
Sunday:  
"The Great Scott Show"—7:00 a.m. to noon.  
"The Jim Dandy Show"—noon to 6:00 p.m.  
"The Terry Whizz Show"—6:00 p.m. to midnight.

#### CLOSING TIME

24 hours in advance of broadcast.

## DURANGO

La Plata County—Map Location C-8  
See SRDS consumer market map and data at beginning of the State.

### KIUP

(Established 1935)

The San Juan Broadcasting Company, Inc., P. O. Box 641, Durango, Colo. Phone 117.

#### PERSONNEL

Manager—R. E. O'Brien.  
Program Director—Herb Jobs.  
Sales Manager—Bob Atkins.

#### REPRESENTATIVES

Hal Holman Company.  
Regional—John L. McGuire & Co.

#### FACILITIES

5,000 w. days; 1,000 w. nights. 930 kc.  
Directional—night only.  
Operating schedule: 5:00 a.m. to midnight weekdays; 6:30 a.m. to 10:00 p.m. Sundays. MST.  
Transmitter: 3 miles south of Durango, Colo.

#### AGENCY COMMISSION

15% if payed in 10 days of billing. No discount on talent. 2% of net cash discount in 10 days from invoice date (1st of month.)

#### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.  
Rates for periods longer than 1 hour are in exact proportion to the corresponding 1-hour rate. 2 or more program units of 15 minutes or more broadcast on same day for same sponsor within same time bracket combine to earn 1/2 hour, 3/4 hour or 1 hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station's option on 28 days notice.  
Discounts from gross time costs based on number of broadcasts per year.  
Announcements and programs cannot be combined to earn larger discounts.

#### TIME RATES

Rates effective December 1, 1955.  
Rates received October 21, 1955.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	60.00	36.00	24.00	18.00	12.00	6.00
26 times.....	58.80	35.28	23.52	17.64	11.76	5.88
52 times.....	57.60	34.56	23.04	17.28	11.52	5.76
104 times.....	56.40	33.84	22.56	16.92	11.28	5.64
156 times.....	55.20	33.12	22.08	16.56	11.04	5.52
260 times.....	52.80	31.68	21.12	15.84	10.56	5.20
312 times.....	50.40	30.24	20.16	15.12	10.08	4.95

#### SPECIAL FEATURES

News Service—UPI and local. Weather reports.  
Local news—7:00 a.m. to 7:05 a.m., 12:10 p.m. to 12:25 p.m., 6:15 p.m. to 6:30 p.m., 10:05 p.m. to 10:15 p.m.  
Political—regular rates apply. Advances payment required. Programs subject to prior booking of time. Typewritten speech required before broadcast.  
Library Service—Thesaurus, World.

#### Participating Programs

"Coffee With Johnnie"—10:05 a.m. to 10:45 a.m. Monday through Saturday.  
"The Al Shaw Show"—3:00 p.m. to 4:45 p.m. Monday through Saturday.  
"Western Hit Parade" with Don Snyder—1:00 p.m. to 3:00 p.m. Monday through Saturday.  
"Sentimental Journey"—9:30 p.m. to 11:00 p.m. Monday through Saturday.

## ENGLEWOOD

Arapahoe County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

### See Denver

## FORT COLLINS

Larimer County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

### KCOL

(Established 1946)



The Northern Colorado Broadcasting Co., 1600 Laporte Ave., Fort Collins, Colo. Hunter 2-5991.

#### PERSONNEL

General Manager—Ellis Atteberry.  
Program Director—Kent Miller.  
Sales Manager—Orm Sherwood.

#### REPRESENTATIVES

Dewney, Inc.

#### FACILITIES

1,000 w.; 1410 kc. Directional—night only.  
Operating schedule: 5:30 a.m. to 11:30 p.m. Monday through Saturday; 7:00 a.m. to 11:00 p.m. Sunday. MST.  
Transmitter: 1600 Laporte Ave., Fort Collins.

#### AGENCY COMMISSION

15% on time only; no cash discount.

#### GENERAL

1 rate, day or night.  
Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.  
Alcoholic beverage advertising: beer, light wine.

#### TIME RATES

Rates effective July 1, 1952. (Card No. 3.)  
Card received July 29, 1952.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	45.00	28.00	18.00	14.00	9.00	6.75
13 times.....	42.75	26.60	17.10	13.30	8.55	6.41
26 times.....	40.50	25.20	16.20	12.60	8.10	6.08
52 times.....	38.25	23.80	15.30	11.90	7.65	5.74
104 times.....	36.00	22.40	14.40	11.20	7.20	5.40
156 times.....	33.75	21.00	13.50	10.50	6.75	5.06
260 times.....	31.50	19.60	12.60	9.80	6.30	4.73
312 times.....	29.25	18.20	11.70	9.10	5.85	4.39

(\*) 1 minute or less.

#### DISCOUNTS

No frequency discounts on talent costs. Discounts allowed retroactively on number of broadcasts given within a year. Announcements and programs cannot be combined to earn a larger discount.

#### COMBINATION RATES

See Intermountain Network—Mutual Broadcasting System.

#### SPECIAL FEATURES

News Service—AP.  
Library Service—Thesaurus.

(Call letters not received)  
(C.P. 1,000 w. days; 600 kc.)

John E. Aldern,  
171 S. Fenton,  
Denver, Colo.

## FORT MORGAN

Morgan County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

### KFTM

(Established 1949)



Morgan County Broadcasting Corporation, Box 431, Fort Morgan, Colo.

#### PERSONNEL

President—Robert H. Dolph.  
General Manager—Sam Kerr.  
Commercial Manager—Lloyd Walker.  
Program Director—Dawson Jelinek.

#### FACILITIES

250 w.; 1400 kc.  
Operating schedule: 5:30 a.m. to midnight weekdays; 7:00 a.m. to 11:00 p.m. Sundays. MST.  
Transmitter: 2-1/2 miles west of Fort Morgan.

#### AGENCY COMMISSION

15%: no cash discount. Bills rendered 1st of month; payable within 10 days.

#### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Length of commercial copy: Programs News  
5 minutes..... 1:45 min. 1:15 min.  
10 minutes..... 2:00 min. 1:45 min.  
15 minutes..... 2:30 min. 2:30 min.  
30 minutes..... 3:00 min. ....  
60 minutes..... 6:00 min. ....

#### TIME RATES

Rates effective June 1, 1958.  
Rates received June 23, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min. or less
1 time.....	56.45	30.05	16.20	8.60	5.55
13 times.....	54.25	29.15	15.40	8.15	5.35
26 times.....	52.15	28.15	14.75	7.75	5.05
52 times.....	51.15	27.60	14.45	6.25	4.25
104 times.....	48.85	26.00	13.55	6.00	3.75
156 times.....	46.60	24.70	13.00	5.55	3.30
260 times.....	43.10	23.40	12.30	5.30	2.80
312 times.....	41.90	22.10	11.65	4.85	2.55

#### SPECIAL FEATURES

News Service—UPI and local.  
Markets and local spotcasts.  
Political—regular rates apply.  
Library Service—World.

#### CLOSING TIME

24 hours before broadcast.

## GLENWOOD SPRINGS

Garfield County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

### KGLN

(Established 1950)



KGLN, Inc., Silver Spruce Lodge, P. O. Box C, Glenwood Springs, Colo. WH 5-6501.

#### PERSONNEL

President—Rex Howell.  
Vice-Pres. & Station Mgr.—Jerry Fitch.

#### REPRESENTATIVES

Hal Holman Company.

#### FACILITIES

1,000 w.; 980 kc.  
Operating schedule: 6:00 a.m. to local sunset weekdays; 8:00 a.m. to local sunset Sundays. MST.  
Transmitter: Silver Spruce Lodge, Glenwood Springs.

#### AGENCY COMMISSION

15% on net time; no cash discount. Bills due when rendered.

#### GENERAL

Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Rates for periods longer than 1 hour are in exact proportion to the corresponding 1 hour rate. All rates guaranteed for length of contract up to 1 year. 2 or more program units of 15 minutes or more broadcast on same day for same sponsor within same time bracket combine to earn 1/2 hour, 3/4 hour or 1 hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station's option on 28 days' notice. Discounts from gross time costs based on the number of broadcasts per year. Announcements and programs cannot be combined to earn larger discounts.  
Length of commercial copy:  
5 minutes..... 1:15 30 minutes..... 4:15  
10 minutes..... 2:10 45 minutes..... 5:45  
15 minutes..... 3:00 60 minutes..... 7:00  
25 minutes..... 4:00

#### TIME RATES

Rates effective December 1, 1955.  
Rates received November 28, 1955.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	40.00	24.00	16.00	12.00	8.00	5.20
26 times.....	39.20	23.52	15.68	11.76	7.84	5.10
52 times.....	38.40	23.04	15.36	11.52	7.68	4.99
104 times.....	37.60	22.56	15.04	11.28	7.52	4.89
156 times.....	36.80	22.08	14.72	11.04	7.36	4.78
260 times.....	35.20	21.12	14.08	10.56	7.04	4.53
312 times.....	33.60	20.16	13.44	10.08	6.72	4.37
624 times.....	32.00	19.20	12.80	9.60	6.40	4.16

#### SPECIAL FEATURES

News Service—UPI and local.  
Political—regular rates apply.

## GOLDEN

Jefferson County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

### KGOL

(Established 1956)

Golden Radio, Inc., P. O. Box 841, 1220 Washington Ave., Golden, Colo. Crestview 9-3378.

#### PERSONNEL

Gen'l Mgr. & Prog. Dir.—Robert F. Johnson.

#### FACILITIES

1,000 w.; 1250 kc. Directional.  
Operating schedule: 6:30 a.m. to local sunset weekdays; 8:00 a.m. to local sunset Sundays. MST.  
Transmitter: 2 miles southeast of Golden, Colo.

#### AGENCY COMMISSION

15% on time only; 2% cash discount. Bills rendered 1st of month; payable within 10 days.

#### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

#### TIME RATES

Rates effective July 1, 1958. (Card No. 2.)  
Card received August 27, 1958.

	1 hr.	1/2 hr.	1/4 hr.	1 min.
1 time.....	50.00	30.00	25.00	8.00
26 times.....	47.50	28.50	23.75	7.60
52 times.....	45.00	27.00	22.50	7.20
104 times.....	42.50	25.50	21.25	6.80
156 times.....	40.00	24.00	20.00	6.40
260 times.....	35.00	22.50	17.50	6.00

#### PACKAGE RATES

60-second spot announcements per week:

5 times.....	30.00	20 times.....	90.00
10 times.....	55.00	25 times.....	100.00
15 times.....	75.00		

(This listing continued on next page)



**Golden—K G O L—Continued**

**SPECIAL FEATURES**

News Service—AP, plus complete local coverage.  
Weather service—complete local service.  
Additional and frequency weather coverage depending on conditions.  
Political—regular rates apply, payable in advance.  
Copy due 24 hours in advance.  
Library Service—RCA Thesaurus and Standard.

**CLOSING TIME**

24 hours before broadcast.

**GRAND JUNCTION (3 AM)**

Mesa County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

**KEXO**

(Established 1947)



Voice of Western Colorado, Inc., 2508 North Ave., P. O. Box 629, Grand Junction, Colo. Phone 1230.

**PERSONNEL**

President—D. Spencer Grow.  
Vice-Pres. & Gen'l Mgr.—Abbott Tessman.

**REPRESENTATIVES**

Pacific Coast—Harlan G. Oakes & Associates.

**FACILITIES**

250 w.; 1230 kc.  
Operating schedule: 6:00 a.m. to midnight daily, MST.  
Transmitter: 2508 North Ave., Grand Junction.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 1st of month; due 10th.

**GENERAL**

Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Announcements and programs cannot be combined to earn larger discounts.

**TIME RATES**

Rates effective February 1, 1948. (Card No. 1.)  
Revised rates received June 27, 1955.

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time.....	40.00	24.00	16.00	12.00	8.00	5.20
26 times.....	39.20	23.52	15.68	11.76	7.84	5.10
52 times.....	38.40	23.04	15.36	11.52	7.68	4.99
104 times.....	37.60	22.56	15.04	11.28	7.52	4.89
156 times.....	36.80	22.08	14.72	11.04	7.36	4.78
260 times.....	35.20	21.12	14.08	10.56	7.04	4.58
312 times.....	33.60	20.16	13.44	10.08	6.72	4.37
624 times.....	32.00	19.20	12.80	9.60	6.40	4.16

**SPECIAL FEATURES**

News Service—UPI.  
Political—regular rates apply.  
Library Service—Thesaurus, Capitol.

**Participating Programs**

Rates on request.

**CLOSING TIME**

Contracts close 1 week before opening broadcast.  
Talks close 48 hours in advance. Announcements and transcriptions 24 hours in advance.

**KREX**

(Established 1926)



Western Slope Broadcasting Company, Inc., P.O. Box 30, Hillcrest Manor, Grand Junction, Colo. Chapel 2-5000.

**PERSONNEL**

Owner & Gen'l Mgr.—Rex Howell.  
Sec'y & Treas.—Roy H. Adamson.  
Commercial Director—Robert McMahan.

**REPRESENTATIVES**

Hal Holman Company.  
Colorado—John L. McGuire Company.  
Utah—Western Broadcast Sales.

**FACILITIES**

5,000 w. days 500 w. nights, 920 kc. Non-directional.  
Operating schedule: 5:00 a.m. to 1:00 a.m. daily, MST.  
Transmitter: Hillcrest Manor, Grand Junction.

**AGENCY COMMISSION**

15% on net time; no cash discount. Bills payable when rendered.

**GENERAL**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses. Rates for periods longer than 1 hour are in exact proportion to the corresponding 1 hour rate. 2 or more program units of 15 minutes or more broadcast on same day for same sponsor within same time bracket may be combined to earn same time bracket may be combined to earn 1/2 hour, 3/4 hour or one hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled congruously at the station's option on 28-day notice.  
Discounts from gross time costs based on number of broadcasts per year.  
Announcements and programs cannot be combined to earn larger discounts.  
Length of commercial copy:

5 minutes.....	1:15	30 minutes.....	4:15
10 minutes.....	2:10	45 minutes.....	5:45
15 minutes.....	3:00	60 minutes.....	7:00
25 minutes.....	4:00		

**TIME RATES**

Rates effective April 1, 1958.  
Rates received April 2, 1958.

**CLASS "A"**

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time.....	60.00	36.00	24.00	18.00	12.00	7.80
26 times.....	58.80	35.28	23.52	17.64	11.76	7.64
52 times.....	57.60	34.56	23.04	17.28	11.52	7.48
104 times.....	56.40	33.84	22.56	16.92	11.28	7.33
156 times.....	55.20	33.12	22.08	16.56	11.04	7.18
260 times.....	52.80	31.68	21.12	15.84	10.56	6.86
312 times.....	50.40	30.24	20.16	15.12	10.08	6.55
624 times.....	48.00	28.80	19.20	14.40	9.60	6.24

**CLASS "B"**

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

50% of Class "A" rates.

**SPOT PACKAGE RATES**

(Run-of-schedule)

1 minute or less per week, each:						
10 times.....	6.50	20 times.....	5.50			
15 times.....	6.00	25 times.....	5.00			

Quickie Announcements: 10 seconds or less, 50% of earned frequency announcement rate. Not combinable with other announcements to earn lower frequency rate. Sold in fixed position but station reserves right to move without notice or approval.

**SPECIAL FEATURES**

News Service—UPI.  
Weather Forecast, Time Signals, Temperature Reports and Market Quotation. Rates on request.  
Political—regular rates apply.  
Library Service—Standard, Lang-Worth, Thesaurus. No extra cost.

Remote broadcasts—rates on request.  
Instantaneous Reference Recordings or Delayed Playbacks—6.00 per quarter hour or fraction thereof.

**CLOSING TIME**

72 hours in advance of broadcast time.

**Advertisement**

Pulse Report of 1958 credits KREX with leading listenership through-out the entire broadcasting day as follows:

	6 AM-12 Noon	12 Noon-6 PM	6 PM-Midnight	Entire Survey
KREX	43	34	54	43.7
Station B	28	29	32	29.7
Station C	25	32		28.5
All Others	3	4	14	7.0

Broadcast Measurement Bureau, Standard Audience and Measurement Surveys and other area surveys over an 11 year period, 1946 through 1956, gives KREX primary coverage in 18 Colorado and 7 Utah counties totalling 62,580 homes. (Per SR&D's total homes—July 1, 1958). KREX now has 5000 watts, but had only 1000 watts when these area surveys were taken. KREX on the air 20 hours daily.

**KSTR**

(Established 1957)



Mountain States Broadcasting Corp., Uranium Center Bldg., P. O. Box 1110, Grand Junction, Colo. Ch 3-1722.

**PERSONNEL**

Pres. & Gen'l Mgr.—E. Anson Thomas.  
Vice-Pres. & Office Mgr.—Peg "June Lee" Thomas.  
Sec'y & Treas.—Robert L. Parent.

**REPRESENTATIVES**

W. S. Grant Company, Inc.

**FACILITIES**

5,000 w., 620 kc. Nondirectional.  
Licensed to operate to local sunset.  
Operating schedule: 6:00 a.m. to local sunset, MST.

**AGENCY COMMISSION**

15% to recognized agencies on time only; 2% cash discount. Bills payable 10th of month.

**GENERAL**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Beer and wine advertising acceptable on weekdays.  
Announcements and programs cannot be combined to earn larger discounts.

**TIME RATES**

Rates effective April 20, 1957.  
Rates received May 31, 1957.

	1	1/2	1/4	10	5	(*)
	hr.	hr.	hr.	min.	min.	min.
1 time.....	60.00	36.00	24.00	18.00	12.00	7.20
26 times.....	57.00	34.20	22.80	17.10	11.40	6.85
52 times.....	54.00	32.40	21.60	16.20	10.80	6.50
104 times.....	51.00	30.60	20.40	15.30	10.20	6.10
156 times.....	48.00	28.80	19.20	14.40	9.60	5.75
260 times.....	45.00	27.00	18.00	13.50	9.00	5.40
312 times.....	42.00	25.20	16.80	12.60	8.40	5.05
624 times.....	39.00	23.40	15.60	11.70	7.80	4.70

(\* ) 1 minute or 30 seconds.  
"Shortless"  
10 seconds or less:  
50% of 1-minute rate with frequency discounts as earned. May not be combined with regular announcements for larger discounts.

**RADIO-ACTIVE SATURATION PACKAGES**

To be used in 1 week:	1 min.	30 sec.	10 sec.
10 times.....	62.50	50.00	41.50
20 times.....	120.00	96.00	80.00
30 times.....	172.50	138.00	115.00
40 times.....	220.00	176.00	146.50
50 times.....	262.50	210.00	175.00
60 times.....	300.00	240.00	200.00

**SPECIAL FEATURES**

News Service—AP and local.  
Political—Regular rates apply.  
Library Service—Sesac.

**Participating Programs**

"June Lee Home Forum"—10:00 a.m. to 10:45 a.m. Add 15% to earned rate. Several personality shows available; regular 1-minute announcement rates apply.

**CLOSING TIME**

All material for programs, talks or announcements, 3 days in advance.

**COLORADO**

**GREELEY (2 AM)**

Weld County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

**KFKA**

(Established 1921)



The Mid-Western Radio Corporation, P.O. Box 735, 620 Eighth Ave., Greeley, Colo. Elgin 2-4421.

**PERSONNEL**

General Manager—Ralph H. Green.  
Commercial Manager—Virginia Sears.

**REPRESENTATIVES**

Hal Holman Company.

**FACILITIES**

1,000 w.; 1310 kc. Directional—night only.  
Operating schedule: 24 hours daily except 11:00 p.m. Monday to 5:00 a.m. Tuesday.  
Transmitter: Radio Ranch, Evans, Colo.

**AGENCY COMMISSION**

15%; 2% cash discount 10 days from invoice date.

**GENERAL**

Accepts AAAA copyrighted contract.  
Rates are for time only; usable in 1 year or less.  
Rates subject to change without notice.

**TIME RATES**

Rates effective September 1, 1954.  
Card received August 23, 1954.  
Revisions received October 5, 1955.

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	(*)
1 hour.....	70.00	66.50	63.00	59.50	56.00	52.50
1/2 hour.....	42.00	39.90	37.80	35.70	33.60	31.50
1/4 hour.....	28.00	26.60	25.20	23.80	21.40	20.00
5 minutes.....	14.00	13.30	12.60	11.90	11.20	10.50
1 minute.....	5.00					

**PACKAGE RATES**

1 minute:						
200 times.....	4.50	500 times.....	4.00			
300 times.....	4.25	1,000 times.....	3.00			

**SPECIAL FEATURES**

News Service—UPI and local.  
Weather—6 complete roundups daily.  
Personality Shows—3 available, 1-minute rate.  
Full time Farm Director.  
Library Service—Thesaurus.

**KYOU**

(Established 1948)



**Intermountain Network**

Meroco Broadcasting Co., P. O. Box 746, 2424 6th Ave., Greeley, Colo. El 2-0262.

**PERSONNEL**

Pres. & Mgr.—E. H. Meyer.  
Sec'y & Com'l Mgr.—Everett Shupe.

**REPRESENTATIVES**

Avery-Knodel, Inc.  
Continental Radio Sales.

**FACILITIES**

250 w.; 1450 kc.  
Operating schedule: 5:30 a.m. to 11:00 p.m.  
Transmitter: \_\_\_\_\_

**AGENCY COMMISSION**

15% on net time and talent, no cash discount.

**GENERAL**

Affiliated with Keystone Network.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.

**TIME RATES**

Rates received March 25, 1955.  
(6:00 a.m. to 11:00 p.m.)

	1	1/4	1/4	5	1	1/2
	hr.	hr.	hr.	min.	min.	min.
1 time.....	36.00	20.00	12.00	6.00	3.60	2.50
26 times.....	34.20	19.00	11.40	5.70	3.42	2.38
52 times.....	32.40	18.00	10.80	5.40	3.24	2.26
104 times.....	30.60	17.00	10.20	5.10	3.06	2.14
156 times.....					2.88	2.02
260 times.....					2.70	1.90
500 times.....					2.52	1.78
1000 times.....					2.34	1.65

**PROGRAM PACKAGE RATES**

	3 programs per week:	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 month.....	335.00	185.00	100.00	55.00	
3 months.....	317.25	175.75	95.00	52.25	
6 months.....	299.50	166.50	90.00	49.50	
12 months.....	281.75				

# COLORADO

## LA JUNTA

Otero County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

### KBNZ

(Established 1936)

## Intermountain Network

Otero Broadcasting Company, 117 W. 3rd St., La Junta, Colo. Phone 42.

#### PERSONNEL

Manager—Fred E. Abernathy.  
Asst. Mgr. & Sales Mgr.—John A. Doenges.

#### REPRESENTATIVES

Indie Sales, Inc.

#### FACILITIES

250 w.; 1400 kc.  
Operating schedule: 6:00 a.m. to 10:00 p.m. weekdays; 6:00 a.m. to midnight Saturdays; 7:00 a.m. to 10:00 p.m. Sundays. MST.  
Transmitter: Hwy. 50, West La Junta, Colo.

#### AGENCY COMMISSION

15% on net time; no cash discount.

#### GENERAL

Affiliated with the Keystone Network, Intermountain Network and Mutual Broadcasting System.

#### TIME RATES

Rates effective April 1, 1954.  
Rates received March 26, 1954.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	35.00	21.00	14.00	7.00
26 times.....	23.00	19.50	13.00	6.25
52 times.....	31.00	18.00	12.00	5.50
156 times.....	29.00	17.00	11.25	5.25
260 times.....	27.00	16.00	10.50	5.00

#### ANNOUNCEMENTS

	1 min.	20 sec.
1 time.....	5.25	3.50
26 times.....	5.00	3.35
52 times.....	4.75	3.20
156 times.....	4.50	3.10
260 times.....	4.25	3.00

#### SPECIAL FEATURES

News Service—UPI. Newscasts include temperature and weather reports.  
Political—1 time rate applies.  
Religious—regular rates apply.

## LAKESWOOD

Jefferson County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

### See Denver

## LAMAR

Prowers County—Map Location H-7  
See SRDS consumer market map and data at beginning of the State.

### KLMR

(Established 1948)



Southeast Colorado Broadcasting Company, Inc., P.O. Box 632, Lamar, Colo. Phone 804.

#### PERSONNEL

President—Ralph Eaton.  
General Manager—Dennis Behan.  
Sales Manager—Wm. M. Jack, Jr.  
Program Director—J. William Adams.  
News Director—Jack Magee.

#### REPRESENTATIVES

Continental Radio Sales.

#### FACILITIES

1,000 w. days, 500 w. nights; 920 kc.  
Directional—night only.  
Operating schedule: 6:00 a.m. to 11:00 p.m. MST.  
Transmitter: North Santa Fe Trail, Lamar.

#### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered monthly; weekly billings if desired by advertiser-agency and/or station. Discounts must be earned.

#### GENERAL

Affiliated with Mutual Broadcasting System and Intermountain Group.  
Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.  
No contract accepted over 52 consecutive weeks.

#### TIME RATES

Rates effective May 1, 1955.

Rates received May 31, 1955.

Rev. (Package Plans) rec'd. April 29, 1957.	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	60.00	45.00	33.75	25.30	18.95
13 times.....	55.50	40.50	29.25	20.80	14.45
26 times.....	51.00	36.00	24.75	16.30	9.95
52 times.....	46.50	31.50	20.25	11.80	5.45

#### ANNOUNCEMENTS

	100 wds. 50 wds.	100 wds. 50 wds.
1 time.....	9.00	6.00
13 times.....	8.50	5.50
26 times.....	8.00	5.00
52 times.....	7.50	4.50

#### PACKAGE RATES

	100 wds.	50 wds.
30 in 1 week.....	150.00	105.00
100 in 1 month.....	500.00	350.00

Other saturation packages may also be arranged.

#### SPECIAL FEATURES

News Service—UPI and station news director.  
Weather Programs, Time, Temperature and other special features—rates on request.  
Political—regular rates apply. Cash in advance. Copy deadline 24 hours before broadcast.  
Library Service—World and Thesaurus.

#### CLOSING TIME

72 hours before broadcast.

## LEADVILLE

Lake County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

### KLVC

(Established 1951)

Owned and operated by Raymond Tex Roberts, 520 W. 6th, Leadville, Colo.

#### PERSONNEL

Owner—Raymond Tex Roberts.  
Manager—Kent Roberts.

#### FACILITIES

250 w.; 1230 kc.  
Operating schedule: 6:30 a.m. to 10:00 p.m. MST.  
Transmitter: 520 W. 6th St., Leadville.

#### AGENCY COMMISSION

15% on time; no cash discount. Bills payable 10th of following month.

#### GENERAL

Day and night programs combine to earn frequency discounts. Usual rate protection extended. Contracts may be renewed or extended with frequency discount retroactive.

#### TIME RATES

Rates effective August 1, 1951. (Card No. 2.)

Rates received August 29, 1951.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	35.00	20.00	12.00	10.00	7.00
13 times.....	29.50	17.00	10.10	8.40	5.90
26 times.....	28.00	16.00	9.60	8.00	5.60
52 times.....	26.50	15.00	9.10	7.60	5.30
104 times.....	25.00	14.50	8.65	7.20	5.05
156 times.....	24.00	13.50	8.20	6.80	4.75
208 times.....	22.50	13.00	7.70	6.40	4.50
260 times.....	21.00	12.00	7.20	6.00	4.20

#### ANNOUNCEMENTS

	1 min.	30 sec.	20 sec.
1 time.....	3.50	2.35	2.00
13 times.....	2.95	2.00	1.70
26 times.....	2.80	1.90	1.60
52 times.....	2.65	1.80	1.50
104 times.....	2.50	1.70	1.45
156 times.....	2.40	1.60	1.35
208 times.....	2.25	1.50	1.30

#### PACKAGE RATES

1 minute, 15 times per week, each..... 2.00

#### SPECIAL FEATURES

News Service—UPI.  
Special Events and Sports Events including Basketball and Football—rates on request.  
Political—1 time rate applies; not commissionable. Payment with order.  
Religious—50% of 1 time rate.

#### CLOSING TIME

Announcements 24 hours in advance.

## LITTLETON

Arapahoe County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

### See Denver

## LONGMONT

Boulder County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

### KLMO

(Established 1949)

Radio Longmont, P. O. Box 799, Imperial Hotel, Longmont, Colo. PR 6-2323.

#### PERSONNEL

Owner & Manager—Larry Dietz.  
Commercial Manager—Donald McLean.

#### REPRESENTATIVES

Continental Radio Sales.

#### FACILITIES

250 w.; 1050 kc.  
Operating schedule: Sunrise to local sunset. MST.  
Transmitter: Hygiene Road, Longmont, Colo.

#### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered 1st, due 10th of month. Weekly billings if desired by advertiser-agency and/or station.

#### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
All contracts subject to short term rate if cancelled before expiration date. 2 weeks notice of cancellation is required.  
BMI, ASCAP and SESAC licenses.  
All discounts must be earned. No contract accepted for more than 52 consecutive weeks. Program sponsors may purchase announcements during life of program contract at frequency discounts earned by programs.

#### TIME RATES

Rates effective August 1, 1955.  
Rates received August 30, 1955.  
Revisions received September 22, 1955.

#### PROGRAMS

1/4 hour, each..... 12.50  
No frequency discount on 1/4 hour programs. 1/2 hour and hour programs, multiple of 1/4 hour rate.  
No frequency discount.

#### ANNOUNCEMENTS

	1 min.	1/2 min.	1 min.	1/2 min.
1 time.....	5.00	4.00	104 times.....	4.40
13 times.....	4.85	3.85	260 times.....	4.25
26 times.....	4.70	3.70	312 times.....	4.10
52 times.....	4.55	3.55		3.10

#### SPECIAL FEATURES

New Service—UPI and station news bureau.  
Political—regular rates apply. Copy and payment in full due 24 hours in advance.

## LOVELAND

Larimer County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

### KLOV

(Established 1955)

Loveland Broadcasters, P.O. Box 597, 1440 E. 6th St., Loveland, Colo. Normandy 7-3950.

#### PERSONNEL

Gen'l & Sales Manager—Bill Vogel.  
Assistant Manager—Chuck Gerrard.

#### FACILITIES

250 w.; 1570 kc. (Daytime only)  
Operating schedule: \_\_\_\_\_MST.  
Transmitter: 1440 E. 6th., Loveland.

#### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered monthly; payable 10 days.

#### GENERAL

Affiliated with Keystone Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

#### TIME RATES

Rates effective September 1, 1957.  
Rates received September 30, 1957.

1 time.....	5.00	104 times.....	4.40
13 times.....	4.85	156 times.....	4.25
26 times.....	4.70	260 times.....	4.10
52 times.....	4.55	312 times.....	3.95

#### SPECIAL FEATURES

News Service—AP. No extra charge.  
Political—regular rates apply; copy and payments must be submitted 24 hours in advance.

## MANITOU SPRINGS

El Paso County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

### KCMS

(Established 1953)

Garden of the Gods Broadcasting Co., P. O. Box 592, Manitou Springs, Colo. Mulberry 5-5776.

#### PERSONNEL

Pres. & Gen'l Mgr.—C. M. Edmonds.

#### FACILITIES

100 w.; 1490 kc.  
Transmitter: Manitou Springs, Colo.  
FM FACILITIES  
ERP 10,000 w.; 102.7 mc.  
Operating schedule: 8:00 a.m. to midnight Monday through Saturday. MST.  
Antenna ht.—780 ft. above average terrain.

## MONTE VISTA

Rio Grande County—Map Location D-8  
See SRDS consumer market map and data at beginning of the State.

### KSLV

(Established 1954)

Colorado Radio Corporation, 109 Adams St., Monte Vista, Colo. Phone 553.

#### PERSONNEL

Station Manager—Lee DeMoss.  
Sales Manager—Del Leach.  
Colorado Network:  
Pres. & Gen'l Mgr.—George O. Cory (Montrose).

#### REPRESENTATIVES

See Colorado Network listing.

#### FACILITIES

250 w.; 1240 kc.  
Operating schedule: 6:00 a.m. to 10:30 p.m. weekdays; 7:00 a.m. to 9:35 p.m. Sundays. MST.  
Transmitter: \_\_\_\_\_

#### AGENCY COMMISSION

15% on net time only; 2% cash discount. Bills rendered monthly unless weekly basis requested.

(This listing continued on next page)

Monte Vista—K S L V—Continued

GENERAL

Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI, and SESAC licenses. Contracts may be signed 30 days before initial broadcast. Alcoholic beverage advertising: beer and wine only. Products advertised as cures or claiming to cure, or liquors are not accepted. Length of commercial copy: Programs and News

5 minutes.....	1:15 minutes
10 minutes.....	2:10 minutes
15 minutes.....	3:00 minutes
30 minutes.....	4:15 minutes
60 minutes.....	7:00 minutes

TIME RATES

Rates received February 20, 1957. (Card No. 3.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	20 sec.	10 sec.
1 tl.	30.00	18.00	12.00	9.00	7.50	4.50	3.40	2.25
52 tl.	25.50	15.30	10.20	7.65	6.40	3.90	2.95	1.95
156 tl.	22.50	13.50	9.00	6.75	5.65	3.40	2.55	1.70
260 tl.	21.00	12.60	8.40	6.30	5.25	3.15	2.40	1.60

PACKAGES

	1 min.	20 sec.	ID's
12 per week.....	48.00	36.00	24.00
Each.....	4.00	3.00	2.00
18 per week.....	63.00	47.70	31.50
Each.....	3.50	2.65	1.75
24 per week.....	72.00	54.00	36.00
Each.....	3.00	2.25	1.50

COMBINATION RATES

Members of Colorado Network. Business Office—P. O. Box 279, Montrose, Colo. Ch. 9-4546.

SPECIAL FEATURES

News Service—UPI. Regular rates apply. Political—commercial broadcasts, both spots and programs, are accepted for qualified candidates for political offices, or their responsible representatives, at regular rates. Library Service—World. Instantaneous Reference Recordings: rates on request. Remote and tape broadcasts—rates on request. Mobile transmitter available.

CLOSING TIME

Copy and program material, in final form, due 18 hours before broadcast time weekdays; Sunday material due noon, Saturday.

MONTROSE

Montrose County—Map Location B-6 See SRDS consumer market map and data at beginning of the State.

KUBC

(Established 1947)

Uncompahgre Broadcasting Co., P. O. Box 279, Montrose, Colo. CH 9-4546. P. O. Box 512, Delta, Colo. Trinity 4-4417.

PERSONNEL

Station Manager—Don Cory. Colorado Network: Pres. & Gen'l Mgr.—George O. Cory (Montrose).

REPRESENTATIVES

See Colorado Network listing.

FACILITIES

5,000 w. days; 1,000 w. nights. 580 kc. Directional—night only. Operating schedule: 6:00 a.m. to 11:00 p.m. MST. Transmitter: 3 miles southwest of Montrose, Colo.

AGENCY COMMISSION

15% on net time only; no cash discount. Bills rendered monthly unless weekly basis requested.

GENERAL

Affiliated with Keystone Network. Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP and BMI licenses. Contracts may be signed 30 days before initial broadcast.

Alcoholic beverage advertising: beer and wine only. Products advertised as cures or claiming to cure, or liquors are not accepted.

Length of commercial copy: Programs and News

5 minutes.....	1:15 minutes
10 minutes.....	2:10 minutes
15 minutes.....	3:00 minutes
30 minutes.....	4:15 minutes
60 minutes.....	7:00 minutes

TIME RATES

Rates received February 20, 1957. (Card No. 3.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	20 sec.	10 sec.
1 tl.	50.00	30.00	20.00	15.00	12.50	7.50	5.60	3.75
52 tl.	42.50	25.50	17.00	12.75	10.60	6.40	4.80	3.20
156 tl.	37.50	22.50	15.00	11.25	9.40	5.60	4.20	2.80
260 tl.	35.00	21.00	14.00	10.50	8.75	5.25	3.95	2.65

PACKAGES

	1 min.	20 sec.	ID's
12 per week.....	72.00	54.00	36.00
Each.....	6.00	4.50	3.00
18 per week.....	90.00	67.50	45.00
Each.....	5.00	3.75	2.50
24 per week.....	108.00	81.00	54.00
Each.....	4.50	3.40	2.25

COMBINATION RATES

Member of Colorado Network. See listing at beginning of state.

SPECIAL FEATURES

News Service—UPI. Regular rates apply. Political—commercial broadcast, both spots and programs, are accepted for qualified candidates for political offices, or their responsible representatives, at regular rates. Library Service—World. Instantaneous Reference Recordings: rates on request. Remote and tape broadcasts—rates on request. Mobile transmitter available.

CLOSING TIME

Copy and program material, in final form, due 18 hours before broadcast time for weekdays; Sunday material due noon, Saturday.

PUEBLO (4 AM)

Pueblo County—Map Location F-7 See SRDS consumer market map and data at beginning of the State.

KCSJ

(Established 1947)



The Star Broadcasting Company, 2226 Big Hill Rd., Pueblo, Colo. Lincoln 4-5782.

PERSONNEL

Station Mgr.—Cliff Hendrix. Sales Mgr.—Howard Myers.

REPRESENTATIVES

John E. Pearson Company.

FACILITIES

1,000 w.; 590 kc. Directional—night only. Operating schedule: 5:30 a.m. to midnight weekdays; 7:00 a.m. to midnight Sunday. MST. Transmitter: N. E. of city on Hudson Ave., Pueblo.

AGENCY COMMISSION

15% on time; no cash discount.

GENERAL

Accepts AAAA copyrighted contract. Rates include music copyright fees. BMI, ASCAP and SESAC licenses. Announcements accepted with understanding that programs take precedence. Rates are based on number of programs or announcements used in one year. Continuation beyond 1 year without lapse shall be at rate in effect at end of year.

TIME RATES

Rates effective June 1, 1953. (Card No. 10.) Rates received May 13, 1953.

Rev. (sat. pkg.) rec'd. November 23, 1956.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	ID's
1 time.....	65.00	39.00	26.00	19.50	13.00	8.00	8.00
26 times.....	61.75	37.05	24.70	18.52	12.35	7.60	7.60
52 times.....	58.50	35.10	23.40	17.55	11.70	7.20	7.20
104 times.....	55.25	33.15	22.10	16.57	11.05	6.80	6.80
156 times.....	52.00	31.20	20.80	15.60	10.40	6.40	6.40
260 times.....	48.75	29.25	19.50	14.62	9.75	6.00	6.00
312 times.....	45.50	27.30	18.20	13.65	9.10	5.60	5.60
624 times.....	42.25	25.35	16.90	12.67	8.45	5.20	5.20

(\* 1 minute or 20 seconds.)

SATURATION PACKAGE

1-minute spots:	
10 per week.....	60.00 30 per week..... 150.00
12 per week.....	69.00 36 per week..... 171.00
18 per week.....	99.00 48 per week..... 216.00
24 per week.....	126.00

SPECIAL FEATURES

News Service—UPI. Library Service—Sesac.

CLOSING TIME

24 hours before broadcast.

KDZA

(Established 1947)

Pueblo Radio Co., Inc., 3011 Elizabeth St., Pueblo, Colo. Lincoln 4-5646.

PERSONNEL

Pres. & Gen'l Mgr.—D. R. Crouch. Sta. & Sales Mgr.—Bill Beck.

REPRESENTATIVES

Devney, Incorporated.

FACILITIES

250 w.; 1230 kc. Transmitter: 3011 Elizabeth St., Pueblo. Operating schedule: 6:00 a.m. to 10:00 p.m. weekdays; 8:00 a.m. to 10:00 p.m. Sunday MST.

AGENCY COMMISSION

15% on net time; no cash discount. Bills rendered 1st. due 10th of following month.

GENERAL

Affiliated with Keystone Broadcasting. Rates include music copyright fees. ASCAP and BMI licenses. Rates based on number of programs or announcements used in 1 year. Continuation beyond 1 year, without lapse at rate in effect at end of year. Announcements and participations combine to earn lower rates.

Length of commercial copy:

5 minutes.....	1:45 minutes
15 minutes.....	2:30 minutes
30 minutes.....	3:00 minutes
60 minutes.....	4:00 minutes

TIME RATES

Rates effective July 1, 1955. Rates received February 23, 1955.

	1 hr.	1/2 hr.	5 min.	1 min.
1 time.....	40.00	24.00	8.00	3.60
13 times.....	38.00	22.80	7.60	3.45
26 times.....	36.00	21.60	7.20	3.30
39 times.....	34.00	20.40	6.80	3.15
65 times.....	32.00	19.20	6.40	3.00
130 times.....	30.00	18.00	6.00	2.90
260 times.....	28.00	16.80	5.60	2.80

1/4 hour rates on request.

ANNOUNCEMENTS

30-second—60% of 1-minute rate. 20-second—50% of 1-minute rate. 10-second—40% of 1-minute rate. Saturation Packages—rates quoted on request.

SPECIAL FEATURES

News Service—AP. No extra charge. Mobile Transmitter unit available for special broadcasts on the spot. Foreign Languages — Commercial Spanish language broadcasts are acceptable on regularly scheduled Spanish programs. Political—regular rates apply; cash in advance. Religious—regular rates apply.

CLOSING TIME

24 hours before broadcast.

KFEL

(Established 1956)

KFEL, Inc., 4411 Goodnight Ave., Pueblo, Colo. Lincoln 3-3566, Lincoln 2-6884.

PERSONNEL

President—Frank Donald Hall. Treasurer—Sec'y—John T. Roscoe. Sales Manager—J. M. Johns. News & Sports Dir.—Howard G. Owen. Chief Engineer—John T. Roscoe.

REPRESENTATIVES

Continental Radio Sales. West Coast—W. S. Grant Company, Inc.

FACILITIES

1,000 w.; 970 kc. Operating schedule: 6:00 a.m. to 7:00 p.m. MST. Transmitter: 1 mile west of Pueblo City Park, Pueblo.

AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered 1st of month; payable 10 days.

GENERAL

Rates include music copyright fees. ASCAP, BMI and SESAC licenses.

TIME RATES

Rev. (Ann. Pkg. Plans) rec'd October 1, 1957. Rates received July 19, 1956.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	ID's
1 time.....	44.00	24.20	14.50	11.25	7.87	5.10
13 times.....	42.00	23.10	13.86	10.90	7.63	4.75
26 times.....	40.00	22.55	13.53	10.50	7.35	4.50
52 times.....	39.00	22.00	13.20	9.90	6.93	4.25
104 times.....	38.00	21.45	12.87	9.70	6.79	4.00
156 times.....	37.00	20.90	12.54	9.50	6.65	3.75
260 times.....	36.00	20.35	12.21	9.30	6.51	3.50
312 times.....	35.00	19.80	11.88	9.00	6.30	3.25

(\* 1 minute or less.)

ANNOUNCEMENT PACKAGES

Per week:		Per week:	
10 times.....	39.50	35 times.....	116.00
15 times.....	57.50	40 times.....	128.00
20 times.....	74.00	50 times.....	153.00
25 times.....	89.00	60 times.....	170.00
30 times.....	104.00		

30-second announcements—75% of above rates. 20-second announcements—60% of above rates. 10-second announcements—50% of above rates.

DISCOUNTS

13 weeks.....	2-1/2%	52 weeks.....	10%
26 weeks.....	5%		

SPECIAL FEATURES

News Service—UPI, no extra charge. Special Broadcasts—rates on request. Political—rates on request. Religious—rates on request.

CLOSING TIME

24 hours in advance.

KGHF

(Established 1927)

Intermountain - - ABC Networks



Colorado Broadcasting Co., P. O. Box 293, U. S. Hwy 50, 1-1/2 miles N. W. of Pueblo, Colo. Lincoln 2-5570.

PERSONNEL

President—Gifford Phillips. Director—Robert D. Ellis. General Manager—John C. Lee.

REPRESENTATIVES

Gill-Perna, Inc. Southern—Clarke Brown Company.

FACILITIES

5,000 w. days; 1,000 w. nights. 1350 kc. Directional—night only. Operating schedule: 24 hours daily except Sunday from 11:00 p.m. to 5:30 a.m. Transmitter: Hwy. 50, 1-1/2 miles N. W. of Pueblo.

AGENCY COMMISSION

15% on net time; no cash discount. Bills payable when rendered.

GENERAL

Rates include music copyright fees. ASCAP, BMI, and SESAC licenses. Accepts AAAA copyrighted contract. Rates are based on number of programs or announcements used in 1 year. Continuation beyond 1 year without lapse shall be at rate in effect at end of year. Announcements combine with participations to earn lower rates.

(This listing continued on next page)

# COLORADO

## Pueblo—K G H F—Continued

**TIME RATES**  
Rates effective April 1, 1956.  
Rates received March 13, 1956.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	65.00	39.00	26.00	19.50	13.00	8.45
26 times.....	63.70	38.22	25.48	19.11	12.74	8.23
52 times.....	62.40	37.44	24.96	18.72	12.48	8.11
104 times.....	61.10	36.66	24.44	18.33	12.22	7.94
156 times.....	59.80	35.88	23.92	17.94	11.96	7.77
260 times.....	57.20	34.32	22.88	17.16	11.44	7.44
312 times.....	54.60	32.76	21.84	16.38	10.92	7.10
624 times.....	52.00	31.20	20.80	15.60	10.40	6.76

(\*) 1 minute or 20 seconds.  
10-second announcements; 50% of 1-minute rate.  
**SATURATION PLAN**  
(Sign-on to sign-off, Sunday through Saturday)  
1 minute, 100 words or less:

Per week	Per week
12 times.....	61.20 30 times..... 114.60
18 times.....	84.06 36 times..... 122.40
24 times.....	102.00

### COMBINATION RATES

See ABC Radio.  
See Intermountain Network — Mutual Broadcasting System.

### SPECIAL FEATURES

News Service—UPI. Rates on request.  
Women's participation programs available. Rates on request. Community Club awards.  
Library Service—World and Lang-Worth.

### Foreign Language

Spanish and Slovenian language program participation available. Rates and information on request.

(Call letters not received)  
(C.P. 250 w. days; 690 kc.)

Pueblo County Broadcast Co.,  
c/o Ray J. Williams,  
3009 Seventh Ave.,  
Pueblo, Colo.

## ROCKY FORD

Otero County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

## KAVI

(Established 1955)

Arkansas Valley Broadcasting Co., P. O. Box 632,  
Rocky Ford, Colo. Phones 248 or 249.

### PERSONNEL

General Manager—R. M. Cardwell.

### REPRESENTATIVES

John E. Pearson Company.

### FACILITIES

1,000 w.; 1320 kc.  
Operating schedule: 5:00 a.m. to local sunset. MST.  
Transmitter: Hwy. 71, 1/2 mile south of Rocky Ford.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered 1st, payable 10th of month.

### GENERAL

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Rates are for national and local advertising.  
Rates include news premium fees.

### TIME RATES

Rates effective December 1, 1955. (Card No. 1.)  
Card received December 5, 1955.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	30.00	16.00	9.00	6.00	3.00
26 times.....	25.00	14.00	8.40	5.60	2.80
52 times.....	22.00	12.00	7.50	5.00	2.50
156 times.....	20.00	11.00	6.60	4.40	2.20
312 times.....	18.00	10.00	6.00	4.00	2.00

(\*) 1 minute or less.

### COMBINATION RATES

Sold in combination with KAPI Pueblo, Colo.

### SPECIAL FEATURES

News Service—UPI.  
Political—regular rates and discounts apply; cash in advance.

Spanish Program  
(2:00 p.m. to 3:00 p.m.)

1 min.	30 sec.	20 sec.	10 sec.
1 time.....	10.00	6.00	4.00 2.50

**CLOSING TIME**  
24 hours before broadcast.

## SALIDA

Chaffee County—Map Location D-6  
See SRDS consumer market map and data at beginning of the State.

## KVRH

(Established 1948)

Heart of the Rockies Broadcasting Co., Inc., P. O. Box 166, Salida, Colo. Phone 1494.

### PERSONNEL

Gen'l & Sales Mgr.—Bill Corrick.

Promotion Director—Jim Hill.

Program Director—Fred Conklin.

### REPRESENTATIVES

George T. Hopewell, Inc.

### FACILITIES

250 w.; 1340 kc. Non-directional.  
Operating schedule: 6:00 a.m. to 10:00 p.m. Monday through Saturday; 7:00 a.m. to 9:00 p.m. Sunday. MST.

Studio and Transmitter: 1.3 miles west of center of Salida on Poncha Blvd.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered monthly; payable 10 days.

### GENERAL

Affiliated with Keystone Network.  
Rates include music copyright fees.

### TIME RATES

Rates effective November 1, 1958.

Rates received November 4, 1958.

1 minute:				
1 time.....	5.00	156 times.....	4.25	
13 times.....	4.85	260 times.....	4.10	
26 times.....	4.70	312 times.....	3.95	
52 times.....	4.55	364 times.....	3.80	
104 times.....	4.40			

### SPECIAL FEATURES

News Service—AP. No extra charge.  
Political—Regular rates and frequency discounts apply.  
Copy and payments must be submitted 24 hours in advance.

## STERLING (2 AM)

Logan County—Map Location G-3

See SRDS consumer market map and data at beginning of the State.

## KGEK

(Established 1925)



Owned and operated by Elmer G. Beehler, P.O. Box 830, Fleming Rd., Sterling, Colo. La. 2-1607.

**FACILITIES** 250 w.; 1230 kc.  
Operating schedule: 6:00 a.m. to 10:00 p.m. MST.  
Transmitter: Fleming Rd., Sterling.

**AGENCY COMMISSION**  
15% if payment is made by 10th of month following service; no cash discount.

### TIME RATES

Rates effective March 1, 1955. (Card No. 22.)  
Card received April 18, 1955.

	1 tl.	13 tl.	26 tl.	78 tl.	156 tl.	312 tl.
1/2 hour.....	15.75	15.00	13.50	12.00	11.00	10.00
1/4 hour.....	8.40	8.00	7.00	6.50	6.00	5.00
5 minutes.....	4.25	4.00	3.85	3.10	2.75	2.50
1 minute.....	3.50	2.50	2.38	2.25	2.10	1.80
1/2 minute.....	2.50	1.25	1.19	1.12	1.05	1.00

Package station breaks, rates on request.

### SPECIAL FEATURES

News Service—UPI.  
Time Signals, Weather Reports, livestock, grain and products markets, tape recording service, field or studio—consult station management.

## KOLR

(Established 1955)

# Intermountain Network

Sterling Broadcasting Corporation, 114 Main St., Sterling, Colo. La 2-1740.

### PERSONNEL

President—Eugene Dodd.  
Vice-President—Kern Kath.  
Station Manager—Robert J. Duffy.

### REPRESENTATIVES

Hal Holman Company.

### FACILITIES

250 w.; 1490 kc.  
Operating schedule: 6:00 a.m. to 10:00 p.m. week-days; 8:00 a.m. to 10:00 p.m. Sunday. MST.

Transmitter: Rt. 1, 1-1/2 miles S.W. of Sterling.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered monthly; payable 10th of following month.

### GENERAL

Affiliated with Mutual Broadcasting System.  
Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.

### TIME RATES

Rates effective March 1, 1955.  
Rates received August 25, 1955.  
Pkg. rates received October 4, 1955.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	46.00	28.00	15.50	11.25	7.50	5.00
13 times.....	41.50	26.50	14.75	10.65	7.10	4.75
26 times.....	39.00	25.00	14.00	10.00	6.75	4.50
52 times.....	35.00	22.50	12.35	9.00	6.00	4.00
104 times.....	30.50	19.50	10.85	7.75	5.25	3.50
156 times.....	28.50	18.00	10.00	7.30	4.85	3.25
260 times.....	24.00	15.50	8.50	6.20	4.15	2.75
312 times.....	21.50	12.50	7.75	5.65	3.75	2.50

(\*) 1 minute or less spot announcements.

Special Spot Saturation Package  
75 words or less—floating schedule—Sunday through Saturday.  
Schedule must run on consecutive days.

<b>One day:</b>				
3 spots.....	12.00	8 spots.....	28.00	
5 spots.....	18.75	10 spots.....	32.50	
<b>Two days:</b>				
6 spots.....	23.40	16 spots.....	54.40	
10 spots.....	36.50	20 spots.....	63.00	
<b>Three days:</b>				
9 spots.....	34.20	24 spots.....	78.00	
15 spots.....	53.25	30 spots.....	90.00	
<b>Four days:</b>				
12 spots.....	44.40	32 spots.....	96.00	
20 spots.....	69.00	40 spots.....	110.00	
<b>Five days:</b>				
15 spots.....	54.00	40 spots.....	110.00	
25 spots.....	83.75	50 spots.....	125.00	
<b>Six days:</b>				
18 spots.....	63.00	48 spots.....	120.00	
30 spots.....	97.50	60 spots.....	135.00	
<b>Seven days:</b>				
21 spots.....	71.40	56 spots.....	126.00	
35 spots.....	110.25	70 spots.....	140.00	

### COMBINATION RATES

See Intermountain Network.

### SPECIAL FEATURES

News Service—AP. No extra charge.  
Political—regular rates and frequency discounts apply. Cash in advance, except to recognized agencies.  
Library Service—Thesaurus.

### CLOSING TIME

48 hours before broadcast.

## TRINIDAD

Las Animas County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

## KCRT

(Established 1946)



# Intermountain Network

KCRT, Inc., Country Club Drive, Trinidad, Colo. VI. 6-3212.

### PERSONNEL

General Manager—E. M. Cooper.

### REPRESENTATIVES

Indie Sales, Inc.

### FACILITIES

250 w.; 1240 kc.  
Operating schedule: 6:30 a.m. to 10:00 p.m. week-days; 8:00 a.m. to 9:00 p.m. Sunday. MST.  
Transmitter: Trinidad, Colo.

### AGENCY COMMISSION

15% on time, talent, and news premiums; no cash discount. Bills due when rendered.

### GENERAL

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.

### TIME RATES

Rates effective November 1, 1957.  
Rates received October 2, 1957.

ANNOUNCEMENTS			
One minute or less:			
1 time.....	3.25	156 times.....	2.99
26 times.....	3.18	260 times.....	2.86
52 times.....	3.12	312 times.....	2.73
104 times.....	3.05	624 times.....	2.60

### SATURATION ANNOUNCEMENT PLAN

Per week:	1 minute		30 seconds		10 seconds	
	Each	Total	Each	Total	Each	Total
12 times.....	2.44	29.28	1.95	23.40	.98	11.76
18 times.....	2.28	41.04	1.82	32.76	.91	16.38
24 times.....	2.11	50.64	1.68	40.32	.84	20.16
30 times.....	1.95	58.50	1.56	46.80	.78	23.40
36 times.....	1.78	64.08	1.42	51.20	.71	25.56

### PROGRAMS

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	25.00	15.00	10.00	7.50	5.00
26 times.....	24.50	14.70	9.80	7.35	4.90
52 times.....	24.00	14.40	9.60	7.20	4.80
104 times.....	23.50	14.10	9.40	7.05	4.70
156 times.....	23.00	13.80	9.20	6.90	4.60
260 times.....	22.00	13.20	8.80	6.60	4.40
312 times.....	21.00	12.60	8.40	6.30	4.20
624 times.....	20.00	12.00	8.00	6.00	4.00

### COMBINATION RATES

See Intermountain Network — Mutual Broadcasting System.

### SPECIAL FEATURES

News Service—UPI.  
News broadcasts—regular time charges, plus talent fee.  
Time Signals, Weather, Temperature and Market Reports—rates on request.  
Library Service—Standard.

### Participating Programs

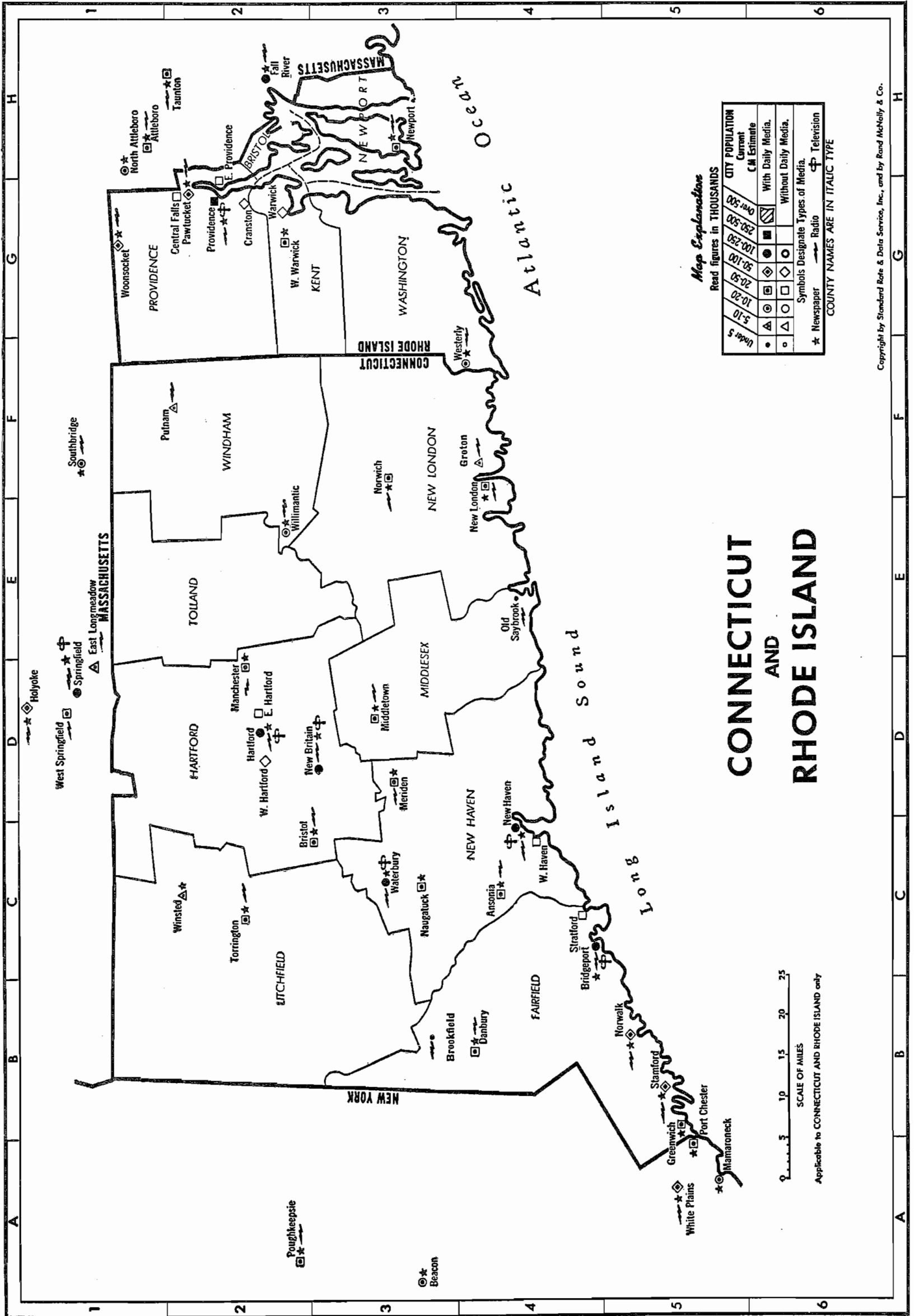
Regular rates apply:  
"Coffee Time"—8:15 a.m. to 9:00 a.m.  
"Requestfully Yours"—10:05 a.m. to 11:00 a.m.  
"Western Shindig"—3:00 p.m. to 4:00 p.m.  
"Spanish-American Hour"—4:00 p.m. to 5:30 p.m.  
"Italian-American Hour"—7:00 p.m. to 8:00 p.m.

## WALSENBURG

Huerfano County—Map Location E-7  
See SRDS consumer market map and data at beginning of the State.

## KFLJ





**Map Explanations**  
 Read figures in THOUSANDS

CITY POPULATION	CITY POPULATION	
	Current	C.M. Estimate
Over 500	◻	◻
250-500	◻	◻
100-250	◻	◻
50-100	◻	◻
20-50	◻	◻
10-20	◻	◻
5-10	◻	◻
Under 5	◻	◻

Symbols Designate Types of Media:  
 ★ Newspaper    ⚡ Radio    ⓧ Television

COUNTY NAMES ARE IN ITALIC TYPE

# CONNECTICUT AND RHODE ISLAND

SCALE OF MILES  
 0 5 10 15 20 25  
 Applicable to CONNECTICUT AND RHODE ISLAND only

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# SRDS Consumer Market Data

## STATE, COUNTY, CITY, METROPOLITAN AREA DATA

**CITIES AND COUNTIES**  
This list shows counties in which cities are located. Cities are first, counties next.

Ansonia—New Haven  
Bridgeport—Fairfield  
Bristol—Hartford  
Danbury—Fairfield

East Hartford Town—Hartford  
Greenwich Town—Fairfield  
Groton—New London  
Hartford—Hartford  
Manchester Town—Hartford

Meriden—New Haven  
Middletown—Middlesex  
Naugatuck—New Haven  
New Britain—Hartford  
New Haven—New Haven

New London—New London  
Norwalk—Fairfield  
Norwich—New London  
Stamford—Fairfield  
Stratford Town—Fairfield

Torrington—Litchfield  
Waterbury—New Haven  
West Hartford Town—Hartford  
West Haven Town—New Haven

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Popu- lation 7/1/58 (000)	House- holds 7/1/58 (000)	C.S.I. 7/1/57 to 7/1/58 (\$000)	C.S.I. per House- hold (\$)	Total Retail Sales 7/1/57 to 7/1/58 (\$000)	Retail Sales by Store Type — For the Year 7/1/57 to 7/1/58					Filling Station 1/1/58 (000)	Farm Popu- lation 1/1/58 (000)	Gross Farm Income 1957 (\$000)	
						Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)				Auto- motive (\$000)
<b>CONNECTICUT</b>														
STATE TOTALS.....	2,293.9	666.68	5,451,400	8,177	3,070,528	785,436	106,684	287,531	218,749	181,951	534,428	197,683	55.4	162,959
FAIRFIELD B-4.....	607.7	178.34	1,639,164	9,191	827,392	220,949	27,971	71,500	60,460	50,769	139,848	48,864	3.5	12,593
Bridgeport.....	169.7	50.42	417,755	8,286	262,383	68,462	10,768	34,012	22,951	20,347	29,714	12,381	.....	.....
Bridgeport Metro Area*.....	285.7	84.01	678,802	8,080	376,764	104,162	14,829	37,220	25,864	24,922	58,696	21,810	.....	.....
Danbury.....	22.1	6.66	50,186	7,535	51,810	16,240	1,405	4,656	2,881	3,672	10,649	2,810	.....	.....
Greenwich Town.....	50.3	14.68	169,525	11,548	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Norwalk.....	62.8	18.87	175,397	9,295	90,736	25,431	2,119	5,097	5,651	7,618	18,262	5,136	.....	.....
Stamford.....	85.8	24.54	243,402	9,919	150,277	34,683	4,564	20,831	14,620	8,252	24,004	7,468	.....	.....
Stamford-Norwalk Metro Area*.....	259.1	75.29	800,157	10,628	385,976	96,315	11,023	28,323	30,460	22,850	72,869	22,198	.....	.....
Stratford Town.....	42.3	12.18	105,424	8,656	29,630	9,187	1,751	483	128	548	6,063	2,756	.....	.....
<b>HARTFORD D-2.....</b>	<b>621.6</b>	<b>178.74</b>	<b>1,488,403</b>	<b>8,327</b>	<b>887,848</b>	<b>208,393</b>	<b>34,439</b>	<b>119,832</b>	<b>58,806</b>	<b>52,389</b>	<b>151,834</b>	<b>58,005</b>	<b>14.5</b>	<b>51,414</b>
Bristol.....	45.2	13.22	107,273	8,114	53,468	15,476	1,728	2,351	3,339	3,974	10,340	3,276	.....	.....
East Hartford Town.....	37.8	10.51	88,097	8,382	39,025	6,131	2,289	175	1,005	710	16,272	5,472	.....	.....
Hartford.....	186.5	55.13	472,956	8,579	386,186	65,087	15,291	86,747	30,962	21,998	53,461	14,371	.....	.....
Hartford Metro Area*.....	409.4	116.07	933,457	8,042	629,162	136,248	25,646	96,376	39,896	31,480	102,447	38,136	.....	.....
Manchester Town.....	42.6	12.32	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
New Britain.....	86.2	25.08	206,026	8,215	126,564	30,117	3,704	7,074	12,661	11,149	18,475	5,053	.....	.....
New Britain-Bristol Metro Area*.....	176.6	50.79	378,309	7,448	217,407	57,333	7,048	10,419	17,907	18,124	37,229	14,324	.....	.....
West Hartford Town.....	56.9	16.94	231,558	13,669	65,009	20,576	3,546	607	3,489	4,614	14,207	4,112	.....	.....
<b>LITCHFIELD C-2.....</b>	<b>110.7</b>	<b>34.24</b>	<b>213,506</b>	<b>6,236</b>	<b>131,980</b>	<b>38,026</b>	<b>4,587</b>	<b>5,920</b>	<b>7,642</b>	<b>5,045</b>	<b>27,023</b>	<b>8,538</b>	<b>7.2</b>	<b>15,946</b>
Torrington.....	28.8	8.65	61,034	7,056	44,564	12,850	1,116	3,452	4,448	2,175	8,746	2,350	.....	.....
<b>MIDDLESEX D-3.....</b>	<b>74.5</b>	<b>21.23</b>	<b>139,143</b>	<b>6,554</b>	<b>95,112</b>	<b>23,090</b>	<b>3,510</b>	<b>7,935</b>	<b>5,095</b>	<b>4,631</b>	<b>20,462</b>	<b>7,011</b>	<b>2.7</b>	<b>11,528</b>
Middletown.....	32.7	8.24	62,930	7,637	46,488	9,101	1,457	5,564	4,396	2,408	10,812	2,724	.....	.....
<b>NEW HAVEN C-4.....</b>	<b>598.2</b>	<b>173.82</b>	<b>1,409,526</b>	<b>8,109</b>	<b>797,609</b>	<b>209,702</b>	<b>27,579</b>	<b>59,104</b>	<b>71,652</b>	<b>52,315</b>	<b>135,151</b>	<b>49,712</b>	<b>6.3</b>	<b>16,921</b>
Ansonia.....	20.1	6.02	45,221	7,512	25,848	7,613	672	1,652	2,440	2,035	5,193	1,013	.....	.....
Meriden.....	51.4	15.66	116,390	7,432	67,433	17,590	2,057	5,119	5,666	5,388	11,190	6,237	.....	.....
Naugatuck.....	20.1	6.08	51,042	8,395	22,377	6,520	764	1,100	1,115	1,091	5,138	1,545	.....	.....
New Haven.....	165.9	48.44	385,259	7,953	283,695	59,708	9,439	26,584	35,448	19,825	43,704	13,896	.....	.....
New Haven Metro Area*.....	271.6	78.37	550,555	7,024	393,466	97,372	14,952	32,308	38,438	22,537	61,190	24,303	.....	.....
Waterbury.....	111.6	32.47	252,926	7,790	167,428	44,444	4,976	12,421	18,541	13,770	24,034	6,483	.....	.....
Waterbury Metro Area*.....	167.2	48.14	341,005	7,084	223,740	60,641	6,742	13,886	20,267	15,617	34,663	10,416	.....	.....
West Haven Town.....	34.0	9.89	72,269	7,307	27,040	10,304	1,726	534	811	654	1,941	3,575	.....	.....
<b>NEW LONDON F-3.....</b>	<b>162.8</b>	<b>46.51</b>	<b>345,848</b>	<b>7,436</b>	<b>204,950</b>	<b>51,615</b>	<b>5,500</b>	<b>15,529</b>	<b>10,774</b>	<b>10,715</b>	<b>34,170</b>	<b>15,147</b>	<b>8.0</b>	<b>19,405</b>
Groton Town.....	26.5	7.53	49,623	6,590	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
New London.....	30.9	9.03	66,149	7,325	67,299	15,714	1,861	6,295	5,227	4,968	15,715	2,911	.....	.....
Norwich.....	40.8	10.80	73,079	6,767	64,489	16,764	1,693	2,806	4,488	4,467	9,030	3,828	.....	.....
Tolland E-2.....	53.2	14.12	90,551	6,413	37,336	10,108	1,063	1,655	995	1,359	7,087	4,410	5.8	14,977
WINDHAM F-2.....	55.2	19.68	125,259	6,365	88,301	23,553	2,035	6,056	3,325	4,728	18,853	5,996	7.4	20,175

\*Standard Metropolitan Area Data on these pages follow government township definition for New England Areas. See special tabulation — NEW ENGLAND COUNTY METROPOLITAN AREAS and Summary of Ranking Tables for data on a full county basis.

## SRDS Radio Household Data

Data from the Census Bureau and from independent sources were combined to provide an estimate of Radio households in the U.S., county-by-county as of July 1, 1958.

County	Estimated Total Households 7-1-58	Estimated Households with Radio 7-1-58	% U.S. Total Radio Households 7-1-58
STATE TOTAL	666,680	646,480	1.3222
Fairfield	178,340	173,320	.3545
Hartford	178,740	173,750	.3553
Litchfield	34,240	32,950	.0674
Middlesex	21,230	20,430	.0418
New Haven	173,820	168,960	.3456
New London	46,510	44,740	.0915
Tolland	14,120	13,580	.0278
Windham	19,680	18,750	.0383

## CONNECTICUT

See SRDS consumer market map and data at beginning of the State.

### STATE NETWORKS

#### Connecticut Quality Network

Comprised of:  
WTIC—Hartford, Conn.  
WICC—Bridgeport, Conn.  
Executive Office—26 Grove St., Hartford 15, Conn.

**PERSONNEL**  
Manager—Walter Johnson, (Hartford).

**AGENCY COMMISSION**  
15% on net time; no cash discount. Bills payable when rendered.

**GENERAL**  
Accepts AAAA copyrighted contract.

#### TIME RATES

Rates effective July 1, 1954.  
Rates received June 9, 1954.  
(6:00 p.m. to 10:30 p.m.)

	WTIC	WICC	Total
1 hour.....	400.00	180.00	580.00
3/4 hour.....	320.00	144.00	464.00
1/2 hour.....	240.00	108.00	348.00
1/4 hour.....	160.00	72.00	232.00
(10:30 p.m. to 11:00 p.m. daily)			
1 hour.....	300.00	125.00	425.00
3/4 hour.....	240.00	100.00	340.00
1/2 hour.....	180.00	75.00	255.00
1/4 hour.....	120.00	50.00	170.00
(6:30 a.m. to noon daily)			
1 hour.....	200.00	250.00	450.00
3/4 hour.....	160.00	200.00	360.00
1/2 hour.....	120.00	150.00	270.00
1/4 hour.....	80.00	100.00	180.00
(Noon to 6:00 p.m. daily)			
1 hour.....	200.00	180.00	380.00
3/4 hour.....	160.00	144.00	304.00
1/2 hour.....	120.00	108.00	228.00
1/4 hour.....	80.00	72.00	152.00

(6:00 a.m. to noon Sunday)

	WTIC	WICC	Total
1 hour.....	200.00	180.00	380.00
3/4 hour.....	160.00	144.00	304.00
1/2 hour.....	120.00	108.00	228.00
1/4 hour.....	80.00	72.00	152.00

(Noon to 6:00 p.m. Sunday)

	WTIC	WICC	Total
1 hour.....	200.00	250.00	450.00
3/4 hour.....	160.00	200.00	360.00
1/2 hour.....	120.00	150.00	270.00
1/4 hour.....	80.00	100.00	180.00

(6:00 p.m. to 8:00 p.m. Sunday)

	WTIC	WICC	Total
1 hour.....	400.00	250.00	650.00
3/4 hour.....	320.00	200.00	520.00
1/2 hour.....	240.00	150.00	390.00
1/4 hour.....	160.00	100.00	260.00

#### DISCOUNTS

Time discounts apply to total consecutive broadcasts for same sponsor within 1 year of 1st broadcast.  
Less than 28 times..... Net  
26 to 51 times..... 2-1/2%  
52 to 103 times..... 5%  
104 to 155 times..... 7-1/2%  
156 to 259 times..... 10%  
260 to 311 times..... 12-1/2%  
312 times or more..... 15%

#### SPECIAL FEATURES

Political—payable in advance. Frequency discounts apply.

#### CLOSING TIME

Scripts due 48 hours in advance.

### Connecticut State Network

Comprised of:  
WNAB—Bridgeport  
WNHC—New Haven  
WTOB—Torrington  
WATR—Waterbury  
Executive Offices—WATR, 440 Meadow St., Waterbury, Conn.  
Business Offices — WHAY, 22 Grove Hill, New Britain, Conn.

**PERSONNEL**  
President—Samuel R. Elman, (WATR).  
Vice-President—Charles Bell, (WHAY).  
(This listing continued on next page)

**Connecticut State Network—Continued**

**AGENCY COMMISSION**

15% on net time only; no cash discount. Bills payable 10th of month following broadcast.

**GENERAL**

Following rates are for identical programs or announcements on member stations. Following rates do not apply when less than entire network is used. See individual listings for less than entire network.

**TIME RATES**  
Rates effective July 25, 1958.  
Rates received July 28, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	472.00	284.00	190.00	98.00	61.20
13 times..	448.40	269.80	180.50	93.10	58.14
26 times..	424.80	255.60	171.00	88.20	55.08
52 times..	401.20	223.20	161.50	83.30	52.02

**SATURATION ANNOUNCEMENTS**  
(Run-of-schedule)

10 per week.....	1 min.	30 sec.
20 per week.....	440.00	300.00
30 per week.....	720.00	500.00
	960.00	675.00

**SPECIAL FEATURES**  
Political—payable in advance.  
**CLOSING TIME**  
Script due at originating station 24 hours in advance.

**ANSONIA**

New Haven County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

**WADS**

(Established 1956)



The Valley Broadcasting Co., Capitol Bldg., Main St., Ansonia, Conn. Regent 5-4606.

**PERSONNEL**

Pres. & Gen'l Mgr.—Sydney E. Byrnes.

**REPRESENTATIVES**

Walker-Rowatt Company, Inc.

**FACILITIES**

500 w.; 690 kc. Directional.  
Operating schedule: Sunrise to sunset. EST—DST observed.  
Transmitter: Great Hill Rd., Derby, Conn.

**AGENCY COMMISSION**

15% on net time; no cash discount. Bills payable 10th of month following broadcast.

**TIME RATES**  
Rates effective April 1, 1956.  
Rates received April 12, 1956.  
(Local and national rates)

	1 hr.	1/2 hr.	25 min.	10 min.	5 min.
1 time.....	55.00	40.00	33.00	22.00	18.00
13 times..	53.00	39.00	32.00	21.00	17.00
26 times..	52.25	38.00	31.35	20.90	16.45
52 times..	49.50	36.10	29.70	19.80	16.20
104 times..	46.75	34.00	28.05	18.70	15.30
156 times..	44.00	32.00	26.40	17.60	14.40
260 times..	41.25	30.00	24.75	16.50	13.50

**ANNOUNCEMENTS**

1 time.....	1 min.	30 sec.	1 min.	30 sec.
13 times..	7.00	4.50	104 times..	5.25
26 times..	6.50	4.25	156 times..	5.00
52 times..	6.00	4.00	260 times..	4.75
104 times..	5.50	3.75		

20-seconds or less station breaks, no frequency discount 3.00

**SATURATION ANNOUNCEMENT PLAN**  
1-minute announcements on a weekly basis.  
Discounts for consecutive weeks of broadcasting.

	Per week				
	12 tl.	18 tl.	24 tl.	30 tl.	50 tl.
1-6 wks.	60.00	85.50	108.00	127.50	200.00
7-12 wks.	57.00	80.30	102.60	121.00	190.00
13-25 wks.	54.00	78.00	97.20	114.75	180.00
26-51 wks.	52.00	75.25	95.00	112.20	176.00
52 wks.	51.00	72.00	92.00	108.00	170.00

**SPECIAL FEATURES**  
News Service—UPI. Newscasts every hour.  
"Tomorrow's Headlines Today"—Remote news via beep phono recording. Per broadcast 4.00.  
"Radio Press"—A direct world wide 5-minute news reports per day. Regular newscast rates apply.  
**Participating Programs**  
"Wes Hobby"—6:45 a.m. to 10:00 a.m., news, music, time, weather.  
"Music With Mack"—10:00 a.m. to noon and 3:30 p.m. to 6:00 p.m.  
"Sydney E. Byrnes and the Noonday News"—Noon to 12:30 p.m. Monday through Saturday.  
"Hermit's Cave"—12:30 p.m. to 3:30 p.m., "Hermit" (Don Richeson) spins the platters.

**BRIDGEPORT (2 AM)**

Fairfield County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

**WICC**

(Established 1926)

Bridgeport Broadcasting Company, P. O. Box 9140, Bridgeport, Conn. Amherst 8-1601.

**PERSONNEL**

General Manager—Phillip Merryman.  
Sales Manager—Manning Slater.  
Program Manager—Frank J. Delfino.  
News Director—E. W. Whalen.

**REPRESENTATIVES**

Adam Young, Inc.

**FACILITIES**

1,000 w. days; 500 w. nights. 600 kc. Directional.  
Operating schedule: 24 hours daily. EST—DST observed.  
Transmitter: Pleasure Beach, Bridgeport, Conn.

**AGENCY COMMISSION**

15% on net time only; no cash discount. Charges for facilities payable immediately after each broadcast. Bills payable when rendered.

**GENERAL**

ASCAP, BMI and SESAC licenses. Rates include music copyright fees. Rates guaranteed for a period of 6 months from date of 1st broadcast and for 6 months from effective date of any increase in rates providing advertising is actually running at time of effective date of increase and continues without interruption.

**TIME RATES**  
Rates effective June 1, 1956.  
Rates received May 3, 1956.

**ANNOUNCEMENTS**  
**CLASS "A"**  
(6:30 a.m. to 10:00 a.m.)

1 min.	1	26	52	104	156	260	500
or less....	30.00	28.50	27.75	27.00	26.25	25.50	24.00

**CLASS "B"**  
(6:00 a.m. to 6:30 a.m. and 10:00 a.m. to 7:00 p.m.)

1 min.	20.00	19.00	18.50	18.00	17.50	17.00	16.00
or less....							

**CLASS "C"**  
(7:00 p.m. to 10:00 p.m.)

1 min.	12.00	11.40	11.10	10.80	10.50	10.20	9.60
or less....							

**CLASS "D"**  
(10:00 p.m. to midnight)

1 min.	10.00	9.50	9.25	9.00	8.75	8.50	8.00
or less....							

**CLASS "E"**  
(Midnight to 6:00 a.m.)

1 min.	5.00	4.75	4.62	4.50	4.37	4.25	4.00
or less....							

**CLASS "A"**  
(6:30 a.m. to 10:00 a.m.)

1 time..	1	52	104	208	312	520	1000
10 seconds..	15.00	14.25	13.88	13.59	13.13	12.75	12.00

**CLASS "B"**  
(6:00 a.m. to 6:30 a.m. and 10:00 a.m. to 11:00 p.m.)

10 seconds..	10.00	9.50	9.25	9.00	8.75	8.50	8.00
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**CLASS "C"**  
(7:00 p.m. to 10:00 p.m.)

10 seconds..	6.00	5.70	5.55	5.40	5.25	5.10	4.80
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**CLASS "D"**  
(10:00 p.m. to midnight)

10 seconds..	5.00	4.75	4.63	4.50	4.38	4.25	4.00
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**CLASS "E"**  
(Midnight to 6:00 a.m.)

10 seconds..	2.50	2.38	2.31	2.25	2.19	2.13	2.00
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**PROGRAMS**  
**CLASS "A"**  
(6:30 a.m. to 10:00 a.m.)

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	250.00	150.00	100.00	75.00
26 times	237.50	142.50	95.00	71.25
52 times	231.25	138.75	92.50	69.37
104 times	225.00	135.00	90.00	67.50
156 times	218.75	131.25	87.50	65.62
260 times	212.50	127.50	85.00	63.75

**CLASS "B"**  
(6:00 a.m. to 6:30 a.m. and 10:00 a.m. to 11:00 p.m.)

1 time..	200.00	120.00	80.00	60.00	40.00
26 times	190.00	114.00	76.00	57.00	38.00
52 times	185.00	111.00	74.00	55.50	37.00
104 times	180.00	108.00	72.00	54.00	36.00
156 times	175.00	105.00	70.00	52.50	35.00
260 times	170.00	102.00	68.00	51.00	34.00

**CLASS "C"**  
(7:00 p.m. to 10:00 p.m.)

1 time..	125.00	75.00	50.00	37.50	25.00
26 times	118.75	71.25	47.50	35.62	23.75
52 times	115.62	69.37	46.25	34.69	23.12
104 times	112.50	67.50	45.00	33.75	22.50
156 times	109.38	65.62	43.75	32.81	21.87
260 times	106.25	63.75	42.50	31.87	21.25

For purposes of computing frequency discounts on the 1-minute rate, 10-second announcements will be computed at the rate of 2 for 1 only for purposes of adding to the 1-minute announcement schedules to achieve the total 1-minute frequency discount earned.

**SPECIAL FEATURES**  
5-Minute Weather Programs: Irregular rates plus 7.50 per broadcast. Service charge commissionable.  
5-Minute Newscasts: Irregular rates plus 5.00 per broadcast. Service charge commissionable.  
"Slater's Sports"—regular rates plus 20.00 per program, commissionable.  
Political—regular rates apply.

**Participating Programs**  
"Ray Carroll Show"—6:05 a.m. to 10:00 a.m. Monday through Saturday. Music, time signals, weather and general information.  
"Man Around The House" with Frank Delfino—10:00 a.m. to 2:00 p.m. Monday through Saturday. Musical show.  
"Harry Downie Show"—2:00 p.m. to 5:50 p.m. Monday through Saturday. Top tunes request show.  
"The World Tonight" with Philip Merryman—7:00 p.m. to 7:15 p.m. Monday through Friday. News, stock market reports and commentary.  
"Ed Baer Show"—7:30 p.m. to 11:00 p.m. Monday through Saturday. Music for evening listening.  
"Dick's Den" with Dick Alexander—11:15 p.m. to 6:00 a.m. Monday through Saturday. Music, news and sports.

**CLOSING TIME**  
14 days before broadcast for inclusion in general publicity and printed announcements.

**WNAB**

(Established 1941)

**ABC - - Mutual - - Yankee Conn. State Network**

WNAB, Inc., 991 Broad St., Bridgeport, Conn. Edison 3-3112.

**PERSONNEL**

President—Harold Thomas.  
Gen'l Sta. & Com'l Mgr.—John Ellinger.  
Program Director—Harry Luke.

**REPRESENTATIVES**

McGavren-Quinn Corporation.  
Boston—Nona Kirby Co.

**FACILITIES**

250 w.; 1450 kc.  
Operating schedule: 6:00 a.m. to midnight weekdays; 7:00 a.m. to midnight Sundays. EST—DST observed.  
Transmitter: Locomobile Point, Bridgeport.

**CONNECTICUT**

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered monthly, due end of month.

**GENERAL**

Affiliated with Yankee Network, Mutual Network, and ABC. Rates include music copyright fees. ASCAP, BMI, and SESAC licenses.

**TIME RATES**  
Rates effective June 1954.  
Rates received June 25, 1954.  
Revisions received November 24, 1954.

**CLASS "A"**  
(6:00 a.m. midnight)

	1 hr.	26 ti.	52 ti.	104 ti.	260 ti.
1 hour....	80.00	76.00	72.00	68.00	64.00
1/2 hour....	48.00	45.40	43.20	40.80	38.40
1/4 hour....	32.00	30.40	28.80	27.20	25.60
5 minutes 16.00	15.20	14.40	13.60	12.80	

**COMBINATION RATES**  
See ABC Radio and Connecticut State Network. Also sold with WATR, Waterbury, Conn. Rates on request.

**SPECIAL FEATURES**  
Time Signals, Newscasts, Weather Forecasts. Foreign Language Programs. Rates and details on request.

**Participating Programs**  
"Mr. Good Morning"—6:30 a.m. to 9:00 a.m. Monday through Saturday. Music, news, weather and sports.  
"Housewives Hit Parade"—10:05 a.m. to 10:45 a.m. Monday through Friday.  
"Swap Shop"—10:45 a.m. to 11:00 a.m. Monday through Friday. Selling, buying and swapping on the phone.  
"Town Topics" with Lydia Wells—11:00 a.m. to 11:15 a.m. Monday through Friday. Women's program.  
"Dial Jockey" with Vin Lawford—11:15 a.m. to 11:30 a.m. Monday through Friday. Telephone quiz.  
"Bridgeport Ballroom"—11:35 a.m. to 1:00 p.m. Monday through Friday. Top records.  
"1450 Caravan" with Johnny Drake—1:15 p.m. to 2:55 p.m.; 6:45 p.m. to 11:00 p.m. Monday through Friday. Top records.  
"Harry Luke Show"—3:00 p.m. to 6:00 p.m. Monday through Friday. Top records.  
"Grandstand" with Carl Grand—6:20 p.m. to 6:30 p.m. Monday through Saturday. Sports news and interviews.  
"Record Stack"—11:00 a.m. to 2:00 p.m. Saturday. Top records.

**Participating Programs**  
"Mr. Good Morning"—6:30 a.m. to 9:00 a.m. Monday through Saturday. Music, news, weather and sports.  
"Housewives Hit Parade"—10:05 a.m. to 10:45 a.m. Monday through Friday.  
"Swap Shop"—10:45 a.m. to 11:00 a.m. Monday through Friday. Selling, buying and swapping on the phone.  
"Town Topics" with Lydia Wells—11:00 a.m. to 11:15 a.m. Monday through Friday. Women's program.  
"Dial Jockey" with Vin Lawford—11:15 a.m. to 11:30 a.m. Monday through Friday. Telephone quiz.  
"Bridgeport Ballroom"—11:35 a.m. to 1:00 p.m. Monday through Friday. Top records.  
"1450 Caravan" with Johnny Drake—1:15 p.m. to 2:55 p.m.; 6:45 p.m. to 11:00 p.m. Monday through Friday. Top records.  
"Harry Luke Show"—3:00 p.m. to 6:00 p.m. Monday through Friday. Top records.  
"Grandstand" with Carl Grand—6:20 p.m. to 6:30 p.m. Monday through Saturday. Sports news and interviews.  
"Record Stack"—11:00 a.m. to 2:00 p.m. Saturday. Top records.

**SPECIAL FEATURES**  
Time Signals, Newscasts, Weather Forecasts. Foreign Language Programs. Rates and details on request.

**Participating Programs**  
"Mr. Good Morning"—6:30 a.m. to 9:00 a.m. Monday through Saturday. Music, news, weather and sports.  
"Housewives Hit Parade"—10:05 a.m. to 10:45 a.m. Monday through Friday.  
"Swap Shop"—10:45 a.m. to 11:00 a.m. Monday through Friday. Selling, buying and swapping on the phone.  
"Town Topics" with Lydia Wells—11:00 a.m. to 11:15 a.m. Monday through Friday. Women's program.  
"Dial Jockey" with Vin Lawford—11:15 a.m. to 11:30 a.m. Monday through Friday. Telephone quiz.  
"Bridgeport Ballroom"—11:35 a.m. to 1:00 p.m. Monday through Friday. Top records.  
"1450 Caravan" with Johnny Drake—1:15 p.m. to 2:55 p.m.; 6:45 p.m. to 11:00 p.m. Monday through Friday. Top records.  
"Harry Luke Show"—3:00 p.m. to 6:00 p.m. Monday through Friday. Top records.  
"Grandstand" with Carl Grand—6:20 p.m. to 6:30 p.m. Monday through Saturday. Sports news and interviews.  
"Record Stack"—11:00 a.m. to 2:00 p.m. Saturday. Top records.

**BRISTOL**

Hartford County—Map Location D-2  
See SRDS consumer market map and data at beginning of the State.  
See Hartford-New Britain-

**See Hartford-New Britain-Bristol**

**BROOKFIELD**

Fairfield County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

**WGHF**

FM  
(Established 1957)



Eastern Broadcasting System, Inc., P. O. Box 11, Brookfield, Conn. Spring 5-9000.

**PERSONNEL**

President—A. J. Detzer.  
Program Director—D. J. Detzer.

**REPRESENTATIVES**

Langelier and Stevens, 1901 Tavern Rd., Orange, Conn.

**FACILITIES**

ERP 20,000 w.; 95.1 mc.  
Operating schedule: 8:00 a.m. to midnight daily. EST, DST observed.  
Antenna ht.—500 ft. above average terrain; 250 ft. above ground; 783 ft. above sea level.  
Transmitter: Brookfield, Conn.

**AGENCY COMMISSION**

15% on net time; no cash discount.

**GENERAL**

ASCAP, BMI and SESAC licenses. Rates include music copyright fees. Maximum length of contract 1 year. Length of commercial copy: Conforms to NAB code. Advertisers protected against rate increases for 1 contract renewal of same schedule as original contract.

**TIME RATES**  
Rates effective ————  
Rates received February 28, 1958.

**CLASS "A"**

	1 hr.	1/2 hr.	1 min.	30 sec.	15 sec.
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

# CONNECTICUT

## DANBURY (1 AM; 1 FM)

Fairfield County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

### WLAD

(Established 1947)

Berkshire Broadcasting Corp., 207 Main St., Danbury, Conn. Pioneer 8-3565.

#### PERSONNEL

Manager—Sol Robinson.  
Program Director—Paul Baker.

#### REPRESENTATIVES

Indie Sales, Inc.

#### FACILITIES

250 w.; 800 kc.  
Operating schedule: 6:45 a.m. to local sunset weekdays; 7:45 a.m. to local sunset Sundays. EST—DST observed.

Transmitter: 1-1/2 miles from Danbury.

#### AGENCY COMMISSION

15% on net time only; no cash discount.

#### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.

#### TIME RATES

Rates effective October 1, 1951.

Rates received August 27, 1951.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	20 sec.
1 time.....	75.00	45.00	30.00	15.00	8.50	6.00
26 times.....	71.25	42.75	28.50	14.25	8.03	5.70
52 times.....	69.38	41.63	27.75	13.88	7.86	5.55
104 times.....	67.50	40.50	27.00	13.50	7.65	5.40
152 times.....	65.63	39.38	26.75	13.13	7.44	5.25
208 times.....	63.75	38.25	25.50	12.75	7.23	5.10
312 times.....	56.25	33.75	22.50	11.25	6.35	4.50

#### SPECIAL FEATURES

News Service—AP. Rates on request.

## WLAD-FM

(Established 1954)

Berkshire Broadcasting Corp., 207 Main St., Danbury, Conn. Phone 8-3565.

#### FACILITIES

ERP 340 w.; 98.3 mc.  
Operating schedule: 7:00 p.m. to midnight Monday through Saturday. EST—DST observed.  
Transmitter: 1-1/2 miles from Danbury.  
Antenna ht.—280 ft. above average terrain.

#### AGENCY COMMISSION

15% on net time; no cash discount.

#### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.  
For other information see AM listing.

#### TIME RATES

Rates received June 28, 1954.

	1 hr.	1/2 hr.	1/4 hr.	(*)
1 time.....	30.00	20.00	15.00	3.50
26 times.....	28.50	19.00	14.25	3.33
52 times.....	27.75	18.50	13.88	3.25
104 times.....	27.00	18.00	13.50	3.15
152 times.....	26.75	17.50	13.13	3.06
208 times.....	25.50	17.00	12.75	2.98
312 times.....	22.50	15.00	11.25	2.63

(\*) 100 words or less announcements.

## GROTON

New London County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

## See New London

## HAMDEN

New Haven County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

(Call letters not received)  
(C. P. 250 watts; 1220 kc.)

Vincent De Laurentis,  
Avon Drive,  
Orange, Connecticut.  
(C. P. for Hamden)

## HARTFORD-NEW BRITAIN-BRISTOL

(7 AM; 2 FM)

Hartford County—Map Location D-2

See SRDS consumer market map and data at beginning of the State.

Area stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### WBIS

BRISTOL

(Established 1948)

Bristol Broadcasting Corp., 183 Main St., Bristol, Conn. Ludlow 3-9265.

#### PERSONNEL

President—Eric Hatch.  
Manager—R. C. Kilbourn.

#### REPRESENTATIVES

Rambeau, Vance, Hopple, Inc.

#### FACILITIES

500 w.; 1440 kc.  
Operating schedule: Sunrise to local sunset.  
EST—DST observed.  
Transmitter: Off Greystone Ave., Bristol.

#### AGENCY COMMISSION

15% on net time; no cash discount. Bills payable when rendered.

#### GENERAL

Rates include music copyright fees.  
Maximum length of contract 1 year.

#### TIME RATES

Rates received August 4, 1958.

	1 ti.	2 ti.	3 ti.	4 ti.	5 ti.	6 ti.	7 ti.
1 hour.....	50.00	47.50	42.50	40.00	37.50	32.50	30.00
1/2 hour.....	30.00	28.50	25.50	24.00	22.50	19.50	18.00
25 min.....	25.00	23.75	21.25	20.00	18.75	16.25	15.00
1/4 hour.....	20.00	19.00	17.00	16.00	15.00	13.00	12.00
10 min.....	15.00	14.25	12.75	12.00	11.25	9.75	9.00
5 min.....	10.00	9.50	8.50	8.00	7.50	6.50	6.00

#### Additional Discounts

13 to 25 weeks.....	5%
26 to 38 weeks.....	10%
39 to 52 weeks.....	15%

#### ANNOUNCEMENTS

	1 minute	Station breaks
1 time.....	7.00	6.00
13 times.....	6.75	5.75
26 times.....	6.50	5.50
52 times.....	6.25	5.25
104 times.....	6.00	5.00

#### SPECIAL FEATURES

News Service—UPI.  
News Service charge—per program, 1.00.  
Political—regular rates apply. Not subject to Frequency Discount.

## WCCC

HARTFORD

(Established 1947)

## Independent



Greater Hartford Broadcasting, Inc., Bond Hotel, 338 Asylum St., Hartford 3, Conn. Jackson 5-6648.

#### PERSONNEL

President—William M. Savitt.  
Sec'y-Treas.—Max M. Savitt.  
Station Manager—Ralph H. Klein.

#### REPRESENTATIVES

Walker-Rowatt Company, Inc.

#### FACILITIES

500 w.; 1290 kc.  
Operating schedule: 6:00 a.m. to local sunset weekdays; 7:00 a.m. to local sunset Sundays.  
EST—DST observed.  
Transmitter: 766 S. Quaker Lane, W. Hartford.

#### AGENCY COMMISSION

15% on time only; no cash discount. Bills payable 10th of month following broadcast.

#### TIME RATES

Rates effective November 1, 1956.

Rates received October 1, 1956.

	1 ti.	26 ti.	52 ti.	104 ti.	156 ti.	260 ti.
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.....	24.00	22.80	21.60	20.40	19.20	18.00
5 minutes.....	15.00	14.25	13.50	12.75	12.00	11.25
1 minute.....	11.00	10.45	9.90	9.35	8.80	8.25
20 seconds.....	8.00	7.60	7.20	6.80	6.40	6.00
8 seconds.....	5.50	5.23	4.95	4.68	4.40	4.13

#### SATURATION PLANS

1-minute announcements on a weekly basis. Discounts are for consecutive weeks of broadcasting.

	12 ann.	18 ann.	24 ann.	30 ann.	50 ann.
1-6 weeks.....	90.00	130.50	168.00	202.50	325.00
7-12 weeks.....	84.00	121.50	156.00	187.50	300.00
13-25 weeks.....	81.00	117.00	150.00	180.00	287.50
26-51 weeks.....	78.00	112.50	144.00	172.50	275.00
52 weeks.....	75.00	108.00	138.00	165.00	262.50

20 second announcements—80% of 1-minute rates.

#### SPECIAL FEATURES

News Service—UPI and local news.  
Participating Programs  
"Musical Breakfast Newsboy"—6:00 a.m. to 9:00 a.m. Reading of local news from the Hartford Courant, worldwide news from UP, time and weather.  
"1290 Hits"—9:00 a.m. to noon.  
"Make Mine Music"—noon to 1:00 p.m.  
"Music Room"—1:00 p.m. to 3:00 p.m.  
"Record Review"—3:00 p.m. to 6:00 p.m.  
"TNT Time, News, Temperature"—Throughout the day, every quarter hour, 40 second summary. Available with 20-second commercial at regular spot rates. Includes sponsor identification at opening.

## WDRG

HARTFORD

(Established 1922)

## Basic CBS Network



Connecticut Broadcasting Company, 869 Blue Hills Ave., Hartford 12, Conn.

#### PERSONNEL

President—Franklin M. Doolittle.  
Vice-Pres. & Gen'l. Mgr.—Walter B. Haase.  
Vice-Pres. of Sales—William F. Malo.

#### REPRESENTATIVES

Paul H. Raymer Company, Inc.

#### FACILITIES

5,000 w.; 1360 kc. Directional.  
Operating schedule: 24 hours daily, EST.  
Transmitter: 869 Blue Hill Ave., Hartford 12.

#### AGENCY COMMISSION

15% on net time; no cash discount. Talent net—not commissionable (with exceptions). Bills payable when rendered.

#### GENERAL

Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.  
Alcoholic beverage advertising: beer and wine only.  
Contracts subject to standard NAB and copyrighted AAAA regulations. Maximum contract term one year.  
Contracts subject to cancellation if programs do not start within 30 days. Rates are for the facilities of the station only with services of one announcer in studio.

Time discounts apply to total broadcasts in each classification on the rate card for the same sponsor within 1 year.

Rates for periods longer than 1 hour are in exact proportion to the corresponding 1-hour rate. All units 30 seconds less than indicated.

All proposals subject to prior sale.  
Advertiser pays for line installation and line charges.  
No broadcasts in foreign language.

Length of commercial copy:

5 minutes.....	1:15 min.
10 minutes.....	2:10 min.
15 minutes.....	3:00 min.
30 minutes.....	4:15 min.
45 minutes.....	5:30 min.
60 minutes.....	7:00 min.

#### TIME RATES

Rates effective January 1, 1958. (Card No. 35.)

Card received January 27, 1958.

#### CLASS "A"

(7:00 a.m. to noon Monday through Friday)

	1 hr.	1/2 hr.	10 min.	5 min.	(*)	(†)
1 time.....	150.00	90.00	60.00	48.00	35.00	30.00 15.00
52 times.....	145.00	85.00	58.00	47.00	35.00	29.00 14.50
104 times.....	140.00	80.00	56.00	46.00	34.50	28.00 14.00
156 times.....	135.00	75.00	54.00	44.00	34.00	27.00 13.50
208 times.....	130.00	70.00	52.00	42.00	33.50	26.00 13.00
260 times.....	125.00	65.00	50.00	40.00	33.00	25.00 12.50
312 times.....	120.00	60.00	48.00	38.00	32.50	24.00 12.00

(6:00 a.m. to 7:00 a.m.)

#### CLASS "B"

(Noon to 7:00 p.m. Monday through Friday)

1 time.....	125.00	75.00	50.00	40.00	30.00	25.00 12.50
52 times.....	118.00	70.25	47.50	38.00	28.50	25.00 12.50
104 times.....	112.50	67.50	45.00	36.00	27.00	24.00 12.00
156 times.....	106.25	63.75	42.50	34.00	25.50	23.00 11.50
208 times.....	100.00	60.00	42.00	32.00	24.00	22.00 11.00
260 times.....	93.75	56.25	37.50	30.00	22.50	21.00 10.50
312 times.....	87.50	52.50	35.00	28.00	21.00	20.00 10.00

#### CLASS "C"

(7:00 p.m. to 11:00 p.m. Monday through Friday; 7:00 a.m. to 11:00 p.m. Saturday; noon to 6:00 p.m. Sunday)

1 time.....	100.00	60.00	40.00	30.00	22.00	20.00 10.00
52 times.....	96.00	58.00	40.00	30.00	22.00	20.00 10.00
104 times.....	92.00	56.00	39.00	29.50	21.50	19.50 9.75
156 times.....	88.00	54.00	38.00	29.00	21.00	19.00 9.50
208 times.....	84.00	52.00	37.00	28.50	20.50	18.50 9.25
260 times.....	80.00	50.00	36.00	28.00	20.00	18.00 9.00
312 times.....	76.00	48.00	35.00	27.50	19.50	17.50 8.75

#### CLASS "D"

(11:00 p.m. to 6:00 a.m. Monday through Friday; 11:00 p.m. to 7:00 a.m. Saturday; 7:00 a.m. to noon and 6:00 p.m. to 8:00 a.m. Sunday)

1 time.....	50.00	30.00	20.00	15.00	11.00	10.00 5.00
52 times.....	48.00	29.00	20.00	15.00	11.00	10.00 5.00
104 times.....	46.00	28.00	19.50	14.75	10.75	9.75 4.90
156 times.....	44.00	27.00	19.00	14.50	10.50	9.50 4.75
208 times.....	42.00	26.00	18.50	14.25	10.25	9.25 4.63
260 times.....	40.00	25.00				



**Hartford-New Britain-Bristol—  
W D R C—Continued**

Announcements 1 each in the 6:00, 9:00 a.m.; 4:00, 5:00, 9:00, 10:00 and 11:00 p.m. hours: Total 7 per day.	1 min.	20 sec.	8 sec.
1 day (7).....	105.00	73.50	36.75
2 days (14).....	199.50	139.65	69.83
3 days (21).....	283.50	198.45	99.23
4 days (28).....	357.00	249.90	124.95
5 days (35).....	420.00	294.00	147.00
6 days (42).....	472.50	330.75	165.38
7 days (49).....	514.50	360.15	180.08
Announcements 1 each in the 9:00 a.m.; 4:00, 5:00, 9:00 and 10:00 p.m. hours: Total 5 per day.	1 min.	20 sec.	8 sec.
1 day (5).....	93.75	65.63	32.81
2 days (10).....	178.13	124.68	62.34
3 days (15).....	252.13	176.50	88.25
4 days (20).....	318.75	223.12	111.57
5 days (25).....	375.00	262.50	131.25
6 days (30).....	421.88	295.30	147.65
7 days (35).....	459.38	320.86	160.43
Announcements 1 each in any 3 of the above Sunday hours: Total 3 per day.	1 min.	20 sec.	8 sec.
1 day (3).....	60.00	42.00	21.00
2 days (6).....	114.00	79.80	39.90
3 days (9).....	162.00	113.40	56.70
4 days (12).....	204.00	142.80	71.40
5 days (15).....	240.00	168.00	84.00
6 days (18).....	270.00	189.00	94.50
7 days (21).....	294.00	205.80	102.90

**WEEKEND SUNDIAL SATURATION SERVICE**

Per weekend:	1 min.	20 sec.	8 sec.
9 spots per day (18).....	220.00	150.00	75.00
7 spots per day (14).....	180.00	125.00	65.00
5 spots per day (10).....	135.00	95.00	48.00
3 spots per day (6).....	85.00	60.00	30.00

1-minute transcribed or 150 words live maximum; 20 seconds transcribed or 50 words live maximum; 8 seconds transcribed or 15 words live maximum. Longer copy will be cut.  
Sold as stated only. No protection, no combination, no pro-rating.

**ROTATING SATURATION PLANS**  
(Midnight to 6:00 a.m. Monday through Saturday)

\*50 minutes per night, 6 nights per week, rotated:

1 week, 6 programs.....	150.00	
13 weeks, 78 programs.....	138.00	1,794.00
26 weeks, 156 programs.....	120.00	3,120.00
39 weeks, 234 programs.....	108.00	4,212.00
52 weeks, 312 programs.....	96.00	4,992.00

†25 minutes per night, 6 nights per week, rotated:

1 week, 6 programs.....	90.00	
13 weeks, 78 programs.....	83.00	1,079.00
26 weeks, 156 programs.....	72.00	1,872.00
39 weeks, 234 programs.....	65.00	2,535.00
52 weeks, 312 programs.....	58.00	3,016.00

‡5-minute newscasts, 6 nights per week, rotated:

1 week, 6 newscasts.....	34.00	
13 weeks, 78 newscasts.....	32.00	416.00
26 weeks, 156 newscasts.....	30.00	780.00
39 weeks, 234 newscasts.....	28.00	1,092.00
52 weeks, 312 newscasts.....	25.00	1,300.00

(\*) Commercial copy in 50-minute programs (6 spots, 150 words each).  
(†) Commercial copy in 25-minute programs (3 spots, 150 words each).  
(‡) Commercial copy in news periods (1-minute spot, 150 words live).

**COMBINATION RATES**  
See CBS Radio Network (Basic Network).

**SPECIAL FEATURES**

News Service—AP. Time rates plus 20%.  
Library Service—Sesac.  
**Participating Programs**  
"Newstime"—7:00 a.m. to 7:30 a.m. Sunday through Saturday.  
"Shopper's Special"—6:15 a.m. to 10:00 a.m. Monday through Saturday.  
"Record Shop"—3:30 p.m. to 6:00 p.m. Monday through Saturday.  
"Guy Lombardo Show"—6:30 p.m. to 6:45 p.m. Monday through Friday.  
"Moods For Romance"—9:30 p.m. to midnight Monday through Friday.  
"Music Through the Night"—midnight to 6:00 a.m. Tuesday through Saturday.

**CLOSING TIME**

2 weeks in advance for general publicity.

**WHAY**

**NEW BRITAIN**  
(Established 1940)



Central Connecticut Broadcasting Company, 22 Grove Hill, New Britain, Conn. Baldwin 3-2721.  
Other Business Office and Studio—54 Pratt St., Hartford Conn., Jackson 2-4690.

**PERSONNEL**

President—Patrick J. Goode.  
General Manager—Aldo DeDominicis.  
Stations & Sales Manager—Chas. Bell, Jr.

**REPRESENTATIVES**

John E. Pearson Company.  
Boston—Nona Kirby Co.

**FACILITIES**

5,000 w.; 910 kc. Directional. Separate patterns day and night.  
Operating schedule: 6:00 a.m. to midnight. EST—DST observed.  
Transmitter: Paul Spring Rd., Farmington, Conn.

**AGENCY COMMISSION**

15% on net time; no cash discount. Charges for facilities payable immediately after each broadcast.

**GENERAL**

Affiliated with The Connecticut State Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

**TIME RATES**  
Rates effective December 1, 1958.  
Rates received November 28, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	100.00	60.00	40.00	30.00	20.00	12.00
26 times.....	95.00	57.00	38.00	28.50	19.00	11.40
52 times.....	90.00	54.00	36.00	27.00	18.00	10.80
104 times.....	85.00	51.00	34.00	25.50	17.00	10.20
156 times.....	80.00	48.00	32.00	24.00	16.00	9.60
260 times.....	75.00	45.00	30.00	22.50	15.00	9.00
312 times.....	70.00	42.00	28.00	21.00	14.00	8.40

**PACKAGE RATES**  
(1-minute or 20-seconds)

Per week:	5 spots.....	8.00	20 spots.....	6.50
	10 spots.....	7.50	30 spots.....	6.00
	15 spots.....	7.00		

10-second shorties at 50% of regular card or package rate.

**SPECIAL FEATURES**

News Service—UPI, Newscast on the hour.  
**Participating Programs**  
"The Clockwatcher"—6:45 a.m. to 9:00 a.m. Monday through Friday.  
"Jesting With Wamp Carlson"—9:00 a.m. to 9:30 a.m. Monday through Friday.  
"Betty Kimball Presents"—12:30 p.m. to 1:00 p.m. Monday through Friday. Rates and details on request.  
**Foreign Language Program**  
Italian—9:30 a.m. to noon, Monday through Sunday. Sunday.

**CLOSING TIME**

24 hours before broadcast.

**WHCN**

**HARTFORD**

(Established 1939)

Concert Network, Inc., 171 Newbury St., Boston Mass.  
Studio—P. O. Box 1062, Hartford, Conn. Beverly 5-8622.

**PERSONNEL**

President—T. Mitchell Hastings, Jr.  
Assistant to President—Roger H. Strawbridge.  
General Manager—John Thornton.

**FACILITIES**

ELIP 7,000 w.; 105.9 mc.; channel 290.  
Antenna ht.—1182 feet above average terrain.  
Operating schedule: 6:55 a.m. to 1:00 a.m. weekdays; 7:55 a.m. to 1:00 a.m. Sunday. EST.  
Transmitter: Atop West Peak, Meriden, Conn.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills due and payable when rendered.

**GENERAL**

ASCAP and BMI licenses.  
Stereophonic programs broadcast; no singing commercials.  
Advertisers will be protected against rate increases for 1 renewal of the same length of time as the original contract.  
If an advertiser cancels a non-firm contract prior to its expiration date, he must promptly repay to station or network the difference between the charges so billed and the net rate earned. Network contract schedules take precedence over single station contracts without otherwise affecting any contract terms.  
Commercial time: 1 hour, 55 minutes or more, opening and closing announcements of approximately 15 seconds each, 2 messages of not more than 250 words each and sponsor mention at each break in the musical continuity; 1/2 hour, 25 minutes or more, opening and closing announcements and 1 commercial message, the total not to exceed 400 words, and sponsor mention at each break in musical continuity; participation, opening and closing ID's and 1 commercial message of not more than 125 words during 1-hour program; newscast, opening and closing announcements of approximately 15 seconds each, plus 1 message of not more than 125 words.

**TIME RATES**  
Rates effective February 1, 1958.  
Rates received March 27, 1958.

	1 hr.	1/2 hr.	Part.	News	1 min.	20 sec.
1 time.....	60.00	36.00	21.00	15.00	10.00	7.00
13 times.....	57.00	34.00	20.00	14.00	9.50	6.50
26 times.....	54.00	32.00	19.00	13.00	9.25	6.25
52 times.....	51.00	30.00	18.00	12.00	9.00	6.00
104 times.....	48.00	28.00	17.00	11.00	8.75	5.75
156 times.....	46.00	27.00	16.00	10.50	8.50	5.50
260 times.....	43.00	25.00	15.00	9.50	8.25	5.25
312 times.....	41.00	24.00	14.00	9.00	8.00	5.00

**CLASS "B"**

	1 hr.	1/2 hr.	Part.	News	1 min.	20 sec.
1 time.....	40.00	24.00	13.00	10.00	7.00	5.00
13 times.....	38.00	23.00	12.50	9.50	6.50	4.50
26 times.....	36.00	22.00	12.00	9.00	6.25	4.25
52 times.....	34.00	21.00	11.50	8.50	6.00	4.00
104 times.....	32.00	20.00	11.00	8.00	5.75	3.75
156 times.....	31.00	19.00	10.50	7.50	5.50	3.50
260 times.....	29.00	18.00	10.00	7.00	5.25	3.25
312 times.....	28.00	17.00	9.50	6.50	5.00	3.00

**CLASS "C"**

(Midnight to 7:00 a.m.)  
20% off Class "B" rates.  
**SATURATION PACKAGES**  
(Run-of-schedule)

1-minute spots, per week:	*1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
12 spots	72.00	68.00	65.00	63.00	61.00
18 spots	102.00	97.00	92.00	89.00	86.00
24 spots	129.00	122.00	117.00	113.00	109.00
30 spots	153.00	145.00	139.00	133.00	127.00
20-second spots:					
12 spots	48.00	46.00	44.00	42.00	40.00
18 spots	68.00	64.00	61.00	59.00	57.00
24 spots	86.00	82.00	78.00	75.00	72.00
30 spots	102.00	96.00	92.00	88.00	86.00

(\*) Minimum 4 weeks for package.  
Affiliated stations—rates on request.  
**COMBINATION RATES**  
See Concert Network, Inc.

**SPECIAL FEATURES**

Remote control facilities available—rates in advance.  
Political—regular rates apply; payable in advance.

**CLOSING TIME**

1 week in advance of broadcast.

**CONNECTICUT**

**WKNB**

**NEW BRITAIN**  
(Established 1946)



New Britain Broadcasting Company (Subsidiary of NBC, Inc.), 1422 New Britain Ave., West Hartford 10, Conn. Adams 3-8551.

**PERSONNEL**

General Manager—Peter B. Kenney.  
Sales Manager—Erwin Needles.  
Program Manager—Robert W. Bray.

**REPRESENTATIVES**

McGavren-Quinn Corp.  
Boston—Harry Wheeler & Company.

**FACILITIES**

1,000 w. 840 kc. Daytime only.  
Operating schedule: local sunrise to sunset daily.  
EST—DST observed.  
Transmitter: 1056 Willard Ave., Newington, Conn. (6 mi. south of Hartford, 3 mi. east of New Britain.)

**AGENCY COMMISSION**

15% on net time only; no cash discount. Bills payable when rendered.

**GENERAL**

Rates include music copyright fees.  
ASCAP, BMI and SESAC licensees.  
Rates subject to change without notice.  
All proposals subject to prior sale; programs take preference over announcements. Announcements may be moved to other periods, if available, to accommodate programs, by station on 24 hours notice.

**TIME RATES**

Rates effective August 1, 1956. (Card No. 4.)  
Card received August 13, 1956.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	100.00	60.00	40.00	30.00	20.00
26 times.....	95.00	57.00	38.00	28.50	19.00
52 times.....	90.00	54.00	36.00	27.00	18.00
156 times.....	85.00	51.00	34.00	25.50	17.00
260 times.....	80.00	48.00	32.00	24.00	16.00
312 times.....	75.00	45.00	30.00	22.50	15.00

**ANNOUNCEMENTS**

One minute or 20 seconds:			
1 time.....	11.00	156 times.....	9.35
26 times.....	10.45	260 times.....	8.80
52 times.....	9.90	312 times.....	8.25

**PACKAGE RATES**  
(Run-of-schedule)

Per week:		(*)	(†)
15 announcements.....	103.50	97.50	
20 announcements.....	132.00	118.00	
30 announcements.....	180.00	153.00	

(\*) Less than 13 weeks.  
(†) 13 weeks or longer.

**SPECIAL FEATURES**

News Service—UPI and local.  
Newscasts—5-minute newscasts every hour on the hour.  
Headlines on the 1/2 hour.

**Participating Programs**

"Phil Hale Show"—6:45 a.m. to 10:00 a.m. Monday through Saturday.  
"Comley's Corner"—10:00 a.m. to noon Monday through Saturday and 1:00 p.m. to 2:00 p.m. Monday through Friday.  
"Palmer Beat"—noon to 1:00 p.m. Monday through Friday.  
"Chuck Carson Show"—2:00 p.m. to 5:00 p.m. Monday through Friday and 1:00 p.m. to 5:00 p.m. Saturday.  
"Tex Pavel Show"—noon to 1:00 p.m. Saturday.  
**Foreign Language Programs**  
Sunday only  
"Polonia"—8:30 a.m. to 10:00 a.m. Polish language program featuring music, news. Rates on request.  
"The Paul Blais Show"—10:00 a.m. to 10:55 a.m. and 11:00 a.m. to noon. Music in the French manner, poems and writings of famous French writers.  
"Hartford Polish Hour"—noon to 2:30 p.m. Polish music.  
"Crystal Park Jamboree"—4:00 p.m. to 5:00 p.m. Music and events of interest to Polish speaking listeners.

**CLOSING TIME**

1 week before initial program, and program material due 1 week before broadcast. No changes within 2 days preceding broadcast.  
All talks, programs, contests, promotions, etc., due 1 week in advance for review by station management.

**WPOP**

**HARTFORD**

(Established 1935)

**A Tele-Broadcasters Station**

Tele-Broadcasters of Connecticut, Inc., 600 Asylum Ave., Hartford 5, Conn. Jackson 7-9131.

**PERSONNEL**

Pres. & Gen'l Mgr.—H. Scott Killgore.  
Commercial Manager—Phillip Zoppi.

**REPRESENTATIVES**

H-R Representatives, Inc.  
New England—Kettell-Carter.

**FACILITIES**

5,000 w. 1410 kc. Directional.  
Operating schedule: 6:00 a.m. to 1:00 a.m. Monday through Friday; 7:00 a.m. to 1:00 a.m. Saturday; 8:

# CONNECTICUT

Hartford-New Britain-Bristol—  
W P O P—Continued

## TIME RATES

Rates effective January 1, 1958. (Card No. 1.)  
Card received August 1, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	100.00	60.00	40.00	20.00
13 times.....	95.00	57.00	38.00	19.00
26 times.....	90.00	54.00	36.00	18.00
52 times.....	85.00	51.00	34.00	17.00
104 times.....	80.00	48.00	32.00	16.00
156 times.....	75.00	45.00	30.00	15.00
260 times.....	70.00	42.00	28.00	14.00

## ANNOUNCEMENTS

1 time.....	10.00	104 times.....	8.00
13 times.....	9.50	156 times.....	7.50
26 times.....	9.00	260 times.....	7.00
52 times.....	8.50		

## SATURATION PLAN

1 minute:	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
12 times.....	72.00	68.40	64.80	61.20	57.60
24 times.....	129.60	123.12	116.64	110.16	103.68
48 times.....	230.40	218.88	207.36	195.84	184.32
72 times.....	302.40	287.28	272.16	257.04	241.92
100 times.....	360.00	342.00	324.00	306.00	288.00
20 seconds:					
12 times.....	60.00	57.00	54.00	51.00	48.00
24 times.....	108.00	102.60	97.20	91.80	86.40
48 times.....	192.00	182.40	172.80	163.20	153.60
72 times.....	252.00	239.40	226.80	214.20	201.60
100 times.....	300.00	285.00	270.00	255.00	240.00
10 seconds:					
12 times.....	48.00	45.60	43.20	40.80	38.40
24 times.....	84.00	79.80	75.60	71.40	67.20
48 times.....	156.00	148.20	140.40	132.60	124.80
72 times.....	216.00	205.20	194.40	183.60	172.80
100 times.....	250.00	237.50	225.00	212.50	200.00

## COMBINATION RATES

See Mutual Broadcasting System, Yankee Network, and ABC Radio.

## SPECIAL FEATURES

News Service—Yankee Network News Service and UPI.

### Participating Programs

"Rise & Shine"—6:00 a.m. to 9:00 a.m.  
"Breakfast Club"—9:15 a.m. to 10:00 a.m.  
"Musical Menu"—12:15 p.m. to 2:00 p.m.  
"Waxworks-Top 40"—2:00 p.m. to 5:00 p.m.  
"Hound Dog Show"—8:30 p.m. to 10:30 p.m.  
"Modern Sounds"—10:30 p.m. to 1:00 a.m.

### CLOSING TIME

Closing date for inclusion in general publicity and printed announcements is 14 days before broadcast. Copy must be submitted 48 hours prior to broadcast or no later than Friday for week-end or Monday broadcast.

**WTIC**

**HARTFORD**

(Established 1925)

**NBC and New England  
Regional Networks - Basic**



Travelers Broadcasting Service Corp., 26 Grove St.,  
Hartford 15, Conn. Jackson 5-0801.

## PERSONNEL

President—Paul W. Morency.  
Vice-Pres. & Gen'l Mgr.—Walter Johnson.  
Vice-Pres. Public Relations—Bernard L. Mullins.  
Gen'l Sales Mgr.—Robert S. Tyrol.  
Program Manager—Paul E. Lucas.

## REPRESENTATIVES

Henry I. Christal Company, Inc.

## FACILITIES

50,000 w.; 1080 kc. Directional—nights only.  
Operating schedule: 5:30 a.m. to 1:00 a.m. Monday  
through Saturday; 6:50 a.m. to midnight Sunday.  
EST—DST observed.  
Transmitter: Avon, Conn.

## FM FACILITIES

See FM listing following.

## AGENCY COMMISSION

15% on net time only; no cash discount. Bills payable when rendered.

## GENERAL

Accepts AAAA copyrighted contract.  
FM operated in conjunction with AM.  
Actual time is: 1 hour, 59:30 minutes; 1/2 hour  
29:30 minutes; 1/4 hour, 14:30 minutes.  
ASCAP, SESAC and BMI licenses.  
Time cannot be reserved longer than 30 days prior  
to start of any campaign nor can time be used through  
hiatus periods.  
Alcoholic beverage advertising: beer and wine only.  
Check with station for limitations on other products  
and for products considered unacceptable.  
Length of commercial copy:

	Between 6:00 a.m. and 11:00 p.m.	All other times
5 minutes.....	1:20 min.	1:20 min.
10 minutes.....	2:00 min.	2:10 min.
15 minutes.....	2:30 min.	3:00 min.
25 minutes.....	2:50 min.	4:00 min.
30 minutes.....	3:00 min.	4:15 min.
45 minutes.....	4:30 min.	5:45 min.
60 minutes.....	6:00 min.	7:00 min.

Rates shown after deduction of all applicable discounts.

## TIME RATES

Rates effective April 1, 1957. (Card No. 21.)  
Card received February 27, 1957.

## PROGRAMS

### CLASS "AA"

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

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	400.00	240.00	160.00	140.00	100.00
26 times.....	390.00	234.00	156.00	136.50	97.50
52 times.....	380.00	228.00	152.00	133.00	95.00
104 times.....	370.00	222.00	148.00	129.50	92.50
156 times.....	360.00	216.00	144.00	126.00	90.00
260 times.....	350.00	210.00	140.00	122.50	87.50
312 times.....	340.00	204.00	136.00	119.00	85.00
500 times.....	330.00	198.00	132.00	115.50	82.50
650 times.....	320.00	192.00	128.00	112.00	80.00
800 times.....	310.00	186.00	124.00	108.50	77.50
1000 times.....	300.00	180.00	120.00	105.00	75.00

### CLASS "A"

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

1 time.....	250.00	150.00	100.00	87.50	62.50
26 times.....	243.75	146.25	97.50	85.31	60.94
52 times.....	237.50	142.50	95.00	83.12	59.37
104 times.....	231.25	138.75	92.50	80.94	57.81
156 times.....	225.00	135.00	90.00	78.75	56.25
260 times.....	218.75	131.25	87.50	76.56	54.69
312 times.....	212.50	127.50	85.00	74.37	53.12
500 times.....	206.25	123.75	82.50	72.19	51.56
650 times.....	200.00	120.00	80.00	70.00	50.00
800 times.....	193.75	116.25	77.50	67.81	48.44
1000 times.....	187.50	112.50	75.00	65.62	46.87

### CLASS "B"

(11:00 p.m. to 11:30 p.m. daily)

1 time.....	150.00	90.00	60.00	52.50	37.50
26 times.....	146.25	87.75	58.50	51.19	36.56
52 times.....	142.50	85.50	57.00	49.88	35.63
104 times.....	138.75	83.25	55.50	48.56	34.69
156 times.....	135.00	81.00	54.00	47.25	33.75
260 times.....	131.25	78.75	52.50	45.94	32.81
312 times.....	127.50	76.50	51.00	44.63	31.88
500 times.....	123.75	74.25	49.50	43.31	30.94
650 times.....	120.00	72.00	48.00	42.00	30.00
800 times.....	116.25	69.75	46.50	40.69	29.06
1000 times.....	112.50	67.50	45.00	39.38	28.12

### CLASS "C"

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

1 time.....	100.00	60.00	40.00	35.00	25.00
26 times.....	97.50	58.50	39.00	34.13	24.38
52 times.....	95.00	57.00	38.00	33.25	23.75
104 times.....	92.50	55.50	37.00	32.38	23.13
156 times.....	90.00	54.00	36.00	31.50	22.50
260 times.....	87.50	52.50	35.00	30.63	21.88
312 times.....	85.00	51.00	34.00	29.75	21.25
500 times.....	82.50	49.50	33.00	28.88	20.63
650 times.....	80.00	48.00	32.00	28.00	20.00
800 times.....	77.50	46.50	31.00	27.13	19.38
1000 times.....	75.00	45.00	30.00	26.25	18.75

Rates for periods longer than 1 hour are in exact proportion to the corresponding 1 hour rate.  
Time periods not designated—rates on request.

## ANNOUNCEMENTS

### CLASS "AA"

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

### CLASS "A"

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

	(*)	(†)	(‡)
1 time.....	55.00	35.00	18.00
26 times.....	53.62	34.12	17.55
52 times.....	52.25	33.25	17.10
104 times.....	50.87	32.37	16.65
156 times.....	49.50	31.50	16.20
260 times.....	48.12	30.62	15.75
312 times.....	46.75	29.75	15.30
500 times.....	45.37	28.87	14.85
650 times.....	44.00	28.00	14.40
800 times.....	42.62	27.12	13.95
1000 times.....	41.25	26.25	13.50

### CLASS "B"

(11:00 p.m. to 11:30 p.m. daily)

1 time.....	30.00	20.00	10.00
26 times.....	29.25	19.50	9.75
52 times.....	28.50	19.00	9.50
104 times.....	27.75	18.50	9.25
156 times.....	27.00	18.00	9.00
260 times.....	26.25	17.50	8.75
312 times.....	25.50	17.00	8.50
500 times.....	24.75	16.50	8.25
650 times.....	24.00	16.00	8.00
800 times.....	23.25	15.50	7.75
1000 times.....	22.50	15.00	7.50

### CLASS "C"

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

1 time.....	20.00	15.00	7.50
26 times.....	19.50	14.63	7.31
52 times.....	19.00	14.25	7.13
104 times.....	18.50	13.88	6.94
156 times.....	18.00	13.50	6.75
260 times.....	17.50	13.13	6.56
312 times.....	17.00	12.75	6.38
500 times.....	16.50	12.38	6.19
650 times.....	16.00	12.00	6.00
800 times.....	15.50	11.63	5.81
1000 times.....	15.00	11.25	5.63

(\*) 1 minute transcribed or 125 words live.  
(†) 20 seconds transcribed or 30 words live.  
(‡) 8 seconds transcribed or 16 words live.

Announcements adjacent to a higher time classification take rate of higher classification.

Programs and announcements not combinable for discount purposes. Announcements, except 8-second announcements, and participation program announcements may be combined for discounts. 8-second announcements earn discounts by themselves, but do not combine with other announcements for discounts.

## WEEKLY QUANTITY DISCOUNTS

In addition to frequency discounts earned within a contractual year, an advertiser may also earn quantity discounts for any week (7 consecutive days) or weeks during which he broadcasts 12 or more times on the following basis:

	Per week	Per week
12 to 14 times.....	5%	25 to 29 times..... 20%
15 to 19 times.....	10%	30 or more times..... 25%
20 to 24 times.....	15%	

Above discounts applicable after deduction of frequency discounts and apply to programs and announcements of 20 seconds or more. Programs and announcements cannot be combined for discount. These discounts do not apply to 8-second announcements.

## COMBINATION RATES

See NBC Radio Network and New England Regional Network (Basic Station).

## SPECIAL FEATURES

News Service—AP, UPI. Complete sponsorship of 15-, 10-, and 5-minute news periods available at regular charge for time period plus net service charge; 15% of 1-time rate for time period.

Weather Reports—5-minute weather reports available at regular charge for time period plus net service charge, per broadcast, 2.00.

"Weatherwatch"—8:30 p.m. to 8:40 p.m. Friday, 9:05 a.m. to 9:15 a.m. Saturday and Sunday. Complete sponsorship of three 10-minute weekend broadcasts weekly. May through September. Direct from Travelers Weather Service—aimed at boating enthusiasts. Regular rates plus 10.00 net service charge per broadcast.

"Strictly Sports" with Bob Steele—Sponsorship of 10-minute sportscast, 6:15 p.m. to 6:25 p.m. Monday through Saturday, minimum 3 weekly; Monday, Wednesday, Friday and/or Tuesday, Thursday, Saturday, regular charge for time period plus 25.00 net program charge per broadcast.

"Sports Final"—11:15 p.m. to 11:25 p.m. daily (between news and weather). Complete sponsorship of sports news feature with scores and highlights, national and local. Minimum 3 weekly; Monday, Wednesday, Friday and/or Tuesday, Thursday, Saturday. Sunday may be added to either schedule. Participations at regular time charges plus 8.50 net program charge per broadcast.

Political—regular rates apply. Contracts subject to provisions of Communications Act of 1934 as amended, and to rules and regulations of FCC. Payable in advance.

Library Service—Lang-Worth, Sesac. Instantaneous Reference Recordings; 1 courtesy recording of announcement or program in each 13 week cycle. Additional recordings, 15 minutes or less 7.00; 30 minutes, 1 record 11.00, 2 records 14.00. For special recordings in studios or at remote points, rates on request.

## Participating Programs

MANCHESTER

Hartford County—Map Location D-2. See SRDS consumer market map and data at the beginning of the State.

WINF

(Established 1958)

Manchester Broadcasting Co., P. O. Box 8, 376 R. Middle Turnpike West, Manchester, Conn. Mitchell 3-2491.

PERSONNEL: Owner-Manager—John Deme. Operation Manager—Joe Girand.

FACILITIES: 250 w.; 1230 kc. Operating schedule: 5:30 a.m. to 12:30 a.m. Transmitter: Same as business office.

AGENCY COMMISSION: 15% on time only; no cash discount. Bills due and payable when rendered.

GENERAL: ASCAP, BMI and SESAC licenses. Station reserves right to refuse or discontinue any advertising for reasons satisfactory to itself.

TIME RATES

Rates effective September 1, 1958. (Card No. 2.) Card received September 2, 1958.

Class "A"—7:00 a.m. to 10:00 a.m. and 3:30 p.m. to 7:00 p.m. Monday through Saturday.

ANNOUNCEMENTS

Table with columns for Class "A", "B", "C" and rows for 1 minute, 30 seconds, 150 words.

PROGRAMS

Table with columns for 5-minutes, 10-minutes, 1/4 hour, 3 minutes and rows for commercial time.

SATURATION SPOT ANNOUNCEMENTS

Table with columns for Class "A", "B", "C" and rows for 1-minute, 30-seconds, 10-seconds, 25 words.

Additional Discounts: Applies to all programs, announcements and Saturation Plan; discounts as earned and rebates payable in cash.

SPECIAL FEATURES

News Service—AP.

MERIDEN

(1 AM; 1 FM)

New Haven County—Map Location C-4 See SRDS consumer market map and data at beginning of the State.

WMMW

(Established 1947)



Silver City Crystal Co., 99 Colony St., Meriden, Conn. Be 5-5747. Studio—Lewis Ave., Meriden, Conn.

PERSONNEL: General Manager—G. A. Kruttschnitt. Commercial Manager—Jack Durkin.

FACILITIES: 1,000 w.; 1470 kc. Daytime only. Operating schedule: EST—DST observed.

AGENCY COMMISSION: 15% on net time; no cash discount. All billing net. Bills payable when rendered.

TIME RATES

Table with columns for 1 hr., 1/2 hr., 1/4 hr., 5 min. and rows for 1 time, 26 times, 52 times, 104 times, 208 times, 312 times.

SPECIAL FEATURES

News Service—UPI. Regular rates apply. Local news, rates on request. Time Signals (20 seconds):

WMMW-FM

(Established 1947)

Silver City Crystal Co., 99 Colony St., Meriden, Conn. Phone 5-5747.

FACILITIES: ERP 20,000 w.; 95.7 mc. Operating schedule: 8:00 a.m. to 1:00 a.m.

GENERAL: Announcements and programs of 5 minutes or more cannot be combined to earn larger discounts.

TIME RATES

Table with columns for 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min., 1 min., 30 sec. and rows for 1 time, 26 times, 52 times, 104 times, 208 times, 312 times.

MIDDLETOWN

Middlesex County—Map Location D-3 See SRDS consumer market map and data at beginning of the State.

WCNX

(Established 1948)

Middlesex Broadcasting Co., River Rd., Middletown, Conn. Phone 7-2565.

PERSONNEL: Managing Directors—Richard J. O'Brien and William J. O'Brien, Jr.

FACILITIES: 500 w.; 1150 kc. Operating schedule: 6:00 a.m. to local sunset.

AGENCY COMMISSION: 15% on time; no cash discount. Bills rendered weekly, payable following week.

TIME RATES

Table with columns for 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min. and rows for 1 time, 13 times, 26 times, 52 times, 104 times, 156 times.

SPECIAL FEATURES

News Service—UPI. Rates on request. Political—regular rates apply; cash in advance. Library Service—Thesaurus.

CONNECTICUT

NEW BRITAIN (2 AM)

Hartford County—Map Location D-2 See SRDS consumer market map and data at beginning of the State.

See Hartford-New Britain-Bristol

NEW HAVEN (3 AM; 1 FM)

New Haven County—Map Location C-4 See SRDS consumer market map and data at beginning of the State.

WAVZ

(Established 1947)



"Newspaper of the Air"—WAVZ Broadcasting Company, 152 Temple St., New Haven 10, Conn. Spruce 7-4761.

PERSONNEL: Chairman of the Board—Vletor W. Knauth. President—Daniel W. Kops.

FACILITIES: 1,000 w.; 1300 kc. Directional—night only. Operating schedule: 24 hours daily.

AGENCY COMMISSION: 15% on time only; no cash discount. Bills rendered weekly and/or monthly.

GENERAL: Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI and SESAC licenses.

TIME RATES

Table with columns for CLASS "A", "B", "C" and rows for 1-minute or 125 words, 20-seconds or 40 words.

ANNOUNCEMENTS

Table with columns for Class "A", "B", "C" and rows for 1-minute or 125 words, 20-seconds or 40 words, 8-seconds or 15 words.

WEEKLY VOLUME PACKAGES

Table with columns for Class "A", "B", "C" and rows for 1-minute announcements, 20-second spots.

(This listing continued on next page)



# CONNECTICUT

## New Haven—WAVZ—Continued

	Class "A"	Class "B"	Class "C"
8-second spots:			
10 per week.....	60.00	30.00	15.00
20 per week.....	100.00	50.00	25.00
25 per week.....	118.75	59.40	29.70
35 per week.....	148.75	74.40	37.20
50 per week.....	200.00	100.00	50.00
75 per week.....	281.25	140.65	70.30

Saturation announcements may be combined with regular announcements to earn frequency discounts.

### NEWSCASTS

(Special 10-minute editions)  
 (7:55 a.m. to 8:05 a.m.; 11:55 a.m. to 12:05 p.m.; 5:55 a.m. to 6:05 p.m.; 10:55 p.m. to 11:05 p.m.)

	"A"	"B"	"A"	"B"
1 time.....	25.00	12.50	156 times..	22.00
24 times....	24.25	12.13	312 times..	21.50
78 times....	23.25	11.63		10.75

Special Editions include a 10-second opening, 2 full minute commercials and a 10-second close.

### (5 minute Editions)

(5 minutes before every hour, 24 hours per day)

	"A"	"B"	"C"
1 time.....	15.00	7.50	3.75
24 times....	14.50	7.25	3.63
78 times....	14.00	7.00	3.50
156 times....	13.25	6.63	3.32
312 times....	12.25	6.13	3.07

Headlines—every half hour, 24 hours a day include sponsor identification in opening and close plus a full 1-minute commercial.

Weekly volume packages cannot be guaranteed in headlines.

### WAVZ'S WEATHERCAST PACKAGE

(320 weather participations per week)	
20-second announcements, flat.....	1,000.00
(160 weather participations per week)	
1-hour, flat.....	550.00

### WEEKEND WITH WAVZ

This package offers complete coverage of "Weekend with WAVZ" audiences. It is scheduled from 7:00 p.m. Friday night to 6:00 p.m. Monday night. 2 announcements per hour, 1 per hour, or 1 every other hour, depending upon the package used. This package is specifically designed for the advertisers looking for a volume of traffic on Saturday, Sunday and/or Monday (Excludes 7:00 p.m. to 11:00 p.m. Saturday, and 1:00 a.m. to 5:00 a.m. Monday).

#### Package WA

(126 announcements, 2 every hour)

Each package.....	375.00	280.00	190.00
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#### Package WB

(63 announcements, 1 per hour)

Each package.....	245.00	185.00	125.00
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#### Package WC

(32 announcements, 1 every other hour)

Each package.....	150.00	110.00	75.00
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#### Additional Discounts

13 weeks or more.....	5%	52 weeks or more.....	15%
26 weeks or more.....	10%		

Subject of availability of times—if any hour is not available, announcement will be scheduled in closest available time. If schedule calls for more than 1 announcement per hour and any half hour period is not available, announcement will be deleted in that 1/2 hour period and cost of deleted announcement will be credited to account at earned rate.

### FULL WEEK PACKAGES

Full week packages give complete round the clock coverage 7 days a week. Scheduled twice each hour, once each hour, or every other hour, depending on package used. They are designed to reach every segment of the WAVZ audience and to take advantage of the sales ability of every WAVZ personality.

#### Package FWA

(320 announcements, 2 per hour, 24 hours a day, 7 days a week, except 7:00 p.m. to 11:00 p.m. Saturday and 1:00 a.m. to 5:00 a.m. Monday)

Each package.....	1,450.00	1,000.00	725.00
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#### Package FWB

(160 announcements, 1 per hour)

Each package.....	775.00	550.00	385.00
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#### Package FWC

(80 announcements, 1 every other hour)

Each package.....	450.00	300.00	225.00
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#### Additional Discounts

13 weeks or more.....	5%	52 weeks.....	15%
26 weeks or more.....	10%		

Subject to availability of times—if any hour is not available, announcement will be scheduled in closest available time. If schedule calls for more than 1 announcement per hour and any half hour period is not available, announcement will be deleted in that half hour period, and cost of deleted announcement will be credited to account at earned rate.

### SEVEN DAY COMBINATION PACKAGES

Scheduled 7 days a week, run of station time, these packages are designed to give maximum possible week-long coverage on a moderate budget. (Class "B" spots scheduled every night except Saturday).

#### Package CA

(42 announcements weekly, 21 "A", 21 "B")

Each package.....	246.75	174.30	123.90
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#### Package CB

(28 announcements weekly, 14 "A", 14 "B")

Each package.....	175.00	123.20	87.50
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#### Package CC

(14 announcements weekly, 7 "A", 7 "B")

Each package.....	106.75	75.60	54.25
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#### Additional Discounts

13 weeks or more.....	5%	52 weeks.....	15%
26 weeks or more.....	10%		

### 24 HOUR PACKAGES

24 hour packages offer a choice of 12, 24, or 48 announcements in a 24 hour period. Ideal for 1-day sales events. You choose the degree of saturation. May start any hour of day. Spots are scheduled hourly, twice hourly, or 1 every other hour.

#### Package 24 A

(2 announcements per hour; 48 announcements)

Each package.....	294.50	204.00	157.00
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#### Package 24 B

(1 announcement per hour; 24 announcements)

Each package.....	166.75	117.00	85.00
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#### Package 24 C

(1 announcement every other hour; 12 announcements)

Each package.....	91.00	65.50	47.25
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#### Additional Discounts

13 weeks or more.....	5%	52 weeks.....	15%
26 weeks or more.....	10%		

Subject to availability of times—if any hour is not available, announcement will be scheduled in closest available time. If schedule calls for more than one announcement per hour and any half hour period is not available, announcements will be deleted in that half hour period, and cost of deleted announcement will be credited to account at earned rate.

### 48 HOUR PACKAGES

48 hour packages offer round the clock coverage in a concentrated period. Announcements are scheduled hourly, twice hourly, or 1 every other hour. Schedule may begin in any hour of the day or night and must continue for 48 consecutive hours.

#### Package 48 A

(2 announcements per hour; 96 announcements)

Each package.....	497.00	357.60	251.00
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#### Package 48 B

(1 announcement per hour; 48 announcements)

Each package.....	283.50	198.40	142.70
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#### Package 48 C

(1 announcement every other hour; 24 announcements)

Each package.....	163.00	110.00	81.50
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#### Additional Discounts

13 weeks or more.....	5%	52 weeks.....	15%
26 weeks or more.....	10%		

Subject to availability of times—if any hour is not available, announcement will be scheduled in closest available time. If schedule calls for more than 1 announcement per hour and any half hour period is not available, announcement will be deleted in that half hour period, and cost of deleted announcement will be credited to account at earned rate.

### 72 HOUR PACKAGES

72 hour packages give round the clock coverage for a three day period—are ideal to use for a sale or other special event. Announcements are evenly distributed, hourly, twice hourly, or one every other hour. Schedule may begin in any hour of day and night and must continue for 72 consecutive hours.

#### Package 72 A

(2 per hour; total of 144 announcements)

Each package.....	696.00	478.50	337.50
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#### Package 72 B

(1 per hour; total of 72 announcements)

Each package.....	372.75	256.80	186.75
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#### Package 72 C

(1 every other hour; total of 36 announcements)

Each package.....	219.75	156.00	117.75
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#### Additional Discounts

13 weeks or more.....	5%	52 weeks.....	15%
26 weeks or more.....	10%		

Subject to availability of times—if any hour is not available, announcements will be scheduled in closest available time. If schedule calls for more than one announcement per hour and any half hour period is not available, announcement will be deleted in that half hour period, and cost of deleted announcement will be credited to account at earned rate.

(This listing continued on next page)



*Each of us wants peace for his own precious reasons. But peace costs money. Money for strength to keep the peace. Money for science and education to make peace lasting. And money saved by individuals to keep our economy strong. Each Bond you buy helps provide this money—helps strengthen America's Peace Power. Are you buying enough?*

HELP STRENGTHEN AMERICA'S PEACE POWER  
**BUY U.S. SAVINGS BONDS**

*The U.S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, The Advertising Council and this magazine.*





**New Haven—WAVZ—Continued**

**SPECIAL FEATURES**

News Service AP, UPI and local news. Staff available at regular rates.  
Political—regular rates apply.  
Foreign Language Programs  
Not accepted.

**Participating Programs**

"Gene Stuart"—6:00 a.m. to 10:00 a.m. Monday through Saturday. Maximum discounts one time Class "A" rate from 6:30 a.m. to 9:00 a.m.  
"Jay Clark"—10:00 a.m. to 2:00 p.m. Monday through Saturday. Class "A" rates prevail.  
"Tiny Markle"—2:00 p.m. to 6:00 p.m. Monday through Friday. One time Class "A" rate prevails from 4:00 p.m. to 6:00 p.m.  
"Bob Norman"—6:00 p.m. to 11:00 p.m. Sunday through Friday. One time Class "A" rate prevails from 6:00 p.m. to 6:30 p.m. Class "A" rates prevail from 6:30 p.m. to 8:00 p.m. Class "B" rates prevail from 8:00 p.m. to 11:00 p.m.  
"Bob Garrity"—11:00 p.m. to 6:00 a.m. Tuesday through Saturday. Class "B" rates prevail from 11:00 p.m. to midnight and from 5:01 a.m. to 6:00 a.m. Class "C" rates prevail from midnight to 5:00 a.m.  
"Weekend With WAVZ" with Ray Miles—2:00 p.m. to 7:00 p.m. Saturday. Class "A" rates prevail. 1:00 p.m. to 6:00 p.m. Sunday. Class "A" rates prevail. 6:00 p.m. to midnight Sunday. Class "B" rates prevail.  
"Les Davis"—Noon to 1:00 p.m. Sunday. Class "A" rates.  
"Record Hop"—7:00 p.m. to 11:00 p.m. Saturday.  
"Tiny Markle"—7:00 p.m. to 11:00 p.m. Saturday.  
News—7:55 a.m. to 8:05 a.m.; 11:55 a.m. to 12:05 p.m.; 5:55 p.m. to 6:05 p.m.; 10:55 p.m. to 11:05 p.m. Five minute editions all other hours, five minutes before the hour.  
Headlines hourly on the half-hour.  
Weather—every 15 minutes on the 1/4 hour.

**CLOSING TIME**

Copy due 48 hours in advance for Tuesday through Sunday broadcasts, and 72 hours before all Monday broadcasts.

**WELI**

(Established 1935)

Connecticut Radio Foundation, Inc., 221 Orange St., New Haven 10, Conn. University 5-1133. TWX NH 199.

**PERSONNEL**

Pres. & Gen'l Mgr.—Richard W. Davis.  
Vice-Pres. & Com'l Mgr.—Edwin H. Schweitzer.

**REPRESENTATIVES**

H-I Representatives, Inc.  
New England—Harry Wheeler & Company.

**FACILITIES**

5,000 w. days; 1,000 w. nights. 960 kc.  
Directional—night only.  
Operating schedule: 5:30 a.m. to 1:00 a.m. weekdays; 8:00 a.m. to midnight Sundays. EST-DST observed.  
Transmitter: Hamden, Conn.

**AGENCY COMMISSION**

15%; no cash discount. Commission allowed on talent when so quoted. Bills payable when rendered.

**GENERAL**

Programs and announcements do not combine to earn higher discounts.  
Contracts subject to cancellation or offer of other satisfactory time on 28-day notice by station.  
No contests in spot announcements.  
Alcoholic beverage advertising: beer and wine only.  
Announcements at breaks adjacent to higher time classification, take higher rate.  
Contiguous rates are granted on non-contiguous programs; details on request.

**TIME RATES**

Rates effective February 1, 1957. (Card No. 16.)  
Card received January 30, 1957.

CLASS "A"					
	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
52 times...	85.00	51.00	34.00	25.50	17.00
104 times...	80.00	48.00	32.00	24.00	16.00
260 times...	75.00	45.00	30.00	22.50	15.00

CLASS "B"					
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time...	80.00	48.00	32.00	24.00	16.00
13 times...	76.00	45.60	30.40	22.80	15.20
26 times...	72.00	43.20	28.80	21.60	14.40
52 times...	68.00	40.80	27.20	20.40	13.60
104 times...	64.00	38.40	25.60	19.20	12.80
260 times...	60.00	36.00	24.00	18.00	12.00

**ANNOUNCEMENTS**

CLASS "A"			
	1 ti.	52 ti.	260 ti.
(6:30 a.m. to 9:30 a.m. and 5:00 p.m. to 7:00 p.m.)	14.00	13.00	11.00

CLASS "B"			
	1 ti.	52 ti.	260 ti.
(6:30 a.m. to 9:30 a.m. and 5:00 p.m. to 7:00 p.m.)	12.00	11.00	9.00

Station break, (35 to 40 words or 20 seconds)—75% of above rates.  
ID's are limited to 8 seconds or 10 words at 50% of the above minute rates and are subject to pre-emption on 1 week's notice.  
**SATURATION ANNOUNCEMENT PLAN**  
Does not include 6:30 a.m. to 9:30 a.m. or 5:00 p.m. to 7:00 p.m. Monday through Saturday.  
Times are fixed but pre-emptible.  
Class "A" and "B" announcements may be added to pre-emptible announcements on Saturation Plans. Pre-emptible announcements not combinable with guaranteed announcements to earn higher frequency discounts.

1-minute announcements:	1-12 wks.	13 or more wks.
12-23 announcements weekly.....	8.00	7.50
24 or more announcements weekly.....	7.00	6.50

20-second or 35-word announcement packages—75% of applicable minute package rates.  
8-second ID announcement packages—50% of applicable minute package rates.  
Political—regular rates apply.

**CLOSING TIME**

Program material due 1 week before broadcast date and no changes can be made within 4 days preceding broadcast.

**WNHC**

(Established 1944)

**A Triangle Station**



Triangle Publications, Inc., Radio and Television Division, 1110 Chapel St., New Haven, Conn. Sp. 7-3611.

**PERSONNEL**

Radio Sales Manager—William J. Gallagher.  
Dir. of National Sales—Edward H. Benedict, 485 Lexington Ave., New York, N. Y. Oxford 7-9736.

**REPRESENTATIVES**

McGavren-Quinn Co.

**FACILITIES**

250 w.; 1340 kc.  
Operating schedule: 6:00 a.m. to midnight Monday through Friday; 6:45 a.m. to midnight Saturday; 8:15 a.m. to midnight Sunday. EST—DST observed.  
Transmitter: 333 Front Ave., West Haven, Conn.

**FM FACILITIES**

ERP 10,100 w.; 99.1 mc.  
Antenna ht.—630 ft. above average terrain.

**AGENCY COMMISSION**

15% on time only; no cash discount.

**GENERAL**

Accepts AAAA copyrighted contract.

**TIME RATES**

Rates effective May 1, 1956. (Card No. 3.)  
Rev. (Multi-Spot Plan) rec'd August 5, 1957.  
(Sign-on to sign-off)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*) sec.
1 time....	75.00	45.00	30.00	22.50	15.00	8.00
13 times....	71.25	42.75	28.50	21.38	14.25	7.60
26 times....	67.50	40.50	27.00	20.25	13.50	7.20
52 times....	63.75	38.25	25.50	19.13	12.75	6.80
104 times....	60.00	36.00	24.00	18.00	12.00	6.40
260 times....	56.25	33.75	22.50	16.88	11.25	6.00

(\*) 1 minute or less.

**MULTI-SPOT PLAN**

	Each		Per week	
	1-12 wks.	13 wks.	1-12 wks.	13 wks.
3 times.....	7.00	21.00	6.50	19.50
6 times.....	6.50	39.00	6.00	36.00
12 times.....	6.00	72.00	5.50	66.00
24 times.....	5.00	120.00	4.50	108.00
36 times.....	4.25	153.00	3.75	135.00

Plan announcements may be combined with non-plan announcements for frequency discounts.  
10-Second Announcements  
50% of minute rate. May be combined with longer announcements for frequency discounts.

**COMBINATION RATES**

See ABC Radio.

**SPECIAL FEATURES**

News Service—AP. Rates on request.  
Participating Programs—"Fabulous 58"  
(Regular rates apply)  
Monday through Friday:  
"Rise and Shine" with Dan Ingram—6:00 a.m. to 9:00 a.m.  
"The Music Man" with Joel Sebastian—noon to 6:00 p.m.  
"Show Case"—7:20 p.m. to 10:30 p.m.

Radio and Television Division, Triangle Publications, Inc., Division Headquarters: 46th and Market Sts., Philadelphia 39, Pa. Evergreen 2-4700.  
Vice-Pres. & Gen'l Mgr.—Roger W. Clipp.  
Exec. Ass't to Gen'l Mgr.—David J. Bennett.  
Dir. of Nat'l Sales—Edward H. Benedict.  
Dir. of Public Rel. & Prog.—John D. Scheuer.  
Dir. of Engineering—Henry E. Rhea.  
Business Manager—John C. Harlan.  
Chief Statistician—Richard W. Gideon.

**NEW LONDON (2 AM)**

(including Groton)

New London County—Map Location F-3

See SRDS consumer market map and data at beginning of the State.

Area station contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**WNLC**

NEW LONDON

(Established 1936)

The Thames Broadcasting Corp., Mohican Hotel, 281 State St., New London, Conn. GI 2-4365.

**PERSONNEL**

Pres. & Gen'l Mgr.—Gerald J. Morey.  
Commercial Manager—Edwin H. Schweitzer.

**REPRESENTATIVES**

New York—Richard O'Connell, Inc.  
Chicago—William J. Reilly.  
Boston—Kettell, Carter, Inc.

**FACILITIES**

250 w.; 1490 kc.  
Operating schedule: 6:00 a.m. to midnight.  
EST—DST observed.  
Transmitter: Winthrop Point, New London, Conn.

**AGENCY COMMISSION**

15% on net time; no cash discount. Bills payable when rendered.

**CONNECTICUT**

**GENERAL**

Rates are for station facilities and services of 1 announcer only. Use of additional personnel or talent is extra. No frequency discounts on talent or line charges.  
Contract subject to government regulations and must conform to standards of station.  
Maximum contract length is 1 year, subject to cancellation if programs do not start in 30 days.

**TIME RATES**

Rates effective July 1, 1958. (Card No. 17.)			
Card received July 7, 1958.			
Flat rate.....	1/2 hr.	1/4 hr.	5 min. 1 min.
	45.00	30.00	15.00 8.00

**SPOT PACKAGES**

5 per week.....	7.50	20 per week.....	6.00
10 per week.....	7.00	30 per week.....	5.50
15 per week.....	6.50	50 per week.....	5.00
20 or 30 seconds Spots—75% applicable rate.			
8 or 10 seconds ID's—50% applicable rate.			

**COMBINATION RATES**

See Yankee Network and Mutual Broadcasting System.

**SPECIAL FEATURES**

News Service—AP, UPI. Rates on request.  
Sports Programs—Details on request.  
Political—regular rates apply.  
Foreign language programs—regular rates apply.

**CLOSING TIME**

Talks, speeches (subject to management approval)—24 hours. General publicity—2 weeks.

**WSUB**

GROTON

(Established 1958)

Owned and operated by Lawrence A. Reilly and James L. Spates, 119 Bridge St., Groton, Conn. Hilltop 5-2494.

**PERSONNEL**

General Manager—Lawrence A. Reilly.  
Commercial Manager—Warren F. Haas.

**REPRESENTATIVES**

Walker-Rawalt Company, Inc.

**FACILITIES**

1,000 w. days; 980 kc. Nondirectional.  
Operating schedule: Local sunrise to sunset.  
Transmitter: \_\_\_\_\_

**AGENCY COMMISSION**

15% on net time only; no cash discount. Bills payable 10th of month following broadcast.

**GENERAL**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP and BMI licenses.

**TIME RATES**

Rates effective August 1, 1958. (Card No. 1.)  
Card received July 23, 1958.

	3 min.	1 min.	20 sec.
1 time.....	15.00	7.00	6.50
26 times.....	14.50	6.85	6.35
52 times.....	14.00	6.70	6.20
104 times.....	13.50	6.55	5.95
156 times.....	12.50	6.30	5.80
312 times.....	12.00	6.00	5.74

Rates for programs exceeding 5 minutes are available on request.

**SATURATION PACKAGE PLAN**

(Run-of-schedule)			
Per wk.:	1 min.	20 sec.	1 min. 20 sec.
10 times....	60.00	57.50	30 times.... 157.50 150.00
15 times....	86.25	82.50	50 times.... 200.00 237.50
20 times....	110.00	105.00	
8-second "Brand Name" ID's flat, each.....			3.00

Above rates include 25% production costs.

**CLOSING TIME**

24 hours before broadcast. 48 hours before broadcast on weekends.

**NORWALK**

Fairfield County—Map Location B-4

See SRDS consumer market map and data at beginning of the State.

**WNLK**

(Established 1947)

Norwalk Broadcasting Co., 11 Wall St., Norwalk, Conn. Temple 8-5566.

**PERSONNEL**

Pres. & Gen'l Mgr.—James Stolcz.

**FACILITIES**

500 w.; 1350 kc. Directional—night only.  
Operating schedule: 6:00 a.m. to 11:00 p.m. weekdays; 8:00 a.m. to 11:00 p.m. Sundays. EST—DST observed.  
Transmitter: Stewart & Benedict St., Norwalk.

**AGENCY COMMISSION**

15%; no cash discount.

**TIME RATES**

Rates effective December 1, 1954. (Card No. 3.)  
Card received November 15, 1954.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	20 sec.
1 time....	60.00	36.00	22.00	17.00	12.00	7.00	5.00
52 times....	58.00	34.50	21.00	16.25	11.50	6.75	4.85
104 times....	56.00	33.00	20.00	15.50	11.00	6.50	4.70
156 times....	54.00	31.50	19.00	14.75	10.50	6.25	4.55
260 times....	52.00	30.00	18.00	14.00	10.00	6.00	4.40
312 times....	50.00	28.50	17.00	13.25	9.50	5.75	4.25

# CONNECTICUT

## NORWICH

New London County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

### WICH

(Established 1946)

## Independent



Eastern Connecticut Broadcasting Company, P. O. Box 829, Norwich, Conn. Turner 7-1613.

#### PERSONNEL

President—Donald Lasser.  
Sta. & Com'l Mgr.—Richard Reed.  
Program Director—Art Bouldin.  
Promotion Manager—Edward Adler.  
REPRESENTATIVES  
Everett-McKinney, Inc.  
Boston—Foster and Creed.

#### FACILITIES

1,000 w.; 1310 kc. Directional.  
Operating schedule: 6:00 a.m. to midnight weekdays; 6:00 a.m. to 1:00 a.m. Saturday; 8:00 a.m. to 11:15 p.m. Sunday. EST—DST observed.  
Transmitter: Cuprak Rd., Ox Hill, Norwich.

#### AGENCY COMMISSION

15% on time; no cash discount. Bills rendered monthly; weekly on request.

#### GENERAL

Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Six months rate protection in event of change. Maximum contract is 1 year. Announcements may be transcribed or live.

#### TIME RATES

Rates effective September 1, 1957. (Card No. 15.)  
Card received August 14, 1957.

#### CLASS "A"

7:00 a.m. to 8:59 a.m.; 4:30 p.m. to 6:29 p.m. Monday through Saturday; 4:30 p.m. to 6:14 p.m. Sunday					
	1/4 hr.	10 min.	5 min.	1 min.	(*)
1 time....	30.00	22.00	15.00	7.50	6.00
13 times....	23.50	21.00	14.25	7.35	5.85
26 times....	27.00	20.00	13.50	7.20	5.70
52 times....	25.50	19.00	12.75	7.05	5.55
104 times....	24.00	18.00	12.00	6.90	5.40
156 times....	22.50	17.00	11.25	6.75	5.25
260 times....	21.00	16.00	10.50	6.60	5.10
312 times....	19.50	15.00	9.75	6.45	4.95

#### CLASS "B"

6:30 p.m. to 7:29 p.m. Monday through Saturday; sign-on to 4:29 p.m.; 6:15 p.m. to 7:29 p.m. Sunday					
1 time....	24.00	18.00	12.00	6.60	4.95
13 times....	22.80	17.10	11.40	6.45	4.80
26 times....	21.60	16.20	10.80	6.30	4.65
52 times....	20.40	15.30	10.20	6.15	4.50
104 times....	19.20	14.40	9.60	6.00	4.35
156 times....	18.00	13.50	9.00	5.85	4.20
260 times....	16.80	12.60	8.40	5.70	4.05
312 times....	15.60	11.70	7.80	5.55	3.90

#### CLASS "C"

7:30 p.m. to sign-off Monday through Sunday					
1 time....	13.00	10.00	7.00	3.70	2.60
13 times....	12.50	9.50	6.50	3.60	2.50
26 times....	12.00	9.00	6.00	3.50	2.40
52 times....	11.50	8.50	5.50	3.40	2.30
104 times....	11.00	8.00	5.00	3.30	2.20
156 times....	10.50	7.50	4.50	3.20	2.10
260 times....	10.00	7.00	4.00	3.10	2.00
312 times....	9.50	6.50	3.50	3.00	1.90

Longer program rates available on request.

(\*) Station Break.

#### SATURATION PACKAGE ANNOUNCEMENTS

—One minute—					
Class "A"		Class "B"		Class "C"	
Per week:	60.00	52.80	48.00	38.40	
12 times.....	88.20	77.40	70.20	55.80	
18 times.....	115.20	100.80	91.20	72.00	
24 times.....	141.00	123.00	111.00	87.00	
30 times.....	165.60	144.00	129.60	100.80	
36 times.....	189.00	163.80	147.00	113.40	
42 times.....	211.20	182.40	163.20	124.80	
48 times.....	232.20	199.80	178.20	135.00	
54 times.....	252.00	216.00	192.00	144.00	
60 times.....	270.60	231.00	204.60	151.80	
66 times.....	288.00	244.80	216.00	158.40	

8-second ID package—50% of applicable 1-minute earned saturation package rate beginning with 48 weekly in Class "A" or "B". Additional package discounts apply.

Positions probable but not guaranteed for duration of contract. Rates may be combined for frequency purposes. No Class "C" package rates.

Additional package discounts  
13 consecutive weeks 5% 39 consecutive weeks 15%  
26 consecutive weeks 10% 52 consecutive weeks 20%

#### COMBINATION RATES

See Connecticut State Network.

#### SPECIAL FEATURES

News Service—UPI and AP. Complete local news staff.  
Rates on request.  
15-minute news: 7:45 a.m. to 8:00 a.m.; 9:00 a.m. to 9:15 a.m.; 12:15 p.m. to 12:30 p.m.; 1:00 p.m. to 1:15 p.m.; 6:00 p.m. to 6:15 p.m.; 11:00 p.m. to 11:15 p.m. Monday through Sunday.  
10-minute news: 5:00 p.m. to 5:10 p.m.; midnight to 12:10 a.m. Monday through Sunday.  
5-minute news: 6:05 a.m.; 6:30 a.m.; 7:00 a.m.; 10:00 a.m.; 11:00 a.m.; 2:00 p.m.; 3:00 p.m.; 4:00 p.m.; 7:00 p.m.; 8:00 p.m.; 9:00 p.m. Monday through Sunday.  
Sports—UPI. Rates on request.  
15-minute sports: 6:30 p.m. to 6:45 p.m. Monday through Saturday. Participating.

5-minute sports: 6:15 a.m.; 6:45 a.m. Monday through Saturday.  
2-minute "Sports Caps"—7:30 a.m. to 9:30 p.m. Monday through Saturday. Every hour on the half hour. Rates on request.  
Political—Commercial broadcasts accepted for qualified candidates. Regular rates and discounts apply. Payment in advance.

#### Participating Programs

"The Bill and Jim Show"—6:00 a.m. to 8:40 a.m. Monday through Saturday.  
"Party Line"—9:15 a.m. to 10:00 a.m. Monday through Friday.  
"The Bill Sheridan Show"—10:05 a.m. to 12:15 p.m. Monday through Saturday.  
"Homemakers Exchange"—12:30 p.m. to 12:45 p.m. Monday through Friday.  
"Art Bouldin Show"—1:15 p.m. to 5:00 p.m. Monday through Saturday.  
"Front Row Center"—5:10 p.m. to 5:55 p.m. Monday through Sunday.  
"The Bill and Jim Show"—7:05 p.m. to 8:00 p.m. Monday through Friday.  
"Your Lucky Stars"—8:05 p.m. to 10:00 p.m. Monday through Friday.  
"Your Concert Hour"—10:00 p.m. to 11:00 p.m. Monday through Friday. Classical music with Henry LaFontaine.  
"Dreamtime"—11:15 p.m. to midnight Monday through Friday.  
"Saturday Morning Music Hall"—9:00 a.m. to 10:00 a.m. Saturday.  
"Dancing Party"—8:30 p.m. to 1:00 a.m. Saturday.  
Foreign Language Programs  
Announcements in English or foreign language at no extra cost. Talent, per spot .50.  
"The Italian Hour"—9:00 a.m. to 10:00 a.m. and 8:00 p.m. to 9:00 p.m. Sunday. Participating.  
"Polish: The Polka Hour"—Noon to 1:00 p.m. Sunday.  
"The French Hour"—7:00 p.m. to 8:00 p.m. Saturday.

#### CLOSING TIME

Copy due 48 hours before broadcast. General publicity due 2 weeks in advance.

## OLD SAYBROOK

Middlesex County—Map Location D-3  
See SRDS Consumer Markets map and data at beginning of the State.

### WLIS

(Established 1956)

Long Island Sound Radio Corporation, P.O. Box 68, Old Saybrook, Conn. Evergreen 8-3546.

#### PERSONNEL

President & Gen'l. Mgr.—Joseph P. Trantino.  
Vice-President—Vivan N. Trantino.  
Commercial Manager—Alex Pernal.  
Program Director—Donald Hansen.

#### FACILITIES

500 w.; 1420 kc.  
Operating schedule: 7:00 a.m. to sunset daily. EST—DST observed.  
Transmitter: U. S. Hwy. 1, Conn. Turnpike.

#### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered 1st of month; payable in 10 days.

#### GENERAL

Rates include music copyright fees. ASCAP, BMI, and SESAC licenses.

#### TIME RATES

Rates received October 4, 1956.

PROGRAMS					
	1 hr.	1/2 hr.	10 min.	5 min.	
1 time....	35.00	21.00	14.00	10.50	7.00
26 times....	33.25	19.95	13.30	10.30	6.65
52 times....	31.50	18.90	12.60	9.45	6.30
104 times....	29.75	17.85	11.90	8.95	5.95
260 times....	28.00	16.80	11.20	8.40	5.60
312 times....	26.25	15.75	10.50	7.90	5.25

#### ANNOUNCEMENTS

1 30					
	1 min.	30 sec.	1 min.	30 sec.	
1 time.....	6.00	5.00	78 times.....	4.60	3.75
13 times.....	5.70	4.75	104 times.....	4.30	3.50
26 times.....	5.40	4.50	156 times.....	4.00	3.25
39 times.....	5.10	4.25	260 times.....	3.70	3.00
52 times.....	4.90	4.00			

#### SPECIAL FEATURES

News Service—UPI and local news; no extra charge. Political—regular rates and frequency discounts apply; payable in advance.  
Library Service—World.

#### CLOSING TIME

48 hours before broadcast.

## PUTNAM

Windham County—Map Location F-2  
See SRDS Consumer Markets map and data at beginning of the State.

### WPCT

(Established 1953)

Israel Putnam Broadcasting Co., Inc., 42 Main St., Putnam, Conn. Walnut 8-2721, 8-2722.  
Other Studios—71 Main St., Danielson, Conn. Enterprise 5840.

#### PERSONNEL

President—Rene Cote.  
General Manager—Henry E. Breault.

#### FACILITIES

1,000 w.; 1350 kc.  
Operating schedule: 5:30 a.m. to local sunset weekdays; 7:00 a.m. to local sunset Sunday. EST—DST observed.  
Transmitter: 5 Main St., Putnam, Conn.

#### AGENCY COMMISSION

15% on net time only; no cash discount. Bills rendered monthly unless requested otherwise; payable when rendered.

#### GENERAL

Contracts subject to conditions of copyrighted AAAA and NAB contracts.  
Rates include music copyright fees. ASCAP, BMI, and SESAC licenses.

Announcements and programs not combinable to earn larger discounts. Discounts on time rates apply to total number of broadcasts for same sponsor in 1 year under original or renewed contract. Rates are for time only.

#### TIME RATES

Rates effective January 31, 1958.  
Rates received April 2, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	57.00	39.00	26.00	18.00	13.00
13 times....	54.75	37.50	25.00	17.25	12.50
26 times....	52.50	36.00	24.00	16.50	12.00
52 times....	50.25	34.50	23.00	15.75	11.50
104 times....	48.00	33.00	22.00	15.00	11.00
260 times....	45.75	31.50	21.00	14.25	10.50
312 times....	43.50	30.00	20.00	13.50	10.00

#### ANNOUNCEMENTS

1 min. 30 sec.					
	1 min.	30 sec.	1 min.	30 sec.	
1 time.....	8.00	6.00	104 times....	7.00	5.20
13 times....	7.75	5.80	260 times....	6.75	5.00
26 times....	7.50	5.60	312 times....	6.50	4.80
52 times....	7.25	5.40			

#### PACKAGE RATES

—1-minute—					
Per week:		Each	Per wk.	Each	Per wk.
10 times.....	7.50	75.00	6.00	60.00	
15 times.....	7.00	105.00	5.75	85.85	
20 times.....	6.50	130.00	5.50	115.00	
25 times.....	6.00	150.00	5.25	131.25	
35 times.....	5.75	201.25	5.00	175.00	
50 times.....	5.50	275.00	4.50	225.00	

Package Discounts  
13 weeks..... 5% 52 weeks..... 10%

#### TWIN STATION FREQUENCY RATES

(WVPT and WILI)

1 1/2 1/4 5 1 30					
	hr.	hr.	hr.	min.	sec.
2 times....	106.30	68.85	43.65	21.85	14.40 10.80
26 times....	100.60	65.85	41.65	21.00	13.75 10.35
52 times....	95.85	63.00	39.70	19.95	13.05 9.90
104 times....	91.10	60.00	36.70	19.00	12.40 9.45
208 times....	86.40	56.95	35.70	17.75	11.70 9.00
520 times....	81.65	54.75	33.00	16.00	11.00 8.55
624 times....	77.00	51.50	30.00	15.25	10.35 8.10

No cash discount, frequency rates as earned. Program or Package Deals cannot be combined to earn discounts.

#### NEWS OR SPORTS

1/4 hr. 5 min. 1/4 hr. 5 min.					
2 times....	45.50	22.75	208 times....	36.50	18.00
26 times....	44.50	21.50	520 times....	33.50	16.25
52 times....	41.50	20.50	624 times....	30.50	15.50
104 times....	38.50	19.50			

#### TWIN STATION PACKAGES

(Run-of-schedule)

1 min. 30 sec. 10 sec.					
20 times per week.....	130.00	100.00	80.00		
30 times per week.....	180.00	142.50	112.50		
40 times per week.....	220.00	180.00	140.00		
50 times per week.....	250.00	212.50	162.50		
70 times per week.....	332.50	280.00	210.00		
100 times per week.....	450.00	350.00	250.00		

Packages can be broken up each week, i.e., 70 spots to 1 station and 30 spots to other station, total 100 spots. Must be used in 1 week period. Frequency discounts as earned.

#### PACKAGE DISCOUNTS

13 weeks..... 5% 52 weeks..... 10%

#### SPECIAL FEATURES

News Service—UPI and local.  
News features—5-minute news on the half hour.  
15-minute news, 3 times daily.  
Sports—15 minutes daily. Local high school sports in season.  
Foreign language programs or announcements—additional 10%.

#### Library Service—World.

#### Participating Programs

"Morning Jamboree"—5:30 a.m. to 6:00 a.m. Monday through Saturday. Country music.  
"Toast & Coffee"—6:00 a.m. to 9:30 a.m. Monday through Saturday. News, weather, music, time, farm report etc.  
"Woman's World"—9:35 a.m. to 10:00 a.m. Monday through Sunday. Songs from Paris and Canada.  
"Morning Serenade"—10:35 a.m. to 11:55 a.m. Pop tunes and standards; news, chatter etc.  
"Noonday Jamboree"—12:05 p.m. to 12:30 p.m. Music country style.  
"Band of the Day"—1:00 p.m. to 1:30 p.m. Featured orchestras.  
"Memory Lane"—1:35 p.m. to 2:00 p.m. Songs of old time.  
"1350 Club"—2:00 p.m. to 5:30 p.m. DJ show, records, news, time, sports, interviews etc.  
"Supper Club"—6:15 p.m. to 7:00 p.m.

**Stamford—W S T C—Continued**

**FACILITIES**

250 w.; 1400 kc.  
Op rating schedule: 6:30 a.m. to midnight daily.  
EST—DST observed.  
Transmitter: 320 Strawberry Hill, Stamford.  
FM FACILITIES  
ERP 650 w.; 96.7 mc.  
Antenna ht.—305 ft. above average terrain.

**AGENCY COMMISSION**

15%; no cash discount. No commission on talent.  
Bills payable when rendered.

**GENERAL**

FM operated in conjunction with AM.  
Announcements adjacent to higher time classifications are charged at rate of the higher classification.

**TIME RATES**

Rates effective July 1, 1953. (Card No. 5.)  
Rates received June 4, 1953.

**CLASS "A"**  
(6:30 a.m. to 10:00 a.m., noon to 2:00 p.m. and 5:30 p.m. to 7:30 p.m.)

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.. 100.00	60.00	40.00	30.00	20.00
25 times 95.00	57.00	38.00	28.50	19.00
52 times 90.00	54.00	36.00	27.00	18.00
104 times 85.00	51.00	34.00	25.50	17.00
260 times 80.00	48.00	32.00	24.00	16.00
365 times 75.00	45.00	30.00	22.50	15.00

**CLASS "B"**

(10:00 a.m. to noon; 2:00 p.m. to 5:30 p.m. and 7:30 p.m. to midnight)

1 time.. 60.00	36.00	24.00	18.00	12.00
25 times 57.00	34.20	22.80	17.10	11.40
52 times 54.00	32.40	21.60	16.20	10.80
104 times 51.00	30.60	20.40	15.30	10.20
260 times 48.00	28.80	19.20	14.40	9.60
365 times 45.00	27.00	18.00	13.50	9.00

**ANNOUNCEMENTS**

**CLASS "A"**

1 time..... (*)	9.00	104 times.. (*)	10.20	7.65
26 times..... (*)	11.40	260 times.. (*)	9.60	7.20
52 times..... (*)	10.80	365 times.. (*)	9.00	6.75

**CLASS "B"**

1 time..... (*)	9.00	104 times.. (*)	7.65	5.10
26 times..... (*)	8.55	260 times.. (*)	7.30	4.80
52 times..... (*)	8.10	365 times.. (*)	6.75	4.50

(\*) 1 minute transcribed or 100 words.  
(†) 50 words or station break.

**SATURATION PACKAGE**

To be used within 1 week, run-of-schedule. Station break or 1 minute, minimum of 21. Class "A" time, per announcement, 6.75. Class "B" time, per announcement, 4.50.

**COMBINATION RATES**

See ABC Radio and Connecticut State Network.

**SPECIAL FEATURES**

News Service—UPI and local reporters.  
Local, national and sports news—5-10 and 15-minute programs, established periods. Regular rate plus 25%.

**Participating Programs**

"The Old Commuter" with Bill Coddre—6:30 a.m. to 9:00 a.m.  
"Just Music"—10:00 a.m. to 11:00 a.m.  
"Album Time"—1:15 p.m. to 3:00 p.m.  
"Matinee Musical"—3:00 p.m. to 6:00 p.m.  
"Dinner by Candlelight"—6:45 p.m. to 7:30 p.m.  
"Music in the Night"—9:00 p.m. to 11:00 p.m.

**Talent Programs**

"On the Feminine Side" with Myra Jacobs—12:50 p.m. to 1:00 p.m. Monday, Wednesday and Friday.  
"Tripping Along" with Ethel Kveskin—12:50 p.m. to 1:00 p.m. Tuesday and Thursday.  
"Luncheon at the Prime Rib" with Beulah Bestor—1:00 p.m. to 1:15 p.m. Monday through Friday.  
"A Breath of Italy" with Carlo and Toni Martignoni—1:00 p.m. to 3:00 p.m. Sundays.  
"Polka Time" with Fred Obuchowski—10:00 a.m. to 11:00 a.m. Sundays.  
"Alice Edwards Show"—9:00 p.m. to 9:30 p.m. Saturdays.  
"Bill Coddre Show"—11:00 a.m. to noon Monday through Friday.

**TORRINGTON (2 AM)**

Litchfield County—Map Location C-2

See SRDS Consumer Markets map and data at beginning of the State.

**WBZY**

(Established 1947)

Pioneer States Broadcasters, Inc., 127 Main St., Torrington, Conn. Hu 9-4173.

**PERSONNEL**

President—Albert L. Capstaff.  
Vice-President—Rogers Holt.  
Treasurer—Charles Fisher.  
Secretary—Donald Russell.

**REPRESENTATIVES**

Bogner & Martin.

**FACILITIES**

1,000 w.; 990 kc.  
Operating schedule: Local sunrise to sunset. EST—DST observed.  
Transmitter: Highland Ave., Torrington, Conn.

**AGENCY COMMISSION**

15% on net time only; no cash discount. Bills payable when rendered.

**GENERAL**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Programs and announcements cannot be combined to earn lower rates. Rates for periods longer than 1 hour are in exact proportion to the 1 hour rate.

**TIME RATES**

Rates effective ————  
Rates received July 22, 1958.  
Rev. (Ann.) rec'd November 3, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	60.00	35.00	20.00	15.00	11.00
13 times..	57.00	33.50	18.50	14.00	10.50
26 times..	55.00	32.50	17.50	13.00	10.00
52 times..	53.00	31.00	17.00	12.00	9.50
78 times..	51.00	30.00	16.00	11.00	9.00
104 times..	50.00	28.00	15.00	10.50	8.50
156 times..	45.00	25.00	14.00	10.00	7.50
200 times..	40.00	22.50	12.50	9.50	7.00

**ANNOUNCEMENTS**

1 min. 50 wds.	1 min. 50 wds.
1 time..... 6.00	78 times.... 4.60
13 times.... 5.70	175 times.... 4.30
26 times.... 5.40	156 times.... 4.00
39 times.... 5.10	260 times.... 3.70
52 times.... 4.90	4.00

**SPECIAL FEATURES**

News Service—UPI. Regular rates apply.  
News Features: 5-minute newscasts on the hour throughout the day.  
Political—commercial broadcasts accepted for qualified candidates. Regular rates and discounts apply.

**Participating Programs**

"Curtain Time"—9:05 a.m. to 10:00 a.m. Monday through Friday.  
"Dan Field Show"—11:05 a.m. to noon Monday through Friday.  
"Phil Drummheller Show"—1:00 p.m. to 4:00 p.m. Monday through Friday.  
"Sunday in Connecticut"—2:00 p.m. to 4:00 p.m. Sunday.

**CLOSING TIME**

24 hours before broadcast.

**WTOR**

(Established 1947)

**Yankee - Mutual Network  
Conn. State Network**

Torrington Broadcasting Company, 93 Perkins St., Torrington, Conn. Hunter 9-4181.

**PERSONNEL**

Pres. & Gen'l Mgr.—Edmund W. Waller.  
Sales Manager—Alfred G. Eyre.  
Program Director—Alan Field.

**REPRESENTATIVES**

Rambeau, Vance, Hoppie, Inc.  
New England—Walker-Rowatt Company, Inc.

**FACILITIES**

250 w.; 1490 kc.  
Operating schedule: 5:45 a.m. to midnight weekdays; 8:00 a.m. to midnight Sundays. EST—DST observed.  
Transmitter: 93 Perkins St., Torrington.

**AGENCY COMMISSION**

15%; no cash discount. Bills payable weekly.

**GENERAL**

Accepts AAAA copyrighted contract.  
No contract accepted for longer than 1 year.

**TIME RATES**

Rates effective July 1, 1957. (Card No. 4.)  
Card received June 14, 1957.  
(5:45 a.m. to 12:15 a.m.)

	1 ti.	26 ti.	52 ti.	104 ti.	260 ti.	312 ti.
1 hour.....	80.00	76.00	72.00	68.00	64.00	60.00
1/2 hour.....	48.00	45.00	43.20	40.80	38.40	36.00
1/4 hour.....	32.00	30.40	28.80	27.20	25.60	24.00
5 minutes	16.00	15.20	14.40	13.60	12.80	12.00

**ANNOUNCEMENTS**

(All times)

1 minute..	8.25	7.84	7.42	7.02	6.60	6.19
50 words..	5.50	5.28	5.06	4.84	4.62	4.40

Flash announcements (10 words or less)—rates on request.

**COMBINATION RATES**

See Connecticut State Network and Mutual Broadcasting System.

**SPECIAL FEATURES**

News Service—AP. 5-, 10- or 15-minute periods.  
Time Signals, Weather Reports, Temperature Reports—regular announcement rates apply.  
Political—regular rates apply.

**Participating Programs**

"Musle With Marco" with Ray Marco—6:00 a.m. to 7:45 a.m.  
"Al Eyre Show"—8:15 a.m. to 9:00 a.m.  
"Edmund William Waller Show"—10:35 a.m. to noon.  
"Noonday Roundup"—Noon to 1:15 p.m.  
"Alan Field Show"—1:15 p.m. to 5:00 p.m.  
"Evening Roundup"—5:00 p.m. to 6:35 p.m. News, sports.  
Red Sox Baseball and High School Basketball during season.

**Foreign Language**

"Dario Diorto"—9:30 a.m. to 10:30 a.m. Sunday.  
"Polish Show"—Adam Wilenski, 1:05 p.m. to 2:30 p.m. Sunday.

**CLOSING TIME**

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

**CONNECTICUT**

**WATERBURY (3 AM)**

New Haven County—Map Location C-4

See SRDS Consumer Markets map and data at beginning of the State.

**WATR**

(Established 1934)

**ABC - - Conn. State Networks**



WATR Co., Inc., 440 Meadow St., Waterbury, Conn. Plaza 5-1121.

**PERSONNEL**

Manager—S. B. Elman.  
Program Director—Jordan Kaplan.  
Chief Engineer—Andrew Toross.

**REPRESENTATIVES**

McGavren-Quinn Corporation.  
Boston—Nona Kirby Co.

**FACILITIES**

1,000 w.; 1320 kc. Directional.  
Operating schedule: 6:15 a.m. to midnight Monday through Friday; 7:00 a.m. to midnight Saturday; 8:00 a.m. to midnight Sundays. EST—DST observed.  
Transmitter: Baldwin Ave., Waterbury.

**AGENCY COMMISSION**

15% on time only; no cash discount. Payments due weekly.

**GENERAL**

Participations available—15 minutes—2-minute headline news—1-minute announcements.

**TIME RATES**

Rates effective October 1, 1955. (Card No. 11.)  
Card received September 9, 1957.

**CLASS "A"**

(6:00 a.m. to 7:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	20 sec.
1 time.....	80.00	48.00	32.00	20.00	10.00	7.00
13 times....	76.00	45.00	30.40	19.00	.....	.....
26 times....	72.00	43.20	28.80	18.00	9.50	6.65
52 times....	68.00	40.80	27.20	17.00	9.00	6.30
156 times....	64.00	38.40	25.60	16.00	8.50	5.95
260 times....	60.00	36.00	24.00	15.00	8.00	5.60

**(All other times)**

1 time.....	50.00	30.00	24.00	15.00	7.00	5.00
13 times....	47.50	28.50	22.80	14.25	.....	.....
26 times....	45.00	27.00	21.60	13.50	6.65	4.75
52 times....	42.50	25.50	20.40	12.75	6.30	4.50
156 times....	40.00	24.00	19.20	12.00	5.95	4.25
260 times....	37.50	22.50	18.00	11.25	5.60	4.00

**COMBINATION RATES**

See ABC Radio and Connecticut State Network.  
Sold with WATR-TV, Waterbury, and WNAB, Bridgeport—rates on request.

**SPECIAL FEATURES**

News Service—UPI.  
Time Signals, Weather Reports, Temperature Reports—regular announcement rates apply.  
News—Rates on request.  
Political—regular rates apply.

**Participating Programs**

"Morning Newsreel" with Wayne Hickox—6:00 a.m. to 8:00 a.m. News, weather, music—15 minutes (2 minute headline news, 1 minute announcements).  
"Shoppers' Guide"—8:15 a.m. to 9:00 a.m. 1-minute participations available.  
"Noontime Digest" with Bob Crager—11:30 a.m. to 12:30 p.m. Available for 5-minute and 1-minute participations.  
"Al Vestro Show"—1:30 p.m. to 4:00 p.m. 15-minute and 1-minute participations.  
"Record Room" with Bob Terry—3:00 p.m. to 6:00 p.m. 15-minute and 1-minute participations.

**CLOSING TIME**

Inclusion in general publicity and printed announcements in 14 days before broadcast.

**WBRY**

(Established 1934)

**CBS Radio Network**



WBRY Broadcasting Corp., P. O. Box 1627, 135 Grand St., Waterbury, Conn. Plaza 3-1125.

**PERSONNEL**

Manager—Sol Robinson.  
Program Director—Walter O. Howard.  
Commercial Manager—Murray L. Grossman.

**REPRESENTATIVES**

Avery-Knodel, Inc.  
Boston—Kettell-Carter.

**FACILITIES**

5,000 w.; 1590 kc. Directional.  
Operating schedule: 6:30 a.m. to 12:05 a.m. weekdays; 8:00 a.m. to 12:05 a.m. Sundays. EST—DST observed.  
Transmitter: Boyden St., Waterbury, Conn.

**AGENCY COMMISSION**

15% on net time; no cash discount.

(This listing continued on next page)



# CONNECTICUT

## Waterbury—W B R Y—Continued

### GENERAL

Accepts AAAA copyrighted contract. BMI, ASCAP and SESAC licenses. Rates include music copyright fees. Discounts apply to total number of broadcasts within 1 year under original or renewed contracts. Announcements and programs combine to earn larger discounts. Rates guaranteed 1 year from date of 1st broadcast, with or without interruption, when covered by duly signed and accepted contract. Length of commercial copy:

5 minutes.....	1:15 minutes
10 minutes.....	2:10 minutes
15 minutes.....	3:00 minutes
25 minutes.....	4:00 minutes
30 minutes.....	4:15 minutes

### TIME RATES

Rates effective January 1, 1957. (Card No. 9.)  
Card received December 5, 1956.

CLASS "A"					
(6:59 a.m. to 8:01 p.m.)					
	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time.....	75.00	45.00	30.00	15.00	9.00
13 times.....	71.25	42.75	28.50	14.25	.....
26 times.....	67.50	40.50	27.00	13.50	.....
52 times.....	63.75	38.25	25.50	12.75	8.55
104 times.....	60.00	36.00	24.00	12.00	8.10
156 times.....	56.25	33.75	22.50	11.25	7.65
260 times.....	52.50	31.50	21.00	10.50	7.20
520 times.....	.....	.....	.....	.....	6.75

### CLASS "B"

(All Other Times)

1 time.....	40.00	24.00	16.00	8.00	5.00
13 times.....	38.00	22.80	15.20	7.60	.....
26 times.....	36.00	21.60	14.40	7.20	.....
52 times.....	34.00	20.40	13.60	6.80	4.75
104 times.....	32.00	19.20	12.80	6.40	4.50
156 times.....	30.00	18.00	12.00	6.00	4.25
260 times.....	28.00	16.80	11.20	5.60	4.00
520 times.....	.....	.....	.....	.....	3.75

Service charge for cut-ins:  
7:00 a.m. to 10:00 p.m. .... 9.00  
All other times..... 5.00

### WEEKLY SATURATION PACKAGES

	Sign-on 8:01 p.m. to 8:00 p.m.	Sign-off
12 spots per week.....	78.00	.....
18 spots per week.....	108.00	.....
24 spots per week.....	132.00	84.00
30 spots per week.....	150.00	105.00
36 spots per week.....	162.00	117.00
48 spots per week.....	216.00	144.00
60 spots per week.....	270.00	165.00

### COMBINATION RATES

See CBS Radio Network (Basic Supplementary Group) and Columbia New England Network.

### SPECIAL FEATURES

News Service—AP. Local news service of Waterbury Republican and American. Station maintains news and sports staff.  
Political—regular rates apply.

### Participating Programs

"Ed Reilly Show"—6:30 a.m. to 9:00 a.m. News-casts at 6:55, 7:25, 8:00 and 8:55. 15-minute units on non-rotating basis at flat rates, 6 times weekly 125.00; 5 times weekly 105.00.  
"Radio's Home Journal"—9:00 a.m. to 10:00 a.m. Programs for women with Grace Galvin and Bob Holzer. Approximately 5 minute "pages" on non-competitive basis; flat rate, 5 times weekly 75.00; minimum 13-week order.  
"Lou Dennis Hit Parade"—3:30 p.m. to 6:00 p.m. weekdays; 4:00 p.m. to 6:00 p.m. Saturday, with Lou Dennis. 15 minute units on non-rotating basis at flat rates, 6 times weekly 125.00; 5 times weekly 105.00.

### CLOSING TIME

Complete manuscript due for approval 1 week in advance. To secure program publicity, copy due 3 weeks in advance.

## WWCO



(Established 1946)

WWCO, Inc., 65 Bank St., Waterbury, Conn. Plaza 4-5141.

### PERSONNEL

Pres. & Exec. Mgr.—Herbert Bloomberg.  
Manager—Gene Valentino.

### REPRESENTATIVES

Jack Masia & Co., Inc.

### FACILITIES

250 w.; 1240 kc.  
Operating schedule: 5:30 a.m. to 12:15 a.m. Monday through Friday; 5:30 a.m. to 1:00 a.m. Saturday, 7:40 a.m. to midnight Sundays. EST-DST observed. Transmitter: 1.1 mile from downtown Waterbury.

### AGENCY COMMISSION

15% on time only; no cash discount.

### GENERAL

Accepts AAAA copyrighted contract. Rates include music copyright fees. BMI, ASCAP and SESAC licenses. Rates for periods longer than 1 hour are in exact proportion to the corresponding 1 hour rate. Length of commercial copy:

5 minutes.....	1:15 minutes
10 minutes.....	2:10 minutes
15 minutes.....	3:00 minutes
30 minutes.....	4:15 minutes
60 minutes.....	7:00 minutes

News broadcasts 20 seconds less than above table.

### TIME RATES

Rates effective October 1, 1958.  
Rates received October 3, 1958.

CLASS "A"						
(5:30 a.m. to 7:00 p.m.)						
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	20 sec.
1 time.....	72.00	45.00	28.00	13.00	9.00	6.50
13 times.....	70.00	42.00	26.00	12.50	.....	.....
26 times.....	65.00	40.00	24.00	12.00	.....	.....
52 times.....	62.00	38.00	22.00	11.50	8.50	5.75
104 times.....	56.00	34.00	20.00	11.00	8.00	5.50
156 times.....	.....	.....	.....	.....	7.50	5.00
260 times.....	50.00	30.00	19.00	10.50	7.00	4.75
312 times.....	.....	.....	.....	.....	6.75	4.25

### CLASS "B"

(All other times)

1 time.....	40.00	25.00	18.00	10.50	8.00	4.50
13 times.....	38.00	23.00	17.00	10.00	.....	.....
26 times.....	36.00	22.00	15.00	9.50	.....	.....
52 times.....	34.00	21.00	14.50	9.00	5.50	4.00
104 times.....	32.00	20.00	14.00	8.75	5.00	3.75
156 times.....	30.00	18.00	13.00	.....	4.50	3.50
260 times.....	28.00	16.00	12.00	8.50	4.00	3.00

### PACKAGE PLANS

Available on request.

### COMBINATION RATES

See Mutual Broadcasting System and Yankee Network.

### SPECIAL FEATURES

News Service—UPI and local.  
Political—regular rates apply.  
Library Service—Langworth and Thesaurus.

### Participating Programs

"Coffee Corner"—5:30 a.m. to 9:00 a.m. Monday through Saturday. News, weather and time.  
"Music Hall"—9:15 a.m. to noon.  
"Luncheon Serenade"—12:15 p.m. to 1:00 p.m.  
"Records on Parade" with Ray Mineo—1:10 p.m. to 3:00 p.m.  
"Wax Works"—3:00 p.m. to 6:00 p.m.  
"Varieties in Music"—7:00 p.m. to 9:00 p.m.  
"Italian Hour"—noon to 2:00 p.m. Sunday.  
"Club 1240"—9:00 p.m. to sign-off.

### CLOSING TIME

Broadcast copy and program material due 24 hours in advance.

## WESTPORT

Fairfield County—Map Location B-4

See SRDS consumer market map at beginning of the State.

(Call letters not received)

(C.P. 1,000 w. days; 1260 kc.)

Norman J. Bernstein,  
P. O. Box 373,  
Westport, Conn.

## WILLIMANTIC

Windham County—Map Location F-2

See SRDS consumer market map and data at beginning of the State.

## WILI

(Established 1957)



Windham Broadcasting Co., Route 6, Willimantic, Conn. Harrison 3-1621.

### PERSONNEL

Pres. & Exec. Mgr.—Roland A. Goyette, Sr.  
Station Manager—Les Douglas.  
Production Manager—William Lackenbauer.

### REPRESENTATIVES

W. S. Grant Company, Inc.

### FACILITIES

250 w.; 1400 kc. Non-directional.  
Operating schedule: 5:30 a.m. to midnight.  
Transmitter: Brick Top Rd., Willimantic, Conn.

### AGENCY COMMISSION

15% on net time only; no cash discount. Bills rendered monthly unless otherwise requested; payable when rendered.

### GENERAL

Accepts AAAA copyrighted contracts. Rates include music copyright fees. ASCAP, BMI and SESAC licenses.

### TIME RATES

Rates effective January 31, 1958.  
Rates received April 2, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	60.00	37.50	22.50	11.25	8.00	6.00
13 times.....	57.00	35.70	21.30	10.70	7.50	5.70
26 times.....	54.00	33.90	20.10	10.15	7.00	5.40
52 times.....	51.00	32.10	18.90	9.60	6.50	5.10
104 times.....	48.00	30.30	17.70	9.05	6.00	4.80
260 times.....	45.00	28.50	16.50	8.50	5.50	4.50
312 times.....	42.00	26.70	15.30	7.95	5.00	4.20

### SATURATION ANNOUNCEMENT PLAN

Per week:	—1-minute—		—30-seconds—	
	Each	Per wk.	Each	Per wk.
10 times.....	6.50	65.00	5.00	50.00
15 times.....	6.00	90.00	4.75	71.25
20 times.....	5.50	110.00	4.50	90.00
25 times.....	5.00	125.00	4.25	106.25
35 times.....	4.75	166.25	4.00	140.00
50 times.....	4.50	225.00	3.50	175.00

### Package Discounts

13 weeks..... 5% 52 weeks..... 10%

### TWIN STATION FREQUENCY RATES

(WPCT and WILI)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
2 times..	106.30	68.85	43.65	21.85	14.40	10.80
26 times..	100.60	65.85	41.65	21.00	13.75	10.35
52 times..	95.85	63.00	39.70	19.95	13.05	9.90
104 times..	91.10	60.00	36.70	19.00	12.40	9.45
208 times..	86.40	56.95	35.70	17.75	11.70	9.00
520 times..	81.65	54.75	33.00	16.00	11.00	8.55
624 times..	77.00	51.50	30.00	15.25	10.35	8.10

No cash discount, frequency rates as earned. Program or Package Deals cannot be combined to earn discounts.

### NEWS OR SPORTS

	1/4 hr.	5 min.	1/4 hr.	5 min.
2 times..	45.50	22.75	208 times..	36.50 18.00
26 times..	44.50	21.50	520 times..	33.50 16.25
52 times..	41.50	20.50	624 times..	30.50 15.50
104 times..	38.50	19.50		

### TWIN STATION PACKAGES

(Run-of-schedule)

	1 min.	30 sec.	10 sec.
20 times per week.....	130.00	100.00	80.00
30 times per week.....	180.00	142.50	112.50
40 times per week.....	220.00	180.00	140.00
50 times per week.....	250.00	212.50	162.50
70 times per week.....	332.50	280.00	210.00
100 times per week.....	450.00	350.00	250.00

Packages can be broken up each week, i.e., 70 spots to 1 station and 30 spots to other station, total 100 spots. Must be used in 1 week period. Frequency discounts as earned.

### Package Discounts

13 weeks..... 5% 52 weeks..... 10%

### SPECIAL FEATURES

News Service—UPI and local.  
5-minute newscasts on the half-hour all day, plus 4 quarter-hour news roundups and 2 quarter-hour sportscasts each day.  
Local and national sports in season.  
Political—regular rates and discounts apply.  
Foreign language programs and announcements—additional 10%.  
Library Service—Thesaurus.

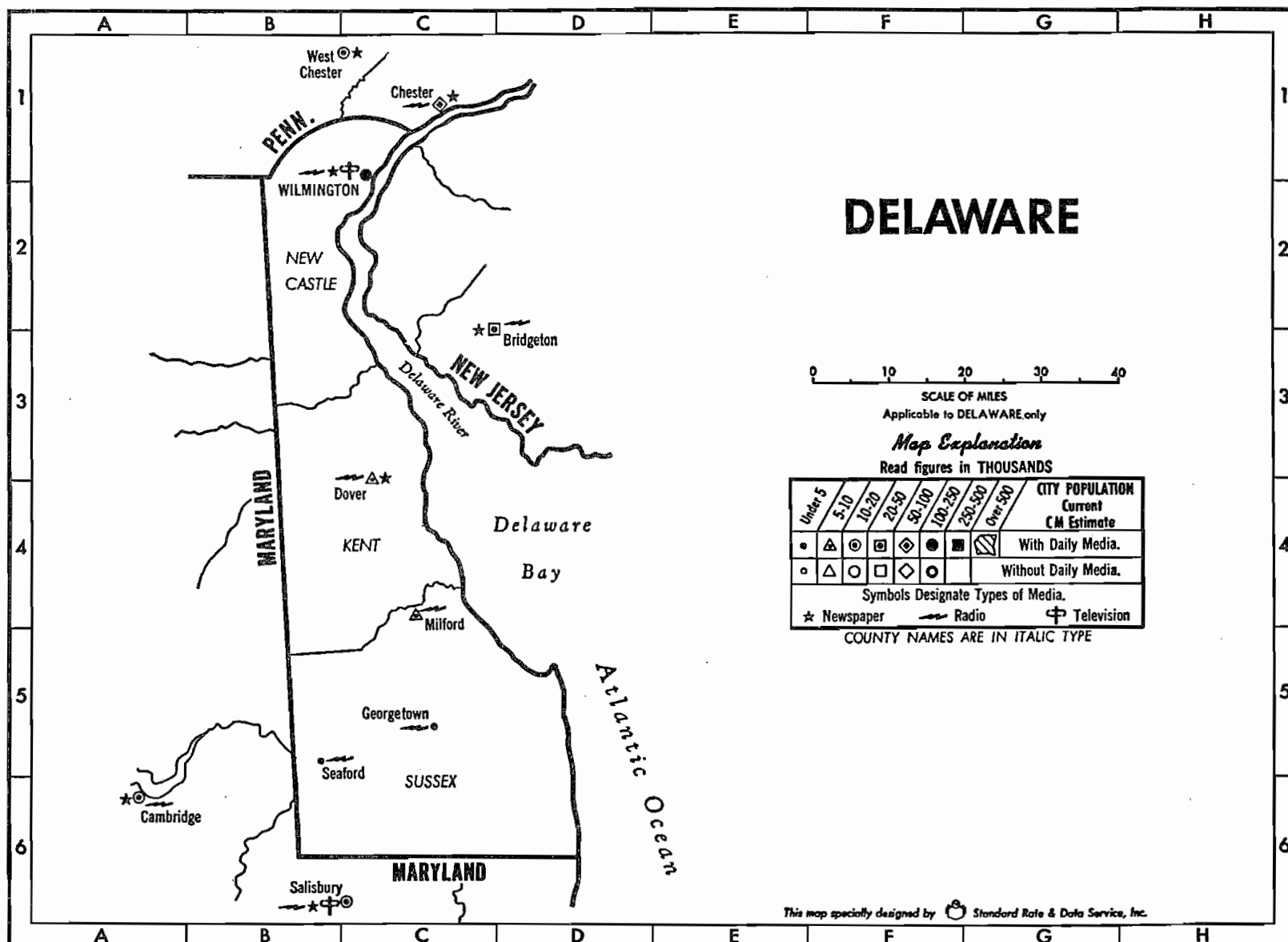
### Participating Programs

"Rise & Shine Jamboree"—5:45 a.m. to 6:00 a.m. Monday through Saturday.  
"Toast & Coffee Time"—6:00 a.m. to 9:30 a.m. Monday through Saturday.  
"Windham Datebook"—8:00 a.m. to 11:55 a.m., and 5:30 p.m. Monday through Saturday.  
"Woman's World"—9:35 a.m. to 10:00 a.m. Monday through Friday.  
"French Favorites"—10:00 a.m. to 10:30 a.m. Monday through Saturday; noon to 12:30 p.m. Sunday.  
"Morning Serenade"—10:35 a.m. to 11:55 a.m. Monday through Friday.  
"Hayloft Hoedown"—12:05 p.m. to 12:30 p.m. Monday through Saturday.  
"Music Box"—1:15 p.m. to 2:00 p.m. Monday through Friday.  
"The Chit Chat Club"—2:00 p.m. to 3:00 p.m. Monday through Saturday.  
"Teen-Age Record Rack"—3:00 p.m. to 5:30 p.m. Monday through Saturday.  
"Sports Roundup"—6:30 p.m. to 6:45 p.m.; 11:15 p.m. to 11:30 p.m. Monday through Sunday.  
"Dinner Music"—6:00 p.m. to 6:30 p.m. Monday through Sunday.  
"Country Roundup"—7:35 p.m. to 8:00 p.m. Monday through Friday.  
"Showcase of Stars"—8:00 p.m. to 8:30 p.m. Monday through Saturday.  
"Peter O'Brien Show"—8:35 p.m. to 10:00 p.m. Monday through Saturday.  
"Open House"—10:00 p.m. to 11:00 p.m. Monday through Saturday.  
"Nite Owl Serenade"—11:30 p.m. to 11:55 p.m. Monday through Sunday.  
"Polish Hour"—11:35 a.m. to 11:55 a.m. Saturday.  
"Just Jazz"—8:00 p.m. to 8:30 p.m. Saturday.  
"Jazz At The Philharmonic"—8:30 p.m. to 9:00 p.m. Saturday.  
"Hobby Shoppe"—2:00 p.m. to 2:30 p.m. Sunday.  
"Sunday Serenade"—2:35 p.m. to 5:30 p.m. Sunday.  
"Nite Train"—8:00 p.m. to 10:00 p.m. Sunday.  
"Hi-Fi Concert Hour"—10:00 p.m. to 11:00 p.m. Sunday.

### CLOSING TIME

48 hours before broadcast.





## SRDS Consumer Market Data STATE, COUNTY, CITY, METROPOLITAN AREA DATA

### CITIES AND COUNTIES

This list shows counties in which cities are located. Cities are first, counties next.

Dover—Kent

Wilmington—New Castle

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Popu- lation 7/1/58 (000)	House- holds 7/1/58 (000)	C.S.I. 7/1/57 to 7/1/58 (\$000)	C.S.I. per House- hold (\$)	Total Retail Sales 7/1/57 to 7/1/58 (\$000)	Retail Sales by Store Type — For the Year 7/1/57 to 7/1/58						Filling Station (\$000)	Farm Popu- lation 1/1/58 (000)	Gross Farm Income 1957 (\$000)
						Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)			
<b>DELAWARE STATE</b>														
TOTALS.....	459.1	133.80	857,286	6,407	606,131	119,250	18,420	65,976	34,919	30,575	83,329	39,603	34.5	108,746
KENT C-4.....	64.7	19.65	86,788	4,417	84,096	12,308	1,893	8,441	2,293	3,628	16,787	4,641	11.0	20,893
Dover.....	7.8	2.49	16,470	6,614	35,212	5,248	727	6,050	1,549	1,454	7,826	1,488	.....	.....
NEW CASTLE B-2.....	309.0	87.95	679,225	7,723	406,391	87,236	13,786	54,938	28,565	22,447	48,003	27,306	6.3	11,885
Wilmington.....	117.1	34.35	265,335	7,724	292,290	53,744	9,895	41,884	26,290	20,285	37,068	12,803	.....	.....
Wilmington Metro Area.....	368.7	105.63	780,792	7,392	470,531	102,647	15,201	57,123	31,088	26,751	60,024	32,118	.....	.....
SUSSEX C-5.....	85.4	26.20	91,273	3,484	115,644	19,706	2,741	2,597	4,061	4,500	18,539	7,656	17.2	75,968

## SRDS Radio Household Data

Data from the Census Bureau and from independent sources were combined to provide an estimate of radio households in the U.S., county-by-county as of July 1, 1958.

County	Estimated Total Households 7-1-58	Estimated Households with Radio 7-1-58	% U.S. Total Radio Households 7-1-58
<b>STATE TOTAL</b> .....	<b>133,800</b>	<b>127,810</b>	<b>.2614</b>
Kent .....	19,650	18,140	.0371
New Castle .....	87,950	85,490	.1748
Sussex .....	26,200	24,180	.0495

## DELAWARE

See SRDS consumer market map and data at beginning of the State.

### DOVER (2 AM; 1 FM)

Kent County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

### WDOV

(Established 1948)

Dover Broadcasting Co., P.O. Box 727, Denny Rd. and Du Pont Hwy., Dover, Del. Phone 5816.

#### PERSONNEL

President—Henry Rau.  
Vice-Pres. & Gen'l Mgr.—Maxwell Marvin.  
Vice-Pres. & Sta. Mgr.—William S. Cook.  
Operation Manager—John Masters.

#### REPRESENTATIVES

Headley Reed Company.

#### FACILITIES

1,000 w.; 1410 kc.  
Operating schedule: 6:00 a.m. to local sunset. EST.  
Transmitter—Denny Rd. and DuPont Hwy., Dover,

#### FM FACILITIES

ERP 10,000 w.; 94.7 mc.  
Antenna ht.—175 ft. above average terrain.  
Operating schedule: 6:00 a.m. to local sunset, EST.

#### AGENCY COMMISSION

15% on net time; no cash discount. Bills rendered monthly.

#### GENERAL

Rates include music copyright fees.  
ASCAP and BMI licenses.

#### TIME RATES

Rates effective September 1, 1953.  
Rates received August 31, 1953.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time.....	60.00	36.00	24.00	12.00	9.00	6.30
13 times.....	.....	.....	.....	.....	8.60	5.90
26 times.....	57.00	34.20	22.80	11.40	8.10	5.70
52 times.....	54.00	32.40	21.60	10.80	7.60	5.40
104 times.....	51.00	30.60	20.40	10.20	7.20	5.00
156 times.....	48.00	28.80	19.20	9.60	6.80	4.70
260 times.....	45.00	27.00	18.00	9.00	6.30	4.40
312 times.....	.....	.....	.....	.....	5.80	4.00

(\*) Station break.  
Political—programs and announcements sold on 1-time rate basis.

(This listing continued on next page)

# DELAWARE

## Dover—W D O V—Continued

**COMBINATION RATES**  
Rates with WOL, Washington, D. C. and WNAV, Annapolis, Md., on request.

### SPECIAL FEATURES

News Service—AP and local news service.  
Local sports and weather service.

### CLOSING TIME

48 weekday hours before broadcast.

## WKEN

(Established 1957)

Coastal Carolina Broadcasting Corp., P. O. Box 549, Dover Hotel, Dover, Del. Phones 5797, 5798.

### PERSONNEL

President—Olin Tice, Jr.  
General Manager—Joe Morris.

### REPRESENTATIVES

Grant Webb & Company.

### FACILITIES

500 w.; 1600 kc.  
Operating schedules: local sunrise to sunset. EST—DST observed.  
Transmitter: Saulsbury Rd., Dover, Del.

### AGENCY COMMISSION

15% on net time and talent; no cash discount. Bills payable 10th of month following billing.

### GENERAL

Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

### TIME RATES

Rates effective June 25, 1958.		1		1/2		1/4		5		1		30	
hr.	hr.	hr.	hr.	min.	min.	min.	min.	min.	min.	min.	min.	min.	sec.
1 time.....	50.00	35.00	20.00	10.50	7.50	4.50							
13 times.....	45.00	30.00	17.00	10.00	7.00	4.20							
26 times.....	40.00	27.00	15.00	9.50	6.50	3.90							
52 times.....	37.00	25.00	13.00	9.00	6.00	3.60							
104 times.....	35.00	20.00	12.00	8.80	5.50	3.30							
156 times.....	30.00	18.00	11.00	8.50	5.00	3.00							
260 times.....					4.50	2.70							
312 times.....						4.00							

Sold in combination with WMYB, Myrtle Beach, S. C. and WBLR, Batesburg, S. C.

### SPECIAL FEATURES

News Service—AP. No extra charge.

### CLOSING TIME

24 hours in advance of broadcast.

# GEORGETOWN

Sussex County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

## WJWL

(Established 1951)



### A Rollins Owned Station

Rollins Broadcasting Co. of Delaware, Inc., Du Pont Hwy., Georgetown, Del. Phone 2567.  
For other Rollins owned stations see Rollins Broadcasting, Inc., listing.

### PERSONNEL

President—O. Wayne Rollins.  
Vice-Pres. & Gen'l Mgr.—Charles R. Maillet.

### REPRESENTATIVES

Rollins Broadcasting, Inc.  
San Francisco—W. S. Grant Company, Inc.

### FACILITIES

1,000 w.; 900 kc.  
Operating schedule: Sunrise to local sunset. EST.  
Transmitter: Du Pont Hwy., Georgetown.

### AGENCY COMMISSION

15% on time only; 2% cash discount. Bills rendered monthly; payable 10 days.

### GENERAL

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Copy and commodity restrictions in accord with NAB regulations.

### TIME RATES

Rates effective May 14, 1957.		Rates received May 27, 1957.		Rev. (wkly Sat.) rec'd November 24, 1958.		1		1/2		1/4		5		1		30	
hr.	hr.	hr.	hr.	min.	min.	min.	min.	min.	min.	min.	min.	min.	min.	min.	min.	min.	sec.
1 hour.....	60.00																
1/2 hour.....	55.00	50.00	45.00	40.00	37.00	34.00											
1/4 hour.....	35.00	33.75	32.50	30.00	28.00	25.50											
5 minutes.....	20.00	18.50	17.75	15.00	14.00	12.75											
1 minute.....	10.00	9.75	9.50	9.00	8.40	7.65	6.50										
Station brk.....	8.50	8.25	8.00	7.50	7.00	6.35	5.00										

(\*) 1,000 times. To earn this rate, a firm initial order must be placed.

### WEEKLY SATURATION PLAN

1-minute	Each	Per wk.	Each	Per wk.
12 times..	7.50	90.00	24 times.....	6.50 156.00
18 times..	7.00	126.00	36 times.....	6.00 216.00
20 or 30 seconds:				
12 times..	5.60	67.20	24 times.....	4.90 117.60
18 times..	5.25	94.50	36 times.....	4.20 151.20
10-seconds:				
24 times..	3.75	90.00	48 times.....	3.25 156.00
36 times..	3.50	126.00	72 times.....	3.00 216.00

10-second announcements—50% applicable station 1-minute rate, may not be combined with other announcements for purposes of establishing frequency discounts.

### COMBINATION RATES

Sold in combination with WJNR, New York City; WBEZ, Chicago; KATZ, St. Louis; WRAP, Norfolk; WGEE, Indianapolis and WAMS, Wilmington with multiple station discounts as shown under Network and Group Listings.

### SPECIAL FEATURES

News Service—AP.  
Sports, Markets, Time Signals, Weather Reports—rates on request.

Library Service—Thesaurus.

### CLOSING TIME

1 week in advance unless exception approved by station management.

# MILFORD

Kent County—Map Location C-4  
Sussex County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State

## WKSB

(Established 1953)

The Kent-Sussex Broadcasting Co., P. O. Box 444, Milford, Del.

Business Office—Milford-Harrington Rd., Del. Rt. 14; 3-1/4 miles west of Milford. Milford 8881; 8981.

### PERSONNEL

Partner and Com'l Mgr.—Herbert M. Griffith, Jr.  
Partner & Operations Mgr.—Charles V. Lundstedt.  
Program Director—Borden E. Smith.

### FACILITIES

500 w.; 930 kc. Directional.  
Operating schedule: 6:00 a.m. to local sunset. EST.  
Transmitter and Studio: 3-1/4 miles west of Milford on Del. Rt. 14.

### AGENCY COMMISSION

15% on net time; no cash discount. Bills rendered 1st; payable 10th of month.

### GENERAL

Rates are for both local and national advertising and include music copyright fees.  
ASCAP, BMI and SESAC licenses.

Transcription and record library charges also included. Contracts accepted up to 30 days before broadcast and are subject to cancellation on 2 weeks written notice only. Maximum length of contract 52 weeks; discounts retroactive as earned.  
Length of commercial copy:

60 minutes.....	7:00 minutes
30 minutes.....	4:30 minutes
15 minutes.....	3:00 minutes
5 minutes.....	1:15 minutes

### TIME RATES

Rates effective September 1, 1953. (Card No. 1.)  
Card received October 8, 1953.

(Rates shown are Cost Per Broadcast)

Consecutive Weeks	Per week			
	1 or 2 days	3, 4 or 5 days	6 or 7 days	8 or 14 days
1 hour:				
1-12 weeks.....	60.00	54.00	48.00	
13-15 weeks.....	57.00	51.30	45.60	
26-51 weeks.....	54.00	48.60	43.20	
52 weeks.....	51.00	45.90	40.80	
1/2 hour:				
1-12 weeks.....	36.00	32.40	28.80	
13-25 weeks.....	34.20	30.78	27.36	
26-51 weeks.....	32.40	29.16	25.92	
52 weeks.....	30.60	27.54	24.48	
1/4 hour:				
1-12 weeks.....	24.00	21.60	19.20	
13-25 weeks.....	22.80	20.52	18.24	
26-51 weeks.....	21.60	19.44	17.28	
52 weeks.....	20.40	18.36	16.32	
5 minutes:				
1-12 weeks.....	12.00	10.20	9.60	
13-25 weeks.....	11.40	10.26	9.12	
26-51 weeks.....	10.80	9.72	8.64	
52 weeks.....	10.20	9.18	8.16	

### ANNOUNCEMENTS

1 minute:			
1-12 weeks.....	6.00	5.40	4.80
13-25 weeks.....	5.70	5.13	4.56
26-51 weeks.....	5.40	4.86	4.32
52 weeks.....	5.10	4.59	4.08
20 seconds:			
1-12 weeks.....	4.00	3.60	3.20
13-25 weeks.....	3.80	3.42	3.04
26-51 weeks.....	3.60	3.24	2.88
52 weeks.....	3.40	3.06	2.72

1 minute announcements—60 second transcriptions or 125 words live.  
Second station breaks—20 second transcriptions or 50 words live.

### DISCOUNTS

A 5% discount is earned at the end of 13-, 26- and 52-weeks of consecutive broadcasting.

### SPECIAL FEATURES

News Service—UPI and local.  
Political—regular rates apply; payable in advance.  
Library Service—Lang-Worth.

### CLOSING TIME

Broadcast copy and program material must be received 24 hours in advance.

# SEAFORD

Sussex County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

## WSUX

(Established 1955)

Elizabeth and W. Courtney Evans dba Sussex Broadcasting Company, P. O. Box 327, Hwy. 13, Seaford, Del. Phones 7933, 7934.

### PERSONNEL

General Manager—Elizabeth Evans.  
Chief Engineer—A. Harry Zoog.

### FACILITIES

1,000 w.; 1280 kc.  
Operating schedule: Sunrise to local sunset. EST—DST observed.  
Transmitter: DuPont Highway, Seaford, Delaware.

### AGENCY COMMISSION

15% on net time; no cash discount. Bills rendered monthly.

### TIME RATES

Rates received January 19, 1956.		1		1/2		1/4		10		5		1		30	
hr.	hr.	hr.	hr.	min.	min.	min.	min.	min.	min.	min.	min.	min.	min.	min.	sec.
1 time.....	55.00	35.00	24.00	17.00	14.00	6.00	5.00								
13 times.....	53.50	33.50	23.50	16.50	13.50	5.75	4.75								
26 times.....	53.00	33.00	23.00	16.00	13.00	5.50	4.50								
52 times.....	51.50	31.50	22.50	15.00	12.50	5.25	4.25								
104 times.....	51.00	31.00	22.00	14.00	12.00	5.00	4.00								
156 times.....	48.50	29.50	21.50	13.00	10.00	4.75	3.75								
260 times.....	46.00	27.00	18.00	11.00	9.00	4.50	3.50								
312 times.....	45.00	26.00	17.00	9.00	7.00	4.20	3.00								

(\*) Station break.

### PACKAGE PLANS

Rates on request.

### SPECIAL FEATURES

News Service—UPI.  
Weather, Sports, Market Reports.  
Time Signals—rates on request.

### Participating Programs

"Morning on Delmarva"—6:05 a.m. to 9:30 a.m.  
"A Star With a Song"—9:45 a.m. to 10:00 a.m.  
"Especially For You, Ladies" with Betty Dale—10:05 a.m. to 11:00 a.m.  
"The Old Corral"—11:05 a.m. to noon.  
"Lunchon Tunes"—12:20 a.m. to 1:00 p.m.  
"Show Time Review"—1:00 p.m. to 2:00 p.m.  
"WSUX Platter Party"—2:00 p.m. to 4:00 p.m.  
"Fun In the Sun"—4:00 p.m. to 8:00 p.m.

# WILMINGTON (4 AM; 1 PM)

New Castle County—Map Location B-2  
See SRDS consumer market map and data at beginning of the State.

## WAMS

(Established 1947)



### A Rollins Owned Station

Rollins Broadcasting Co., Inc., 414 French St., Wilmington, Del. Olympia 4-8881.  
For other Rollins owned stations see Rollins Broadcasting, Inc., listing.

### PERSONNEL

President—O. Wayne Rollins.  
Vice-Pres. & Gen'l Mgr.—Charles W. Stone.  
Sales Manager—Dick Lee.

### REPRESENTATIVES

Robert E. Eastman & Co., Inc.

### FACILITIES

1,000 w.; 1380 kc. Directional.  
Operating schedule: 6:00 a.m. to 12:30 a.m. week-days; 7:00 a.m. to midnight Sundays. EST—DST observed.

### AGENCY COMMISSION

15% on net time; no cash discount. Bills payable 10th of month following broadcast.

### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyrighted fees.  
Discounts apply to total number of broadcasts within 1 year under original or renewal contracts. Announcements and programs combine to earn a larger discount. No periods sold in bulk for resale. Services of regular announcer are included without extra charge. If program requires more than 1 announcer or a special announcer is requested with unusual production services required, an extra charge is made.

### TIME RATES

**Wilmington—W A M S—Continued**

20 or 30 seconds:		
36 announcements per week.....	4.20	151.20
24 announcements per week.....	4.90	117.60
18 announcements per week.....	5.25	94.50
12 announcements per week.....	5.60	67.20
10 seconds:		
72 announcements per week.....	3.00	216.00
48 announcements per week.....	3.25	156.00
36 announcements per week.....	3.50	126.00
24 announcements per week.....	3.75	90.00

Saturation plan announcements may not be combined with other announcements to earn frequency discounts. Class "AA" and "A" announcements may be counted towards the total weekly announcements necessary to earn Saturation Plan rates.

**CLASS "AA"**  
(7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m. weekdays)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	20-30 sec.
1 time.....	60.00	50.00	40.00	24.00	12.00	9.00
26 times.....	60.00	47.50	38.50	23.00	11.50	8.60
52 times.....	60.00	45.00	37.00	22.00	11.00	8.30
104 times.....	60.00	42.50	35.00	21.00	10.50	7.90
156 times.....	60.00	40.00	34.00	20.00	10.00	7.50
260 times.....	60.00	37.50	32.00	19.00	9.50	7.10

**CLASS "A"**  
(All other times)

1 time.....	60.00	50.00	40.00	20.00	10.00	7.50
26 times.....	60.00	47.50	38.50	19.00	9.50	7.10
52 times.....	60.00	45.00	37.00	18.00	9.00	6.75
104 times.....	60.00	42.50	35.00	17.00	8.50	6.40
156 times.....	60.00	40.00	34.00	16.00	8.00	6.00
260 times.....	60.00	37.50	32.00	15.00	7.50	5.60

10-second announcements—50% applicable station 1-minute rate, may not be combined with other announcements for purposes of establishing frequency discounts.

**COMBINATION RATES**

Sold in combination with WNJR, New York City; WBEE, Chicago; KATZ, St. Louis; WRAP, Norfolk; WGEE, Indianapolis and WJWL, Georgetown with multiple station discounts as shown under Network and Group Listings.

**SPECIAL FEATURES**

News Service—AP.  
Time Signals and Weather Broadcasts—rates on request.  
Local news service—rates on request.  
Rates for adjacencies to all local and regional sport features on request.

**CLOSING TIME**

48 hours in advance.

**WDEL**

(Established 1922)

**Basic NBC Affiliate**

A Steinman Owned Station



Delmarva Broadcasting Company, 10th and King Sts., Wilmington, Del. Olympia 4-7268.

**PERSONNEL**

Station Executive—Clair R. McCollugh.  
Station Manager—Harvey C. Smith.  
General Sales Manager—J. Robert Gulick.  
National Sales Manager—Thomas R. Nunan.

**REPRESENTATIVES**

The Meeker Company, Inc.

**FACILITIES**

5,000 w.; 1150 kc. Directional.  
Operating schedule: 5:00 a.m. to 1:00 a.m. EST—DST observed.

Transmitter: Shipley Rd., Wilmington, Del.

**FM FACILITIES**

ERP 20,000 w.; 93.7 mc.  
Antenna ht.—460 ft. above average terrain.

**AGENCY COMMISSION**

15% on time only (none on talent, remote facilities, etc.); no cash discount. Invoices due 20th of month following broadcast.

**GENERAL**

Accepts AAAA copyrighted contract.  
Maximum contract term, 1 year.  
Programs and announcements cannot be combined to earn higher discounts.  
Alcoholic beverage advertising: beer and wine only. Price quoting allowed. Right reserved to censor copy. Contracts subject to station management's approval, government regulations and network priority.  
All acceptable accounts subject to same rate. No broadcast periods sold in bulk for resale. Interruptions of a series of broadcasts necessitated by the broadcasting of special events of importance will not affect advertiser's right to the earned discounts.

**TIME RATES**

Rates effective April 1, 1957. (Card No. 18.)  
Card received May 24, 1957.

**PROGRAMS**

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	260
1 hour.....	100.00	95.00	90.25	85.75	81.50	77.50
1/2 hour.....	60.00	57.00	54.25	51.50	49.00	46.00
1/4 hour.....	40.00	38.00	36.00	34.25	32.50	31.00
5 minutes.....	20.00	19.00	18.00	17.00	16.25	15.50

**ANNOUNCEMENTS**

**CLASS "AA"**

(7:00 a.m. to 9:00 a.m. Monday through Saturday)  
1 minute or 100 words... 15.00 14.50 13.75 13.25 12.50 12.00 11.25  
Station break or 30 words... 12.75 12.25 11.50 11.25 10.75 10.00 9.50

**CLASS "A"**

(All Other Times)

1 minute or 100 words... 12.00 11.50 11.00 10.50 10.00 9.50 9.00  
Station break or 30 words... 10.25 9.75 9.25 9.00 8.50 8.00 7.50  
10-second announcements—50% of applicable station break rate.

To earn discounts, announcements must be used within 12 months.

**Saturation Announcement Rates**

20 announcements or more per week, each.....	8.00
30 announcements or more per week, each.....	7.50
40 announcements or more per week, each.....	7.00

Above rates not subject to further discount. Announcements to "AA" time do not earn the saturation rates, but may be counted toward the total weekly announcements necessary to earn the saturation announcement rates.

**COMBINATION RATES**

See NBC Radio Network.

**Steinman Group Discounts**

Comprised of: WGAL-AM-FM, Lancaster, Pa.; WDEL-AM-FM, Wilmington, Del.; WRAK, Williamsport, Pa.; WKBO, Harrisburg, Pa.; WORK, York, Pa.; WRAW, Reading, Pa.; and WEST-AM-FM, Easton, Pa.

13-Week Like Schedules: Discount  
Any 4 stations, regular rates less..... 15%  
Any 5 stations, regular rates less..... 20%  
Any 6 or 7 stations, regular rates less..... 25%  
Saturation Announcement schedules do not earn these group discounts.

**SPECIAL FEATURES**

News Service—AP.  
Political—regular rates; cash in advance.  
Library Service—Thesaurus.

**CLOSING TIME**

5 days in advance.

**WILM**

(Established 1922)



Delaware Broadcasting Co., 920 King St., Wilmington, Del. Olympia 4-7771.

**PERSONNEL**

President—Ewing B. Hawkins.  
Vice-Pres. & Mgr.—Jackson F. Lee.

**REPRESENTATIVES**

The Bolling Company, Inc.

**FACILITIES**

250 w.; 1450 kc.  
Operating schedule: 5:30 a.m. to midnight, weekly.  
EST—DST obs. rvd.

Transmitter: Baynard Blvd. Extension, Wilmington.

**AGENCY COMMISSION**

15% on net time; no cash discount. Bills payable 10th of month following broadcast. Accounts which have not established credit with station, payable in advance.

**GENERAL**

Accepts AAAA copyrighted contract.

Rates include music copyright fees.

**TIME RATES**

Rates effective February 1, 1956.

Rates received January 23, 1956.

**PROGRAM RATES**

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
Open.....	77.00	50.00	38.00	30.00	19.00
26 times.....	48.00	41.00	24.00	19.00	12.00
52 times.....	43.00	29.00	21.50	17.50	11.00
104 times.....	41.00	28.00	20.00	16.50	10.00
156 times.....	38.50	25.00	19.00	15.50	9.50
260 times.....	36.00	24.00	18.00	14.00	9.00
312 times.....	35.50	23.00	17.00	13.00	8.50
364 times.....	31.00	20.50	15.50	12.50	7.50

**DELAWARE**

**ANNOUNCEMENTS**

1 minute or station break; all time periods:		
Open.....	7.50	624 times..... 5.10
52 times.....	6.90	728 times..... 4.80
156 times.....	6.30	1,040 times..... 4.50
260 times.....	6.00	1,560 times..... 4.20
364 times.....	5.70	2,080 times..... 3.75
520 times.....	5.40	

**IMPACT PLANS**

(Run-of-schedule)

To be used within a 7-day period:		
	(*)	(†)
30 announcements.....	118.00	21 announcements 50.00
50 announcements.....	176.00	35 announcements 75.00
70 announcements.....	235.00	70 announcements 134.00

**DISCOUNTS**

Combination of programs and announcements not allowed to earn larger discounts. Discounts allowed retroactively on number of broadcasts given in a 12-month period. All rates guaranteed 1 year from date of 1st broadcast, if without interruption. No contract to exceed 1 year's duration. 2 or more program units of 15 minutes or more, broadcast on same day for 1 sponsor within same rate bracket, combine to earn the 1/2, 3/4 or 1-hour rate, whichever applies.

**COMBINATION RATES**

See ABC Radio.

**SPECIAL FEATURES**

News Service—UPI.  
Services of director of sports, special events, and negro DJ available.

**Participating Programs**

"Mitch Thomas"—8:00 p.m. to 10:00 p.m. Monday through Friday; 7:00 p.m. to 9:00 p.m. Saturday. Negro Disc Jockey. Add 25% to earned rate for talent. Participating spots:

1 per wk., per spot 7.20	13 per wk., per spot 5.40
6 per wk., per spot 6.00	26 per wk., per spot 4.80

**CLOSING TIME**

Contracts close 2 weeks before 1st broadcast. Announcement copy and talks 48 hours in advance.

**WTUX**

(Established 1947)

**Independent**

Port Frere Broadcasting Co., Inc., 1400 Market St., Wilmington, Del. Phone 5-8821.

**PERSONNEL**

Owner & Mgr.—Gordon K. MacIntosh.  
Vice-Pres.—William S. Ewing.

**REPRESENTATIVES**

Walker-Rawalt Company, Inc.  
Philadelphia—Morton Lowenstein.

**FACILITIES**

1,000 w.; 1290 kc. Non-directional.  
Operating schedule: Sunrise to local sunset. EST—DST observed.

Transmitter: Du Pont Hwy., 1/2 mile south of city.

**AGENCY COMMISSION**

15% on net time; no cash discount. Bills payable when rendered.

**GENERAL**

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising: beer and wine.  
Rates for periods longer than 1 hour are in exact proportion to the corresponding 1 hour rate.

Length of commercial copy:	Day and Evening	
	Programs	News
5 minutes.....	1:45 min.	1:20 min.
10 minutes.....	2:00 min.	1:45 min.
15 minutes.....	2:30 min.	2:15 min.
25 minutes.....	2:45 min.	
30 minutes.....	3:00 min.	
60 minutes.....	5:00 min.	

**TIME RATES**

Rates effective March 15, 1947. (Card No. 1.)

Rev. (Sat. Pkg. Plan) rec'd April 23, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1
1 time.....	80.00	45.00	27.00	20.00	15.00	10.00
13 times.....	76.00	42.75	25.65	19.00	14.25	9.50
26 times.....	72.00	40.50	24.30	18.00	13.50	9.00
52 times.....	68.00	38.25	22.95	17.00	12.75	8.50
78 times.....	64.00	36.00	21.60	16.00	12.00	8.00
156 times.....	60.00	33.75	20.25	15.00	11.25	7.50
260 times.....	56.00	31.50	18.95	14.00	10.50	7.00

**SATURATION PACKAGE PLAN**

(Run-of-schedule)

1 minute or less for consecutive weeks' broadcasting:				
	12	18	24	30
	wkly.	wkly.	wkly.	wkly.
1-6 weeks.....	72.00	103.50	132.00	157.50
7-12 weeks.....	69.00	99.00	126.00	150.00
13-25 weeks.....	66.00	94.50	120.00	142.50
26-52 weeks.....	63.00	90.00	108.00	135.00

**IDENTIFICATIONS**

21 announcements..... 50.00  
35 announcements..... 75.00

**DISCOUNTS**

Frequency discounts allowed as earned. All discounts allowed must be earned within 1 year from the starting date of contract. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed 1 year from date of 1st broadcast, with or without interruption.

**SPECIAL FEATURES**

News Service—AP.  
Weather Forecasts, Time Signals, Temperature Reports, Market Quotations—rates on request.

**Participating Programs**

"Fascinating Women" with Barbara Gates—10:00 a.m. to 10:15 a.m. Monday through Friday. Participating spots, flat 6.00.  
Yiddish Program with Cantor Abraham Vegh—12:15 p.m. to 1:00 p.m. and 3:00 p.m. to 3:30 p.m. Sunday. Participating spots, flat 10.00.

Polish Program with Vincent Kowalewski—1:00 p.m. to 2:00 p.m. Sunday only Participating spots, flat 10:00.

Italian Program with John DePaulis—2:00 p.m. to 3:00 p.m. Sunday. Participating spots, flat 10:00.

"Delaware Horizons" with Walt Bishop—4:30 p.m. to 4:45 p.m. Sunday. 15-minute segment 50:00.

**by Pulse**  
in  
**Wilmington, Del.**

**TOP RATED**

**WDEL**  
**5,000 WATTS**  
Established 1922

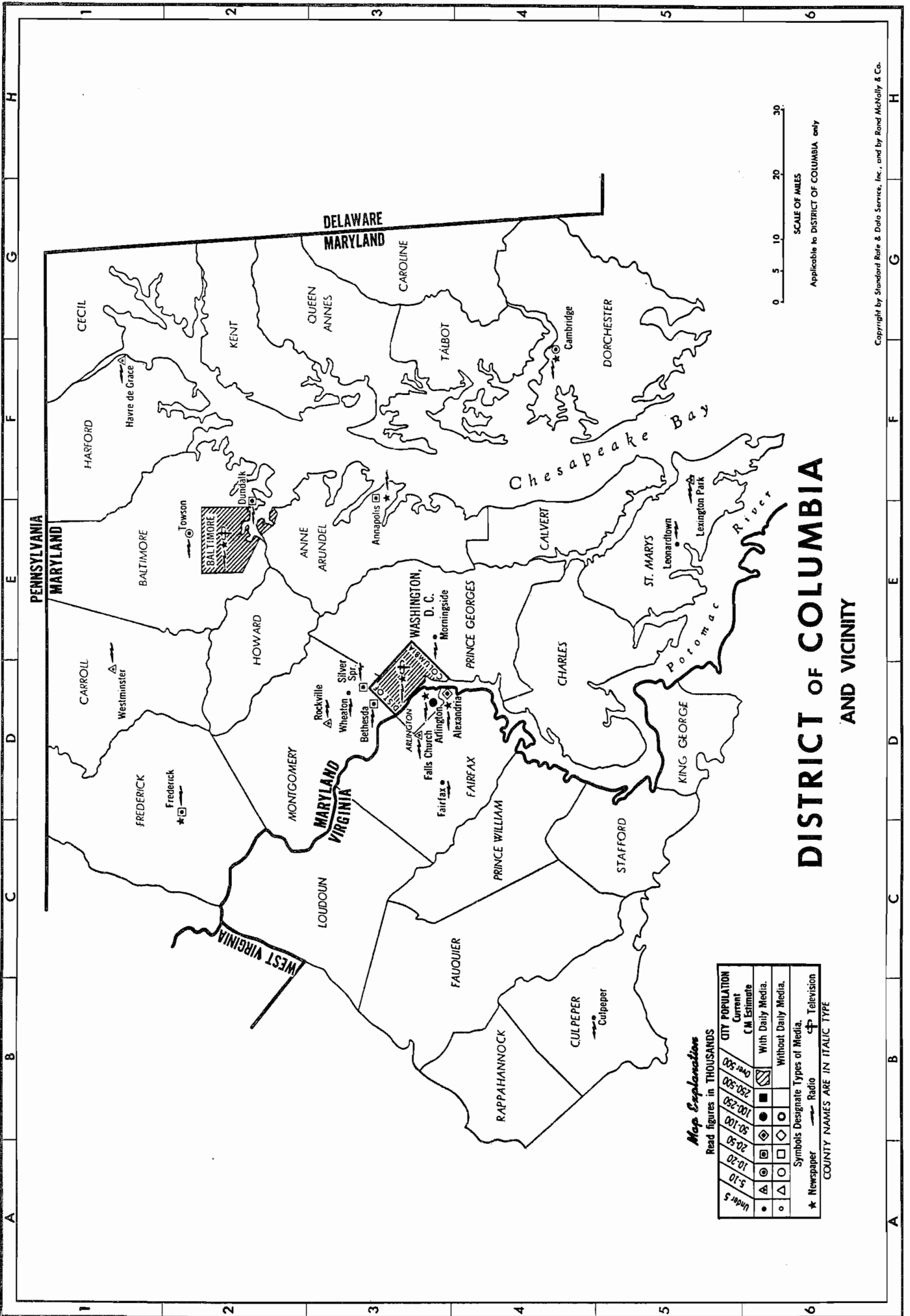
Wilmington's pioneer station

.....

Representative:

**The MEEKER Company**

**NBC**



# DISTRICT OF COLUMBIA AND VICINITY

**Map Explanations**

Read figures in THOUSANDS

CITY POPULATION	CITY POPULATION	
	Current	CM Estimate
Over 500	◻	◻
250-500	◻	◻
100-250	◻	◻
50-100	◻	◻
20-50	◻	◻
10-20	◻	◻
5-10	◻	◻
Under 5	◻	◻

Symbols Designate Types of Media.	
★ Newspaper	⊕ Radio
⊕ Television	

COUNTY NAMES ARE IN ITALIC TYPE

SCALE OF MILES  
0 5 10 20 30

Applicable to DISTRICT OF COLUMBIA only



SRDS Consumer Market Data

DISTRICT AND METROPOLITAN AREA DATA

Estimates for:	Popu- lation 7/1/58 (000)	House- holds 7/1/58 (000)	C.S.I. 7/1/57 to 7/1/58 (\$000)	C.S.I. per House- hold (\$)	Total Retail Sales 7/1/57 to 7/1/58 (\$000)	Retail Sales by Store Type — For the Year 7/1/57 to 7/1/58 —					Farm Popu- lation 1/1/58 (000)	Gross Farm Income 1957 (\$000)		
DISTRICT						Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Filling Station (\$000)		
Metropolitan Area														
DISTRICT OF COLUMBIA TOTALS... Washington, D. C.	851.0	244.06	1,691,545	6,931	1,381,198	275,127	65,485	213,031	109,067	96,766	227,619	78,460	.....	.....
Metro Area.....	2,002.7	566.92	4,132,566	7,290	2,380,831	606,713	115,680	312,631	151,761	124,274	418,156	168,286	.....	.....

*See the listings under  
**WMAL, Washington, D.C.!**  
 They're all new — from the  
 station manager's name, right  
 down to the rates!  
 Then call **H-R.***

SRDS Radio Household Data

Data from the Census Bureau and from independent sources were combined to provide an estimate of Radio households in the U.S., county-by-county as of July 1, 1958.

County	Estimated Total Households 7-1-58	Estimated Households with Radio 7-1-58	% U.S. Total Radio Households 7-1-58
STATE TOTAL.....	244,060	234,850	.4803
District of Columbia	244,060	234,850	.4803
District of Columbia	244,060	234,850	.4803

DISTRICT OF COLUMBIA

WASHINGTON

(including Alexandria, Arlington, Falls Church, Va.; Bethesda, Morningside, Silver Spring, Md.) (14 AM; 10 FM)

Alexandria, Arlington Co., Va.—Map Location J-3  
 Arlington, Arlington Co., Va.—Map Location J-3  
 Falls Church, Fairfax Co., Va.—Map Location J-3  
 Bethesda, Montgomery Co., Md.—Map Location G-4  
 Morningside, Prince Georges Co., Md.—Map Location H-5  
 Silver Spring, Montgomery Co., Md.—Map Location G-4

See SRDS consumer market map and data at beginning of the District.

Area stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

W A R L  
 ARLINGTON, VA.  
 (Established 1946)

Owned and operated by Northern Virginia Broadcasters, Inc., 5232 Lee Hwy., Arlington, Va. Kenmore 6-9000.

PERSONNEL  
 General Manager—Ray Armand.

REPRESENTATIVES  
 Grant Webb & Company.

FACILITIES  
 1,000 w. days; 780 kc.  
 Operating schedule: Sunrise to local sunset. EST—DST observed.  
 AM Transmitter: 5232 Lee Hwy., Arlington, Va.  
 FM FACILITIES  
 ERP 2,050 w.; 105.1 mc.  
 Operating schedule: Sunrise to local sunset.  
 Antenna ht.—345.5 ft. above average terrain.

AGENCY COMMISSION  
 15% commission on net time and talent; no cash discount. Bills payable when rendered.

GENERAL  
 FM operated in conjunction with AM.  
 Rates include music copyright fees.

TIME RATES

Rates effective October 1, 1957. (Card No. 7.)  
 Card received February 24, 1958.

Per week:	—Quickies—		—Breaks—	
	Each	Per wk.	Each	Per wk.
3 spots.....	6.00	18.00	7.00	21.00
7 spots.....	5.50	38.50	6.50	45.50
14 spots.....	5.25	73.50	6.25	87.50

(This listing continued on next page)

# DISTRICT OF COLUMBIA

## Washington—W A R L—Continued

Per week:	—Quickies—		—Breaks—		
	Each	Per wk.	Each	Per wk.	
28 spots.....	4.75	133.00	5.75	161.00	
42 spots.....	4.50	189.00	5.50	231.00	
56 spots.....	4.00	224.00	5.00	280.00	
84 spots.....	3.50	294.00	4.50	378.00	
		—Minutes—		—Super Spots—	
3 spots.....	10.00	30.00	15.00	45.00	
7 spots.....	9.00	63.00	13.00	91.00	
14 spots.....	8.50	119.00	12.00	168.00	
28 spots.....	7.50	210.00	10.50	294.00	
42 spots.....	7.00	294.00	9.50	399.00	
56 spots.....	6.50	364.00	8.50	476.00	
84 spots.....	5.50	462.00	7.50	630.00	

### SPECIAL 1-YEAR BULK PACKAGES

	Quickies	Min.	Breaks	(*)
400 per year, each	4.25	6.50	5.25	9.00
800 per year, each	3.75	6.00	4.75	8.00
1200 per year, each	3.50	5.50	4.25	7.50
2000 per year, each	3.25	5.00	3.75	7.00

(\*) Super Spots.

### SPECIAL FEATURES

Time signals, weather and temperature reports, etc.—package rates on request.  
5-minute news, on the hour, 16.00.  
15-minute programs, recorded music, 33.00.  
30-minute programs, recorded music, 50.00.  
Recordings and on the spot interviews.

### CLOSING TIME

Contract closing time 2 weeks before 1st broadcast. Announcement copy and transcriptions close 36 hours in advance. Copy relating to political broadcasts and controversial issues must be submitted 48 hours in advance.

## WASH

—FM—  
(Established 1945)



Owned and operated by Everett L. Dillard.  
Exec. Offices: 809 International Bldg., 1319 "F" St., N.W., Washington 4, D. C. District 7-1356.  
Operations Office: 2647 University Blvd., West, Wheaton, Md., Lockwood 5-4546, Lockwood 5-0747.

### PERSONNEL

General Manager—Everett L. Dillard.  
Operations & Sales Mgr.—Jean M. Dillard.  
Traffic & Scheduling—William Mockbee.

### REPRESENTATIVES

Good Music Broadcasters, Inc.

### FACILITIES

ERP 15,000 w.; 97.1 mc.  
Operating schedule: 7:00 a.m. to 12:15 a.m. Monday through Sunday. EST.  
Antenna ht.—470 ft. above average terrain.

### AGENCY COMMISSION

15% on net time; 2% cash discount. Bills rendered 1st; payable 10th of month.

### GENERAL

Affiliated with WDON, Wheaton, Md. but does not duplicate programs of WDON Monday through Saturday.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees, ASCAP, BMI, and SESAC licenses.  
Alcoholic beverage advertising: beer, light wine only.

### TIME RATES

Rates received August 5, 1957.

(6:00 p.m. to midnight)

1 hr.	1 min.	1 hr.	1 min.
1 time.....	90.00	10.00	52 times.. 83.25
13 times.....	87.50	9.75	104 times.. 81.00
26 times.....	85.25	9.50	

No jingles or punch commercials accepted during classical music programs.  
(Noon to 6:00 p.m.)

1 time.....	8.00	52 times..	55.50	7.40
13 times.....	58.50	7.80	104 times..	54.00
26 times.....	57.00	7.60		

### SPECIAL FEATURES

News Service—AP. 65 5-minute and 64 headline newscasts weekly.

Political—1-time rates apply; cash in advance.

### Participating Programs

"Better Music Periods"—7:00 a.m. to midnight Monday through Saturday.  
"Opera Box"—8:30 p.m. to 11:00 p.m. Friday.  
"Jazz Goes Hi-Fi"—10:05 a.m. to noon Saturday.  
"Spotlight on Jazz"—2:00 p.m. to 5:00 p.m. Sunday.  
Foreign Language Programs  
(Sunday only)  
"Washington Greek Hour" with Michael Katzetoris, Dir.—9:30 a.m. to 10:30 a.m.  
"Italian Family Hour" with Maria Di Salvo, Dir.—1:00 p.m. to 2:00 p.m.

### CLOSING TIME

Two weeks before broadcast.

## WEAM

ARLINGTON, VA.  
(Established 1947)  
A Thoms Station

Thoms Radio-TV Enterprises, Arlington Trust Bldg., 1515 N. Courthouse Rd., Arlington 1, Va. Jackson 7-7100.

### PERSONNEL

President—Harold H. Thoms.  
General Manager—Kenneth L. Wood.

### REPRESENTATIVES

Broadcast Time Sales.

### FACILITIES

5,000 w.; 1390 kc. Directional.  
Operating schedule: 24 hours daily. EST.  
Transmitter: Minor Hill, East Falls Church, Va.

### AGENCY COMMISSION

15%; no cash discount. Bills rendered monthly; payable 10 days.

### GENERAL

Rates include music copyright fees. BMI, ASCAP and SESAC licenses.  
Alcoholic beverage advertising—beer and light wine only.

Contracts accepted 30 days before starting date.

No contract accepted for more than 52 weeks.  
Rates guaranteed for 6 months from date of 1st broadcast or from effective date of any increase in rates, providing advertising is actually running at time of increase and broadcasts continue without interruption. All broadcasts placed with station for advertiser within 1 year from date of first broadcast combine for purpose of calculating total amount of frequency discounts earned provided, however, that announcements cannot be combined with 5-minute or longer programs.

### TIME RATES

Rates effective June 1, 1958.  
Rates received June 2, 1958.

### ANNOUNCEMENTS

Bulk rate:  
1,000-2,000 1-minute spots, each..... 20.00  
2,000 or more 1-minute spots, each..... 12.00

### CLASS "AA"

(6:30 a.m. to 9:30 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)

Per week:	—1-minute—		—20-30 seconds—	
	Each	Per wk.	Each	Per wk.
48 times.....	20.00	960.00	14.00	672.00
36 times.....	20.50	738.00	14.35	516.60
24 times.....	21.00	504.00	14.75	352.80
18 times.....	21.50	387.00	15.05	270.90
12 times.....	22.00	264.00	15.40	174.80

### CLASS "A"

(9:30 a.m. to 4:00 p.m. and 7:00 p.m. to 10:00 p.m. Monday through Saturday; all day Sunday)

48 times.....	14.00	672.00	9.80	470.40
36 times.....	15.00	540.00	10.50	378.00
24 times.....	16.00	384.00	11.20	266.80
18 times.....	17.00	306.00	11.90	214.20
12 times.....	18.00	216.00	12.60	151.20

### CLASS "B"

(All other times)

48 times.....	7.00	336.00	4.90	235.00
36 times.....	7.50	270.00	5.25	189.00
24 times.....	8.00	192.00	5.60	133.40
18 times.....	8.50	143.00	5.95	102.10
12 times.....	9.00	108.00	6.30	75.60

ID's—50% applicable minute rates. ID's may not be combined with other broadcasting service for the purposes of establishing frequency discounts on either the ID's or the other broadcasting service.

### PROGRAMS

Rates on request.

### SPECIAL FEATURES

News Service—AP, Washington City News Bureau, Station News Staff, Time Signals, Local Weather Reports and News Bulletin available at regular rates.

## WFAN

—FM—  
(Established 1949)

The United Broadcasting Co., 8th and "I" Sts., N. W., Washington, D. C.

### PERSONNEL

Pres. & Gen'l Mgr.—Richard Eaton.  
Vice-President—John Panagos.

### REPRESENTATIVES

United Broadcasting Company.  
Los Angeles and San Francisco—Harlin G. Oakes & Associates.

### FACILITIES

ERP 18,400 w.; 100.3 kc.  
Operating schedule: 6:00 a.m. to 11:00 p.m.  
EST—DST observed.  
Transmitter and Studio: 5321 First Place, N. E. Washington, D. C.  
Antenna ht.—320 ft. above average terrain.

### AGENCY COMMISSION

15%; no cash discount.

### GENERAL

Affiliated with WOOK, Washington, D. C.  
Rates include music copyright fees. ASCAP, BMI and SESAC licenses.  
Length of commercial copy: Programs News  
5 minutes..... 1:45 min. 1:20 min.  
10 minutes..... 2:00 min. 1:45 min.  
15 minutes..... 2:30 min. 2:15 min.  
25 minutes..... 2:45 min.  
30 minutes..... 3:00 min.  
60 minutes..... 6:00 min.

### TIME RATES

Rates effective November 1, 1953.

Rates received November 22, 1954.

1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	40.00	20.00	10.00	6.00
105 times.....	36.00			
208 times.....	32.00			

### COMBINATION RATES

See United Broadcasting Network.

### SPECIAL FEATURES

News Service—WNS.  
Major league baseball and all sports—rates on request.  
Political—broadcasts of 5 minutes or longer acceptable at 1-minute rate payable in advance; no frequency discounts. Political copy must be delivered 48 hours in advance.

### CLOSING TIME

All program matter and commercial copy, both live and transcribed must be received 48 hours in advance.

## WFAX

FALLS CHURCH, VA.  
(Established 1948)



Owned and operated by Lamar A. Newcomb, Tower Square, Falls Church, Va. Jefferson 2-1220.

### PERSONNEL

Gen'l & Sales Mgr.—Lamar A. Newcomb.

### FACILITIES

1,000 w.; 1220 kc.  
Operating schedule: Sunrise to local sunset. EST.  
Transmitter: Falls Church, Va.

### AGENCY COMMISSION

15% on time only; 2% cash discount if bill is paid within 10 days.

### GENERAL

Accepts AAAA copyrighted contract.  
Rates include all talent and music fees. ASCAP, BMI and SESAC licenses.

### TIME RATES

Rates effective May 1, 1957.

Rates received March 7, 1957.

Rev. (ann'ts) rec'd July 28, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	48.00	28.80	16.80	14.00	10.80
13 times.....	43.20	25.90	15.10	12.50	9.70
26 times.....	40.80	24.50	14.30	11.70	9.10
52 times.....	38.40	23.00	13.40	11.00	8.60
104 times.....	36.00	21.60	12.60	10.30	8.00
156 times.....	34.80	20.90	12.20	10.00	7.75
312 times.....	33.60	20.20	11.80	9.70	7.50

### ANNOUNCEMENTS

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	8.50	6.50	104 times.....	6.50
13 times.....	8.00	6.00	156 times.....	6.00
26 times.....	7.50	5.50	312 times.....	5.50
52 times.....	7.00	5.00		

### WEEKLY PACKAGE RATES

Per week:	1 min.	30 sec.	1 min.	30 sec.
12 times.....	70.00	40.00	48 times.....	215.00
18 times.....	100.00	65.00	60 times.....	250.00
24 times.....	120.00	80.00		

Special Monthly "Shortie" Package  
1 10-second announcement every broadcast hour, Monday through Saturday. Per month, 350.00.

### SPECIAL FEATURES

News Service—UPI, 10 broadcasts per day.  
Political—rates and terms on request.

### Participating Programs

"Musical Clock"—sign-on to 9:00 a.m. Monday through Saturday.  
"Kays Korner"—9:00 a.m. to 9:30 a.m. Monday through Friday.  
"Dick Fanning Show"—9:30 a.m. to noon Monday through Friday.  
"1220 Parade"—noon to 1:00 p.m. Monday through Friday.  
"Music Time"—1:00 p.m. to 2:30 p.m. Monday through Friday.  
"Bill Dennis Show"—2:30 p.m. to sign-off Monday through Friday.  
"Music for Teen-Agers"—10:00 a.m. to 4:00 p.m. Saturday.

### CLOSING TIME

48 hours before broadcast.

## WGAY

SILVER SPRING, VA.  
(Established 1945)



### A Kluge Group Station

Tri-Suburban Broadcasting Corporation, Kemp Mill Rd., Silver Spring, Md. Whitehall 6-1050.

### PERSONNEL

President—John W. Kluge.  
Nat'l Sales Director—Harvey Glascock.  
Sta. & Com'l Mgr.—Ted Dorf.

### REPRESENTATIVES

Stars National, Inc.

### FACILITIES

1,000 w.; 1050 kc.  
EST—DST observed.  
Transmitter: Kemp Mill Rd., between 4-Corners and Wheaton, Md.  
Operating schedule:  
Jan. 7:30 a.m.-5:15 p.m. Apr. 6:00 a.m.-6:45 p.m.  
Feb. 7:00 a.m.-5:45 p.m. May 6:00 a.m.-8:15 p.m.  
Mar. 6:15 a.m.-6:15 p.m. June 6:00 a.m.-8:30 p.m.  
July 6:00 a.m.-8:30 p.m. Oct. 6:15 a.m.-5:30 p.m.  
Aug. 6:15 a.m.-8:00 p.m. Nov. 6:45 a.m.-5:00 p.m.  
Sept. 6:45 a.m.-7:15 p.m. Dec. 7:15 a.m.-4:45 p.m.

### AGENCY COMMISSION

15% on net time; no cash discount. Bills payable when rendered.

### GENERAL

Rates include music copyright fees. BMI, ASCAP and SESAC licenses.  
Rates for periods longer than 1 hour are in exact proportion to the corresponding 1 hour rate. 2 or more program units of 15 minutes or more broadcast on same day for same sponsor within same time bracket combine to earn the 1/2, 3/4 or 1 hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at station's option on 28 days' notice. Announcements and programs combine to earn larger discounts. All AM announcements and time periods combine to earn lower rates and must be used within 1 year. However, no retroactive discounts on intermittent contracts. Advertisers signing contracts and continuing without interruption will receive rate protection for 52 weeks.

Length of commercial copy:	—Day and Evening—	
	Programs	News
5 minutes.....	1:45 min.	1:20 min.
10 minutes.....	2:00 min.	1:45 min.
15 minutes.....	2:30 min.	2:15 min.
25 minutes.....	2:45 min.	
30 minutes.....	3:00 min.	
60 minutes.....	6:00 min.	

### TIME RATES

Rates effective January 1, 1956.

Rates received December 5, 1955.

Revisions received February 27, 1956.

	1	1/2	1/4	10	5		
	hr.	hr.	br.	min.			

Washington—W G A Y—Continued

PACKAGE RATES  
(Run-of-schedule)

	1 min.	(*)
12 announcements per week.....	90.00	72.00
18 announcements per week.....	130.50	103.50
24 announcements per week.....	168.00	132.00
36 announcements per week.....	243.00	189.00
48 announcements per week.....	312.00	240.00
60 announcements per week.....	375.00	285.00

(\*) 50 words or station break.  
Less 5%, 10%, 15% on firm contracts of 13, 26, 52, weeks.

SPECIAL FEATURES

News Service—AP.  
Time Signals, Weather, Temperature Reports, run-of-schedule announcements and sales campaigns. Package rates on request.

Participating Programs

"Val Thomas Show"—sign-on to 10:00 a.m. Monday through Friday.  
"Norman Page Show"—10:00 a.m. to noon and 2:00 p.m. to 4:00 p.m. Monday through Friday.  
"John Cooley Show"—noon to 2:00 p.m. and 4:00 p.m. to 6:00 p.m. Monday through Friday.  
"Saturday Serenade"—all day Saturday.  
"Top Forty Show"—6:00 p.m. to sign-off daily.  
"Sunday Serenade"—8:30 a.m. to 10:00 a.m. and 1:00 p.m. to sign-off Sunday.

CLOSING TIME

Contracts close 2 weeks before 1st broadcast. Announcement copy and transcriptions close 24 hours in advance. Talks close 48 hours in advance.

WGMS

BETHESDA, MD.  
(Established 1946)



RKO Teleradio Pictures, Inc., Hotel Harrington, Washington 4, D. C. Executive 3-8676.

PERSONNEL

General Manager—Raymond F. Kohn.  
Sales Manager—Perry S. Ury.  
Program Director—Charles O. Wood.  
Promotion Director—Sol Hurwitz.

REPRESENTATIVES

Avery-Knodel, Inc.

FACILITIES

5,000 w. days; 1,000 w. nights. 570 kc. Directional. Operating schedule: 6:00 a.m. to midnight. EST—DST observed.  
Transmitter: Bethesda, Md.  
FM FACILITIES  
ERP 20,000 w.; 103.5 mc.  
Antenna ht.—435.4 ft. above average terrain.

AGENCY COMMISSION

15% on net time; no cash discount.

GENERAL

ASCAP, BMI and SESAC licenses.

TIME RATES

Rates received September 20, 1956.  
Revisions received October 9, 1956.

CLASS "A"

(6:00 a.m. to midnight daily and 8:00 a.m. to midnight Sunday)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	150.00	90.00	60.00	45.00	30.00
13 times.....	142.50	85.50	57.00	42.75	28.50
26 times.....	135.00	81.00	54.00	40.50	27.00
52 times.....	127.50	76.50	51.00	38.25	25.50
104 times.....	120.00	72.00	48.00	36.00	24.00
156 times.....	112.50	67.50	45.00	33.75	22.50

CLASS "B"

(11:00 p.m. to 1:00 a.m. daily; 6:00 a.m. to 8:00 a.m. Sunday)  
1/3 of Class "A" rates.

ANNOUNCEMENTS

1 minute or less:				
1 time.....	20.00	260 times.....	16.00	
52 times.....	19.00	500 times.....	15.00	
104 times.....	18.00	750 times.....	14.00	
156 times.....	17.00	1000 times.....	13.00	

SATURATION ANNOUNCEMENTS PLANS

	1 wk.	13 wks.	26 wks.	52 wks.
1-minute announcements:				
12 tl. per week..	175.00	170.64	166.25	157.50
18 tl. per week..	255.00	248.62	242.25	229.50
24 tl. per week..	320.00	312.00	304.00	288.00
30 tl. per week..	385.00	375.37	365.75	346.50
36 tl. per week..	440.00	429.00	418.00	396.00

Saturation plan announcements not combinable for establishing frequency on other broadcasting.

30-second announcements—75% of 1 minute rate.  
10-second announcements—50% of 1 minute rate.

SPECIAL FEATURES

News Service—UPI.  
Time Signals, Weather and Temperature Reports, etc.—rates on request.

WMAL

(Established 1926)

ABC Radio Network



Evening Star Broadcasting Company, 4461 Connecticut Ave., N. W., Washington 8, D. C. Kellogg 7-1100. TWX WA 50.

PERSONNEL

General Manager—Frederick S. Houwink.  
Manager—Ken Carter.  
Prog. & Prom. Dir.—Rupe Werling.

REPRESENTATIVES

H-R Representatives, Inc.

FACILITIES

5,000 w.; 630 kc. Directional.  
Operating schedule: 6:00 a.m. to 1:00 a.m. EST—DST observed.  
Transmitter: Near Bethesda, Md.

AGENCY COMMISSION

15% on net time only; no cash discount. Bills payable when rendered.

GENERAL

Rates subject to change without notice.  
No periods sold in bulk for resale.  
No contract accepted for period of more than 1 year.  
Program units and announcements cannot be combined for frequency discounts. Contracts not subject to cancellation upon less than 28 days' written notice for program units and 14 days for announcements. Cancelled contracts are subject to short rates. All rates unless otherwise noted apply from sign-on to sign-off.  
Commitments made under this rate card are protected for a period of not more than 6 months from effective date of any rate increase, provided there is no lapse in schedule.

TIME RATES

Rates effective September 17, 1958. (Card No. 17.)  
Rates received October 3, 1958.

BASIC HOUR RATE

Class "A"—6:00 a.m. to 10:00 a.m. Monday through Friday; 8:00 a.m. to 10:00 a.m. Saturday, flat, 450.00.  
Class "B"—4:00 p.m. to 7:15 p.m. Monday through Friday, flat, 360.00.  
Class "C"—10:00 a.m. to 4:00 p.m. Monday through Friday; 10:00 a.m. to noon Saturday, flat, 225.00.  
Class "D"—7:15 p.m. to sign-off Monday through Friday; 6:00 a.m. to 8:00 a.m. and noon to sign-off Saturday; 8:00 a.m. to sign-off Sunday, flat 150.00.

PRICE RATIOS FOR TIME SEGMENTS

1/2 hour, of hour rate.....	50%
1/4 hour, of hour rate.....	25%
10 minutes, of hour rate.....	20%
5 minutes, of hour rate.....	10%
1 minute, of hour rate.....	6%
30 seconds, of hour rate.....	4%
20 seconds, of hour rate.....	3%
10 seconds, of hour rate.....	2%

FREQUENCY DISCOUNT

	Consecutive weeks				
Per week:	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
1 time.....	5%	10%	15%	20%	25%
2 times.....	5%	10%	15%	20%	30%
3 times.....	5%	10%	15%	20%	30%
4 times.....	10%	15%	20%	25%	35%
5 times.....	10%	15%	20%	25%	35%
6 times.....	15%	20%	25%	30%	40%

SATURATION ANNOUNCEMENT PLANS

	Proportion of announcements in select time:		
	1/3	1/6	None
12 spots per week.....	160.00	128.00	96.00
18 spots per week.....	228.00	186.00	135.00
24 spots per week.....	288.00	234.00	168.00
30 spots per week.....	340.00	275.00	195.00
36 spots per week.....	384.00	318.00	216.00
42 spots per week.....	420.00	346.00	231.00
48 spots per week.....	448.00	368.00	240.00

The announcements in select time periods shall be allocated in approximately equal numbers of 2 select time periods:

6:00 a.m. to 10:00 a.m., 4:00 p.m. to 7:15 p.m. Monday through Friday or 8:00 a.m. to 10:00 a.m. Saturday.

Station guarantees that of all the plan announcements outside the 2 select time periods, at least 50% shall be scheduled in daytime hours before 7:15 p.m.

COMBINATION RATES

See ABC Radio.

SPECIAL FEATURES

Participating Programs

"Tempo" with Bill Malone 6:00 a.m. to 9:00 a.m. Monday through Friday. 8:00 a.m. to 10:00 a.m. Saturday. Music, News, Weather.  
"Breakfast Club" with Don McNeil—9:00 a.m. to 10:00 a.m. Monday through Friday.  
Consecutive weeks Participations:

Per week:	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
1 time.....	30.00	28.50	27.00	25.50	22.50
2 times.....	57.00	54.00	51.00	48.00	42.00
3 times.....	85.50	81.00	76.50	72.00	63.00
4 times.....	108.00	102.00	96.00	90.00	78.00
5 times.....	135.00	127.50	120.00	112.50	97.50
6 times.....	153.00	144.00	135.00	126.00	108.00

"Route 63" with Jim Hall—4:00 p.m. to 7:15 p.m. Monday through Friday.

1 time.....	24.00	22.80	21.60	20.40	18.00
2 times.....	45.60	43.20	40.80	38.40	33.60
3 times.....	68.40	64.80	61.20	57.60	50.40
4 times.....	86.40	81.60	76.80	72.00	62.40
5 times.....	108.00	102.00	96.00	90.00	78.00
6 times.....	122.40	115.20	108.00	100.80	86.40

"At Home" with Jerry and Jimma Strong—10:00 a.m. to 3:00 p.m. Monday through Friday; 10:00 a.m. to noon Saturday.

"Route 63" with John Batchelder—3:00 p.m. to 4:00 p.m. Monday through Friday.

1 time.....	15.00	14.25	13.50	12.75	11.25
2 times.....	28.50	27.00	25.50	24.00	21.00
3 times.....	42.75	40.50	38.25	36.00	31.50
4 times.....	54.00	51.00	48.00	45.00	39.00
5 times.....	67.50	63.75	60.00	56.25	48.75
6 times.....	76.50	72.00	67.50	63.00	54.00

DISTRICT OF COLUMBIA

"Route 63" with John Batchelder—7:15 p.m. to 8:00 p.m. Monday through Friday.  
"Studio 63" with Felix Grant—8:00 p.m. to sign-off Monday through Friday.  
"Saturday Show"—6:00 a.m. to 8:00 a.m. and noon to sign-off.  
"Sunday Show"—sign-on to sign-off Sunday.  
Per week: 1 wk. 13 wks. 26 wks. 39 wks. 52 wks.  
1 time 10.00 9.50 9.00 8.50 7.50  
2 times 19.00 18.00 17.00 16.00 14.00  
3 times 28.50 27.00 25.50 24.00 21.00  
4 times 36.00 34.00 32.00 30.00 26.00  
5 times 45.00 42.50 40.00 37.50 32.50  
6 times 51.00 48.00 45.00 42.00 36.00

LECTURE AND TALKS

Lectures and educational talks are not accepted between 6:00 p.m. and midnight except by special arrangement.

CLOSING TIME

Closing date is 2 weeks before 1st program, and program material must be arranged 1 week before broadcast. No changes within 2 days before broadcast.

WMAL-FM



Evening Star Broadcasting Company, 4461 Connecticut Ave., Washington 8, D. C.

PERSONNEL

Station Manager—Ken Carter.  
Prog. & Sales Dir.—Stan Hamilton.  
Promotion Director—Rupe Werling.

FACILITIES

ERP 20,000 w.; 107.3  
Operating schedule: FM duplicates AM programming until 6:00 p.m. Finer music 6:00 p.m. to midnight. EST—DST observed.  
Antenna ht.—475 ft. above average terrain.

AGENCY COMMISSION

15% to recognized advertising agencies on net charges for station time and applicable program charges. Bills due and payable when rendered.

GENERAL

The number and frequency of commercials will be limited by the characteristics of music programmed during the various segments of the Evening Concert. Advertising is to be compatible with both the conservative nature of the program and the dignified delivery of the announcers. Talent additional where selected by sponsor.

BMI, ASCAP and SESAC licenses.

Rates include music copyright fees.  
For additional rate information, contact Sales Manager, WMAL-FM, addresses above.  
See WMAL General Advertising.

TIME RATES

Rates effective August 8, 1958. (Card No. 8.)  
Rates received October 6, 1958.

	1	1/2	25	1/4	10	5
Per week:	hr. min.	hr. min.	hr. min.	hr. min.	hr. min.	hr. min.
1 time.....	40.00	36.00	24.00	20.00	16.00	14.00
2 times.....	38.00	34.20	22.80	19.00	15.20	13.30
3 times.....	36.00	32.40	21.60	18.00	14.40	12.60
4 times.....	34.00	30.60	20.40	17.00	13.60	11.90
5 times.....	32.00	28.80	19.20	16.00	12.80	11.20
6 times.....	30.00	27.00	18.00	15.00	12.00	10.50
7 times.....	28.00	25.20	16.80	14.00	11.20	9.80

PARTICIPATING SPOT RATE

	(*)		(†)	
Per week:	Each	Total	Each	Total
1 time.....	5.00	5.00	4.00	4.00
2 times.....	4.75	9.50	3.80	7.60
3 times.....	4.50	13.50	3.60	10.80
4 times.....	4.25	17.00	3.40	13.60
5 times.....	4.00	20.00	3.20	16.00
6 times.....	3.75	22.50	3.00	18.00
7 times.....	3.50	24.50	2.80	19.60

(\*) 1 minute, 125 words.  
(†) 30 seconds, 60 words.

Additional Discounts

13 weeks.....	5%	39 weeks.....	15%
26 weeks.....	10%	52 weeks.....	20%

SPECIAL FEATURES

Participating Programs

"Good Music Cafe"—6:00 p.m. to 7:00 p.m. Variety program.  
"Recital Stage"—7:00 p.m. to 7:30 p.m.  
"Opera Echoes"—7:30 p.m. to 8:00 p.m.  
"Concert Stage"—8:00 p.m. to 9:00 p.m.  
"Hi-Fi Masterpieces"—9:00 p.m. to 10:00 p.m.  
"Nocturne"—10:00 p.m. to midnight.

WOL

(Established 1924)

Washington Broadcasting Co., 2000 "P" St., N.W., Washington 6, D. C. Hobart 2-3900.

PERSONNEL

Pres. & Gen'l Mgr.—Henry Rau.  
Station Manager—Maxwell M. Marvin.  
Business Manager—Patrick H. Kelly.

REPRESENTATIVES

Headley-Reed Company.

FACILITIES

250 w.; 1450 kc.  
Operating schedule: 6:00 a.m. to midnight. EST.  
AM Transmitter: 61 Pierce St., N.W., Washington.  
FM FACILITIES  
ERP 20,000 w.; 98.7 mc.  
FM Transmitter: West Falls Church, Va.  
Antenna ht.—485 ft. above average terrain.

# DISTRICT OF COLUMBIA

Washington—WOL—Continued

## AGENCY COMMISSION

15%; no cash discount. Bills rendered monthly; payable 10th of following month.

## GENERAL

Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI, and SESAC licenses. All programs duplicated on FM. Rates are for time only; production charges, including talent fees, are extra.

## TIME RATES

Rates effective September 26, 1957.  
Rates received September 27, 1957.

# Service-Ads...

# A Dynamic Concept

# To Provide

# The Information

# You Want

The concept behind the Service-Ads in this, and every other SRDS publication . . . all available qualitative information pertinent to thorough media evaluation, is based on more than 10 years of intensive field interviews to determine what facts and data are most helpful to you and other buyers of media . . .

Assistant Media Director: "Service-Ads should give market information. They should give figures on the potential of the market. Secondly, they should define the buying influences in the market and thirdly, they should tell how well the medium covers the market and those buying influences."

Media Buyer: "I depend a lot on Service-Ads for much of my information. The most important thing I would say about Service-Ads is to suggest that media put material in them I can use . . . material I can quote to a client."

SRDS Interview Reports are continuously directed to media, keeping them aware of your information needs, helping them to help you buy . . . by incorporating qualitative factors, unique to their media, in Service-Ads.

2-5G-858

## PACKAGE RATES

(Run-of-schedule)

One minute or less announcements, per week:					
1 wk.	4 wks.	13 wks.	26 wks.	52 wks.	
10 times..	110.00	105.00	100.00	95.00	90.00
15 times..	154.50	147.00	139.50	132.00	124.50
20 times..	200.00	190.00	180.00	170.00	160.00
25 times..	240.50	228.00	215.50	203.00	190.50
10 spots per week includes 5 announcements in participating programs.					
15 spots per week includes 7 announcements in participating programs.					
20 spots per week includes 10 announcements in participating programs.					
25 spots per week includes 13 announcements in participating programs.					

## COMBINATION RATES

Affiliated with MBS.

Rates with WDOV, Dover, Del., and WNAV, Annapolis, Md., on request.

## SPECIAL FEATURES

News Service—UPI and Washington News service.

## Participating Programs

"Jim Gibbons Show"—6:00 a.m. to 10:00 a.m. Monday through Saturday.  
"Milton Q. Ford Show"—3:00 p.m. to 7:00 p.m. Monday through Saturday.  
"Good Music Time" with Paul Hume—9:00 p.m. to midnight Monday through Saturday and 8:00 p.m. to 11:00 p.m. Sunday.  
1-minute or less, fixed position:  
1 time..... 17.00 78 times..... 14.00  
13 times..... 16.00 156 times..... 13.25  
26 times..... 15.00 312 times..... 12.50  
10-second ID's—50% of earned rate.

## CLOSING TIME

Contracts close 2 weeks before 1st broadcast. Announcement copy and transcriptions close 24 hours in advance.

# WOOK

(Established 1947)



United Broadcasting Co., Inc., 8th and "I" Sts., N. W., Washington, D. C. Republic 7-8000.

## PERSONNEL

President—Richard Eaton.  
Vice-Pres. in charge of Sales—John Panagos.  
Program Director—Cliff Holland.

## REPRESENTATIVES

New York & Chicago—United Broadcasting Company.  
Los Angeles and San Francisco—Harlan G. Oakes & Associates.  
Southern—Dora-Clayton Agency, Inc.

## FACILITIES

250 w.; 1340 kc.  
Operating schedule: 5:00 a.m. to 1:00 a.m. EST.  
Transmitter: 8th and "I" Sts., Washington, D. C.  
FM FACILITIES  
See "General".

## AGENCY COMMISSION

15%; no cash discount.

## GENERAL

Affiliated with WFAN-FM, Washington, D. C.

Length of commercial copy:		Programs	News
5 minutes.....	1:45 min.	1:20 min.	1:45 min.
10 minutes.....	2:00 min.	1:45 min.	2:15 min.
15 minutes.....	2:30 min.	2:30 min.	2:45 min.
25 minutes.....	2:45 min.	3:00 min.	3:00 min.
30 minutes.....	3:00 min.	3:00 min.	3:00 min.
60 minutes.....	6:00 min.		

## TIME RATES

Rates effective July 1, 1957.  
Rates received July 15, 1957.

## CLASS "A"

(6:00 a.m. to 7:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time..	100.00	70.00	40.00	30.00	13.50
52 times	95.00	68.00	38.00	25.00	13.00
104 times	90.00	65.00	36.00	20.00	10.80
206 or more times....	80.00	60.00	34.00	18.00	9.60

30 second announcements—75% of 1 minute rate.

## CLASS "B"

(All other times)

60% of Class "A" time.

## SATURATION ANNOUNCEMENT PLAN

(6:00 a.m. to 7:00 p.m.)

Per week:	
10 times.....	100.00 20 times..... 160.00
15 times.....	135.00

Flat rate cannot be combined with other announcements for figuring discount.

## COMBINATION RATES

See United Broadcasting Network and National Negro Network.

## SPECIAL FEATURES

News Service—UPI.  
News adjacencies—10% additional of earned card rate.

## Participating Programs

Monday through Saturday:  
"Uptown Specials"—6:00 a.m. to 7:00 a.m.  
"Rhythm Specials"—7:15 a.m. to 10:00 a.m.  
"Music Shop"—10:05 a.m. to 11:00 a.m.  
"Midday Spirituals"—11:05 a.m. to noon  
"O.K. Music"—12:05 p.m. to 1:00 p.m.  
"Afternoon Spirituals"—1:05 p.m. to 2:00 p.m.  
"Dance Party"—2:05 p.m. to 6:00 p.m.  
"Gold Fish Bowl"—7:15 p.m. to 11:00 p.m.

## CLOSING TIME

Contracts close 2 weeks before 1st broadcast. Announcement copy and transcriptions close 24 hours in advance. Talks close 48 hours in advance. Talent programs close 1 week before broadcast.

# WPGC

MORNINGSIDE, MD.

(Established 1954)

WPGC, Inc., 4421 Southern Ave., S.E., Washington 19, D. C. Jordan 8-6677.

## PERSONNEL

President—Maxwell Richmond.  
General Manager—Melvin Gene Winters.  
Program Director—Robert Bartel.

## REPRESENTATIVES

Forjoe & Company, Inc.

## FACILITIES

10,000 w. days; 1580 kc.  
Operating schedule: Sunrise to local sunset. EST—DST observed.  
Transmitter: Oakland, Md.

## AGENCY COMMISSION

15%; no cash discount. Bills rendered weekly or monthly as requested.

## GENERAL

Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI, and SESAC licenses. Alcoholic beverage advertising: beer and wine only.

## TIME RATES

Rates effective April 15, 1958.

Rates received June 4, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	150.00	90.00	60.00	45.00	30.00
13 times	142.50	85.50	57.00	42.75	28.50
26 times	135.00	81.00	54.00	40.50	27.00
52 times	127.50	76.50	51.00	38.25	25.50
104 times	120.00	72.00	48.00	36.00	24.00
156 times	112.50	67.50	45.00	33.75	22.50

## Program Discounts

Consecutive weeks:	
13 weeks.....	5% 39 weeks..... 15%
26 weeks.....	10% 52 weeks..... 25%

## ANNOUNCEMENTS

1-minute or less:	
1 time.....	20.00 260 times..... 16.00
52 times.....	19.00 500 times..... 15.00
104 times.....	18.00 750 times..... 14.00
156 times.....	17.00 1000 times..... 13.00

## PACKAGE RATES

6 1-minute spots per week, rotating, flat..... 100.00  
3 1-minute spots per week, rotating, flat..... 54.00  
8-second ID's—60% of earned 1-minute rate.

## SATURATION ANNOUNCEMENT PLANS

Per week:	
1-minute:	1 wk. 13 wks. 26 wks. 52 wks.
12 ti. per week..	175.00 170.64 166.25 157.50
18 ti. per week..	255.00 248.62 242.25 229.50
24 ti. per week..	320.00 312.00 304.00 288.00
30 ti. per week..	385.00 375.37 365.75 346.50
36 ti. per week..	440.00 429.00 418.00 396.00

Saturation Plan announcements are not combinable for purpose of establishing frequency on other broadcasting.

## COMBINATION RATES

Sold in combination with WMEX, Boston. 5% discount for 2 stations, based on uniform volume purchased.

## SPECIAL FEATURES

News Service—AP 5 minutes before the hour, every hour.

Newsarama—News broadcasts from mobile unit.  
Sports Digest—On the half hour.

## Participating Programs

Monday through Friday:  
"Rise & Shine"—sign-on to 9:55 a.m.  
"Johnny Carlton"—10:00 a.m. to 1:00 p.m.  
"Bob Bartel"—1:00 p.m. to 4:00 p.m.  
"Gene Winters"—4:00 p.m. to 5:30 p.m.  
"Fred Gray"—5:30 p.m. to sign-off.  
Saturday:  
"Rise & Shine"—Sign-on to 9:55 a.m.  
"Johnny Carlton"—10:00 a.m. to 1:00 p.m.  
"Bob Bartel"—1:00 p.m. to 3:00 p.m.  
"Requestfully Yours"—3:00 p.m. to 4:00 p.m.  
"Fred Gray"—4:00 p.m. to 5:30 p.m.  
"Mel Taylor"—5:30 p.m. to sign-off.  
Sunday:  
"Musical Sunday"—Music, top tunes.

## CLOSING TIME

24 hours before broadcast.

# WPIK

ALEXANDRIA, VA.

(Established 1945)



The Potomac Broadcasting Corporation, Virginia Theatre Bldg., 523 1st St., Alexandria, Va. Overlook 3-3000.

## PERSONNEL

President—Carl L. Lindberg.  
National Sales Manager—John C. Moran.  
General Manager—Howard B. Hayes.

## FACILITIES

1,000 w.; 730 kc.  
Operating schedule: Local sunrise to sunset. EST—DST observed.  
Transmitter: 504 Telegraph Rd., Alexandria.

## AGENCY COMMISSION

15% on net time; no cash discount. Bills payable when rendered.

## GENERAL

Following national rates apply to all advertisers located outside the State of Virginia and Metropolitan Washington, D. C. Rates for periods longer than 1 hour are in exact proportion to the corresponding 1 hour rates.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

(This listing continued on next page)





# DISTRICT OF COLUMBIA

Washington—Continued

## WTOP

(Established 1926)

### Basic CBS Network



Business Office and Main Studio: Broadcast House, 40th and Brandywine Sts., N.W., Washington 16, D. C. Emerson 2-9300.

#### PERSONNEL

Pres. & Gen'l Mgr.—John S. Hayes.  
Vice-President in Charge of Radio—Lloyd Dennis.  
Vice-Pres. & Dir. of Eng'r & Oper.—Clyde Hunt.  
Sales Manager for Radio—Robert W. Schellenberg.  
Dir. of Prom. & Adv.—Laurese B. Gordon.  
Program Director—Patti Searight.

#### REPRESENTATIVES

CBS Radio Spot Sales.

#### FACILITIES

50,000 w.; 1500 kc. Directional, Clear channel.  
Operating schedule: 24 hours daily (except midnight Sunday to 5:30 a.m. Monday). EST—DST observed.  
AM Transmitter: Wheaton, Md.

#### FM FACILITIES

ERP 20,000 w.; 96.3 mc.  
Transmitter: 40th and Brandywine Sts., N. W.  
Antenna ht.—500 ft. above average terrain.

#### AGENCY COMMISSION

15% on net time after discounts. Payments to be made immediately after broadcast unless other arrangements are made before broadcast.

#### GENERAL

FM operated in conjunction with AM until further notice. Consult station management about products and services considered unacceptable.  
No commercially sponsored foreign language program accepted.  
In some cases contracts will be accepted up to 30 days before 1st broadcast.  
Maximum length of contract 1 year.  
ASCAP, BMI and SESAC licenses.  
Rates include music copyright fees.  
Length of commercial copy:  
60 minutes.....7:00 min. 10 minutes.....2:10 min.  
30 minutes.....4:15 min. 5 minutes.....1:15 min.  
15 minutes.....3:00 min.  
40 seconds is limit for opening commercial on news broadcasts of 10 minutes or longer; 25 seconds is limit for opening commercial on 5-minute news broadcasts. No middle commercial permitted on news broadcasts of less than 10 minutes.

Details of commercial copy allowance on network co-operative programs on request. Rates under Sections One and Two are the net (agency commissionable) rates after deduction of applicable Days Per Week and Consecutive Weeks Discounts. These figures must not be used in computing the cost of any combination within Section One or Section Two.

#### TIME RATES

Rates effective January 6, 1958. (Card No. 24.)  
Card received December 9, 1957.

#### RATE CLASSIFICATIONS

Class "A"—5:30 a.m. to 10:00 p.m. Monday through Saturday; noon to 10:00 p.m. Sunday.  
Class "B"—10:00 p.m. to midnight Sunday through Saturday; 6:00 a.m. to noon Sunday.

#### Announcements

Class "A"—5:29 a.m. to 10:00 p.m. Monday through Saturday; 11:59 a.m. to 10:00 p.m. Sunday.  
Class "B"—10:00 p.m. to midnight Sunday through Saturday; 6:00 a.m. to noon Sunday.

#### SECTION I

(All rates quoted are net dollar cost per unit.)

#### STATION TIME

NOTE: Station time does not include talent and production. Facilities in this Section may be combined with each other but not with those in Sections II or III to earn lower rates.

1	—1-25—			—26-51—			—52+—		
	cons. weeks			cons. weeks			cons. weeks		
	Days per week								
hour:	1-2	3-5	6-7	1-2	3-5	6-7	1-2	3-5	6-7
"A".....	263.	237.	210.	250.	225.	200.	237.	213.	190.
"B".....	150.	135.	120.	143.	129.	114.	135.	122.	108.
1/2 hour:									
"A".....	158.	142.	126.	150.	135.	120.	142.	128.	114.
"B".....	90.	81.	72.	86.	77.	69.	81.	73.	65.
1/4 hour:									
"A".....	105.	94.	84.	100.	90.	79.	95.	85.	76.
"B".....	60.	54.	48.	57.	51.	46.	54.	48.	45.
10 minutes:									
"A".....	84.	76.	67.	80.	72.	64.	76.	68.	61.
"B".....	50.	45.	40.	48.	43.	38.	45.	41.	36.
5 minutes:									
"A".....	53.	48.	42.	50.	45.	40.	47.	42.	38.
"B".....	35.	32.	28.	33.	30.	26.	32.	29.	26.

#### SECTION II

(All rates quoted are net dollar cost per unit)

#### ANNOUNCEMENTS AND PARTICIPATIONS

NOTE: 1-minute announcements, Station Breaks, Participations and 8- and 10-second Time Signals may be combined to earn lower rates. Package rates for Participations do not apply 5:30 a.m. to 9:00 a.m. and 5:00 p.m. to 6:00 p.m. Monday through Saturday. Announcements in these times, however, may count numerically toward Packages.

#### A.—ANNOUNCEMENTS

(Not in packages)

1	—1-25—			—26-51—			—52+—		
	cons. weeks			cons. weeks			cons. weeks		
	Days per week								
minute:	1-2	3-5	6-7	1-2	3-5	6-7	1-2	3-5	6-7
"A".....	50.	45.	40.	48.	43.	38.	45.	41.	36.
"B".....	35.	32.	28.	33.	30.	27.	32.	28.	25.
Station Breaks, 20 seconds:									
"A".....	45.	41.	36.	43.	39.	34.	41.	37.	33.
"B".....	30.	27.	24.	29.	26.	23.	27.	24.	22.

—1-25— —26-51— —52+—

cons. weeks cons. weeks cons. weeks

1-2 3-5 6-7 1-2 3-5 6-7 1-2 3-5 6-7

days days days days days days days days days

Time Signals, 10 seconds:	—1-25—			—26-51—			—52+—		
	cons. weeks			cons. weeks			cons. weeks		
	1-2	3-5	6-7	1-2	3-5	6-7	1-2	3-5	6-7
"A".....	29.	27.	25.	28.	26.	24.	27.	25.	23.
"B".....	20.	18.	16.	19.	17.	15.	18.	16.	14.
Time Signals, 8 seconds:									
"A".....	27.	25.	22.	26.	23.	21.	25.	22.	19.
"B".....	18.	16.	14.	17.	15.	13.	16.	14.	12.

#### B.—ANNOUNCEMENT PACKAGES

NOTE: 12 Plan requires all spots to be placed after noon, Monday through Friday and all day Saturday or Sunday. The 21 Plan allows a maximum of 6 announcements before noon Monday through Friday and a minimum of 9 announcements after 7:00 p.m. Monday through Friday and all day Saturday or Sunday. The 35 Plan allows for a maximum of 10 announcements before noon Monday through Friday and a minimum of 10 announcements after 7:00 p.m. Monday through Friday and all day Saturday or Sunday.

#### CLASS "A"

Per week:	—1-25—			—26-51—			—52+—		
	cons. weeks			cons. weeks			cons. weeks		
1 minute:	1-2	3-5	6-7	1-2	3-5	6-7	1-2	3-5	6-7
12 Plan	36.	33.	29.	35.	32.	28.	33.	30.	27.
21 Plan	31.	28.	25.	30.	27.	24.	28.	26.	23.
35 Plan	28.	25.	22.	26.	24.	21.	25.	22.	20.
Station Breaks, 20 seconds:									
12 Plan	33.	30.	26.	32.	29.	25.	30.	27.	24.
21 Plan	28.	25.	23.	27.	25.	21.	26.	23.	20.
35 Plan	25.	22.	20.	24.	21.	19.	22.	20.	18.
Time Signals, 10 seconds:									
12 Plan	21.	19.	17.	20.	18.	16.	19.	17.	15.
21 Plan	19.	17.	15.	18.	16.	14.	17.	15.	13.
35 Plan	16.	14.	13.	15.	13.	12.	14.	12.	11.
Time Signals, 8 seconds:									
12 Plan	20.	18.	16.	19.	17.	15.	18.	16.	14.
21 Plan	17.	15.	13.	16.	14.	12.	15.	13.	11.
35 Plan	15.	13.	12.	14.	12.	11.	13.	11.	10.

#### CLASS "B"

1 minute:	—1-25—			—26-51—			—52+—		
	cons. weeks			cons. weeks			cons. weeks		
	1-2	3-5	6-7	1-2	3-5	6-7	1-2	3-5	6-7
12 Plan	25.	23.	21.	24.	22.	20.	23.	21.	19.
21 Plan	22.	20.	18.	21.	19.	17.	20.	18.	16.
35 Plan	19.	17.	16.	18.	16.	15.	17.	15.	14.
Station Breaks, 20 seconds:									
12 Plan	22.	20.	18.	21.	19.	17.	20.	18.	16.
21 Plan	19.	17.	15.	18.	16.	14.	17.	15.	13.
35 Plan	17.	15.	13.	16.	14.	12.	15.	13.	11.
Time Signals, 10 seconds:									
12 Plan	15.	13.	11.	14.	12.	10.	13.	11.	9.
21 Plan	13.	11.	9.	12.	10.	8.	11.	9.	7.
35 Plan	12.	10.	9.	11.	9.	8.	10.	8.	7.
Time Signals, 8 seconds:									
12 Plan	13.	12.	11.	12.	11.	10.	11.	10.	9.
21 Plan	12.	10.	9.	11.	9.	8.	10.	8.	7.
35 Plan	11.	9.	8.	9.	8.	7.	8.	7.	6.

#### C.—PARTICIPATING PROGRAMS

Group I	—1-25—			—26-51—			—52+—		
	cons. weeks			cons. weeks			cons. weeks		
	1-2	3-5	6-7	1-2	3-5	6-7	1-2	3-5	6-7
1-25 consecutive weeks.....	55.	50.	44.	55.	50.	44.	55.	50.	44.
26-51 consecutive weeks.....	52.	47.	42.	52.	47.	42.	52.	47.	42.
52+ consecutive weeks.....	50.	45.	40.	50.	45.	40.	50.	45.	40.

Group II	—1-25—			—26-51—			—52+—		
	cons. weeks			cons. weeks			cons. weeks		
	1-2	3-5	6-7	1-2	3-5	6-7	1-2	3-5	6-7
1-25 consecutive weeks.....	55.	50.	44.	55.	50.	44.	55.	50.	44.
26-51 consecutive weeks.....	52.	47.	42.	52.	47.	42.	52.	47.	42.
52+ consecutive weeks.....	50.	45.	40.	50.	45.	40.	50.	45.	40.

#### Participations in Package Plans

Consecutive weeks:	—12 Plan—			—21 Plan—			—35 Plan—		
	Days per week			Days per week			Days per week		
	1-2	3-5	6-7	1-2	3-5	6-7	1-2	3-5	6-7
1-25.....	35.	32.	28.	30.	27.	24.	30.	27.	24.
26-51.....	33.	30.	26.	29.	26.	23.	29.	26.	23.
52+.....	32.	28.	25.	27.	25.	22.	27.	25.	22.

#### SECTION III

(All rates quoted are net dollar cost per unit)

#### SPECIAL FEATURES

NOTE: Features listed in "A" and "B" below may count numerically toward Package Plans, but do not themselves receive any lower rates. They may not be combined with any features or announcements to earn day-per-week or consecutive-weeks discounts.

#### A.—Eddie Gailaher's Programs

1. Sundial	—1-25—			—26-51—			—52+—		
	cons. weeks			cons. weeks			cons. weeks		
	1-2	3-5	6-7	1-2	3-5	6-7	1-2	3-5	6-7
1-25 consecutive weeks.....	65.	59.	53.	62.	56.	50.	62.	56.	50.
26-51 consecutive weeks.....	59.	53.	47.	59.	53.	47.	59.	53.	47.
52+ consecutive weeks.....	55.	50.	44.	52.	47.	42.	50.	45.	40.
2. Moondial									
1-25 consecutive weeks.....	55.	50.	44.	52.	47.	42.	50.	45.	40.
26-51 consecutive weeks.....	52.	47.	42.	50.	45.	40.	50.	45.	40.
52+ consecutive weeks.....	50.	45.	40.	50.	45.	40.	50.	45.	40.
3. Sundial and Moondial Combination — alternates daily between the Sundial and Moondial Matinee.									
Sold only on schedule of 1-25 weeks:									
6 times per week.....	45.								
3 times per week.....	50.								

#### B.—Housewives' Protective League—HPL

1. The HPL Combination alternates between the Housewives' Protective League and The Sunrise Salute. Sold only on schedules of:	—1-25—			—26-51—			—52+—		
	cons. weeks			cons. weeks			cons. weeks		
	1-2	3-5	6-7	1-2	3-5	6-7	1-2	3-5	6-7
6 times per week.....	45.								
3 times per week.....	50.								
2. The Sunrise Salute Program only:									
1-2 days per week.....	48.								
3-5 days per week.....	44.								
6-7 days per week.....	39.								
C.—Weekend Package Plan									
(Class "B" time Friday evening to sign-off Sunday)									
60% discount off base rate; no further discount.									

#### COMBINATION RATES

See CBS Radio Network (Basic Network).

#### SPECIAL FEATURES

News Service—AP, UPI and Washington City News Service—rates on request.  
Political—regular rates apply; details on request.  
Instantaneous Reference Recordings, per 15-minute unit or less, net, each 10.00 (plus shipping charges).  
Participating Programs  
See Section Two above.

#### CLOSING TIME

Program content and advertising copy must be received 24 hours (exclusive of Saturday, Sundays and holidays) before broadcast.

## WUST

BETHESDA, MD.

(Established 1947)

Broadcast Management, Inc., Republic Theater, 1343 "U" St., N.W., Washington 9, D. C. Hobart 2-0011. (Auxiliary studio also located here.)

#### PERSONNEL

Gen'l & Sales Mgr.—Jackson Lowe.

#### FACILITIES

250 w.; 1120 kc. Day

**TIME RATES**

Rates effective July 1, 1957.  
Rates received July 3, 1957.  
Rev. rec'd August 21, 1957.

**PROGRAMS**

Program time rates on request.

**ANNOUNCEMENTS**

(6:00 a.m. to 9:30 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)		
One minute or less:	Each	Weekly
6 weekly, staggered, 1 per day.....	25.00	150.00
Less than 6 weekly, staggered 1 per day.....	30.00	.....
Specified position (6:00 a.m. to 9:30 a.m. only)	40.00	.....
(9:30 a.m. to 4:00 p.m. and 7:00 p.m. to 10:30 p.m. Monday through Saturday, all day Sunday)		
6 weekly, 1 per day.....	20.00	120.00
Less than 6 weekly, 1 per day.....	23.00	.....

**IMPACT ANNOUNCEMENT PLAN**

(9:30 a.m. to 4:00 p.m. Monday through Saturday)		
One minute participations:	Each	Weekly
12 times weekly, flat.....	18.00	216.00
24 times weekly, flat.....	17.00	408.00
48 times weekly, flat.....	16.00	768.00
96 times weekly, flat.....	14.00	1,344.00
Station break participations:		
12 times weekly, flat.....	15.00	180.00
24 times weekly, flat.....	14.00	336.00
48 times weekly, flat.....	13.00	624.00
96 times weekly, flat.....	11.00	1,056.00
(7:00 p.m. to 10:30 p.m. and 1:00 a.m. to 6:00 a.m. Monday through Saturday; all day Sunday)		
One minute participations:		
12 times weekly.....	13.50	162.00
24 times weekly.....	12.75	306.00
48 times weekly.....	12.00	576.00
96 times weekly.....	10.50	1,008.00
Station Break participations:		
12 times weekly.....	11.25	135.00
24 times weekly.....	10.50	252.00
48 times weekly.....	9.75	468.00
96 times weekly.....	8.25	792.00

Impact Plan announcements may be scheduled 6:00 a.m. to 9:30 a.m., 4:00 p.m. to 7:00 p.m. and 10:30 p.m. to 1:00 a.m. Monday through Saturday, at the regular applicable rates for these periods. Since these announcements may count toward Impact Plan frequency, the balance of the schedule will be sold at pro-rata the Impact Plan rates. Day and night Impact Plans may be combined in any proportion of day and night broadcasting and/or minutes and station breaks, pro-rata the applicable unit cost of the service ordered, in minimum plans of 12 announcements. ID's—50% of applicable minute rate. ID's may not be combined with other broadcast service for the purpose of establishing frequency discounts on either the ID's or the other broadcast service. Rates shown herein are guaranteed for a period of 6 months from effective date of any rate increase, providing that advertising is actually running at the time of the rate increase, and providing that it runs continuously thereafter.

**SPECIAL FEATURES**

**NEWS PACKAGE RATES**

(6:00 a.m. to 9:30 a.m. Monday through Saturday)	
5-minute newscasts:	
6 times weekly, flat, per week.....	270.00
Less than 6 weekly, flat, each.....	50.00
(4:00 p.m. to 7:00 p.m. Monday through Saturday)	
6 times weekly, flat, per week.....	210.00
Less than 6 weekly, flat, each.....	40.00
(All other times)	
6 times weekly, flat, per week.....	156.00
Less than 6 weekly, flat, each.....	30.00
Political—regular rates apply. Applicants for political broadcast time required to sign special station application form. Copy for political broadcasts must be submitted 24 hours before broadcasts and left as permanent record.	
Library Service—Lang-Worth, Standard.	
Instantaneous Reference Recordings: Initial air check furnished without charge. Additional air checks at following cost:	
Single 12".....	3.50
Double 12".....	5.50
Single 16".....	5.50
Double 16".....	9.00

**Participating Programs**

1:00 a.m. to 6:00 a.m. Show—rates on request.  
**CLOSING TIME**  
Broadcast copy for program material must be received 24 hours before broadcast. Script of talks or commercial programs must be received 48 hours in advance.

**W W D C-FM**

(Established 1947)



WWDC, Inc. 1627 "K" St., N. W., Washington 6, D. C. Tuckerman 2-7600.

**PERSONNEL**

General Manager—Ben Strouse.  
Sales Manager—Herman M. Paris.

**MAILING INSTRUCTIONS**

Transcriptions, copy, etc.—WWDC Transmitter, 8800 Brookville Road, Silver Spring, Md.

**FACILITIES**

ERP 20,000 w.; 101.1 mc.  
Operating schedule: 7:00 a.m. to 2:00 a.m. EST—DST observed.  
Transmitter: Silver Spring, Md.  
Antenna ht.—500 ft. above average terrain.

**AGENCY COMMISSION**

15%; no cash discount.

**GENERAL**

Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.

**TIME RATES**

Rates effective June 1, 1953.	
Rates received June 1, 1953	
Revisions received January 4, 1954.	
21 announcements.....	85.00
35 announcements.....	125.00
70 announcements.....	210.00

**CLOSING TIME**

72 hours before broadcast.

# Are You Sure of Reaching ... the Right People ... the Right Area?

Let's suppose your budget is small, and results are essential through a limited advertising program. You have a product that appeals primarily to farmers and people in rural areas. You have to be mighty sure that the media you select are going to do a sure-fire selling job for you.

This is your problem, but Standard Rate & Data Service wants to help you solve it. That's why you'll find reliable up-to-date market statistics and market maps every month in these Standard Rate publications:

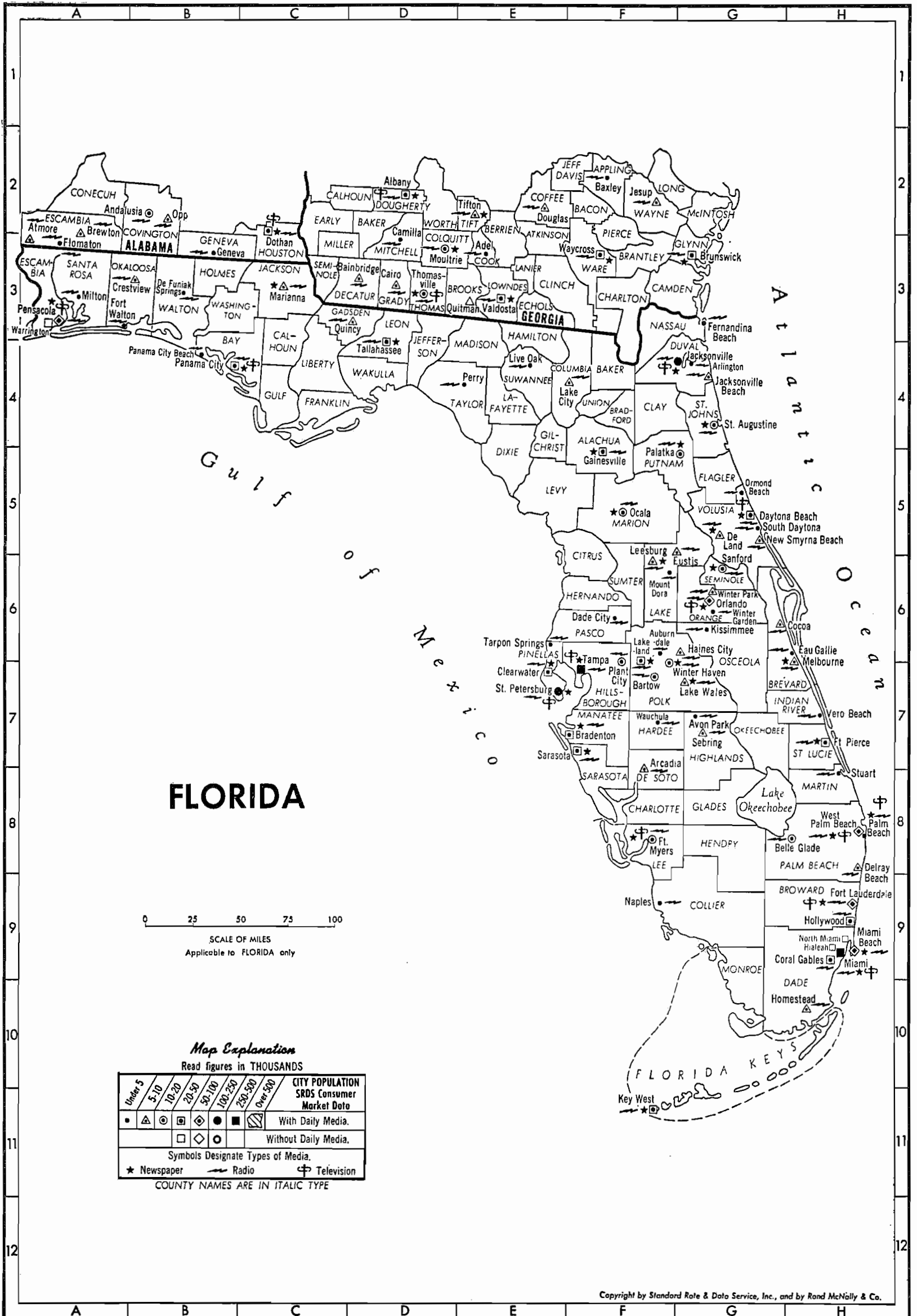
- Spot Radio Rates and Data
- Spot TV Rates and Data
- Newspaper Rates and Data

Of course, media selection cannot be 100% guaranteed by anyone, but certain steps can be taken to make the best possible choice and to definitely put the odds in your favor. The media buyer who does a careful job of research — making a thorough study of these averages and percentages—knows when he has made his decision that it is justified. He knows that his product is being presented to the people who want it and who can afford to purchase it.

Whether your budget is large or small, whether your product appeals to city dwellers or rural folk, you have something to sell and results are essential. You'll get those results by using the market data made available to you by Standard Rate & Data Service.

Helping you to arrive at final decisions in the selection of the best possible media to reach the people you want to reach is just one of the many ways Standard Rate seeks to help you.

SNRTV-17



# FLORIDA

0 25 50 75 100

SCALE OF MILES  
Applicable to FLORIDA only

### Map Explanation

Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION SRDS Consumer Market Data
•	△	○	◻	◇	●	■	▨	With Daily Media.
□	◇	○						Without Daily Media.
Symbols Designate Types of Media.								
★	—	⊕						
★ Newspaper    — Radio    ⊕ Television								

COUNTY NAMES ARE IN ITALIC TYPE



# SRDS Consumer Market Data

## STATE, COUNTY, CITY, METROPOLITAN AREA DATA

**CITIES AND COUNTIES**

This list shows counties in which cities are located. Cities are first, counties next.

Bradenton—Manatee	Fort Lauderdale—Broward	Jacksonville—Duval	North Miami—Dade
Brownsville—Brent-Goulding	Fort Pierce—St. Lucie	Key West—Monroe	Orlando—Orange
—Escambia	Gainesville—Alachua	Lakeland—Polk	Panama City—Bay
Clearwater—Pinellas	Haines City—Polk	Miami—Dade	Pensacola—Escambia
Coral Gables—Dade	Hialeah—Dade	Miami Beach—Dade	St. Petersburg—Pinellas
Daytona Beach—Volusia	Hollywood—Broward		Sarasota—Sarasota
			Tallahassee—Leon
			Tampa—Hillsborough
			Warrington—Escambia
			West Palm Beach—Palm Beach

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Popu- lation 7/1/58 (000)	House- holds 7/1/58 (000)	C.S.I. 7/1/57 to 7/1/58 (\$000)	C.S.I. per House- hold (\$)	Total Retail Sales 7/1/57 to 7/1/58 (\$000)	Retail Sales by Store Type — For the Year 7/1/57 to 7/1/58					Filling Station (\$000)	Farm Popu- lation 1/1/58 (000)	Gross Farm Income 1957 (\$000)	
						Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)			
<b>FLORIDA</b>	4,300.8	1,297.58	6,302,468	4,857	5,758,819	1,399,266	200,893	491,818	430,873	326,848	1,148,598	462,504	247.0	657,830
STATE TOTALS.....														
ALACHUA F-4.....	63.6	16.65	74,065	4,448	72,671	19,602	2,539	3,881	5,050	3,412	16,934	8,253	7.8	8,780
Gainesville.....	34.3	8.74	52,788	6,040	57,511	15,130	2,022	2,816	4,832	3,153	15,119	5,515	.....	.....
BAKER F-4.....	7.9	1.97	5,608	2,847	5,792	1,952	290	590	74	119	949	959	1.9	2,009
BAY B-4.....	63.4	17.39	81,264	4,673	60,725	16,210	2,129	6,542	3,530	3,847	11,080	6,762	1.0	753
Panama City.....	33.3	9.70	44,381	4,575	52,282	12,704	1,795	6,080	3,414	3,571	10,763	5,333	.....	.....
BRADFORD F-4.....	13.2	3.53	9,392	2,661	10,557	3,219	411	219	604	727	2,445	2,195	3.5	1,852
BREVARD G-7.....	42.9	13.88	69,051	4,975	94,418	29,625	3,995	2,961	3,819	4,842	17,700	14,265	2.7	7,181
BROWARD H-9.....	233.8	74.47	417,724	5,609	380,933	89,229	13,957	23,845	31,477	25,090	72,663	28,505	1.8	21,701
Fort Lauderdale.....	85.8	28.57	182,196	6,377	188,956	36,602	6,925	18,763	21,886	16,464	39,548	10,672	.....	.....
Fort Lauderdale Metro Area.....	233.8	74.47	417,724	5,609	380,933	89,229	13,957	23,845	31,477	25,090	72,663	28,505	.....	.....
Hollywood.....	30.7	10.40	69,297	6,663	42,843	12,717	2,258	1,723	4,194	3,324	10,063	2,509	.....	.....
CALHOUN C-3.....	8.6	2.20	5,770	2,623	7,168	1,498	364	805	237	214	1,293	1,128	2.8	1,737
CHARLOTTE F-8.....	5.9	2.10	6,763	3,220	7,656	2,640	142	436	120	370	1,686	963	.5	2,318
CITRUS F-5.....	6.4	2.00	6,910	3,455	7,429	2,135	304	283	113	23	535	1,925	.9	1,072
CLAY F-4.....	21.9	5.29	30,298	5,727	10,737	2,867	505	539	234	232	3,567	2,150	1.2	4,295
COLLIER G-9.....	14.0	4.05	18,627	4,599	16,628	3,758	748	1,068	873	606	799	2,424	.2	6,156
COLUMBIA F-4.....	22.4	6.05	23,214	3,837	17,755	4,470	393	1,216	818	1,303	3,884	2,669	5.2	4,173
DADE H-10.....	859.0	275.49	1,569,245	5,696	1,523,474	338,307	51,594	135,024	139,283	89,147	277,184	89,856	5.3	46,641
Coral Gables.....	36.2	11.57	111,086	9,601	84,862	19,788	2,621	2,621	9,795	5,198	16,427	3,883	.....	.....
Hialeah.....	61.9	18.35	84,981	4,631	51,198	16,878	1,821	1,798	994	3,899	474	4,069	.....	.....
Miami.....	282.7	98.42	531,826	5,404	830,761	168,524	24,483	103,263	66,508	52,870	201,440	43,253	.....	.....
Miami Metro Area.....	859.0	275.49	1,569,245	5,696	1,523,474	338,307	51,594	135,024	139,283	89,147	277,184	89,856	.....	.....
Miami Beach.....	57.4	20.02	189,253	9,453	121,072	25,343	7,136	2,498	35,559	3,753	4,665	4,930	.....	.....
North Miami.....	30.8	9.74	49,596	5,092	35,761	4,344	1,738	967	1,389	9,289	4,170	3,797	.....	.....
DE SOTO F-8.....	9.0	2.46	5,828	2,369	11,061	3,042	362	406	519	365	2,599	786	1.7	6,225
DIXIE E-5.....	4.0	1.13	3,803	3,365	3,193	1,151	233	125	125	198	510	452	.9	625
DUVAL G-4.....	449.4	126.96	654,381	5,154	572,802	150,599	19,771	43,534	42,784	30,139	138,546	35,997	1.8	11,748
Jacksonville.....	239.7	68.43	356,087	5,204	481,488	111,179	15,554	40,651	41,893	27,758	131,905	26,387	.....	.....
Jacksonville Metro Area.....	449.4	126.96	654,381	5,154	572,802	150,599	19,771	43,534	42,784	30,139	138,546	35,997	.....	.....
ESCAMBIA A-3.....	170.8	46.47	239,957	5,164	211,435	49,628	6,018	18,643	14,888	12,089	46,709	14,505	4.7	3,243
Brownsville-Brent- Goulding.....	49.3	13.58	53,045	3,906	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Pensacola.....	53.8	15.93	81,613	5,123	122,496	26,969	3,580	13,249	11,230	7,787	34,572	6,595	.....	.....
Pensacola Metro Area.....	170.8	46.47	239,957	5,164	211,435	49,628	6,018	18,643	14,888	12,089	46,709	14,505	.....	.....
Warrington.....	23.2	6.89	37,636	5,462	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
FLAGLER G-5.....	4.6	1.41	7,260	5,149	2,330	533	190	43	30	.....	200	648	.4	2,748
FRANKLIN C-4.....	5.9	1.76	8,282	4,955	4,955	1,708	199	419	130	66	525	616	.1	70
GADSDEN D-3.....	47.0	9.77	33,464	3,425	26,353	6,859	833	2,872	1,323	1,412	5,348	2,800	13.0	17,696
GILCHRIST E-4.....	3.8	.98	2,203	2,248	2,779	908	.....	136	.....	.....	716	87	1.9	1,487
GLADES G-8.....	2.2	.63	2,625	4,167	1,863	810	55	.....	.....	.....	.....	618	1.0	3,765
GULF C-4.....	10.3	2.82	11,543	4,093	5,104	1,833	183	228	304	338	1,096	536	.4	87
HAMILTON E-3.....	11.0	2.89	7,502	2,596	5,642	2,032	172	732	67	136	546	1,096	4.4	4,230
HARDEE F-7.....	12.9	3.77	13,549	3,594	13,132	3,212	371	1,110	352	461	3,351	1,375	4.6	10,872
HENDRY G-8.....	6.7	1.93	7,582	3,928	11,463	2,580	277	613	181	277	2,830	1,628	.6	15,205
HERNANDO F-6.....	8.1	2.48	8,531	3,440	9,672	2,461	330	468	.....	81	2,988	2,326	1.5	3,268
HIGHLANDS G-7.....	17.1	5.26	26,323	5,004	29,950	8,714	922	917	1,404	1,843	7,872	3,837	1.2	15,804
HILLSBOROUGH F-7.....	375.7	113.55	509,964	4,491	431,282	109,494	17,781	50,923	24,008	23,303	92,254	31,229	19.7	32,522
Tampa.....	261.1	80.71	378,384	4,688	393,454	95,065	15,993	48,069	22,279	21,445	87,340	27,226	.....	.....
Tampa-St. Petersburg Metro Area.....	632.6	205.82	958,111	4,655	826,378	194,829	32,454	118,913	45,374	40,737	163,147	59,710	.....	.....
HOLMES B-3.....	12.3	2.89	7,843	2,714	6,774	2,664	237	456	525	253	1,940	521	8.0	2,856
INDIAN RIVER H-7.....	18.2	5.67	25,403	4,480	31,028	7,480	1,158	1,259	1,363	1,676	5,153	3,685	1.8	9,408
JACKSON C-3.....	40.2	10.23	33,069	3,233	25,710	6,543	641	3,523	1,172	1,149	6,475	2,244	14.6	9,958
JEFFERSON D-3.....	10.5	2.75	6,995	2,544	5,018	1,419	69	420	245	432	1,114	736	4.8	3,847
LAFAYETTE E-4.....	3.7	.99	1,980	2,000	2,224	504	151	191	61	63	508	237	2.4	3,016
LAKE F-6.....	50.5	15.69	64,697	4,123	56,318	15,538	1,896	3,272	2,499	2,262	12,199	5,472	6.1	48,038
LEE F-8.....	35.7	11.44	54,649	4,777	72,357	18,558	2,561	8,342	3,768	3,418	13,500	5,745	1.9	7,400
LEON D-3.....	69.7	17.65	92,769	5,256	79,896	16,534	1,768	5,540	7,873	3,632	14,476	9,291	5.0	2,544
Tallahassee.....	45.1	12.21	71,814	5,882	76,345	15,934	1,768	5,329	7,873	3,548	14,476	8,207	.....	.....
Tallahassee Metro Area.....	69.7	17.65	92,769	5,256	79,896	16,534	1,768	5,540	7,873	3,632	14,476	9,291	.....	.....
LEVY E-5.....	10.6	3.14	10,490	3,341	9,579	2,064	248	625	174	576	2,859	2,099	2.4	2,234
LIBERTY C-4.....	2.2	.62	2,254	3,635	3,026	1,752	.....	212	.....	31	.....	497	1.0	868
MADISON E-3.....	16.4	4.18	12,297	2,942	10,332	2,772	233	542	774	769	1,923	740	6.4	5,124
MANATEE F-7.....	50.0	16.21	67,761	4,180	62,137	18,537	2,038	4,546	3,830	4,021	13,507	4,945	4.1	8,341
Bradenton.....	22.8	8.14	36,217	4,449	45,608	12,525	1,413	3,826	3,653	3,485	11,987	3,242	.....	.....
MARION F-5.....	49.7	14.54	52,676	3,623	52,908	11,241	1,400	3,184	3,667	2,274	9,742	5,693	8.4	12,657
MARTIN H-8.....	9.9	3.26	13,530	4,150	15,967	5,469								

# SRDS Consumer Market Data

## STATE, COUNTY, CITY, METROPOLITAN AREA DATA

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Popu- lation 7/1/58 (000)	House- holds 7/1/58 (000)	C.S.I. 7/1/57 to 7/1/58 (\$000)	C.S.I. per House- hold (\$)	Total Retail Sales 7/1/57 to 7/1/58 (\$000)	Retail Sales by Store Type — For the Year 7/1/57 to 7/1/58							Farm Popu- lation 1/1/58 (000)	Gross Farm Income 1957 (\$008)
						Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Filling Station (\$000)		
POLK F-7.....	181.8	53.18	232,625	4,374	181,287	52,950	5,936	11,757	11,185	11,435	38,707	17,636	13.5	88,776
Haines City.....	6.1	1.88	9,863	5,246	10,023	3,613	498	268	84	199	1,658	1,399	.....	.....
Lakeland.....	40.5	12.89	68,379	5,305	62,395	16,146	1,911	6,751	5,093	3,856	15,589	4,229	.....	.....
Lakeland Metro Area..	181.8	53.18	232,625	4,374	181,287	52,950	5,936	11,757	11,185	11,435	38,707	17,636	.....	.....
PUTNAM F-5.....	32.7	9.62	35,068	3,645	29,122	7,473	1,636	1,655	1,294	1,607	6,225	2,539	2.2	6,693
ST. JOHNS G-4.....	34.4	10.28	47,241	4,595	25,214	6,470	1,175	802	1,389	1,193	5,895	3,272	1.5	10,545
ST. LUCIE H-7.....	32.3	9.62	42,659	4,434	46,459	12,957	1,434	2,329	2,746	2,741	12,723	3,329	1.9	18,318
Fort Pierce.....	24.4	7.06	32,821	4,649	44,571	12,655	1,434	2,329	2,746	2,741	12,234	3,239	.....	.....
SANTA ROSA A-3.....	23.8	5.99	19,148	3,197	14,517	5,454	326	236	675	1,002	2,692	2,029	5.0	3,682
SARASOTA F-8.....	49.2	16.83	75,914	4,511	89,424	21,998	3,714	3,736	6,546	6,475	18,487	6,372	1.3	3,070
Sarasota.....	36.1	12.38	61,973	5,006	75,955	18,261	2,971	3,540	6,196	5,954	17,216	5,103	.....	.....
SEMINOLE G-6.....	36.4	10.82	42,466	3,925	29,390	9,214	1,192	1,688	1,252	1,739	5,808	2,810	2.4	7,967
SUMTER F-6.....	11.8	3.34	12,192	3,650	10,702	2,961	387	864	129	167	1,452	1,337	3.3	2,952
SUWANNEE E-4.....	15.1	3.96	15,880	4,010	16,238	3,313	492	971	909	516	3,584	1,761	8.7	7,963
TAYLOR E-4.....	12.6	3.63	9,710	2,675	16,783	5,419	394	841	441	351	3,204	3,278	1.7	934
UNION F-4.....	7.7	1.08	3,364	3,115	2,130	708	107	393	.....	91	177	514	2.5	1,431
VOLUSIA G-5.....	102.1	34.16	145,165	4,250	128,830	29,330	6,276	11,802	8,461	8,264	21,975	12,855	3.1	9,536
Daytona Beach.....	50.1	16.94	78,909	4,658	75,465	14,506	3,638	9,355	6,599	4,971	13,957	5,756	.....	.....
Daytona Beach Metro Area.....	102.1	34.16	145,165	4,250	128,830	29,330	6,276	11,802	8,461	8,264	21,975	12,855	.....	.....
WAKULLA D-4.....	5.1	1.32	3,641	2,758	1,121	611	.....	168	.....	.....	.....	172	.9	237
WALTON B-3.....	15.5	4.18	15,337	3,669	13,883	2,784	80	1,568	346	555	4,467	1,718	5.7	2,333
WASHINGTON B-3.....	10.5	2.78	9,341	3,360	5,257	1,577	171	488	448	294	485	848	4.9	1,465

## SRDS Radio Household Data

Data from the Census Bureau and from independent sources were combined to provide an estimate of radio households in the U.S., county-by-county as of July 1, 1958.

County	Estimated Total Households 7-1-58	Estimated Households with Radio 7-1-58	% U.S. Total Radio Households 7-1-58
STATE TOTAL	1,297,580	1,238,880	2.5338
Alachua	16,650	15,690	.0321
Baker	1,970	1,800	.0037
Bay	17,390	16,560	.0339
Bradford	3,530	3,260	.0067
Brevard	13,880	13,220	.0270
Broward	74,470	71,660	.1466
Calhoun	2,200	2,050	.0042
Charlotte	2,100	1,960	.0040
Citrus	2,000	1,890	.0039
Clay	5,290	4,940	.0101
Collier	4,050	3,620	.0074
Columbia	6,050	5,590	.0114
Dade	275,490	265,080	.5421
De Sota	2,460	2,270	.0046
Dixie	1,130	1,010	.0021
Duval	126,960	122,170	.2499
Escambia	46,470	44,260	.0905
Flagler	1,410	1,260	.0026
Franklin	1,760	1,610	.0033
Gadsden	9,770	8,930	.0183
Gilchrist	980	900	.0018
Glades	630	580	.0012
Gulf	2,820	2,660	.0054
Hamilton	2,890	2,580	.0053
Hardee	3,770	3,520	.0072
Hendry	1,930	1,800	.0037
Hernando	2,480	2,320	.0047
Highlands	5,260	4,960	.0101
Hillsborough	113,550	109,270	.2235
Holmes	2,890	2,700	.0055
Indian River	5,670	5,290	.0108
Jackson	10,230	9,450	.0193
Jefferson	2,750	2,450	.0050
Lafayette	990	920	.0019
Lake	15,690	14,940	.0306
Lee	11,440	10,780	.0220
Leon	17,650	16,470	.0337
Levy	3,140	2,840	.0058
Liberty	620	570	.0012
Madison	4,180	3,820	.0078
Manatee	16,210	15,600	.0319
Marion	14,540	13,560	.0277
Martin	3,260	3,100	.0063
Monroe	11,080	10,660	.0218
Nassau	4,440	4,140	.0085
Okaloosa	14,630	13,790	.0282
Okeechobee	1,430	1,350	.0028
Orange	70,430	67,770	.1386
Osceola	5,180	4,930	.0101
Palm Beach	59,220	55,820	.1142
Pasco	9,510	9,050	.0185
Pinellas	92,270	89,700	.1835
Polk	53,180	50,650	.1036
Putnam	9,620	8,880	.0182
St. Johns	10,280	9,690	.0198
St. Lucie	9,620	9,160	.0187
Santa Rosa	5,990	5,590	.0114
Sarasota	16,830	16,190	.0331
Seminole	10,820	10,200	.0209

County	Estimated Total Households 7-1-58	Estimated Households with Radio 7-1-58	% U.S. Total Radio Households 7-1-58
Sumter	3,340	3,150	.0064
Suwannee	3,960	3,650	.0075
Taylor	3,630	3,350	.0069
Union	1,080	1,000	.0020
Volusia	34,160	32,540	.0665
Wakulla	1,320	1,180	.0024
Walton	4,180	3,940	.0081
Washington	2,780	2,590	.0053

## FLORIDA

See SRDS consumer market map and data at beginning of the State.

### ARCADIA

De Sota County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

### W A P G

(Established 1955)

Arcadia-Punta Gorda Broadcasting Co., P. O. Box 676, Frankford St., Arcadia, Fla. Walnut 8-6111, 8-6101.

#### PERSONNEL

Pres. & Owner—H. F. McKee.  
Gen'l Mgr. & Chief Eng.—Paul Howell.  
Program Director—Bert Erickson.

#### REPRESENTATIVES

Joseph Hershey McGillvra, Inc.

#### FACILITIES

1,000 w., 1480 kc.  
Operating schedule: 6:00 a.m. to local sunset. EST.  
Transmitter: Frankford St., Arcadia.

#### AGENCY COMMISSION

15% on time only; 2% cash discount. Bills rendered 1st of month; payable 10 days.

#### GENERAL

Affiliated with Keystone Broadcasting System.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising accepted.  
Contracts must be completed within 1 year.  
Rates cover time only. Talent and other services, rates on request.

#### TIME RATES

Rates effective September 1, 1955. (Card No. 2.)  
Card received December 27, 1955.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)	(†)
1 time....	41.00	24.00	16.00	10.50	8.00	4.25	2.65
13 times....	39.00	23.00	15.00	10.00	7.50	4.00	2.50
26 times....	37.00	22.00	14.00	9.50	7.00	3.75	2.35
52 times....	35.00	21.00	13.00	9.00	6.50	3.50	2.20
104 times....	33.00	19.50	12.00	8.50	6.00	3.25	2.05
156 times....	31.00	18.00	11.00	8.00	5.50	3.00	1.90
260 times....	29.00	16.50	10.00	7.50	5.00	2.75	1.75
312 times....	27.00	15.00	9.00	6.50	4.50	2.50	1.60

(\*) 1 minute or less.  
(†) 8-second or 16-word shorts.  
Package Plan

100 or more spots in any given month—312 time rate.

#### SPECIAL FEATURES

News Service—UPI. No extra charge.  
U. S. Weather Bureau Broadcasts, Time Signals and Sports—rates on request.  
Political—regular rates apply; cash in advance.  
Library Service—Thesaurus.

#### Participating Programs

"Gospel Hour"—6:05 a.m. to 7:30 a.m.  
"Shop and Swap"—7:45 a.m. to 8:00 a.m.  
"On The Sunny Side"—8:00 a.m. to 9:00 a.m.  
"Farm Parade"—10:15 a.m. to noon.  
"1480 Club"—3:05 p.m. to 6:00 p.m.

## ARLINGTON

Duval County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

### See Jacksonville

## ATLANTIC BEACH

Duval County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

## W K T X

(Established 1958)

Ocean Beach Broadcasting Co., P. O. Box 1328; 1611 Atlantic Blvd., Atlantic Beach, Fla. Cherry 6-3695.

#### PERSONNEL

President—W. H. Adams, Jr.  
Gen'l. & Sta. Mgr.—Robert K. Lynch.

#### FACILITIES

1,000 w. days; 1600 kc. Nondirectional.  
Operating schedule: Local sunrise to sunset. EST—DST not observed.  
Transmitter: 1611 Atlantic Blvd., Atlantic Beach, Fla.

#### AGENCY COMMISSION

15% on time only; 2% cash discount. Bills rendered from 20th of month to 20th of following month; 2% 10 days, net 10th of month.

#### GENERAL

Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
National and local rates same.

#### TIME RATES

Rates effective April 2, 1958.

Rates received April 7, 1958.

	1 hr.	1/2 hr.	13 tl.	25 tl.
1 hour.....	40.00	35.00	30.00	30.00
1/2 hour.....	25.00	22.50	22.50	22.50
1/4 hour.....	15.00	13.50	13.50	13.50
5 minute news.....	7.50	7.00	7.00	7.00
1 minute.....	3.90	3.50	3.10	3.10
30 seconds.....	2.10	1.90	1.80	1.80

#### SPECIAL FEATURES

News Service—AP. No extra charge.

#### CLOSING TIME

72 hours in advance of broadcast.

## AUBURNDALE

Polk County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

## W T W B

(Established 1956)

Owned and operated by L. M. Hughey, 6201 Nebraska Ave., Tampa, Fla. Phone 3-1191.

#### PERSONNEL

President—L. M. Hughey.  
Station Manager—R. W. Boyce.

**Auburndale—W T W B—Continued**

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
104 times....	24.40	15.60	9.15	6.50	4.15	2.00
156 times....	23.20	14.90	8.75	6.20	3.95	1.75
312 times....	22.00	14.00	8.00	6.00	3.50	1.50

**SPECIAL FEATURES**

News Service—UPI and local.  
**CLOSING TIME**  
 48 hours in advance of broadcast.

**AVON PARK**

Highlands County—Map Location G-7

See SRDS consumer market map and data at beginning of the State.

**WAVP**

(Established 1957)

Owned and operated by Albert B. Gale, Jacaranda Bldg., Avon Park, Fla.

**PERSONNEL**

Owner & Gen'l Mgr.—Albert B. Gale.

**REPRESENTATIVES**

Hil F. Best Company.

**FACILITIES**

1,000 w.; 1390 kc. Non-directional.  
 Operating schedule: 5:00 a.m. to local sunset.  
 Transmitter: U.S. Highway 17, North Avon Park, Fla.

**AGENCY COMMISSION**

15%; no cash discount. Bills due and payable 10 days.

**GENERAL**

Accepts AAAA copyrighted contracts.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective November 1, 1957.

Rates received November 18, 1957.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time..	50.00	30.00	20.00	12.00	5.00
13 times	47.50	28.50	19.00	11.40	4.75
26 times	45.00	27.00	18.00	10.80	4.50
52 times	42.50	25.50	17.00	10.20	4.25
104 times	40.00	24.00	16.00	9.60	4.00
156 times	37.50	22.50	15.00	9.00	3.75
260 times	35.00	21.00	14.00	8.40	3.50
312 times	32.50	19.50	13.00	7.80	3.25

**Additional Discounts**

500 times..... 10% 1000 times..... 20%

**SPOT PACKAGE PLANS**

6 times per week.....	25.50
12 times per week.....	45.00
18 times per week.....	61.00

**SPECIAL FEATURES**

News Service—AP and local.

**CLOSING TIME**

48 hours in advance of broadcast.

**BARTOW**

Polk County—Map Location F-7

See SRDS consumer market map and data at beginning of the State.

**WBAR**

(Established 1953)



Radio Station WBAR, Inc., P. O. Box 820, Bartow, Fla. Ca 3-8021.

**PERSONNEL**

President—W. Avera Wynne.

Manager—John Burgreen.

**FACILITIES**

1,000 w.; 1460 kc.  
 Operating schedule: 6:00 a.m. to local sunset. EST.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 1st of month.

**GENERAL**

Rates include music copyright fees.

**TIME RATES**

Rates received August 4, 1953.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	312 ti.
1 hour....	40.00	38.00	36.00	32.00	28.00
1/2 hour....	25.00	23.75	22.50	20.00	17.50
1/4 hour....	18.00	17.06	16.00	14.22	12.34
5 min....	9.00	8.55	8.10	7.20	6.35
Annmts....	5.00	4.75	4.50	4.00	3.50

Add 10% to all announcements and programs for Sunday.

**SPECIAL FEATURES**

News Service—AP.  
 All music, all day. Hillbilly, popular, country, western, gospel and classical.  
 Political—regular rates apply; cash with contract.

**BELLE GLADE**

Palm Beach County—Map Location H-8

See SRDS consumer market map and data at beginning of the State.

**WSWN**

(Established 1947)

Seminole Broadcasting Co., Inc., Scarborough Bldg., Belle Glade, Fla.

**PERSONNEL**

Chairman, Board Directors—E. D. Rivers, Jr.

President—Hubert E. Ulmer.

General Manager—Marvin Smith.

Program Director—Al Harris.

**REPRESENTATIVES**

Stars National, Inc.

Atlanta—Stars, Inc.

**FACILITIES**

1,000 w.; 900 kc.  
 Operating schedule: Sunrise to local sunset. EST.

Transmitter: Lake Okeechobee at Chosen, Fla.

**AGENCY COMMISSION**

15%; no cash discount.

**GENERAL**

Accepts AAAA copyrighted contract.

**TIME RATES**

Rates effective July 1, 1955.

Rates received June 28, 1955.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	35 sec.
1 time....	76.50	45.90	25.50	12.75	8.95	6.40
26 times....	72.70	43.55	24.25	12.05	8.05	6.20
52 times....	68.85	41.20	22.45	11.50	8.30	5.90
65 times....	64.95	39.00	21.70	11.00	8.00	5.65
130 times....	61.20	36.75	20.40	10.40	7.70	5.30
156 times....	57.35	34.40	19.00	9.95	7.35	4.95
260 times....	53.55	33.00	17.65	9.40	7.00	4.60
312 times....	49.70	29.85	16.10	8.90	6.65	4.25
520 times....	45.90	27.55	15.30	8.45	6.30	3.95

**SPECIAL PACKAGE RATES**

1 minute:	Per week		
Weekly:	13 wks.	26 wks.	52 wks.
6 times.....	48.00	43.50	39.00
12 times.....	87.00	78.00	69.00
18 times.....	117.00	103.50	90.00
24 times.....	138.00	120.00	101.00
36 times.....	180.00	153.00	126.00
5 minute newscasts:			
15 times.....	165.00	146.25	127.50
25 times.....	243.75	212.50	181.25
50 times.....	425.00	362.50	300.00
10 seconds (12 words):			
25 times.....	100.00	75.00	62.50
50 times.....	150.00	125.00	87.50

**Radio Shorts**

Copy not to exceed 8 seconds, transcribed or live.	
1 time.....	2.55 156 times..... 1.95
26 times.....	2.45 260 times..... 1.80
52 times.....	2.35 312 times..... 1.65
65 times.....	2.25 520 times..... 1.50
130 times.....	2.10

**SPECIAL FEATURES**

News Service—UPI. News and weather capsules on the hour every hour. Regular coverage of livestock sales tape recording. Rates on request.

Marine and farm weather reports on the hour, every hour. Rates on request.

Local Florida citrus, cattle and vegetable market sales totals with prices given daily. Rates on request.

Political—regular rates apply; cash in advance.

Library Service—Thesaurus.

**Participating Programs**

“Hoeakes and Hominy”—8:00 a.m. to 9:30 a.m.

Hillbilly variety show.

“Gospel Quartet Time”—9:30 a.m. to 11:00 a.m.

Sacred and gospel recordings.

“Dinner Bell”—11:00 a.m. to noon. Informal lunch-time show.

“Florida Farm Roundup”—Noon to 1:00 p.m. Complete news coverage of state vegetable and cattle sales and markets.

“Barnyard Willie”—1:00 p.m. to 4:00 p.m. Hillbilly variety.

**Negro Market**

“Harlem Hits”—6:00 a.m. to 7:00 a.m. Rhythm and Blues.

“Heavenly Voices”—7:00 a.m. to 7:45 a.m. Negro spirituals.

“Yak Shack”—4:00 p.m. to 6:45 p.m. Rhythm and Blues.

**BRADENTON**

Manatee County—Map Location F-7

See SRDS consumer market map and data at beginning of the State.

**See Sarasota-Bradenton**

**BROOKSVILLE**

Hernando County—Map Location F-6

See SRDS consumer market map and data at beginning of the State.

(Call letters not received)

(C.P. 250 watts, 1450 kc., unlimited)

Hernando Broadcasting Co.,

c/o Elmo B. Klitts,

4709 A Habana Ave.,

Tampa, Fla.

(C.P. is for Brooksville)

**CHIPLEY**

Washington County—Map Location B-3

See SRDS consumer market map and data at beginning of the State.

**W B G G**

(C.P. 250 watts, 1240 kc., unlimited)

Tri-County Radio Broadcasters

c/o E. C. Allmon,

General Delivery,

Eglin Air Force Base, Fla.

(C.P. is for Chipley)

**CLEARWATER**

Pinellas County—Map Location E-7

See SRDS consumer market map and data at beginning of the State.

**See Tampa-St. Petersburg**

**CLEWISTON**

Hendry County—Map Location G-8

See SRDS consumer market map and data at beginning of the State.

(Call letters not received)

(C.P. 250 w. days; 1050 kc.)

Sugarland Broadcasting Co.

P. O. Box 1027

Arcadia, Fla.

**COCOA (2 AM)**

Brevard County—Map Location G-7

See SRDS consumer market map and data at beginning of the State.

**WEZY**

(Established 1957)



Owned and operated by Irving Braun, P.O. Box 868, Cocoa, Fla. Phone 1800.

**PERSONNEL**

President—Irving Braun.

Station Manager—Jay Schoof.

Commercial Manager—Kelly Smith, Jr.

Program Director—Richard S. Olson.

**FACILITIES**

1,000 w.; 1480 kc. Non-directional.

Operating schedule: 5:00 a.m. to local sunset.

Transmitter: \_\_\_\_\_

**AGENCY COMMISSION**

15%; no cash discount. Bills due and payable 10th of month.

**GENERAL**

Accepts AAAA copyrighted contracts.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective May 1, 1958. (Card No. 2.)

Rates received September 29, 1958.

	5 min.	1 min.	30 sec.	20 sec.	10 sec.
1 time....	11.25	5.50	3.25	.....	.....
13 times..	10.75	5.20	3.00	.....	.....
26 times..	10.25	4.90	2.70	.....	.....
52 times..	9.75	4.60	2.50	.....	.....
104 times..	8.50	4.40	2.40	2.20	1.95
156 times..	7.50	4.20	2.25	2.05	1.80
260 times..	6.50	4.00	2.10	1.95	1.65
312 times..	5.50	3.80	1.95	1.75	1.50

**SPECIAL FEATURES**

News Service—UPI. No extra charge.

**CLOSING TIME**

24 hours in advance of broadcast.

**WKKO**

(Established 1952)

Owned and operated by Tom Sawyer, P. O. Box 1308, Cocoa, Fla. Phones 1020, 1021.

**PERSONNEL**

Gen'l Mgr. & Prog. Dir.—Carl Collins, Jr.

**FACILITIES**

1,000 w. days; 860 kc.

Operating schedule: Sunrise to local sunset. EST.

Transmitter: P. O. Box 1308, Cocoa, Fla.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 1st of month; payable 10 days.

**GENERAL**

Accepts AAAA copyrighted contract.

Rates include music



# FLORIDA

## Crestview—W C N U—Continued

### AGENCY COMMISSION

15%; no commission on talent. No cash discount. Bills payable when rendered on 1st of month.

### GENERAL

Affiliated with Keystone Network. Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI, and SESAC licenses. Alcoholic beverage advertising; beer only.

### TIME RATES

Rates effective May 1, 1948. (Card No. 1.)

(To be used in 1 year)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	40.00	20.00	14.00	8.00	5.00
13 times..	37.00	18.50	13.75	7.75	4.75
26 times..	36.00	18.00	13.50	7.50	4.50
52 times..	35.00	17.50	13.25	6.00	4.00
104 times..	33.00	16.50	13.00	5.75	3.75
156 times..	31.00	15.50	12.50	5.25	3.50
260 times..	30.00	15.00	11.00	5.00	3.25

(\*) 1 minute spots.

### SPECIAL FEATURES

News Service—AP. No extra charge. Political—1 time rates apply. Cash in advance. Library Service—Sesac, World.

### CLOSING TIME

1 week before broadcast.

## WJSB

(Established 1954)

Crestview Broadcasting Co., P. O. Box 267, W. 1st St., Crestview, Fla. Mu 2-3040.

### PERSONNEL

Owner and Gen'l Mgr.—Everett M. McCrary. Commercial Manager—Joel Hughes. Program Director—Cordell Whitlock.

### FACILITIES

1,000 w.; 1050 kc. Non-directional. Operating schedule: Sunrise to local sunset. CST. Transmitter: W. 1st St., Crestview, Fla.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered and payable 1st of month.

### GENERAL

Rates include music copyright fees. ASCAP, BMI, and SESAC licenses. Alcoholic beverage advertising; beer and wine only.

### TIME RATES

Rates effective January 1, 1958.

Rates received December 30, 1957.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	37.50	23.50	15.60	8.50	3.75
13 times..	36.00	22.00	14.75	7.00	3.50
26 times..	34.75	21.00	13.25	6.75	3.25
52 times..	32.00	20.00	13.00	6.00	3.00
104 times..	30.00	18.75	12.25	5.75	2.75
156 times..	28.75	17.25	11.00	5.50	2.50
260 times..	26.50	16.00	10.00	5.00	2.25
312 times..	.....	.....	.....	.....	2.00

(\*) 1 minute or less.

### SPECIAL FEATURES

News Service—UPI. No extra charge. Political—1-time rate applies. Cash in advance.

### Participating Programs

"Wake Up To Music"—Sunrise to 8:00 a.m. "Gospel Time"—10:00 a.m. to 11:00 a.m. "Club 1050"—3:00 p.m. to 4:00 p.m. "Panhandle Serenade"—5:00 p.m. to Sunset.

### CLOSING TIME

48 hours before broadcast.

## CYPRESS GARDENS

Polk County—Map Location F-7 See SRDS consumer market map and data at beginning of the State.

## WGTO

Independent



KSTP, Inc., Minneapolis-St. Paul, Minn. Business Office (and Studio): P. O. Box 123, Cypress Gardens, Fla. Cypress 3-4103. TWX 7135. Miami—Jack Grant, Dade Commonwealth Bldg., Miami, Fla., Franklin 3-2380. Tampa—W. H. Fritts, 3211 Swann Ave., Tampa, Fla. Orlando—Louis C. Candedo, 510 E. Concord St., Orlando, Fla.

### PERSONNEL

President—Stanley E. Hubbard. Vice-Pres., charge of Sales—Marvin L. Rosene. Station Manager—Max Kimbrel. General Sales Manager—G. M. Kimbrel. Sales Promotion Manager—Gary Miller.

### REPRESENTATIVES

Edward Petry & Company, Inc.

### FACILITIES

10,000 w.; 540 kc. Directional—day only. (C.P. 50,000 watts days) Operating schedule: EST. Jan. 7:15 a.m.-5:45 p.m. July 6:00 a.m.-7:30 p.m. Feb. 7:00 a.m.-6:15 p.m. Aug. 6:00 a.m.-7:00 p.m. Mar. 6:30 a.m.-6:30 p.m. Sept. 6:30 a.m.-6:30 p.m. Apr. 6:00 a.m.-6:45 p.m. Oct. 6:30 a.m.-6:30 p.m. May 6:00 a.m.-7:15 p.m. Nov. 6:45 a.m.-5:30 p.m. June 6:00 a.m.-7:30 p.m. Dec. 7:15 a.m.-5:30 p.m. Transmitter: 3 miles north of Lake Alfred, Fla.

### AGENCY COMMISSION

15% on net station charge; no cash discount. Bills payable 30th of month following service.

### GENERAL

Cancellation of program contracts cannot become effective until 28 days after contractual starting date. Cancellation of announcement contracts cannot become effective until 14 days after contractual starting date. Station's acceptance of orders provides that all con-

ditions and provisions of station contract form shall take precedence over any conditions of buyers order at variance therewith. Discounts allowed retroactively on the number of broadcasts given within 1 year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for 1 year from date of 1st broadcast. After completing 52 weeks of consecutive advertising, an advertiser entering a 2nd contract year, may continue to enjoy the earned frequency discount of the initial year for as long as he continues with the same number of announcements or programs and is consecutive. For instance, an advertiser orders 3 per week for 52 weeks. He earns the 156 time rate. He will continue to earn 156 time rate in the renewal year for as long as he maintains a 3 per week schedule and is consecutive. If the schedule is increased in the renewal year, discounts greater than those earned in the previous year must be independently earned.

### TIME RATES

Rates effective June 1, 1958. Rates received May 22, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	175.00	100.00	65.00	55.00	40.00
26 times	166.25	95.00	61.75	52.25	38.00
52 times	157.50	90.00	58.50	49.50	36.00
156 times	148.75	85.00	55.25	46.75	34.00
260 times	140.00	80.00	52.00	44.00	32.00
312 times	131.25	75.00	48.75	41.25	30.00

### SECTION I

**PARTICIPATION AND ANNOUNCEMENTS**  
Station provides 2-way discounts; days-per-week and consecutive weeks discounts. These discounts combine to form single discount earned by advertisers. 1-minute and 20-second announcements in this section, regardless of classification, may be combined to earn above discounts. Announcements and programs units may not be combined for discounts. 10-second announcements not combinable with other facilities for discounts. All discounts based on use of broadcast facilities in each 7-day period. All rates shown based on fixed weekly schedules of uninterrupted broadcasting.

1-minute announcements and participations:		20-second announcements (50 words):		10-second announcements (20 words):	
1-12 wks.	13-25 wks.	1-12 wks.	13-25 wks.	1-12 wks.	13-25 wks.
1 day.....	18.00	17.10	15.30	14.40	13.50
3 days....	16.20	15.30	13.50	12.60	11.70
6 days....	13.50	12.60	10.80	9.90	9.00
1 day.....	12.00	11.40	10.20	9.60	9.00
3 days....	10.80	10.20	9.00	8.40	7.80
6 days....	9.00	8.40	7.20	6.60	6.00
1 day.....	6.00	5.70	5.10	4.80	4.50
3 days....	5.40	5.10	4.50	4.20	3.90
6 days....	4.50	4.20	3.60	3.30	3.00

### SECTION II

#### PACKAGE PLANS

(Fixed but not guaranteed position)  
NOTE: 1-minute and 20-second (50-word) announcements combine for discount purposes at pro rata costs. 10 seconds (20 words) or 6-second announcements are not combinable. Package Plan announcements must be used in a 7 consecutive day period and do not combine with other facilities to earn additional discounts.

	1 min.	20 sec.	10 sec.	6 sec.
10 per week.....	120.00	80.00	50.00	30.00
Each .....	12.00	8.00	5.00	3.00
15 per week.....	171.00	114.00	71.25	42.75
Each .....	11.40	7.60	4.75	2.85
20 per week.....	204.00	136.00	85.00	51.00
Each .....	10.20	9.95	4.25	2.55
25 per week.....	240.00	160.00	100.00	60.00
Each .....	9.60	6.40	4.00	2.40
30 per week.....	270.00	180.00	112.50	67.50
Each .....	9.00	6.00	3.75	2.25
35 per week.....	294.00	196.00	122.50	73.50
Each .....	8.40	5.60	3.50	2.10
50 per week.....	390.00	260.00	162.50	95.50
Each .....	7.80	5.20	3.25	1.95

### Additional Discounts

13 weeks.....	2-1/2%	39 weeks.....	7-1/2%
26 weeks.....	5%	52 weeks.....	10%

### WEEK-END PLANS

Non-combinable with any other package or facility purchase, these plans are available on Saturdays and Sundays only. All announcements are run-of-schedule. 1 minute (20 per week-end)..... 150.00  
20 seconds (20 per week-end)..... 100.00  
10 seconds (20 per week-end)..... 50.00

### SPECIAL FEATURES

News Service—UPI, State and area news. News participation 10% premium applicable to earned rate. Sunday News Periods—12:30 p.m. to 12:45 p.m. and 5:15 p.m. to 5:30 p.m. Available same as weekdays.

## DADE CITY

Pasco County—Map Location F-6 See SRDS consumer market map and data at beginning of the State.

## WDCF

(Established 1954)



Pasco Broadcasting, P. O. Box 1077, Hwy. 301 South, Dade City, Fla. Logan 7-3879.

### PERSONNEL

Owner & Gen'l Mgr.—Stuart G. Pleard. Program Director—Robert Lee Bennett. News Director—Margaret Francisco. Sales Manager—John Andre.

### REPRESENTATIVES

Sears & Ayer, Inc.

### FACILITIES

1,000 w.; 1350 kc. Operating Schedule: Sunrise to local sunset. EST. Transmitter: Hwy. 301 South, Dade City.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered 1st of month; payable 10 days.

### GENERAL

Affiliated with Keystone Network and Southeastern Key Market Network. Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Alcoholic beverage advertising; beer only.

### TIME RATES

Rates effective October 1, 1958.

Rates received October 25, 1954.

Rev. rec'd September 29, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	60.00	38.00	21.00	12.00	6.00	5.00
13 times....	57.00	34.00	20.00	11.00	5.50	4.75
26 times....	54.00	32.00	19.00	10.50	5.00	4.50
52 times....	50.00	30.00	18.00	9.75	4.75	4.25
104 times....	47.00	28.00	16.00	9.00	4.50	4.00
156 times....	45.00	26.00	15.00	8.75	4.25	3.75
312 times....	43.00	25.00	14.00	8.50	4.00	3.50

### SPECIAL FEATURES

News and weather every hour on the hour with special bulletins when needed.

## DAYTONA BEACH (3 AM; 7 PM)

Volusia County—Map Location G-5 See SRDS consumer market map and data at beginning of the State.

## WMFJ

(Established 1935)



WMFJ, Inc. P.O. Box 5606, Daytona Beach, Fla. Clinton 2-6491.

### PERSONNEL

President—Emil J. Arnold. Vice-President—Dale Phares.

### REPRESENTATIVES

Jack Masla & Co., Inc.

### FACILITIES

250 w.; 1450 kc. Non-directional. Operating schedule: 24 hours daily. EST. Transmitter and Studio—Daytona Plaza Hotel, 600 N. Atlantic, Daytona Beach.

### AGENCY COMMISSION

15% on time and talent; no cash discount.

### GENERAL

Rates include music copyright fees. BMI and ASCAP licenses. Merchandising—Bus cards, lobby displays, jumbo post cards, twice monthly mailings. Other services on request. Size of contract determines extent of merchandising assistance.

### TIME RATES

Rates effective January 27, 1958.

Rev. received August 25, 1958.

### PROGRAM RATES

Basic hourly rate.....	1/4 hr.	10 min.	5 min.	Ann.
1 time.....	20.00	15.00	10.00	6.50
13 times.....	.....	.....	.....	6.00
26 times.....	18.00	13.50	9.00	5.50
52 times.....	17.00	12.75	8.50	5.00
104 times.....	16.00	12.00	8.00	4.75
156 times.....	15.00	11.25	7.50	4.50
260 times.....	14.00	10.50	7.00	4.25
312 times.....	13.00	9.75	6.50	4.00

20 seconds—70% of announcement rates.  
10 seconds—50% of announcement rates.

(This listing continued on next page)

# W·G·T·O

## 540 kc · 10,000 watts

### SELLS CENTRAL FLORIDA

from "Gulf to Ocean" W·G·T·O serves a market of 1 1/2 million people and \$2 BILLION in Retail Sales including the cities of Tampa, St. Petersburg and Orlando.

# W·G·T·O

CYPRESS GARDENS

REPRESENTED BY EDW. PETRY & CO., INC.



**Daytona Beach—W M F J—Continued**

**PACKAGE RATES**

1-minute announcements:	Each	Per wk.
12 times.....	5.00	60.00
18 times.....	4.50	81.00
25 times.....	4.00	100.00
35 times.....	3.50	122.50

**SPECIAL FEATURES**

News Service—UPI.  
5-minute news rates:

1 time.....	6.50	156 times.....	5.50
26 times.....	6.25	260 times.....	5.30
52 times.....	6.00	312 times.....	5.20
104 times.....	5.70	365 or more times..	4.50

Foreign language programs not accepted.  
Political—regular rates apply.  
Instantaneous Reference Recordings: 10.00 per recording, any size up to 16-inch, 1 or 2 sides, providing for 8 announcements on a 16-inch disk or two 15 minute shows.

**CLOSING TIME**

Copy and program material due 1 week in advance.

**WNDB**

(Established 1948)

News Journal Corporation, P. O. Box 431, 128 Orange Ave., Daytona Beach, Fla. Clinton 2-1511.

**PERSONNEL**

General Manager—R. Y. Huffman.  
Commercial Manager—Dan Carroll.  
Chief Engineer—F. A. Scott.  
News Director—Ray La Prise.  
Program Manager—Ken Lueck.

**REPRESENTATIVES**

Thomas F. Clark Company, Inc.

**FACILITIES**

1,000 w.; 1150 kc. Directional—nights only.  
Operating schedule: 6:00 a.m. to 1:00 a.m. EST.  
AM Transmitter: Holly Hill, Fla.

**FM FACILITIES**

ERP 8,500 w.; 94.5 me.  
Antenna ht.—350 ft. above average terrain.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered monthly, payable 10 days.

**GENERAL**

Accepts AAAA copyrighted contract.  
Contracts accepted for 1 year maximum.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.

**TIME RATES**

Rates received August 26, 1957.

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	50.00	30.00	20.00	15.00
13 times.....	47.50	28.50	19.00	14.25
26 times.....	45.00	27.00	18.00	13.50
52 times.....	42.50	25.50	17.00	12.75
104 times.....	40.00	24.00	16.00	12.00
156 times.....	37.50	22.50	15.00	11.25
260 times.....	35.00	21.00	14.00	10.50
312 times.....	32.50	19.50	13.00	9.75

**ANNOUNCEMENTS**

1 min.	30 sec.	1 min.	30 sec.	
1 time.....	6.50	4.90	156 times.....	5.00
13 times.....	6.20	4.65	260 times.....	4.70
26 times.....	5.90	4.45	312 times.....	4.40
52 times.....	5.60	4.20	624 times.....	4.20
104 times.....	5.30	4.00	1000 times.....	4.00

**COMBINATION RATES**

See ABC Radio.

**SPECIAL FEATURES**

News Service—AP and local.  
Political and Religious—regular rates apply.

**CLOSING TIME**

48 hours before broadcast.

**WROD**

(Established 1947)

Radio of Daytona, Inc., P. O. Box 991, Wilder Blvd. and S. Beach St., Daytona Beach, Fla. Clinton 4-4626.

**PERSONNEL**

Pres. & Gen. Mgr.—Eugene D. Hill.  
Vice-President—Frank J. Russell.  
Program Director—James F. McDonough.  
Com'l & Sales Manager—Carl Abel.

**REPRESENTATIVES**

John E. Pearson Company.

**FACILITIES**

250 w.; 1340 kc.  
Operating schedule: 6:00 a.m. to midnight weekdays;  
7:00 a.m. to midnight Sundays. EST.  
Transmitter: Daytona Beach, Fla.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered monthly, payable 10 days.

**GENERAL**

Accepts AAAA copyrighted contract.  
Management reserves right to reject program material for any reason. No time sold in bulk for resale.

**TIME RATES**

Rates effective November 15, 1958. (Card No. 4.)  
Rates received November 17, 1958.

**SECTION ONE**

**PROGRAM RATES**

Rates on request.

**PARTICIPATIONS AND ANNOUNCEMENTS**

1 minute:

1 day.....	2 days.....	3 days.....	4 days.....	5 days.....	6 days.....
1 wk.....	6.00	5.70	5.40	5.10	4.80
2 wks.....	5.70	5.40	5.10	4.80	4.50
3 wks.....	5.40	5.10	4.80	4.50	4.20
4 wks.....	5.10	4.80	4.50	4.20	3.90
5 wks.....	4.80	4.50	4.20	3.90	3.60
6 wks.....	4.50	4.20	3.90	3.60	3.30

20 seconds or 50 words:

1 day.....	4.00	3.80	3.60	3.40	3.20
2 days.....	3.80	3.60	3.40	3.20	3.00
3 days.....	3.60	3.40	3.20	3.00	2.80
4 days.....	3.40	3.20	3.00	2.80	2.60
5 days.....	3.20	3.00	2.80	2.60	2.40
6 days.....	3.00	2.80	2.60	2.40	2.20

10 seconds or 20 words:

1 day.....	2.00	1.90	1.80	1.70	1.60
2 days.....	1.90	1.80	1.70	1.60	1.50
3 days.....	1.80	1.70	1.60	1.50	1.40

	1 wk.	10 wks.	20 wks.	30 wks.	40 wks.	52 wks.
4 days.....	1.70	1.60	1.50	1.40	1.30	1.20
5 days.....	1.60	1.50	1.40	1.30	1.20	1.10
6 days.....	1.50	1.40	1.30	1.20	1.10	1.00

Station provides 2-way discounts; days, per-week and consecutive weeks. These discounts are added together to form a single discount earned by advertisers.  
1-minute and 20-second announcements in this section, regardless of classification may be combined to earn the above discounts. Announcements and program units may not be combined for discounts. 10-second announcements not combinable with other facilities for discounts.  
All discounts are based on the use of broadcast facilities within each 7-day period.  
All rates shown are based on fixed weekly schedules of uninterrupted broadcasting. Firm consecutive week discounts under the section will earn similar consecutive week discounts for packages bought under Section Two during the life of the Section One contract.

**SECTION TWO**

**PACKAGE PLANS**

(All times—Run-of-schedule)

1 minute

Per week:	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
10 times.....	40.00	39.00	38.00	37.00	36.00
15 times.....	57.00	55.50	54.30	52.80	51.30
20 times.....	68.00	66.40	64.80	62.80	61.20
25 times.....	80.00	78.00	76.00	74.00	72.00
30 times.....	90.00	87.60	85.80	83.40	81.00
35 times.....	98.00	95.90	93.10	91.00	88.20
42 times.....	109.20	106.68	104.16	100.80	98.28
56 times.....	138.88	134.40	131.04	127.68	125.44
70 times.....	163.80	159.60	156.80	152.60	148.40

1-minute and 20-second announcements may be combined for discount purposes at pro-rata costs. 10-second or 6-second announcements are not combinable. Consecutive week discounts are given as contracted for. Short rate will apply if they are not earned. No rebate is given on contract extensions.  
Package Plan announcements must be used in a 7-consecutive day period. These announcements may not be combined with other facilities to earn additional discounts except as provided for in Section One. 6-second announcements are available at 25% of the applicable minute rate in this section only.

**SPECIAL FEATURES**

News Service—UPI.  
Political—regular rates apply.  
Library Service—World.

**CLOSING TIME**

Copy material or script due 48 hours in advance.

**DE FUNIAK SPRINGS (2 AM)**

Walton County—Map Location B-3  
See SRDS consumer market map and data at beginning of the State.

**WDSP**

(Established 1956)



Owned and operated by Mrs. W. D. Douglass, P. O. Box 441, 8th St., DeFuniak Springs, Fla. Tw 4-8361, Tw 6-7071.

**PERSONNEL**

Pres. & Gen'l Mgr.—Mrs. W. D. Douglass.  
Station Manager—LaVerne Foster.  
Commercial Manager—Bertie Hinton.

**FACILITIES**

5,000 w. days; 1280 kc. Nondirectional.  
Operating schedule: 4:00 a.m. to local sunset. CST—DST not observed.  
Transmitter: Corner Bruce Ave. and 2nd St., DeFuniak Springs, Fla.

**AGENCY COMMISSION**

15% on time only; 2% cash discount. Bills payable 10th of month following billing.

**GENERAL**

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective April 1, 1958.  
Rates received April 7, 1958.

1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	57.50	32.00	18.50	10.00
13 times.....	55.00	31.00	18.00	9.50
26 times.....	52.50	30.00	17.50	9.00
52 times.....	50.00	29.00	17.00	8.50
104 times.....	47.50	28.00	16.50	8.25
156 times.....	45.00	27.00	16.00	8.00
260 times.....	42.50	26.00	15.50	7.75
312 times.....	40.00	25.00	15.00	7.50

50 time signals within 5 days..... .70

**SPECIAL FEATURES**

News Service—AP and local. No extra charge.  
Special events—details on request.  
Participating Programs  
Details on request.

**CLOSING TIME**

12 hours in advance of broadcast.

**WFNM**

(Established 1955)

Gulfport Broadcasting Company, Inc., P. O. Box 387, DeFuniak Springs, Fla.

**PERSONNEL**

President—Mel Wheeler.  
General Manager—Cruy Crumpley.

**FACILITIES**

1,000 w.; 1460 kc.  
Operating schedule: Sunrise to sunset. CST.  
Transmitter: DeFuniak Springs, Fla.

**AGENCY COMMISSION**

15%; 2% cash discount on bills paid by 15th.

**GENERAL**

**TIME RATES**

Rates effective December 1, 1955.  
Card received November 8, 1955.  
Revisions received May 3, 1957.

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	25.00	15.00	10.00	7.50	5.00
13 times.....	23.75	14.25	9.50	7.15	4.75
26 times.....	22.50	13.50	9.00	6.75	4.50

**FLORIDA**

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
52 times.....	21.25	12.75	8.50	6.40	4.25	2.37
104 times.....	20.00	12.00	8.00	6.00	4.00	2.25
260 times.....	18.75	11.25	7.50	5.60	3.75	2.10
312 times.....	.....	.....	7.00	5.25	3.50	2.00

**SPECIAL FEATURES**

News Service—UPI and local.  
Station Break, Time Signals, Weather, etc.—rates on request.

**DE LAND (2 AM)**

Volusia County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

**WJBS**

(Established 1948)



John B. Stetson University, P. O. Box 808, 220 E. Hubbard Ave., DeLand, Fla. Redwood 4-1725.

**PERSONNEL**

Gen'l & Com'l Mgr.—Alan Hill.  
Program Director—A. G. Allen.

**REPRESENTATIVES**

Donald Cooke, Inc.

**FACILITIES**

250 w.; 1490 kc.  
Operating schedule: 6:30 a.m. to 11:30 p.m. week-  
Operating schedule: 5:55 a.m. to 11:30 p.m. week-  
days; 6:55 a.m. to 11:30 p.m. Sundays, EST.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered monthly; payable 10 days.

**GENERAL**

ASCAP, BMI, SESAC licenses.  
Rates include music copyright fees.

**TIME RATES**

Rates effective August 1, 1958.  
Rates received September 26, 1958.

1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	50.00	28.00	16.00
13 times.....	47.50	26.00	15.00
26 times.....	45.00	24.00	14.00
52 times.....	42.50	22.00	13.00
104 times.....	40.00	20.00	12.00
156 times.....	35.00	18.00	11.00
260 times.....	30.00	16.00	10.00
312 times.....	25.00	14.00	9.00

**SPOT ANNOUNCEMENTS**

1 time.....	3.00	156 times.....	2.00
26 times.....	2.75	260 times.....	1.75
52 times.....	2.50	312 times.....	1.60
104 times.....	2.25	365 times.....	1.50

(For multiple use or drawn from the contract as a monthly average.)

**PACKAGE RATES**

2 a day.....	2.80	4 a day.....	5.50
3 a day.....	4.05	5 a day.....	6.25

**PER DAY:**

2 spots, 6 days, 12 announcements.....	25.00
2 spots, 10 days, 20 announcements.....	37.50
2 spots, 15 days, 30 announcements.....	52.50

**SPECIAL FEATURES**

News Service—AP. No extra charge.  
Political—regular rates apply; copy and payments due 24 hours before broadcast.

**CLOSING TIME**

# FLORIDA

## DeLand—W O O O—Continued

SATURATION CAMPAIGN			
Per week:	40 tl.	50 tl.	60 tl.
1 week.....	124.00	150.00	174.00
13 weeks.....	117.80	142.50	165.30
26 weeks.....	111.90	135.40	157.05
39 weeks.....	106.30	128.60	149.20
52 weeks.....	101.00	122.20	141.75

### SPECIAL FEATURES

News Service—UPI. No extra charge.  
News on the hour and half-hour.

### TIME-NEWS-TEMPERATURE

Per week:	5 tl.	10 tl.	15 tl.
13 weeks.....	25.00	45.00	60.00
26 weeks.....	23.75	42.75	57.00
39 weeks.....	22.50	40.60	54.15
52 weeks.....	21.40	38.50	51.45

### Participating Programs

"Morning Newsreel"—6:00 a.m. to 9:00 a.m.  
"Dick Smith Show"—9:00 a.m. to noon.  
"Jerry Florence Show"—noon to 3:00 p.m.  
"Top Forty Time"—3:00 p.m. to 5:30 p.m.

### CLOSING TIME

24 hours before broadcast.

## DELRAY BEACH

Palm Beach County—Map Location H-8  
See SRDS consumer market map and data at beginning of the State.

### W D B F

(Established 1954)

Boca Raton Bible Conference Grounds, Bon Air Hotel,  
Delray Beach, Fla. Crestwood 6-7311.

### PERSONNEL

Station Manager—Patrick Larkin.  
Program Director—Jean Larkin.

### FACILITIES

500 w.; 1420 kc.  
Operating Schedule: 5:30 a.m. to sunset. EST.  
Transmitter: Delray Beach, Fla.

### AGENCY COMMISSION

15% to agencies rendering station service to client.  
No cash discount.

### GENERAL

Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.  
Rates subject to change without notice.  
Terms, conditions acceptable only in writing with station officer's signature on broadcast agreement.

### TIME RATES

Rates effective November 1, 1955.					
Card received December 1, 1955.					
	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	13.50	9.00
52 times.....	42.50	25.50	17.00	12.75	8.50
104 times.....	40.00	24.00	16.00	12.00	8.00
156 times.....	37.50	22.50	15.00	11.25	7.50
260 times.....	35.00	21.00	14.00	10.50	7.00
312 times.....	32.50	19.50	13.00	9.25	6.50

(\* 1 minute or 100 words.)

### SPECIAL FEATURES

News Service—UPI.  
Political—regular rates apply. Copy and payment must be submitted 24 hours before broadcast.  
Library Service—Lang-Worth and Sesac.

### CLOSING TIME

24 hours before broadcast.

## EAST PALATKA

Putnam County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

(Call letters not received)

(C.P. 500 watts days, 1480 kc., days)

Rea Radio and Elec. Labs.  
e/o Peter Corrado  
9 Marconi Place  
Brooklyn, N. Y.

## EAU GALLIE

Brevard County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.

### W M E G

(Established 1956)

Mel-Eau Broadcasting Corp., P. O. Box 98, Eau Gallie, Fla. Alpine 4-2282.  
Melbourne Studio: 23 Melbourne Ave., Melbourne, Fla. Parkway 3-5838.

### PERSONNEL

General Manager—A. V. Catterton.  
Assistant Manager—Victoria C. Martin.

### FACILITIES

1,000 w.; 920 kc.  
Operating schedule: 5:30 a.m. to sunset. EST.  
Transmitter: Turtle Mound Road, Eau Gallie, Fla.

### AGENCY COMMISSION

15% no cash discount.

### TIME RATES

Rate effective August 1, 1958.					
Rates received December 1, 1958.					
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	51.00	31.00	19.00	13.00	9.00
13 times.....	48.00	29.00	18.00	12.50	8.50
26 times.....	45.00	27.00	17.00	12.00	8.25
52 times.....	43.00	25.00	16.00	11.50	8.00
104 times.....	41.00	24.00	15.00	11.00	7.50
156 times.....	39.00	23.00	14.00	10.50	7.00
208 times.....	37.00	22.00	13.00	10.00	6.50
260 times.....	35.00	21.00	12.00	9.50	6.00

## ANNOUNCEMENTS

	1 min.	30 sec.	30 Station Break
1 time.....	3.75	3.40	3.00
13 times.....	3.50	3.25	2.85
26 times.....	3.35	3.00	2.70
52 times.....	3.20	2.85	2.60
104 times.....	3.00	2.70	2.50
156 times.....	2.85	2.60	2.40
208 times.....	2.75	2.50	2.30
260 times.....	2.60	2.40	2.15

Talent and production costs are additional.

### SPECIAL FEATURES

News Service—UPI and local.  
Political—regular rates apply.  
Library Service—Thesaurus, Sesac.  
Participating Programs  
Teenagers' programs, club and community organizations' programs, guest programs, and all types of music programs.  
"Melbourne High School Show," "Dixie Ramblers Western Show," "Forum and Facts," "Chick's Corner," "In A Woman's World," "Space Station Remotes," "The Count-Down," "Missile Land Calling."

## EUSTIS

Lake County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

### W L C O

(Established 1955)

Owned and operated by Floyd W. Hess, P. O. Box 1505, Eustis, Fla.

### PERSONNEL

Owner and General Manager—Floyd W. Hess.  
Station Manager—Morton C. Cook.

### FACILITIES

250 w.; 1240 kc.  
Operating schedule: 6:00 a.m. to 12:15 a.m. weekdays; 6:55 a.m. to 11:15 p.m. Sundays. EST.  
Transmitter: Eustis Heights, Fla.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered last day of month; payable 10 days.

### GENERAL

Affiliated with Southeastern Key Market Network.  
Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.

### TIME RATES

Rates effective January 1, 1958. (Card No. 3.)  
Card received December 2, 1957.

### PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	50.00	30.00	20.00	15.00	10.00
26 times.....	45.00	27.00	18.00	13.50	9.00
52 times.....	42.50	25.50	17.00	12.75	8.50
104 times.....	40.00	24.00	16.00	12.00	8.00
156 times.....	37.50	22.50	15.00	11.25	7.50
208 times.....	35.00	21.00	14.00	10.50	7.00
260 times.....	32.50	19.50	13.00	9.75	6.50

### ANNOUNCEMENTS

1-minute or station break:	
1 time.....	5.00
30 times.....	4.75
60 times.....	4.50
100 times.....	4.25
20-seconds:	
1 time.....	3.00
50 times.....	2.50

### SPECIAL FEATURES

News Service—AP. No extra charge.  
Political—regular rates apply. Cash in advance.

### CLOSING TIME

24 hours before broadcast.

## FERNANDINA BEACH

Nassau County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

### W F B F

(Established 1955)

## Independent

Murray Broadcasting Corp., P. O. Box 502, Fernandina Beach, Fla. Phones 3667-3668.

### PERSONNEL

Owner & Pres.—Edward G. Murray.  
General Manager—Dave Davis.  
Program Director—Bey Wood.  
Chief Engineer—Bob Chasse.

### REPRESENTATIVES

New York—Ted Steel.

### FACILITIES

1,000 w.; 1570 kc.  
Operating Schedule: Sunrise to local sunset. EST.  
Transmitter: 6th & Dade St., Fernandina Beach, Fla.

### AGENCY COMMISSION

15% on time and talent; no cash discount. Bills payable monthly or as arranged on contract.

### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Affiliated with Southeastern Key Network.

### TIME RATES

Rates received December 3, 1956.					
Revisions received August 5, 1957.					
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	60.00	30.00	20.00	12.00	6.50
13 times.....	55.00	28.00	19.00	11.00	6.00
26 times.....	53.00	26.00	18.00	10.00	5.50
104 times.....	51.00	24.00	17.00	9.00	5.00
156 times.....	49.00	22.00	16.00	8.50	4.50
208 times.....	47.00	20.00	14.00	7.00	4.00
365 times.....	45.00	18.00	12.00	5.00	3.00

5 spots daily..... 16.50 10 spots daily..... 27.50

### SPECIAL FEATURES

News Service—UPI. 5-minute news every hour and half-hour on the hour. Weather and time reports.  
News service charge, per week, 35.50.

## Participating Programs

Monday through Saturday:  
"Coffee Club" with Bob Chasse—sign-on to 9:00 a.m.  
"The Dave Davis Show"—9:00 a.m. to 10:00 a.m.  
"Club 1570" with Bob Chasse—10:00 a.m. to 11:30 a.m.  
"Luncheon Musicale"—11:45 a.m. to 2:00 p.m.  
"Bev's Best" with Bev Wood—2:00 p.m. to 5:00 p.m.  
"Sundown Swing" with Bill Alexander—5:30 p.m. to sign-off.  
"Roadshow"—1:00 p.m. to 7:00 p.m. Sunday.

### CLOSING TIME

24 hours before broadcast.

## FORT LAUDERDALE (2 AM)

Broward County—Map Location H-9  
See SRDS consumer market map and data at beginning of the State.

### W F T L

(Established 1946)

## R A B

WFTL Broadcasting Co., P. O. Box 1400, Fort Lauderdale, Fla.  
Miami—2238 S. W. 14th St., Miami, Fla., Highland 8-1002.

### PERSONNEL

General Manager—Joseph C. Amature.  
Commercial Manager—Walter B. Dunn.

### REPRESENTATIVES

Jack Masla & Co., Inc.

### FACILITIES

250 w.; 1400 kc.  
Operating schedule: 5:45 a.m. to 1:00 a.m. weekdays; 7:00 a.m. to midnight Sunday.  
Transmitter: S. E. 15th St., at Intercoastal Waterway, Fort Lauderdale, Fla.

### AGENCY COMMISSION

15% no cash discount. Bills rendered 1st of month; payable 10 days.

### GENERAL

Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.

### TIME RATES

Rates effective September 1, 1958.					
Rates received August 18, 1958.					
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	50.00	30.00	20.00	15.00	10.00
26 times.....	48.00	28.00	19.00	14.00	9.00
52 times.....	45.00	27.00	18.00	13.00	8.00
104 times.....	42.00	25.00	17.00	12.00	7.00
260 times.....	39.00	23.00	16.00	11.00	6.00

### ANNOUNCEMENT PACKAGE RATES

(1 minute)	
Per week:	
6 times.....	36.00
10 times.....	50.00

### DISCOUNTS

Rates quoted for program periods, announcements, and station breaks are in accordance with table of discounts based on number used during a 12 month period and become effective from beginning of service only in firm contracts or as contracts become firm. Discounts allowed retroactively on number of broadcasts given within a year. Program contracts with same advertiser may be combined for larger discounts. Announcements and programs cannot be combined to earn greater frequency discounts. Protection—6 months.

### SPECIAL FEATURES

News Service—AP.  
Weather reports and other features—rates on request.  
Political—regular rates apply.  
Library Service—World.

### W W I L

(Established 1955)

## Independent

## R A B

Florida Air Power, Inc., P. O. Box 1501, 132 E. Las Olas Blvd., Fort Lauderdale, Fla. Jackson 5-1556.

### PERSONNEL

Vice-Pres. & Gen'l Mgr.—R. L. Bowles.  
Sales Manager—L. M. Browning, Jr.  
Program Director—Jack Swart.

### REPRESENTATIVES

Headley-Reed Company.

### FACILITIES

1,000 w.; 1580 kc.  
Operating schedule: 24 hours daily.  
Transmitter: 600 Riverland Rd., Ft. Lauderdale.

### AGENCY COMMISSION

15% on net time; no cash discount. Bills rendered and payable monthly.

### GENERAL

Accepts AAAA copyrighted contract.  
BMI, ASCAP and SESAC licenses.  
All broadcasting facilities are furnished in accordance with terms of station's standard form of contract. Rates quoted are for station facilities only. Programs and announcements may be combined to earn maximum discounts. Rates are for time only; talent, lines and special remotes extra.  
Station reserves right to cancel any spot or program in order to clear time for special national or local events.  
All billing determined by actual rate earned over 12 months.

### TIME RATES

Rates effective August 1, 1958. (Card No. 3.)					
Card received August 4, 1958.					
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 hour.....	60.00	30.00	20.00	12.00	6.50
1/2 hour.....</					

**Fort Lauderdale—W W I L—Continued**

ANNOUNCEMENTS			
	1 min.	30 sec.	10 sec.
1 time.....	6.00	4.50	3.00
25 times.....	5.00	4.00	2.75
100 times.....	4.50	3.80	2.50
250 times.....	3.95	3.20	2.30

DISCOUNTS			
(Announcements and Newcasts only)			
500 times.....	5%	1000 times.....	10%
750 times.....	7%		

ADDITIONAL DISCOUNTS			
(Announcements and Newcasts only)			
Number of spots used in 7 day period:			
10-19 spots.....	5%	40-49 spots.....	20%
20-29 spots.....	10%	50 or more spots.....	25%
30-39 spots.....	15%		

Rates above apply to air times between 6:00 a.m. and 7:00 p.m.

SPOTS	
7:00 p.m. to midnight.....	20%
Midnight to 6:00 a.m.....	50%

**SPECIAL FEATURES**  
 News Service—AP. 2 mobile units available.  
 5-minute newscast available 5 minutes before the hour.  
 Headlines and weather reports available every hour 25 minutes after the hour.  
 Political—regular rates apply.

**Participating Programs**  
 Monday through Friday:  
 "Morning Beat" with Mike Thomas—6:00 a.m. to 10:00 a.m.  
 "Down Beat" with Jack Swart—10:00 a.m. to 2:00 p.m.  
 "Traffic Beat" with Dave Wagenvoort—2:00 p.m. to 6:00 p.m.  
 "Night Beat" with Dan Curran—6:00 p.m. to midnight.  
 "Sports Special" with Dave Wagenvoort—6:15 p.m. to 6:30 p.m.  
 "Dawn Beat" with Jack Pugsley—Midnight to 6:00 a.m.  
 "News Beat Bulletins" with Tiny Terrill—24 hours daily.  
 Saturday and Sunday:  
 "Holiday"—6:00 a.m. Saturday to midnight Sunday.

**FORT MYERS (2 AM)**

Lee County—Map Location F-8  
 See SRDS consumer market map and data at beginning of the State.

**WINK**

(Established 1940)

**CBS Network**



Fort Myers Broadcasting Co., WINK Bldg., 2824 Palm Beach Blvd., Fort Myers, Fla. Edlson 4-1331, 1341.

**PERSONNEL**  
 General Manager—A. J. Bauer.

**REPRESENTATIVES**  
 Walker-Rawalt Company, Inc.  
 Southeastern—James S. Ayers Company.

**FACILITIES**  
 250 w.; 1240 kc.  
 Operating schedule: 6:30 a.m. to 11:30 p.m. weekdays; 7:00 a.m. to 11:30 p.m. Sundays. EST.  
 Transmitter: Ft. Myers, Fla.

**AGENCY COMMISSION**  
 15%; no cash discount. Bills rendered 1st of month.

**GENERAL**  
 Affiliated with Keystone Network.  
 Rates include music copyright fees.

TIME RATES						
Rates effective July 1, 1958.						
Rates received June 2, 1958.						
	1 tl.	13 tl.	26 tl.	52 tl.	156 tl.	260 tl.
1 hour.....	50.00	47.50	45.00	42.50	40.00	37.50
1/2 hour.....	30.00	28.50	27.00	25.50	24.00	22.50
1/4 hour.....	20.00	19.00	18.00	17.00	16.00	15.00
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			
	1 min.	30 sec.	15 sec.
1 time.....	5.00	3.75	2.80
10 times.....	4.75	3.55	2.65
25 times.....	4.50	3.35	2.50
50 times.....	4.25	3.15	2.35
104 times.....	4.00	2.95	2.20
156 times.....	3.75	2.75	2.05
260 times.....	3.50	2.55	1.90
312 times.....	3.25	2.40	1.75
365 times.....	3.00	2.20	1.60

**COMBINATION RATES**  
 See CBS Radio Network (Florida Group).

**SPECIAL FEATURES**  
 News Service—AP.  
 Sports events, special events and participating programs—rates on request.  
 Weathercasts: 8:20 a.m. to 8:25 a.m. and 12:05 p.m. to 12:10 p.m.  
 Political—Copy must be submitted and payment made 24 hours in advance.

**Participating Programs**  
 "1st Portion of Morning Show"—6:30 a.m. to 8:00 a.m., daily participation program. Participation—1 minute transcription or 100 words live copy.  
 "2nd Portion of Morning Show"—8:20 a.m. to 9:00 a.m. daily. Participations—1 minute transcription or 100 words live copy.  
 "3rd Portion of Morning Show"—9:15 a.m. to 9:55 a.m. daily. Participation—1 minute transcribed or 100 words live copy.  
 "Listen Ladies"—11:05 a.m. to 11:30 a.m. Monday through Friday.  
 "Musically Yours"—3:30 p.m. to 6:00 p.m.

**CLOSING TIME**  
 Contracts, announcement copy, transcriptions, talks close 1 week in advance.

**W M Y R**

(Established 1952)

Owned and operated by Robert Hecksher, P. O. Box 1486, 33 E. Hanson St., Ft. Myers, Fla. Phone 5-1175.

**PERSONNEL**  
 Owner and General Manager—Robert Hecksher.

**FACILITIES**  
 5,000 w. days, 500 w. nights; 1410 kc.  
 Directional—nights only.  
 Operating schedule: 6:00 a.m. to 10:00 p.m. Sunday through Saturday, EST.  
 Transmitter: 33 E. Hanson St., Ft. Meyers.

**AGENCY COMMISSION**  
 15%; no cash discount.

**GENERAL**  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 Alcoholic beverage advertising: beer and wine only.  
 No bulk time sold for resale.  
 Rates include only station time and announcer on duty.  
 Actual program time is 30 seconds less than listed.

**TIME RATES**  
 Rates effective \_\_\_\_\_  
 Rates received December 30, 1957.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	30.75	20.05	11.70	9.70	6.50	4.65
26 times.....	27.80	18.10	10.50	8.70	6.00	4.25
52 times.....	26.20	17.05	9.90	8.25	5.70	4.00
104 times.....	24.85	16.20	9.30	7.80	5.45	3.80
156 times.....	23.20	15.15	8.80	7.30	5.20	3.55
260 times.....	22.05	14.35	8.35	6.95	5.10	3.30
312 times.....	21.75	14.15	8.20	6.90	4.95	3.15
365 times.....	20.60	13.45	7.80	6.55	4.70	2.90

**SPECIAL FEATURES**  
 News Service UPI. News every hour on the hour, 7 days a week.  
 Political—copy and payment 24 hours in advance.

**Participating Programs**  
 "Homemaker's Program"—9:30 a.m. to 10:30 a.m. Monday through Friday. Regular rates apply.  
 "Agricultural Program"—12:10 p.m. to 12:25 p.m. Monday through Saturday. Regular rates apply.  
 "Hillbilly Star Parade"—3:00 p.m. to 5:00 p.m. and 7:00 p.m. to 9:00 p.m. Monday through Saturday. Regular rates apply.  
 "Game of the Day"—Mutual. Each afternoon. Rates on request.  
 "Sports Parade"—6:30 p.m. to 6:45 p.m. Monday through Saturday. Regular rates apply.  
 "Ebony Express"—5:00 p.m. to 6:00 p.m. Monday through Friday. Regular rates apply.

**CLOSING TIME**  
 Contracts, announcement copy, transcriptions, talks close 1 day in advance.

**FORT PIERCE (2 AM)**

St. Lucie County—Map Location H-7  
 See SRDS consumer market map and data at beginning of the State.

**W A R N**

(Established 1952)

Owned and operated by Murray C. Tillman and C. C. Tillman, Jr., P.O. Box 1343, Angle Rd., Ft. Pierce, Fla.

**PERSONNEL**  
 General Manager—M. C. Tillman.  
 Program Director—Will Shawver.

**REPRESENTATIVES**  
 Continental Radio Sales.

**FACILITIES**  
 1,000 w.; 1330 kc.  
 Operating Schedule: 5:00 a.m. to local sunset weekdays; 6:30 a.m. to local sunset Sundays. EST.  
 Transmitter: 1343 Angle Rd., Fort Pierce.

**AGENCY COMMISSION**  
 15% to recognized agencies; no cash discount. Bills rendered last day of each month.

**GENERAL**  
 Rates include music copyright fees.  
 ASCAP, BMI, and SESAC licenses.

**TIME RATES**  
 Rates effective January 1, 1958.  
 Rates received January 24, 1958.

	5 min.	1 min.	30 sec.
1 time.....	9.00	5.00	4.50
13 times.....	8.80	4.90	4.40
26 times.....	8.50	4.80	4.30
52 times.....	7.70	4.50	4.20
108 times.....	7.00	4.40	4.10
156 times.....	6.50	4.30	4.00
260 times.....	6.25	4.20	3.90
312 times.....	6.00	4.00	3.50
40 words, minimum 25 per week, no discount, each.....			3.25
15 words, minimum 40 per week, no discount, each.....			2.50

**SPECIAL FEATURES**  
 News Service—AP. No extra charge.  
 Coast Guard Weather—complete summaries. 5 min; 7:25 a.m.; 12:10 p.m.; 5:10 p.m. Monday through Saturday.  
 Political—regular rates apply. Payment due 24 hours in advance.  
 Library Service—Standard.

**Participating Programs**  
 "Good Morning Show"—morning music. 60-second participations. Rates on request.  
 "Farm Fair"—12:30 p.m. Agricultural. 60-second participation. Regular rates apply.  
 "Top 40 Show"—Popular music. Available in 15 minute segments or 60-second participations. Rates on request.  
 "Wake Up with Will Show"—Morning show. 1 minute participations. Rates on request.  
 "Sheriff Al Stokes"—Hillbilly show. Live and recorded hillbilly music, 1 minute participations. Rates on request.

**CLOSING TIME**  
 24 hours before broadcast.

**FLORIDA**

**W I R A**

(Established 1946)



Indian River Broadcasting Co., County Park, Ft. Pierce, Fla.

**PERSONNEL**  
 Pres. & Gen'l Mgr.—James L. Howe.  
 Manager—Sam Lawder.  
 Commercial Manager—J. K. Butt.  
 Program Director—Ann Wilder.

**REPRESENTATIVES**  
 Thomas F. Clark Co., Inc.

**FACILITIES**  
 250 w.; 1400 kc.  
 Operating Schedule: 5:00 a.m. to 11:15 p.m. weekdays; 8:00 a.m. to 11:15 p.m. Sunday. EST.  
 Transmitter: Salt Indian River, Fla.

**AGENCY COMMISSION**  
 15% on time; no cash discount. Bills due 10th of month following service.

**GENERAL**  
 Rates include music copyright fees.  
 ASCAP, BMI, and SESAC licenses.  
 Per inquiry business not accepted.

**TIME RATES**  
 Rates effective May 1, 1957.  
 Rates received June 3, 1957.

GENERAL RATES					
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	30.00	22.00	15.00	11.00	8.00
25 times.....	27.00	20.00	13.50	10.25	7.25
50 times.....	25.00	18.25	12.50	9.50	6.75
100 times.....	23.00	16.75	11.50	8.75	6.25
150 times.....	22.00	16.00	11.00	8.25	6.00
200 times.....	21.00	15.25	10.50	7.75	5.75
300 times.....	20.00	14.50	10.00	7.25	5.50

**ANNOUNCEMENTS**  
 (\*) (†) (\*†) (††)  
 1 time..... 4.80 4.00 150 times..... 3.85 3.20  
 25 times..... 4.55 3.80 200 times..... 3.65 3.00  
 50 times..... 4.30 3.60 300 times..... 3.45 2.85  
 100 times..... 4.05 3.40

(\*) 1 minute or 130 words.  
 (†) 30 seconds or 70 words.  
 20 seconds or 40 words, minimum of 20 weekly, no discount, each 3.00. 10 seconds or 15 words, minimum of 30 weekly, no discount, each 2.00.  
 NOTE: On above rates add 10% when used in premium periods of 6:30 a.m. to 9:00 a.m. and 5:00 p.m. to 7:00 p.m. Monday through Saturday.

**COMBINATION RATES**  
 Affiliated with National Broadcasting Co.

**SPECIAL FEATURES**  
 News Service—AP.  
 Sports Events or News—1-time rate applies; no frequency discount.  
 Political—regular rates apply. Copy and payment made 24 hours in advance.

**Participating Programs**  
 "Jimmie's Record Room"—5:00 a.m. to 6:30 a.m. Negro program.  
 "Sun'n Fun Club"—6:30 a.m. to 10:30 a.m. daily; DJ participating program.

**FT. WALTON BEACH (2 AM)**

Ocala County—Map Location B-3  
 See SRDS consumer market map and data at beginning of the State.

**W F B S**

(Established 1956)

West Florida Broadcasting Service, Miramar Hotel, P. O. Box 488, Fort Walton Beach, Fla., Cherry 4-5685.

**PERSONNEL**  
 Pres., Gen'l & Sales Mgr.—H. French Brown, Sr.  
 Program Director—Mrs. H. French Brown, Sr.

**FACILITIES**  
 1,000 w.; 950 kc.  
 Operating Schedule: Sunrise to local sunset. CST.  
 Transmitter: Mary Esther Cut Off Rd., Ft. Walton Beach.

**AGENCY COMMISSION**  
 15; 3% cash discount. Bills rendered last day of month.

**GENERAL**  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI, and SESAC licenses.  
 Alcoholic beverage advertising: beer only.

**TIME RATES**  
 Rates effective April 1, 1957.  
 Rates received April 10, 1957.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	43.00	25.00	14.65	9.65	7.65	5.25
13 times.....	36.95	21.95	13.10	9.20	7.40	5.10
26 times.....	34.95	20.95	12.70	8.90	7.20	4.90
52 times.....	33.45	20.45	12.40	8.70	7.00	4.70
104 times.....	31.70	19.70	11.80	8.20	6.50	4.50
156 times.....	30.75	19.25	11.50	8.00	6.40	4.40
208 times.....	28.90	18.40	11.20	7.80	6.20	4.20
260 times.....	25.10	17.10	10.00	7.70	6.10	4.10
312 times.....	23.25	16.25	9.35	7.25	5.75	4.00
360 times.....	21.80	15.80	9.00	7.00	5.50	3.75

**SPECIAL FEATURES**  
 News Service—UPI.  
 Sports news—7:00 a.m. to 7:05 a.m. daily except Sunday, per month, 100.00. 6:00 p.m. to 6:10 p.m. daily, except Sunday, April through August, per month, 130.00.

**Participating Programs**  
 "Rooster Crows"—5:00 a.m. to 7:00 a.m. Monday through Saturday, 15-minute periods, monthly, 150.00.  
 "San Dune Show"—4:00 p.m. to 5:00 p.m. Monday through Friday, 15-minute periods, monthly, 150.00.

**CLOSING TIME**  
 All material due 24 hours before broadcast.  
 (Ft. Walton Beach continued on next page)

# FLORIDA

## Ft. Walton Beach—Continued

### WFTW

(Established 1953)

Vacationland Broadcasting Co., Inc., P. O. Box 887,  
39 Main St., Ft. Walton Beach, Fla. Cherry 3-3123.

#### PERSONNEL

President—W. R. Powell.  
General Manager—Milford A. Reynolds.

#### FACILITIES

1,000 w.; 1260 kc.  
Operating schedule: 6:00 a.m. to local sunset. CST  
—DST observed.  
Transmitter: Hollywood Blvd., Fort Walton Beach,  
Fla.

#### AGENCY COMMISSION

15% on time; 2% cash discount. Bills payable 10  
days from invoice date.

#### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising: beer and wine only.

#### TIME RATES

Rates effective January 1, 1954.  
Rates received February 3, 1954.

	1	1/2	1/4	10	5	1 min.
	hr.	hr.	hr.	min.	min.	or less
1 time.....	50.00	30.00	20.00	15.00	10.00	6.00
13 times.....	47.50	28.50	19.00	14.25	9.50	5.50
26 times.....	45.00	27.00	18.00	13.50	9.00	5.00
52 times.....	42.50	25.50	17.00	12.75	8.50	4.75
104 times.....	40.00	24.00	16.00	12.00	8.00	4.50
260 times.....	37.50	22.50	15.00	11.25	7.50	4.25
312 times.....	.....	.....	14.00	10.50	7.00	4.00

#### Run-of-Schedule Announcements

50 words, minimum 5 per day; maximum 10 per day:  
Per announcement:  
5 times..... 4.50 200 times..... 3.50  
100 times..... 4.00 1000 times..... 3.00

#### SPECIAL FEATURES

News Service—AP.  
Political—not sold on Sunday. Regular rates apply;  
copy and payment 24 hours in advance.  
Library Service—Thesaurus.

#### CLOSING TIME

24 hours in advance of broadcast.

## GAINESVILLE (3AM; 1 FM)

Alachua County—Map Location F-4

See SRDS consumer market map and data at begin-  
ning of the State.

### WDVH

(Established 1954)

WDVH, Inc., P.O. Box 289, Kincaid Rd., Gaines-  
ville, Fla. Fr 2-2528, 2-2529.

Other Offices: Starke, Fla.

#### PERSONNEL

General Manager—Thomas R. Hanssen.  
Commercial Manager—Jimmy Hales.  
Program Director—Bob Norris.

#### REPRESENTATIVES

Thomas F. Clark Co., Inc.

#### FACILITIES

5,000 w.; 980 kc.  
Operating Schedule: 5:30 a.m. to sunset. EST.  
Transmitter: Kincaid Rd.

#### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered  
last day of month.

#### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
All program matter and commercial copy subject to  
approval of station management. Schedule contracts  
may be signed 60 days in advance for maximum of  
52 consecutive weeks.  
Alcoholic beverage advertising: beer and wine only.  
No. P. I. advertising accepted.

Length of commercial copy:

5 minutes.....	1:45 min.	1:30 min.
10 minutes.....	2:00 min.	1:45 min.
15 minutes.....	2:30 min.	2:15 min.
25 minutes.....	2:45 min.	.....
30 minutes.....	3:00 min.	.....
60 minutes.....	6:00 min.	.....

#### TIME RATES

Rates effective October 1, 1954. (Card No. 1.)  
Card received October 4, 1954.

	1	1/2	1/4	5		
	hr.	hr.	hr.	min.	(*)	(†)
1 time.....	48.00	30.00	23.00	12.00	5.00	4.60
26 times.....	42.50	27.00	21.00	11.00	4.75	4.50
52 times.....	39.50	24.00	18.00	10.00	4.50	4.20
65 times.....	38.00	22.00	17.00	9.50	4.10	4.00
130 times.....	35.00	20.00	16.00	8.50	4.00	3.60
156 times.....	32.50	18.50	15.50	8.00	3.75	3.20
260 times.....	30.00	16.50	14.00	7.50	3.50	3.00
312 times.....	26.50	15.00	13.60	6.75	3.00	2.75
468 times.....	23.00	14.00	12.00	6.00	2.75	2.60
624 times.....	20.00	13.60	11.50	5.50	2.60	2.25

(\*) 1 minute announcement.

(†) 30-second station break.

#### DISCOUNTS

Any advertiser using as much as 30 minutes per  
week, subject to use spot rate on 312-time classifica-  
tion.

#### SPECIAL FEATURES

News Service—UPI and local.  
Newscast daily; no charge for news service.  
Political—rates on request.  
Recordings for 5 minute tape show, 3.00; 15 minutes,  
6.00. Charges do not include tapes.

#### CLOSING TIME

Copy and program material due 4 days in advance.

# WGGG

(Established 1948)

Owned and operated by Thompson K. Cassel, 1230  
Waldo Rd., Gainesville, Fla. Fr 6-5791, 6-3922.

#### PERSONNEL

Owner & Gen'l Mgr.—Thompson K. Cassel.  
Manager—Ken Brown.  
Commercial Manager—Leon Mims.

#### REPRESENTATIVES

Hil F. Best Company.

#### FACILITIES

250 w.; 1230 kc.  
Operating schedule: 6:00 a.m. to 12:30 a.m. week-  
days; 7:00 a.m. to 12:05 a.m. Sunday. EST.  
Transmitter: 1230 Waldo Rd., Gainesville.

#### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered  
and payable 30th of month.

#### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising: beer and wine only.  
Maximum term of contract 1 year. To earn discounts  
contracts must be completed within 1 year.  
All proposals subject to prior sale. Program position  
subject to time available. Announcements and pro-  
grams not to be combined to earn greater discounts.  
Programs are given precedence over announcements.  
Programs or announcements subject to time change or  
cancellation upon 28 days' written notice by either  
party. Contract rates protected to expiration of con-  
tract. Contracts void if 1st broadcast is not made  
within 30 days following issue of contract. Rates are  
for time only and do not include talent.  
"Per inquiry" business not accepted.  
No cash refunds on quantity discounts.  
All contracts and programs subject to approval of  
station management and rates and regulations of  
federal and state governments.

#### TIME RATES

Rates effective February 1, 1955.  
Rates received January 31, 1955.

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time.....	40.00	23.00	17.00	9.50	4.00	3.75
13 times.....	36.00	21.00	16.00	8.50	3.75	3.50
26 times.....	33.00	18.50	15.50	8.00	3.50	3.25
52 times.....	30.00	16.50	14.00	7.50	3.25	3.00
78 times.....	27.00	15.00	13.50	6.75	3.00	2.75
104 times.....	23.00	14.00	12.00	6.00	2.75	2.50
156 times.....	20.00	13.50	11.50	5.50	2.50	2.25
312 times.....	18.00	12.00	10.00	5.25	2.25	2.00

Advertisers using 25 minutes or more per week re-  
ceive spot 312-time rate classification.

#### COMBINATION RATES

See ABC Radio.

#### SPECIAL FEATURES

News Service—UPI and local. No extra charge.  
Political—regular rates apply.  
Library Service—World.

#### Participating Programs

"Sammy Lindsay"—6:00 a.m. to 7:30 a.m. Monday  
through Friday.  
"Ken Brown Show"—7:30 a.m. to 9:00 a.m.  
Monday through Saturday.  
"Bill Mansfield"—1:15 p.m. to 4:30 p.m.  
"Traffic Jam"—5:00 p.m. to 6:00 p.m.  
"Hi-Fi Concert"—7:00 p.m. to 8:00 p.m.  
"Night Sounds"—9:00 p.m. to midnight.  
Sunday:  
"Musical Sunday"—8:30 a.m. to 5:30 p.m. Sunday.

#### CLOSING TIME

1 week before broadcast.

# WRUF

(Established 1928)

## NBC Affiliate

Owned and operated by the State and University of  
Florida, P.O. Box 2757, University Station, Gaines-  
ville, Fla. Franklin 6-3261 Ext. 466, 467, 468.

#### PERSONNEL

Station Director—Kenneth F. Small.  
Sales Manager—Robert L. Black III.  
Program Director—Pierre A. Bejano.

#### REPRESENTATIVES

Burn-Smith Company, Inc.

#### FACILITIES

5,000 w.; 850 kc. Directional—night only.  
Operating schedule: 5:30 a.m. to midnight weekdays;  
5:30 a.m. to 1:00 a.m. Saturdays; 7:00 a.m. to  
midnight Sundays. EST.  
AM Transmitter: 4 miles west on Newberry Rd.  
FM FACILITIES

ERP 12,000 w.; 104.1 mc.  
Antenna ht.—407 ft. above average terrain.

#### AGENCY COMMISSION

15%; no cash discount. Talent not commissionable.  
Bills payable 1st of month.

#### GENERAL

ASCAP, BMI, and SESAC licenses.  
FM duplicates part of AM schedule, some separate  
FM programs.  
6 months protection against rate increase.  
No PI accounts accepted.

#### TIME RATES

Rates effective November 1, 1957.  
Rates received September 30, 1957.

	1	1/2	25	1/4	5
	hr.	hr.	min.	hr.	min.
Per week:					
1 time.....	60.00	36.00	32.00	25.00	14.00
2 times.....	55.00	33.00	30.00	23.00	12.00
3 or 4 times.....	50.00	30.00	27.00	20.00	10.00
5 - 12 times.....	40.00	24.00	22.00	15.00	9.00
13 - 19 times.....	.....	.....	.....	.....	8.00
20 - 29 times.....	.....	.....	.....	.....	7.50
30 or more times.....	.....	.....	.....	.....	7.00

#### ANNOUNCEMENTS

1 time.....	1 min.	20 sec.	*8 sec.
2 times.....	9.00	7.00	5.00
3 or 4 times.....	8.00	6.00	4.50
5 - 12 times.....	7.00	5.00	4.00
13 - 19 times.....	6.00	4.50	3.50
20 - 29 times.....	5.50	4.00	3.00
30 or more times.....	5.00	3.75	2.50
.....	4.50	3.50	2.25

(\* 8-second spots cannot be combined with larger  
units to earn lower rates. Advertiser may combine  
programs and/or announcements of any length (ex-  
cept 8-second announcements) in either or both time  
classes to earn lowest times-per-week rates.

#### Weeks-per-year Discounts

13 weeks.....	10%	52 weeks.....	20%
26 weeks.....	15%		

#### Continuous Discount

20% discount earned by 52 consecutive weeks of  
broadcasting applies automatically thereafter for as  
long as broadcasting continues without lapse.

#### COMBINATION RATES

See NBC Radio Network.

#### SPECIAL FEATURES

News Service—UPI.  
Political—copy and payment due 24 hours in advance.  
Regular rates apply.  
Library Service—Lang-Worth, Thesaurus.

#### Participating Programs

"Chanticleer"—5:30 a.m. to 7:00 a.m. Monday through  
Friday.  
"Clockwatcher" with Otis Boggs—7:00 a.m. to 10:00  
a.m. Monday through Friday.  
"Turntable Traveler" with Pierre Bejano—4:00 p.m.  
to 6:00 p.m. Monday through Friday.  
"Florida Farm Hour"—12:05 p.m. to 12:30 p.m.  
Monday through Friday; 12:35 p.m. to 1:00 p.m.  
Saturday.

## GREEN COVE SPRINGS

Clay County—Map Location C-8

See SRDS consumer market map and data at begin-  
ning of the State.

#### (Call letters not received)

(C. P. 500 w. days; 1580 kc.)

Ben Alkerman  
2646 Cheshire Bridge Rd.  
Atlanta, Georgia

## HOLLYWOOD

Broward County—Map Location H-9

See SRDS consumer market map and data at begin-  
ning of the State.

### WGMA

(Established 1953)

Melody Music, Inc., P. O. Box 539, 1909 Harrison  
St., Hollywood, Fla. Wa 2-2903, Wa 3-3030.

#### PERSONNEL

General Manager—C. Edward Little.  
Ass't Gen'l Mgr.—Charles C. Castle.  
Sales Manager—Bill Day.  
Program Director—Ken Roth.

#### REPRESENTATIVES

Donald Cooke, Inc.

#### FACILITIES

1,000 w.; 1320 kc.  
Operating Schedule: Sunrise to local sunset. EST.  
Transmitter: Hollywood, Fla.

#### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered  
1st; payable 10th of month.

#### GENERAL

Affiliated with Keystone Broadcasting System.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Rates are quoted for program periods, announcements  
or station breaks and figured in accordance with  
the table of discounts based on number used within  
a year from date of 1st broadcast, and only in firm  
contracts or as contracts become firm.  
Announcements and programs do not combine to earn  
larger frequency discounts. All rates guaranteed for  
a period of 1 year from date of 1st broadcast, either  
with or without interruption.  
Program times are reduced 1 minute.

#### TIME RATES

Rates effective February 1, 1958. (Card No. 3.)  
Card received April 14, 1958.

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time.....	75.00	45.00	30.00	15.00	5.00	3.50 2.50
13 times.....	71.25	42.75	28.50	14.25	4.75	3.30 2.25
26 times.....	67.50	40.50	27.00	13.50	4.50	3.10 2.06
52 times.....	63.75	38.25	25.50	12.75	4.00	2.90 1.75
104 times.....	60.00	36.00	24.00	12.00	3.75	2.70 1.50
156 times.....	56.25	33.75	22.50	11.25	3.50	2.50 1.25
312 times.....	48.75	29.95	19.50	9.75	3.25	2.30 1.00

#### SPECIAL PACKAGE SATURATION RATES

	1 min.	30 sec.	10 sec.
5 spots per day.....	18.75	13.50	7.50
10 spots per day.....	32.50	22.50	12.50
15 spots in 1 week.....	50.00	40.50	22



Hollywood—Continued

**WINZ**

Licensed as Hollywood-Miami, Florida. See listing under Miami-Miami Beach.

**HOMESTEAD**

Dade County—Map Location H-10  
See SRDS consumer market map and data at beginning of the State.

**WSD B**

(Established 1957)



South Dade Broadcasting Co., 507 N. W. 2nd St., Homestead, Fla. Circle 7-2445.

**PERSONNEL**

President—J. Abney Cox.  
General Manager—Merritt Hilliard.  
Program Director—John Triplett.

**FACILITIES**

500 w., days; 1430 kc.  
Operating schedule: local sunrise to sunset. EST.  
**AGENCY COMMISSION**  
15%; no cash discount. Bills due 10th of month following service.

**TIME RATES**

Rates effective April 1, 1958.  
Rates received March 24, 1958.

	1	25	50	100	150	200	300
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hour.....	20.00	18.00	17.00	16.00	15.00	14.00	13.00
1/2 hour.....	15.00	13.50	12.75	12.00	11.25	10.50	9.75
1/4 hour.....	9.00	8.10	7.65	7.20	6.75	6.30	5.85
10 minutes.....	7.00	6.40	6.10	5.80	5.50	5.20	4.90
5 minutes.....	5.50	5.00	4.75	4.50	4.25	4.00	3.75
*1 minute.....	3.25	3.00	2.85	2.75	2.60	2.50	2.35
†30 seconds.....	3.00	2.75	2.60	2.50	2.35	2.25	2.10
‡20 seconds each.....	2.00	(minimum 10 in 3 days, no discount).					
§10 seconds each.....	1.00	(minimum 20 in 3 days, no discount).					
(*) 130 words.....	(\$)		40 words.				
(†) 70 words.....	(\$)		15 words.				

**SPECIAL FEATURES**

News Service UPI.  
Direct weather reports twice daily. Tide and fishing news twice daily.  
Special events—rates on request.

**JACKSONVILLE (9 AM; 3 PM)**

(including Arlington)

Duval County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

Area stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**WAPE**

(Established —)

**Independent**

Brennan Broadcasting Co., P. O. Box 1103, Jacksonville, Fla.

**PERSONNEL**

President—William J. Brennan.  
Commercial Manager—Felix Robinson, Jr.

**REPRESENTATIVES**

Radio-TV Representatives, Inc.

**FACILITIES**

25,000 w., days; 690 kc. Nondirectional.  
Operating schedule: local sunrise to sunset. EST.  
Transmitter: Moccasin Slough, U. S. 17, South, Jacksonville, Fla. Flanders 9-9000.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills payable 10th of month following service.

**GENERAL**

Accepts AAAA copyrighted contract.  
Net frequency rates shown are based on total number of programs or announcements in all rate brackets used within 1 year for same advertiser. Programs and announcements may not be combined for frequency rate. Announcements may be combined with participating announcements to determine frequency rate. Rates are guaranteed for 6 months from date of 1st broadcast or 6 months from effective date of any increase in rates, providing advertising is actually running at time of increase and providing that broadcasts continue without interruption.

**TIME RATES**

Rates effective —  
Rates received February 28, 1958.

	1	1/2	1/4	5	1	10
	hr.	hr.	hr.	min.	min.	sec.
1 time.....	90.00	52.00	27.00	15.50	11.00	5.50
13 times.....	88.00	51.00	26.00	15.00	10.50	5.25
26 times.....	86.00	49.00	25.00	14.50	10.00	5.00
52 times.....	84.00	47.00	24.00	14.00	9.50	4.75
156 times.....	82.00	45.00	23.00	13.50	9.00	4.50
260 times.....	80.00	43.00	22.00	13.00	8.50	4.25
312 times.....	77.00	41.00	21.00	12.50	8.00	4.00
520 times.....	75.00	40.00	20.00	12.00	7.00	3.50

**SATURATION PLAN**

(4 weeks minimum)

5 to 9 announcements per week, each.....	9.00
10 to 19 announcements per week, each.....	8.00
20 to 29 announcements per week, each.....	7.50
30 to 39 announcements per week, each.....	7.00
40 or more announcements per week, each.....	6.00

**SPECIAL FEATURES**

Political—regular rates apply; earned frequency discounts allowed.  
Religious—accepted on quota basis but solicitation of donations not allowed.

**Participating Programs**

"Farmer and Fisherman"—7:00 a.m. to 8:00 a.m. Monday through Saturday.  
"Town and Country"—noon to 1:00 p.m. Monday through Saturday. Participations for above shows:  
1 time..... 1/4 hr. 5 min. 1 min.  
13 times..... 32.00 18.50 13.00  
26 times..... 31.00 18.00 12.50  
52 times..... 30.00 17.50 12.00  
156 times..... 29.00 17.00 11.50  
260 times..... 28.00 16.50 11.00  
312 times..... 27.00 16.00 10.50  
520 times..... 26.00 15.50 10.00  
520 times..... 25.00 15.00 9.00  
"Clear Sailing"—noon to sign-off Sunday. Regular rates apply.

**CLOSING TIME**

24 hours before broadcast.

**WIVY**

(Established 1948)



WIVY, Inc., P. O. Box 228A, Route 9, Jacksonville, Fla. Po 4-4545.

**PERSONNEL**

Pres. & Gen'l Mgr.—Edward J. Oberle.  
Local Sales Manager—Fred Schilling.

**REPRESENTATIVES**

Jack Masla & Co., Inc.

**FACILITIES**

1,000 w.; 1050 kc.  
Operating Schedule: Sunrise to sunset. EST.  
Transmitter: Rt. 9, Jacksonville.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills payable 1st of month.

**GENERAL**

Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.  
No time sold in bulk for resale.  
Alcoholic beverage advertising: beer and wine only.

**TIME RATES**

Rates effective August 1, 1957.  
Rates received July 1, 1957.  
Rev. (Annct.) received June 2, 1958.

	1 hr.	55 min.	1/2 hr.	25 min.	1/4 hr.
1 time.....	75.00	72.00	40.00	38.00	25.00
6 times.....	72.00	71.00	38.00	36.00	24.00
13 times.....	70.00	68.00	37.00	35.00	23.00
26 times.....	68.00	65.00	36.00	34.00	22.00
52 times.....	65.00	62.00	35.00	33.00	21.00
78 times.....	.....	.....	.....	.....	20.00
104 times.....	.....	.....	.....	.....	19.50
156 times.....	.....	.....	.....	.....	19.00
260 times.....	.....	.....	.....	.....	18.50
312 times.....	.....	.....	.....	.....	18.00

**ANNOUNCEMENTS**

(7:00 a.m. to 9:30 a.m.)  
(9:30 a.m. to 7:00 p.m.)

	1 min.	20 sec.	10 sec.
1 minute, flat.....	10.00	7.00	5.00
20 seconds, flat.....	9.75	6.85	4.50
10 seconds, flat.....	9.25	6.50	4.00
1 time.....	9.00	6.25	3.75
26 times.....	8.50	5.50	3.50
104 times.....	8.00	5.25	3.25
260 times.....	7.50	5.00	3.00

**SPECIAL FEATURES**

News Service—UPI. News every hour on the hour.  
**Participating Programs**  
"Morning Show" with Ted Low—5:00 a.m. to 8:00 a.m.  
"Ed Bell Show"—8:00 a.m. to 11:00 a.m.  
"Luncheon Show" with Bill Marshall—11:00 a.m. to 1:00 p.m.  
"Make Believe Ballroom" with Ben Wills—1:00 p.m. to 4:00 p.m.  
"Afternoon Show" with Fred Schilling—4:00 p.m. to 6:00 p.m.  
Saturday Show—6:00 a.m. to 6:00 p.m. Saturday.  
Sunday Show—6:00 a.m. to 6:00 p.m. Sunday.  
(\* ) No extra talent charges.

**CLOSING TIME**

Arrangements for broadcast to be made 1 week in advance. Typewritten copies of political and controversial talks must be submitted 48 hours in advance.

**WJAX**

(Established 1925)

**NBC Affiliate**

Owned and operated by City of Jacksonville, Fla., No. 1 Broadway Place, Jacksonville, Fla. Elgin 4-1681.

**PERSONNEL**

Acting Manager—J. W. Douglass.

**REPRESENTATIVES**

Headley Reed Company.

**FACILITIES**

5,000 w.; 930 kc. Directional—night only.  
Operating Schedule: 5:30 a.m. to midnight weekdays; 7:00 a.m. to midnight Sundays. EST.  
AM Transmitter: Hyde Park Country Club, Jacksonville.

**FM FACILITIES**

ERP 11,500 w.; 95.1 mc.  
Operating schedule: 6:00 p.m. to midnight daily, EST.

**AGENCY COMMISSION**

15%; no cash discount. Bills mailed 1st of month.

**GENERAL**

FM operated in conjunction with AM.

**TIME RATES**

Rates effective June 1, 1956. (Card No. 8.)  
Rates received April 23, 1956.

60 minutes.....	7:00 min.
30 minutes.....	4:15 min.
15 minutes.....	3:00 min.
10 minutes.....	2:10 min.
5 minutes.....	1:15 min.

**FLORIDA**

**PROGRAMS**

**CLASS "A"**  
(9:00 a.m. to 10:00 p.m. and 6:00 a.m. to 7:00 a.m.)

	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	50.00	25.00	20.00	15.00
52 times.....	45.00	22.50	18.00	13.50
156 times.....	40.00	20.00	16.00	12.00
260 times.....	35.00	17.50	14.00	10.50
312 times.....	30.00	15.00	12.00	9.00

**CLASS "B"**  
(5:30 a.m. to 6:00 a.m. and 10:00 p.m. to midnight)

1 time.....	35.00	17.50	14.00	10.50
52 times.....	31.50	15.75	12.60	9.45
156 times.....	28.00	14.00	11.20	8.40
260 times.....	24.50	12.25	9.80	7.35
312 times.....	21.00	10.50	8.40	6.30

**ANNOUNCEMENTS**  
(7:00 a.m. to 9:00 a.m.)

1-minute, flat.....	10.00
Station break, flat.....	7.00
Time Signals, flat.....	4.00

**CLASS "A"**  
(9:00 a.m. to 10:00 p.m. and 6:00 a.m. to 7:00 a.m.)

	1 min.	Station break	Time signals
1 time.....	10.00	7.00	4.00
52 times.....	9.00	6.30	3.60
156 times.....	8.00	5.60	3.20
260 times.....	7.00	4.90	2.80
312 times.....	6.00	4.20	2.40

**CLASS "B"**  
(5:30 a.m. to 6:00 a.m. and 10:00 p.m. to midnight)

1 time.....	7.00	4.90	2.80
52 times.....	6.30	4.40	2.50
156 times.....	5.60	3.90	2.25
260 times.....	4.90	3.45	1.95
312 times.....	4.20	2.95	1.70

**WEEKLY VOLUME DISCOUNTS**  
**CLASS "A"**  
(9:00 a.m. to 10:00 p.m. and 6:00 a.m. to 7:00 a.m.)

12 per week, flat.....	84.00	60.00	36.00
24 per week, flat.....	156.00	114.00	66.00
36 per week, flat.....	216.00	162.00	90.00

**Run-Of-Schedule**  
(5:30 a.m. to midnight)

12 per week, flat.....	60.00	42.00	24.00
24 per week, flat.....	108.00	78.00	48.00
36 per week, flat.....	153.00	108.00	63.00

Participations in 7:00 a.m. to 9:00 a.m. period, Sunday through Saturday, may be used to make up a 12, 24, or 36 Plan in any week but announcements in 7:00 a.m. to 9:00 a.m. period do not receive listed weekly volume discounts.

**DISCOUNTS**  
Above rates guaranteed for period of 1 year from date of 1st broadcast or for 1 year from effective date of any increase in rates, providing advertising is actually running at time of increase and providing that broadcasts continue without interruption. All broadcasts placed with station for advertiser in 1 year from date of 1st broadcast combine for purpose of calculating total amount of frequency discounts earned provided, however, that announcements cannot be so combined with 5-minute or longer programs and provided announcements used under weekly volume plans shall not apply.

**COMBINATION RATES**

See NBC Radio Network.

**SPECIAL FEATURES**

News Service—AP.  
Recordings or Talks—regular rates apply.

**CLOSING TIME**

Arrangements must be made 15 days in advance.

**WMBR**

(Established 1927)

**THE JOHN BLAIR STATION**

**CBS Radio Network**



WMBR, Inc., 605 So. Main St., Jacksonville 7, Fla. Ex 8-5616.

**PERSONNEL**

President—Ben Strouse.  
Vice-Pres. & Gen'l Mgr.—Sidney L. Beighley, Jr.

**REPRESENTATIVES**

CBS Radio Spot-Sales.

**FACILITIES**

5,000 w.; 1480 kc. Directional—night only.  
Operating Schedule: 5:30 a.m. to 12:05 a.m. weekdays; 5:30 a.m. to 1:00 a.m. Saturdays; 6:55 a.m. to 12:05 a.m. Sundays. EST.  
AM Transmitter: Lane Ave. at Stewart, Jacksonville.  
**FM FACILITIES**  
ERP 63,000 w.; 96.1 mc.  
Operating Schedule: AM schedule duplicated 6:00 a.m. to 12:05 a.m. weekdays; 8:00 a.m. to 1:00 a.m. Saturdays; 9:00 a.m. to 11:00 p.m. Sundays. EST.  
FM Transmitter: Colorado Ave., at S. Hampton. Antenna ht.—425 ft. above average terrain.

**AGENCY COMMISSION**

15% on net time; no cash discount. Bills rendered and payable monthly.

**GENERAL**

Does not accept copyrighted contract forms, station contact forms available.  
Rates cover only station time and facilities for programs originating in station studios.  
No commercially sponsored program in foreign languages accepted.  
Alcoholic beverage advertising: beer and wine only.  
No contracts accepted for a period of more than 1 year. No contracts accepted with a starting date over 30 days from contract date.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Length of commercial copy: NAB standards for all hours.

60 minutes.....	7:00 min.
30 minutes.....	4:15 min.
15 minutes.....	3:00 min.
10 minutes.....	2:10 min.
5 minutes.....	1:15 min.

# FLORIDA

## Jacksonville—W M B R—Continued

40 seconds for opening commercial on news broadcasts of 10 minutes or longer; 25 seconds for opening commercial on 5-minute news broadcasts. No middle commercial permitted on news broadcasts of less than 10 minutes.

Details of commercial copy allowances on network cooperative programs on request.  
Rates under Sections I and II are net (agency commissionable) rates on various time periods and announcements used from 1 to 6 days per week and up to 52 weeks, having deducted in each case the applicable Days Per Week, Consecutive Weeks and Package Plan discounts as shown below. These figures must not be used in computing the cost of any combinations of facilities offered in Sections I and II.

### TIME RATES

Rates effective July 1, 1956. (Card No. 12.)

Card received July 19, 1956.

Rev. (50 Plan & Weekend Plan) rec'd, Feb. 4, 1957.

### SECTION I

#### PROGRAM TIME

All discounts based on use of broadcast facilities in each 7-day period.  
All rates shown based on fixed weekly schedules of uninterrupted broadcasting.

#### CLASS "A"

(7:00 a.m. to 7:00 p.m., Sunday through Saturday)

		Per week					
		1 day	2 days	3 days	4 days	5 days	6 days
1-25 wks.	95.00	190.00	256.50	342.00	427.50	456.00	
26-51 wks.	90.25	180.50	243.68	324.90	406.13	433.20	
52 weeks	85.50	171.00	230.85	307.80	384.75	410.40	
1/2 hour:							
1-25 wks.	57.00	114.00	153.90	205.20	256.50	273.60	
26-51 wks.	54.15	108.30	146.20	194.94	243.68	259.92	
52 weeks	51.30	102.60	138.51	184.68	230.85	246.24	
1/4 hour:							
1-25 wks.	38.00	76.00	102.60	136.80	171.00	182.40	
26-51 wks.	36.10	72.20	97.47	129.96	162.45	173.28	
52 weeks	24.20	48.40	64.92	87.38	113.16	121.60	
10 minutes:							
1-25 wks.	30.40	60.80	82.08	109.44	136.80	145.92	
26-51 wks.	28.88	57.76	77.98	103.97	129.96	138.62	
52 weeks	27.36	54.72	73.87	98.50	123.12	131.33	
5 minutes:							
1-25 wks.	19.00	38.00	51.30	68.40	85.50	91.20	
26-51 wks.	18.05	36.10	48.74	64.98	81.23	86.64	
52 weeks	17.10	34.20	46.17	61.56	76.95	82.08	

#### CLASS "B"

(7:00 p.m. to 9:00 p.m., Sunday through Saturday)

1-25 wks.	76.00	152.00	205.20	273.60	342.00	364.80	
26-51 wks.	72.20	144.40	194.94	259.92	324.90	346.56	
52 weeks	68.40	136.80	184.68	246.24	307.80	328.32	
1/2 hour:							
1-25 wks.	45.60	91.20	123.12	164.16	205.00	218.88	
26-51 wks.	43.32	86.64	116.96	155.95	194.94	207.94	
52 weeks	41.04	82.08	110.81	147.74	184.68	196.99	
1/4 hour:							
1-25 wks.	30.40	60.80	82.08	109.44	136.80	145.92	
26-51 wks.	28.88	57.76	77.98	103.97	129.96	138.62	
52 weeks	27.36	54.72	73.87	98.50	123.12	131.33	
10 minutes:							
1-25 wks.	24.32	48.64	65.66	87.55	109.44	116.74	
26-51 wks.	23.10	46.21	62.88	83.17	103.97	110.90	
52 weeks	21.89	43.78	59.09	78.80	98.50	105.07	
5 minutes:							
1-25 wks.	15.20	30.40	41.04	54.72	68.40	72.96	
26-51 wks.	14.44	28.88	38.99	51.98	64.98	69.31	
52 weeks	13.98	27.96	36.94	49.25	61.56	65.66	

#### CLASS "C"

(Sign-on to 7:00 a.m.; 9:00 p.m. to sign-off, Sunday through Saturday)

1-25 wks.	57.00	114.00	153.90	205.20	256.50	273.60	
26-51 wks.	54.15	108.30	146.21	194.94	243.68	259.92	
52 weeks	51.30	102.60	138.51	184.68	230.85	246.24	
1/2 hour:							
1-25 wks.	34.20	68.40	92.34	123.12	153.90	164.16	
26-51 wks.	32.49	64.98	87.72	116.96	146.21	155.95	
52 weeks	30.78	61.56	83.11	110.81	138.51	147.74	
1/4 hour:							
1-25 wks.	22.80	45.60	61.56	82.08	102.60	109.44	
26-51 wks.	21.66	43.32	58.48	77.98	97.47	103.97	
52 weeks	20.52	41.04	55.40	73.87	92.34	98.50	
10 minutes:							
1-25 wks.	18.24	36.48	49.25	65.66	82.08	87.55	
26-51 wks.	17.33	34.66	46.79	62.38	77.98	83.17	
52 weeks	16.42	32.83	44.33	59.09	73.87	78.79	
5 minutes:							
1-25 wks.	11.40	22.80	30.78	41.04	51.30	54.72	
26-51 wks.	10.83	21.66	29.24	38.99	48.74	51.98	
52 weeks	10.26	20.52	27.70	36.94	46.17	49.25	

Periods longer than 1 hour pro rata of 1-25 week 1-hour rate less applicable discounts.

3/4 hour—80% of 1-25 week 1-hour rate less applicable discounts.

10 minutes—80% of 1-25 week 15-minute rate less applicable discounts.

5 minutes—50% of 1-25 week 15-minute rate less applicable discounts.

### SECTION II

#### ANNOUNCEMENTS

All discounts based on use of broadcast facilities in each 7-day period.  
All rates shown based on fixed weekly schedules of uninterrupted broadcasting.  
Time Signals offered only in Package Plans at 60% of Station Break rates for Package Plans.  
Combination packages of Minutes and Station Breaks may be arranged, but not in combination with Time Signals.

Package Plan discounts are applicable 7:00 a.m. to 9:00 a.m. Monday through Saturday. However, announcements in this period are sold on a pre-emptible basis.  
(See "Package Plan Discounts" below).

NOTE: Starting time of announcements determines rate classification.

#### CLASS "A"

(6:59 a.m. to 7:00 p.m., Sunday through Saturday)

		1-2	3-5	6-7	"12"	"21"
		days	days	days	Plan	Plan
Per Spot		days	days	days	Plan	Plan
1 minute—live (125 words) or transcribed:						
1-25 wks.	14.00	13.30	12.60	10.50	8.40	
26-51 wks.	13.30	12.63	11.97	9.97	7.98	
52 wks.	12.60	11.97	11.34	9.45	7.56	
Station breaks—50 words or 20-second transcriptions:						
1-25 wks.	10.00	9.50	9.00	7.50	6.00	
26-51 wks.	9.50	9.02	8.55	7.12	5.70	
52 wks.	9.00	8.55	8.10	6.75	5.40	

		1-2	3-5	6-7	"12"	"21"
		days	days	days	Plan	Plan
Time signals—15 words or 8-second transcriptions:						
1-25 wks.	4.50	4.50	4.50	4.50	3.60	
26-51 wks.	4.27	4.27	4.27	4.27	3.42	
52 wks.	4.05	4.05	4.05	4.05	3.24	

#### CLASS "B"

(7:00 p.m. to 9:00 p.m., Sunday through Saturday)

1-minute—live (125 words) or transcribed:						
Per Spot						
1-25 wks.	11.20	10.64	10.08	8.40	6.72	
26-51 wks.	10.64	10.11	9.58	7.98	6.38	
52 wks.	10.08	9.58	9.07	7.56	6.05	
Station breaks—50 words or 20-second transcriptions:						
1-25 wks.	8.00	7.60	7.20	6.00	4.80	
26-51 wks.	7.60	7.22	6.84	5.70	4.56	
52 wks.	7.20	6.84	6.48	5.40	4.32	
Time signals—15 words or 8-second transcriptions:						
1-25 wks.	3.60	3.60	3.60	3.60	2.88	
26-51 wks.	3.42	3.42	3.42	3.42	2.74	
52 wks.	3.24	3.24	3.24	3.24	2.59	

#### CLASS "C"

(Sign-on to 6:59 a.m.; 9:00 p.m. to sign-off, Sunday through Saturday)

1 minute—live (125 words) or transcribed:						
Per Spot						
1-25 wks.	8.40	7.98	7.56	6.30	5.04	
26-51 wks.	7.98	7.58	7.18	5.98	4.79	
52 wks.	7.56	7.18	6.80	5.67	4.54	
Station breaks—50 words or 20-second transcriptions:						
1-25 wks.	6.00	5.70	5.40	4.50	3.60	
26-51 wks.	5.70	5.41	5.13	4.27	3.42	
52 wks.	5.40	5.13	4.86	4.05	3.24	
Time signals—15 words or 8-second transcriptions:						
1-25 wks.	2.70	2.70	2.70	2.70	2.16	
26-51 wks.	2.56	2.56	2.56	2.56	2.05	
52 wks.	2.43	2.43	2.43	2.43	1.94	

### DISCOUNTS

Station provides 2-way discounts based on use of broadcast facilities in each day period. These discounts apply in order shown. Section I may earn discounts for Section II but not vice versa.

#### Days Per Week Discount

Program periods (under Section I) of any length or in different rate classifications may be combined for Days Per Week Discounts. Regular announcements under Section II, regardless of length or rate classification, may be combined for Days Per Week Discount. This discount not applicable to Package Plans.

#### Section I

##### (Program Periods)

Number of days in 7-day period—		
Per week:		(*)
1 or 2 days	No discount	
3, 4 or 5 days	10%	
6 or 7 days	20%	

#### Section II

##### (Announcements—Package Plans Excluded)

Number of days in 7-day period—		
Per week:		(*)
1 or 2 days	No discount	
3, 4 or 5 days	5%	
6 or 7 days	10%	

(\*) Discount from 1-25 week one-day rate.

#### Consecutive Weeks Discount

Discounts for consecutive weeks applicable to rates listed under Section I or Section II, after deducting applicable Days Per Week Discount, if any.

Number of Weeks:		
Less than 26 weeks	None	
26-51 weeks	5%	
52 weeks	10%	

#### Package Plan Discounts

Discounts applicable to 1-day announcement rates listed under Section II, according to number of consecutive weeks purchased. This automatically applies allowable Consecutive Weeks Discount and substitutes applicable Package Plan Discount for any Days Per Week Discount.

Participations between 7:00 a.m. to 9:00 a.m. Monday through Saturday may receive Package Plan discounts, but these announcements are sold on a pre-emptible basis. They also combine for Consecutive-Weeks-Discount.

Regular small schedules of announcements may be augmented to bring them up to Package Plan size, at which time Package Plan discounts will apply according to this Section.

		12 Plan	*Discount
12 announcements within 7 days		25%	
		21 Plan	
21 announcements within 7 days		40%	

(\*) After applicable Consecutive Weeks Discount, if any.

Discount allowed currently on non-cancellable contracts. On other contracts, discounts due and payable as earned.

#### Weekend Package Plan

##### (Fixed Position)

50 spots used over a 7-day period. Minimum of 5 spots on any 1 day during the 7 days. 60% discount off applicable 1-time rate (Time Signals excluded). DPWD not applicable.

Applicable from 7:00 p.m. (Friday) to sign-off Sunday. 20% discount after applicable "12 Plan" or "21 Plan" discount and CWD, if any. DPWD not applicable.

Run-of-Schedule Package Plans

12 Plan	35%
21 Plan	50%

### COMBINATION RATES

See CBS Radio Network (Florida Group).

### SPECIAL FEATURES

#### News Service—UPI.

#### News Packages

5-minute Newscasts: Sold as available at regular card rates or packaged to earn "12 Plan" or "21 Plan" discount. Length of commercial content as established by NAB.

"News Headlines", adjacencies: Minute, adjacent to "News Headlines", (or to any newscast), sold as available at regular card rates or packaged to earn "12 Plan" or "21 Plan" discount.

Store broadcasting rates—Winn-Dixie stores (28 stores), per store, per spot .10 net.  
Political—specific information on request.  
Instantaneous Reference Recordings: 10.00 each, net, per 15-minute unit or less (plus shipping charges).

### CLOSING TIME

All commercial copy and program material due at station 72 hours before broadcast.

# WOBS

(Established 1948)

## Independent

Mel-Lin, Inc., 1036 Mary St., Jacksonville 7, Fla.  
Exbrook 8-3411.

**Jacksonville—W P D Q—Continued**

**PARTICIPATIONS**  
(7:00 a.m. to 9:30 a.m. and/or 4:30 p.m. to 6:30 p.m.)  
1 min. \*20 sec. \*8 sec.  
1 or more times per week..... 10.00 8.00 6.00  
5 or more times per week..... 9.00 7.00 5.00  
Announcements in above time classification count for saturation total but do not themselves earn discount.  
(\* Fixed position preceding or following newscasts only.)

**5-MINUTE NEWSCASTS**  
(7:00 a.m. to 9:30 a.m. and/or 4:30 p.m. to 6:30 p.m.)  
0-minutes before the half-hour and hour:  
1 time per wk... 16.00 5 times per wk..... 13.50  
3 times per wk... 14.50 6 or more times..... 12.00  
per week..... 12.00  
Newscasts in other periods take General 5-minute rate.

**SPECIAL FEATURES**  
News Service—UPI. Mobile unit available.  
Political—regular rates apply. Details on request.  
**Participating Programs**  
Monday through Friday:  
"Get Up and Go Show" with Rick Stevens—6:00 a.m. to 10:00 a.m.  
"Mark and Music" with Mark Allen—10:00 a.m. to noon.  
"Afternoon Beat" with Tommy Harper—noon to 3:00 p.m.  
"Traffic Jam" with Jack Hayward—3:00 p.m. to 7:00 p.m.  
"Night Beat" with Tommy Harper—7:00 p.m. to 9:00 p.m.; 9:00 p.m. to 1:00 a.m. with Johnny Dawn.  
"Dawn Beat" with Chuck Adams—1:00 a.m. to 6:00 a.m.  
"Weekend"—6:00 a.m. Saturday to midnight Sunday. Rick Stevens, Mark Allen, Johnny Dawn, Chuck Adams, Tommy Harper, Jack Hayward and Larry Wayne.

**CLOSING TIME**  
1 week before broadcast for contracts; announcements, transcriptions, and talks close 48 hours in advance.

**W P E G**

**ARLINGTON**

(Established 1957)

**Mutual Network**

Regional Broadcasting Co., P. O. Box 8716, Jacksonville 11, Fla.  
Other Studios: 938 Arlington Rd., Jacksonville 11, Fla.

**PERSONNEL**  
General Manager—Harold E. King.  
Station Manager—Tommy Tucker.  
Commercial Manager—Jeff Singleton.  
Program Director—Al Vernon.

**FACILITIES**  
250 w. days; 1220 kc. Non-directional.  
Operating schedule: local sunrise to sunset. EST.  
Transmitter 505 Bowland St., Arlington, Fla.

**AGENCY COMMISSION**  
15% on time only; no cash discount.

**GENERAL**  
Affiliated with WDAT, Daytona Beach; WTHR, Panama City, Fla.; and KGH1, Little Rock, Ark.  
Rates include music copyright fees.  
No time is sold in bulk for resale.  
Beer and wine advertising accepted.

**TIME RATES**  
Rates effective January 1, 1958.  
Rates received December 27, 1957.  
Rev. rec'd (Pkg. rates) August 6, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	60.00	37.50	17.50	12.00	10.00
13 times....	57.00	35.50	16.75	11.25	9.00
26 times....	55.00	34.00	16.25	10.75	8.50
52 times....	54.00	32.50	16.00	10.25	8.00
104 times....	52.00	31.50	15.75	9.25	7.50
260 times....	51.25	31.00	15.25	8.75	7.00
312 times....	50.00	30.00	15.00	8.00	6.50

**PACKAGE RATES**

Per week:			
5 spots.....	37.50	20 spots.....	130.00
10 spots.....	75.00	25 spots.....	150.00
15 spots.....	105.00		

**COMBINATION RATES**  
See Mutual Broadcasting System.  
WPEG Arlington, Fla., and WDAT Daytona Beach, Fla. "Tommy Tucker Show"—7:00 a.m. to 9:00 a.m., broadcast on both stations, rates on request.  
Also affiliated with WTHR Panama City, Fla. and KGH1 Little Rock, Ark.

**SPECIAL FEATURES**  
News Service—AP.  
Direct line U. S. Weather Bureau.  
Jimmy Fidler Hollywood News.  
Mutual Football and Baseball.  
**Participating Programs**  
"Tommy Tucker Show"—6:00 a.m. to 9:00 a.m.  
"Al Vernon Show"—9:00 a.m. to noon.  
"Rex Jackson Show"—noon to 3:00 p.m.  
"Gene Mack Show"—3:00 p.m. to 6:00 p.m.

**CLOSING TIME**  
Programs 1 week in advance, talks 48 hours in advance.

**W Q I K**

(Established 1955)

Rowland Broadcasting Co., 121 East 8th St., Jacksonville, Fla.

**PERSONNEL**  
Owner and Manager—Marshall Rowland.  
**REPRESENTATIVES**  
Charles Bernard Company.  
Regional—Forjoe & Company, Inc.

**FACILITIES**  
1,000 w.; 1280 kc.  
Operating schedule: 5:00 a.m. to local sunset. EST.  
Transmitter: Jacksonville, Fla.

**AGENCY COMMISSION**  
15% on time only; no cash discount. Bills rendered monthly; payable 10 days.

**GENERAL**

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
WQIK programs exclusively country and western music all day Monday through Sunday with 5 minutes news every half hour.  
Alcoholic beverage advertising: beer and wine only.

**TIME RATES**  
Rates effective January 1, 1958.  
Rates received December 30, 1957.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time....	65.00	34.00	18.00	10.00	6.00	4.00
6 times....	55.00	32.00	16.00	9.00	5.00	3.75
13 times....	50.00	29.00	14.00	8.00	4.50	3.50
26 times....	40.00	23.00	12.00	7.00	4.00	3.00
52 times....	30.00	17.00	10.00	6.00	3.50	2.75
78 times....	.....	.....	.....	5.00	3.00	2.50
156 times....	.....	.....	.....	.....	2.80	2.25
312 times....	.....	.....	.....	.....	2.50	2.00

**SPECIAL FEATURES**  
News Headlines—every half-hour, all day.  
Political—regular rates and discounts apply; cash in advance.

**Participating Programs**  
"Country Boy Show" with Marshall Rowland—6:00 a.m. to 8:00 a.m. Country and western music. News every half hour. Weather every 15 minutes.  
"Glenn Reeves Show" with Glenn Reeves—8:00 a.m. to 11:00 a.m. Country and rockabilly music.  
"Teddy Bear Show" with Ted Crutchfield—11:00 a.m. to 3:00 p.m. Country and western music. News every half hour.  
"Franks Classics" with Frank Thies—3:00 p.m. to sign-off. Country and western music.  
Religious Programs—all day Sunday.  
Country and western—Sunday 11:00 a.m. to sign off.

**CLOSING TIME**  
24 hours before broadcast.

**W R H C**

(Established 1950)

WRHC, Inc., P. O. Box 2467, 247 Margaret St., Jacksonville, Fla. Elgin 6-0461.

**PERSONNEL**  
President—Harold S. Cohn.  
**REPRESENTATIVES**  
Joe Wootton Associates.

**FACILITIES**  
250 w.; 1400 kc.  
Operating schedule: 6:00 a.m. to 1:00 a.m. weekdays; 7:30 a.m. to 1:00 a.m. Sundays. EST.  
Transmitter: 247 Margaret St., Jacksonville.

**AGENCY COMMISSION**  
15% on time and talent; no cash discount. Bills rendered 10th of month; payable when rendered.

**GENERAL**  
Accepts AAA copyrighted contract.  
The following rates are for national advertising. For local rates consult station management.

**TIME RATES**  
Rates effective October 1, 1952. (Card No. 4.)  
Card received October 29, 1952.  
Rev. (multi-spot) rec'd April 5, 1957.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time....	60.00	36.00	24.00	18.00	12.00	6.00
13 times....	58.00	34.80	23.20	17.40	11.60	5.80
26 times....	56.00	33.60	22.40	16.80	11.20	5.60
52 times....	54.00	32.40	21.60	16.20	10.80	5.40
104 times....	52.00	31.20	20.80	15.60	10.40	5.20
156 times....	50.00	30.00	20.00	15.00	10.00	5.00
260 times....	48.00	28.80	19.20	14.40	9.60	4.80
312 times....	46.00	27.90	18.60	13.95	9.30	4.65
364 times....	45.00	27.00	18.00	13.50	9.00	4.50

**MULTI-SPOT PACKAGE**  
(Fixed position)  
(Monday through Friday)

1-12 wks.	13-26 wks.	26 wks.
1 minute announcements:	wks.	wks. or more
12 spots.....	64.00	60.00
18 spots.....	93.00	90.00
24 spots.....	124.80	120.00

**WEEK-END PACKAGES**  
(Friday, Saturday and Sunday)  
Minimum of 4 spots per day:

12 spots.....	65.00	63.00	60.00
18 spots.....	97.00	94.00	90.00
24 spots.....	129.00	126.00	120.00

Rates shown above are applicable to hillbilly, religious and Negro Consumer Market segments.

**SPECIAL FEATURES**  
News Service—UPI.  
Political—rates on request. Cash in advance.  
**Participating Programs**  
Monday through Saturday listings for premium shows:  
"Wake Up and Sing" with Will Lape—6:00 a.m. to 7:00 a.m.  
"Melody Roundup" with Will Lape—7:00 a.m. to 9:00 a.m.  
"Mid-Morning Melodies" with Ben Willis—9:00 a.m. to 11:30 a.m.  
"Rosemarie" with Ruth Fountain—1:00 p.m. to 3:00 p.m. Aimed at Negro audience.  
"Classics Country Style" with John Richards—3:00 p.m. to 8:00 p.m.  
"Knight Train" featuring Negro Disc Jockey Ken Knight—8:00 p.m. to 9:00 p.m.  
"Sweet Chariot"—Negro Gospel songs—with Ken Knight—9:00 p.m. to 10:00 p.m.  
"Blues In the Night"—with Ken Knight—10:00 p.m. to midnight.  
"Knight Train"—midnight to 1:00 a.m.

**CLOSING TIME**  
1 week before broadcast.

**W Z O K**

(Established 1940)

Radio Jax, Inc., Seminole Hotel Bldg., Jacksonville 2, Fla. EL 6-1373.

**PERSONNEL**  
General Manager—Carmen Macri.  
Sales Manager—Kenneth C. Conner.  
Program Director—Reed Gardner.

**FLORIDA**

**FACILITIES**

5,000 w.; 1320 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.  
AM Transmitter: Lane Ave. Annex, 7 miles W. of Jacksonville.

**FM FACILITIES**  
ERP 9,700 w.; 96.9 mc.  
Antenna ht.—375 ft. above average terrain.

**AGENCY COMMISSION**  
15%: no cash discount. Bills rendered and payable monthly.

**GENERAL**  
Rates include music copyright fees.  
Maximum length of contract 52 weeks. All rates guaranteed 1 year from date of 1st broadcast, with or without interruption.  
Contracts cancelled by advertisers charged earned frequency rate at time of cancellation.  
Time orders placed on a "1st further notice" basis billed at 1-time rate but receive benefit of frequency discounts when earned.  
Spot announcement contracts may be cancelled in writing on 2 week's notice; program contracts may be cancelled in writing on 4 week's notice.  
Alcoholic beverage advertising: beer and wine only.

**TIME RATES**

Rates effective July 20, 1957.  
Rates received July 31, 1957.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time....	85.00	54.00	27.00	18.00	13.50	9.00	6.00
13 times....	82.00	52.00	25.50	17.00	12.75	8.75	5.75
26 times....	79.00	50.00	24.00	16.00	12.00	8.50	5.50
52 times....	76.00	48.00	22.50	15.00	11.25	8.25	5.25
104 times....	73.00	46.00	21.00	14.00	10.50	8.00	5.00
156 times....	70.00	44.00	19.50	13.00	9.75	7.50	4.75
260 times....	67.00	42.00	18.00	12.00	9.00	7.00	4.50
312 times....	64.00	40.00	16.50	11.00	8.25	6.50	4.25

**SATURATION PACKAGES**

10 per week.....	70.00
15 per week.....	97.50
20 per week.....	120.00

Additional discounts on packages:  
13 weeks..... 5% 52 weeks..... 15%  
26 weeks..... 10%

**SPECIAL FEATURES**

News Service—UPI.  
News every hour, 5 minutes before the hour, 24 hours daily.  
Weather and Marine Forecast—Every 2 hours on the half hour, 24 hours daily.  
Library Service—Lang-Worth.

**Participating Programs**

"Ted Arnold Show"—6:00 a.m. to 9:00 a.m. Monday through Saturday.  
"Larry Bodkin Show"—9:00 a.m. to noon Monday through Friday.  
"Reed Gardner Show"—Noon to 2:00 p.m. Monday through Friday.  
"Al Vare"—2:00 p.m. to 4:00 p.m. Monday through Friday.  
"Ted Arnold Show"—4:00 p.m. to 6:00 p.m. Monday through Friday.  
"Jack Metrie Show"—6:00 p.m. to 9:00 p.m. Monday through Friday.  
"Budweiser Dancing Party" with Al Vare—9:00 p.m. to midnight Monday through Saturday.  
"Holiday House"—6:00 a.m. Saturday to midnight Sunday. A weekend of popular music and news.

**JACKSONVILLE BEACH**

Duval County—Map Location G-4  
See SRDS consumer market map and data at beginning of State.

**W Z R O**

(Established 1947)

Sunshine Stations, Jacksonville Beach, Fla. Cherry 6-3222.

**PERSONNEL**  
Owner—A. B. Letson.  
Director of Operations—Jim Kirk.  
Station Manager—Larry Owens.

**FACILITIES**  
1,000 w.; 1010 kc.  
Operating schedule: Sunrise to local sunset. EST.  
Transmitter: 12th Ave., N. Jacksonville Beach, Fla.

**AGENCY COMMISSION**  
20%: no cash discount. Bills payable 10th of month.

**GENERAL**  
Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.  
Alcoholic beverage advertising: beer and wine only.

**TIME RATES**

Revisions received February 19, 1957.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	50.00	28.50	17.50	8.50	4.00
13 times....	47.50	27.05	16.60	8.05	3.80
26 times....	45.00	25.15	15.75	7.65	3.60
52 times....	40.00	24.20	14.85	7.20	3.40
104 times....	35.00	22.80	13.15	6.80	3.20
156 times....	30.00	21.35	12.25	6.35	3.00
260 times....	27.50	19.95	11.40	5.95	2.80

**PACKAGE PLANS**

Rates on request.

**SPECIAL FEATURES**

News Service—AP and local.  
Political—rates on request.  
**Participating Programs**  
"Morning Show"—Sign-on to noon.  
"Afternoon Show"—noon to sign-off.  
Sunday:  
"Morning Show"—Sign-on to noon.  
"Afternoon Show"—noon to sign-off.

**CLOSING TIME**

24 hours before broadcast.



# FLORIDA

## KEY WEST

Monroe County—Map Location G-9  
See SRDS consumer market map and data at beginning of the State.

### WKWF

(Established 1945)



Owned and operated by John M. Spottswood, P. O. Box 891, Stock Island, Key West, Fla. Cy 6-2222.

#### PERSONNEL

Owner & General Manager—John M. Spottswood.  
Station Manager—Ray Schanek.  
Program Director—Bob Leach.  
Sales Manager—Ray A. Schoneck.

#### FACILITIES

500 w.; 1600 kc.  
Operating schedule: 5:55 a.m. to midnight weekdays; 7:55 a.m. to midnight Sundays, EST.  
Transmitter: Stock Island, Key West, Fla.

#### AGENCY COMMISSION

15%; no cash discount. Bills payable 10th of following month.

#### TIME RATES

Rates effective April 1, 1954. (Card No. 4.)  
Card received March 11, 1954.

##### CLASS "A"

(7:00 a.m. to 9:00 a.m., noon to 1:00 p.m. and 6:00 p.m. to 10:30 p.m., Monday through Saturday; noon to 10:30 p.m. Sunday)

	1 hr.	3/4 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	32.00	26.00	20.00	14.00	11.50	9.50
13 times.....	30.50	24.00	19.00	13.10	11.00	9.00
26 times.....	29.00	23.00	18.00	12.20	10.50	8.50
52 times.....	27.00	21.50	17.00	11.30	10.00	8.00
78 times.....	26.00	20.00	16.00	10.40	9.50	7.50
104 times.....	24.50	18.50	15.00	9.60	9.00	7.20
156 times.....	23.00	17.00	14.00	8.80	8.50	7.00
260 or more times.....	21.50	15.50	13.00	8.00	7.50	6.75

##### CLASS "B"

(9:00 a.m. to noon and 1:00 p.m. to 6:00 p.m. Monday through Saturday; 7:00 a.m. to noon Sunday; 10:30 p.m. to sign-off Monday through Sunday)

	1 hr.	3/4 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	30.00	24.00	18.00	12.00	9.50	7.50
13 times.....	28.50	22.00	17.00	11.10	9.00	7.00
26 times.....	27.00	21.00	16.00	10.20	8.50	6.50
52 times.....	25.00	19.50	15.00	9.30	8.00	6.00
78 times.....	24.00	18.00	14.00	8.40	7.50	5.50
104 times.....	22.50	16.50	13.00	7.60	7.00	5.20
156 times.....	21.00	15.00	12.00	6.80	6.50	5.00
260 or more times.....	19.50	13.50	11.00	6.00	5.50	4.75

#### ANNOUNCEMENTS

##### CLASS "A"

	(*)	(†)	(*)	(†)
1 time.....	5.50	4.75	78 times.....	3.50
13 times.....	5.00	4.25	104 times.....	3.20
26 times.....	4.50	3.75	156 times.....	3.00
52 times.....	4.00	3.25	260 times.....	2.75

##### CLASS "B"

	(*)	(†)	(*)	(†)
1 time.....	3.00	2.50	78 times.....	2.20
13 times.....	2.80	1.95	104 times.....	2.00
26 times.....	2.60	1.80	156 times.....	1.80
52 times.....	2.40	1.65	260 times.....	1.60

(\*) 1-minute announcements—125 words.  
(†) 20-second announcements—40 words.

#### COMBINATION RATES

See Mutual Broadcasting System and ABC Radio.

#### SPECIAL FEATURES

News Service—UPI.  
Political—rates and details on request.

#### CLOSING TIME

Scripts due at station in sufficient time for review before broadcasts.

## KISSIMMEE

Osceola County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

### WRWB

(Established 1954)

Owned and operated by Frank A. Taylor, Lago Vista Radio Park, Lago Vista Blvd., Kissimmee, Fla., Tilden 6-8991, 6-7181.  
Other Studios—St. Cloud, Fla., TW 2-3731.

#### PERSONNEL

Owner & Chief Engineer—Frank A. Taylor.  
Station Manager—Robert W. Bennett.  
Program Director—Al Cash.  
Sales Manager—Ken Lawrence.

#### REPRESENTATIVES

Continental Radio Sales.

#### FACILITIES

250 w.; 1220 kc.  
Operating Schedule: Sunrise to local sunset, EST.  
Transmitter: Kissimmee, Fla.

#### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered and payable 1st of month.

#### GENERAL

Affiliated with Keystone Network and The South-eastern Key Market Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising not acceptable.

#### TIME RATES

Rates effective October 1, 1954.  
Rates received October 29, 1954.

	1 tl.	52 tl.	104 tl.	156 tl.	260 tl.	312 tl.
1 hour.....	20.00	18.00	16.00	14.00	12.00	12.00
1/2 hour.....	12.00	9.00	8.50	8.00	7.00	7.00
1/4 hour.....	8.00	6.00	5.75	5.50	5.00	5.00
10 minutes.....	6.00	5.00	4.75	4.50	4.00	4.00
5 minutes.....	5.00	4.00	3.75	3.50	3.00	3.00
1 minute.....	3.00	2.75	2.25	2.00	1.50	1.50

#### SPECIAL FEATURES

News Service—AP. No extra charge.  
Political—regular rates apply; cash in advance.  
Library Service—Standard and RCA.  
Negro—45-minute participating request program—10:05 on Sunday.

#### CLOSING TIME

24 hours before broadcast.

## LAKE CITY (2 AM)

Columbia County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

### WDSR

(Established 1946)

Deep South Radioways, U. S. Hwy. 41, South, Lake City, Fla., Phone 525.

#### PERSONNEL

Owner—Alfred H. Temple.

#### FACILITIES

250 w.; 1340 kc.  
Operating Schedule: 7:30 a.m. to 10:05 p.m. Sundays; 6:00 a.m. to 10:35 p.m. weekdays EST.  
Daylight Saving Time not observed.

#### AGENCY COMMISSION

15% on net time only; no cash discount. Bills payable when rendered.

#### GENERAL

Affiliated with Mutual Broadcasting System and Keystone Network.  
Rates shown do not include talent.  
Alcoholic beverage advertising: beer and wine only.  
No per inquiry business accepted.  
Following rates are for national advertising.

#### TIME RATES

Rates received August 30, 1950.

##### PROGRAMS

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	35.00	21.00	12.00	9.50	7.50
13 times.....	33.00	20.00	11.50	9.10	7.20
26 times.....	31.00	19.00	11.00	8.70	6.90
52 times.....	29.00	18.00	10.50	8.30	6.60
104 times.....	27.00	17.00	10.00	7.90	6.30
156 times.....	25.00	16.00	9.50	7.50	6.00
260 times.....	23.00	15.00	9.00	7.10	5.70
312 times.....	21.00	14.00	8.50	6.70	5.40

#### ANNOUNCEMENTS

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	5.00	3.75	104 times.....	3.40
13 times.....	4.60	3.40	156 times.....	3.00
26 times.....	4.20	3.05	260 times.....	2.60
52 times.....	3.80	2.70	312 times.....	2.20

#### COMBINATION RATES

See Mutual Broadcasting System.

#### SPECIAL FEATURES

News Service—UPI. Rates and details on request.

#### CLOSING TIME

24 hours before broadcast.

### WGRO

(Established 1958)

Columbia County Broadcasting Co., 30 N. Hernando St., Lake City, Fla., 3450-3451.

#### PERSONNEL

President—George S. Walker, Jr.  
General Manager—Ray Starr.  
Station Manager—Bob Orrell.  
Commercial Manager—Robert Buckler.

#### REPRESENTATIVES

George T. Hopewell, Inc.

#### FACILITIES

500 w.; 960 kc. Non-directional.  
Operating schedule: 5:30 a.m. to local sunset, EST.  
Transmitter—State Highway 247, 1/4 mile SW of Lake City, Fla.

#### AGENCY COMMISSION

15% on time only; no cash discount. Bills payable 15th of month.

#### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
National and local rates are the same.

#### TIME RATES

Rates effective November 1, 1958.  
Rates received October 27, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	34.50	20.70	11.50	9.20	7.59
13 times.....	32.20	19.55	10.64	8.63	6.90
26 times.....	29.90	18.40	9.78	8.05	6.33
52 times.....	27.60	17.25	9.20	7.59	5.75
104 times.....	25.30	16.10	8.63	7.13	5.35
156 times.....	23.00	14.95	8.05	6.67	4.95
260 times.....	20.70	13.80	7.48	6.21	4.54
312 times.....	18.40	12.65	6.90	5.75	4.14

#### ANNOUNCEMENTS

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	3.16	2.01	104 times.....	2.19
13 times.....	2.93	1.84	156 times.....	2.01
26 times.....	2.53	1.73	260 times.....	1.84
52 times.....	2.36	1.61	312 times.....	1.73

#### SPECIAL FEATURES

News Service—AP.  
Participating Programs  
"Sunshine Sundial"—7:00 a.m. to 9:00 a.m.  
"The Big Show"—9:00 a.m. to 11:45 a.m.  
"Top 60 in Dixie"—12:15 p.m. to 1:00 p.m.  
"RFD 960"—1:00 p.m. to 2:00 p.m.  
"Bandstand"—3:00 p.m. to 5:00 p.m. Monday through Saturday.

#### CLOSING TIME

24 hours before broadcast.

(Call letters not received)  
(C. P. 1,000 w. days; 1390 kc.)  
Gator Broadcasting Co.  
1803 E. Monroe St.  
Lake City, Fla.

## LAKELAND (3 AM)

Polk County—Map Location F-7  
See SRDS consumer market map and data at beginning of State.

### WLAK

(Established 1936)

## NBC Affiliate



Florida Central Broadcasting Co., 1430 East Lime St., Lakeland, Fla. Mutual 2-1431.

#### PERSONNEL

Co-Owner & Pres.—Frank W. Nesbitt.  
Co-Owner & Vice-Pres.—Howard W. Cann, Jr.  
Commercial Manager—Powell Adams.  
Program Manager—Garland Burt.

#### REPRESENTATIVES

John E. Pearson Company.

#### FACILITIES

5,000 w. days; 1,000 w. nights; 1430 kc.  
Non-Directional.  
Operating schedule: 5:30 a.m. to 12:05 p.m. weekdays; 6:30 a.m. to 12:05 p.m. Sunday, EST.  
Transmitter—Shore Acres, Lakeland, Fla.

#### AGENCY COMMISSION

15% on time only; no cash discount. No commission on program or talent unless otherwise agreed. Bills rendered 1st, payable 15th of month following service. Short rate billing rendered if frequency rate is not earned.

#### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Alcoholic beverage advertising: beer and wine only.  
Continuing discount allowed. Announcement or program service maintained for 52 consecutive weeks and continuing without lapse receives same rates or rate applicable to that portion of service which continues without interruption. Announcements and programs combinable for discount purposes.

#### TIME RATES

Rates effective June 1, 1957. (Card No. 6)  
Card received April 29, 1957.

##### PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	55.00	30.00	20.00	15.00	10.00
13 times.....	52.50	28.50	19.00	14.25	9.50
26 times.....	50.00	27.00	18.00	13.50	9.00
52 times.....	47.00	25.75	17.00	12.75	8.50
104 times.....	45.00	24.50	16.00	12.00	8.00
156 times.....	42.50	23.25	15.00	11.25	7.50
260 times.....	40.00	22.25	14.00	10.50	7.00
312 times.....	37.50	20.00	13.00	9.50	6.50

##### (All Other Hours)

60% of above rates.

##### ANNOUNCEMENTS

	1 min.	20 sec.	8 sec.
1 time.....	6.00	4.00	3.00
13 times.....	5.75	3.75	2.85
26 times.....	5.50	3.50	2.75
52 times.....	5.00	3.25	2.50
104 times.....	4.75	3.00	2.40
156 times.....	4.50	2.75	2.25
260 times.....	4.25	2.50	2.15
312 times.....	3.90	2.20	



Lakeland—W O N N—Continued

**TIME RATES**  
Rates effective March 1, 1956. (Card No. 4.)  
Card received March 26, 1956.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time....	50.00	28.00	19.00	9.00	5.35
13 times..	48.00	26.65	17.35	8.35	5.05
26 times..	45.35	25.05	16.15	7.65	4.80
52 times..	42.65	23.15	15.20	7.35	4.45
104 times..	40.00	21.30	14.25	6.95	4.25
156 times..	37.35	19.60	13.35	6.65	4.00
260 times..	34.70	18.35	12.45	6.35	3.45
312 times..	32.05	16.65	11.55	6.05	3.05

**COMBINATION RATES**  
See Mutual Broadcasting System.  
**SPECIAL FEATURES**  
News Service—AP and local.  
Political—regular rates apply; cash in advance.  
Library Service—Capitol.  
**CLOSING TIME**  
Contracts close 1 week before broadcast.

**WYSE**

(Established 1957)

Polk Radio, Inc., 207-1/2 E. Main St., Lakeland, Fla. Mutual 9-0551.

**PERSONNEL**  
General Manager—Tom Barber.  
Program Director—George Hayward.  
**REPRESENTATIVES**  
Thomas F. Clark Company, Inc.  
**FACILITIES**  
1,000 w.; 1330 kc. Non-directional.  
Operating schedule: local sunrise to local sunset.  
Transmitter: New Tampa Highway, Lakeland, Fla.  
**AGENCY COMMISSION**  
15% on time only; no cash discount. Bills payable 10 days.  
**GENERAL**  
These rates are for national advertising only.

**TIME RATES**  
Rates effective July 12, 1957.  
Rates received August 30, 1957.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	37.50	20.60	15.00	12.50	6.25
26 times..	34.30	20.60	13.75	11.90	5.80
52 times..	30.00	18.75	12.50	10.65	5.35
104 times..	28.00	16.85	11.25	9.40	5.00
156 times..	25.00	15.00	10.00	8.10	4.70

**ANNOUNCEMENTS**

Per week:	1 wk.	2 wks.	1 mo.	2 mos.	3 mos.	6 mos.
1 time....	4.30	4.05	3.75	3.65	3.50	3.40
2 times....	3.75	3.65	3.50	3.40	3.20	3.10
3 times....	3.40	3.20	3.10	3.00	2.90	2.75
5 times....	3.10	3.00	2.90	2.75	2.60	2.50
6 times....	2.90	2.75	2.60	2.50	2.40	2.20
7 times....	2.75	2.65	2.25	2.40	2.20	2.10
10 times....	2.50	2.40	2.20	2.15	2.10	2.00

Booster—20 words, 35 per week minimum, each 1.50.

**SPECIAL FEATURES**  
News Service—AP.  
Spot news—flat rate, 3.10.  
Weather forecast—flat rate, 2.50.  
Time signals—12 words, 1.25.  
**CLOSING TIME**  
24 hours before broadcast.

**LAKE WALES**

Polk County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

**WIPC**

(Established 1951)



Imperial Polk Broadcasting Corp., P. O. Box 712, Lake Wales, Fla. Phone 2-9831.

**PERSONNEL**  
President—Kenneth H. Berkeley.  
Station Manager—Charles D. Bishop.  
**REPRESENTATIVES**  
Hil F. Best Company.  
**FACILITIES**  
1,000 w.; 1280 kc.  
Operating Schedule: Sunrise to local sunset. EST.  
Transmitter and Studio: Mountain Lake cut-off Road, Lake Wales, Fla.  
**AGENCY COMMISSION**  
15%; no cash discount. Bills rendered monthly, payable 10th of month.  
**GENERAL**  
Accepts AAAA copyrighted contract.  
Alcoholic beverage advertising: beer only.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Length of commercial copy should conform with standards of NAB.  
Rates are for general advertising. Programs and announcements figured separately for discounts earned.  
Rates for periods longer than 1 hour are in exact proportion to corresponding 1 hour rate.

**TIME RATES**  
Rates effective May 1, 1953. (Card No. 1.)  
Card received January 10, 1952.

	1 hr.	15 min.	10 min.	5 min.	30 sec.	15 sec.
1 hour....	40.00	33.50	36.00	35.00	32.00	30.50
30 minutes	24.00	22.60	21.00	20.00	19.00	18.00
15 minutes	16.00	14.80	13.50	13.00	12.00	11.00
10 minutes	12.00	10.65	10.00	9.75	9.30	8.50
5 minutes	8.00	7.60	7.25	7.10	6.85	6.55
1 minute..	6.00	5.70	5.20	5.00	4.75	4.40
1/2 minute..	4.50	4.30	4.10	3.90	3.60	3.40

1-minute transcription equivalent to 1-minute announcements, 25-second transcription equivalent to one-half minute announcement.

**SPECIAL FEATURES**  
News Service—UPI and local.  
Political—regular rates apply.  
**Participating Programs**  
Women's Program—1 to 5-minute rate applies.

**LEESBURG (2 AM)**

Lake County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

**WBIL**

(Established 1957)



WBIL, Inc., P. O. Box 638, Corley Island, Leesburg, Fla. State 7-2313.

**PERSONNEL**  
Co-Owner, Gen'l & Com'l Mgr.—Duane F. McConnell.  
Co-Owner—Clyde T. Hodgson.  
**REPRESENTATIVES**  
Donald Cooke, Inc.  
**FACILITIES**  
1,000 w. days; 1410 kc. Nondirectional.  
Operating schedule: 5:45 a.m. to local sunset week-days; 7:00 a.m. to local sunset Sunday. EST-DST not observed.  
Transmitter: Corley Island, Leesburg, Fla.  
**AGENCY COMMISSION**  
15% on time only; no cash discount. Bills due and payable when rendered.  
**GENERAL**  
Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

**TIME RATES**  
Rates effective October 15, 1957. (Card No. 1.)  
Card received February 28, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time....	40.00	24.00	14.00	11.00	6.50	5.00
13 times..	38.00	22.85	13.45	10.50	6.20	4.75
26 times..	36.00	21.70	12.80	10.00	5.90	4.50
52 times..	34.00	20.55	12.15	9.50	5.60	4.25
104 times..	32.00	19.40	11.50	9.00	5.30	4.00
156 times..	30.00	18.25	10.85	8.50	5.00	3.75
260 times..	28.00	17.10	10.20	8.00	4.70	3.50
312 times..	26.00	15.95	9.55	7.50	4.40	3.25

Automotive rate, flat..... 4.00

**SPECIAL FEATURES**  
News Service—AP and local. No extra charge.  
5-minute newscasts 55 minutes after each hour.  
2-minute weathercasts at 25 minutes after each hour.  
**CLOSING TIME**  
24 hours in advance of broadcast.

**WLBE**

(Established 1949)

WLBE, Inc., P. O. Box 790, Leesburg, Fla. St 7-290.  
Other Offices—Eustis, Fla. Elgin 7-2790. Tavares, Fla. Diamond 3-3790.

**PERSONNEL**  
Mgns. & Co-owners—Paul and Wendy Husebo.  
Sports Director—Bill Reedy.  
**FACILITIES**  
1,000 w.; 790 kc. Directional.  
Operating schedule: 6:00 a.m. to 11:30 p.m. EST.  
Transmitter and Studio: Silver Lake, Fla.  
**AGENCY COMMISSION**  
15% on time only; no cash discount. Bills payable when rendered.  
**GENERAL**  
Affiliated with Mutual Broadcasting System.  
Rates include music copyright fees.  
ASCAP, SESAC and BMI licenses.

**TIME RATES**  
Rates effective January 1, 1951. (Card No. 4.)  
Card received March 6, 1951.  
Rev. (Auto. rates) received April 22, 1957.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time....	40.00	24.00	14.00	11.00	7.50	6.60
13 times..	38.00	22.80	13.30	10.45	7.15	6.26
26 times..	36.10	21.65	12.65	9.95	6.80	5.96
52 times..	34.30	20.55	12.05	9.45	6.50	5.36
104 times..	32.60	19.50	11.45	9.00	6.20	4.84
156 times..	31.00	18.55	10.90	8.55	5.90	4.58
208 times..	29.45	17.65	10.35	8.10	5.65	4.36
260 times..	28.25	16.75	9.85	7.70	5.40	4.14
312 times..	26.85	15.90	9.35	7.30	5.15	3.96

(\*) 1 minute or less.  
Automotive rate, flat..... 4.50

**SPECIAL FEATURES**  
News Service—UPI and local coverage.  
Political—regular rates apply.

**LIVE OAK**

Suwanee County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

**WNER**

(Established 1949)



Suwanee Broadcasting Co., P.O. Box 655, Live Oak, Fla. Phone 1250.

**PERSONNEL**  
Owner & Gen'l Mgr.—Norman O. Protsman.  
Prog. & Women's Director—Faith Protsman.  
Farm Editor—Clarence S. Parker.  
**FACILITIES**  
1,000 w.; 1250 kc.  
Operating schedule: 6:00 a.m. to 6:45 p.m. week-days; 7:30 a.m. to 6:45 p.m. Sunday. EST.  
Transmitter—U.S. 90, east of Live Oak, Fla.  
**AGENCY COMMISSION**  
15% on time and talent; no cash discount. Bills payable and rendered 1st of month.  
**GENERAL**  
Affiliated with Keystone Network.  
Rates include music copyright fees.  
No cash rebates.

**FLORIDA**

**TIME RATES**  
Rates effective June 1, 1956.  
Rates received June 1, 1956.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	1 min.
1 time....	40.00	24.00	14.00	7.50	4.50
13 times..	38.00	22.50	13.10	7.00	4.25
26 times..	36.00	21.00	12.20	6.50	4.00
52 times..	34.00	19.50	11.30	6.00	3.75
104 times..	32.00	18.00	10.40	5.50	3.50
156 times..	30.00	16.50	9.50	5.00	3.25

Automotive Rate  
Not retroactive..... 3.25

**SPECIAL FEATURES**  
News Service—UPI.  
News, Weather, Time Schedules—rates on request.  
Political—regular rates apply. Cash in advance.  
**Participating Programs**  
"Westernaires"—Hillbilly, Gospel. 1:30 p.m. to 3:00 p.m. Regular rates apply.  
"Homemaker Harmonies"—for women—10:00 a.m. to 11:00 a.m. Regular rates apply.  
Farm Programs—availability on request.  
**CLOSING TIME**  
24 hours before broadcast.

**MADISON**

Madison County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

**WMAF**

(Established 1956)

Owned and operated by Norman O. Protsman, P.O. Box 621, Madison, Fla. Hu 3-6333.

**PERSONNEL**  
Owner and Gen'l. Mgr.—Norman O. Protsman.  
Station Manager—Robert C. Lay.  
**FACILITIES**  
250 w.; 1230 kc.  
Operating schedule: 6:00 a.m. to 7:00 p.m. week-days; 7:30 a.m. to 6:00 p.m. Sundays. EST—DST not observed.  
Transmitter: U.S. 90, west of Madison, Fla.  
**AGENCY COMMISSION**  
15% on time and talent; no cash discount. Bills rendered and payable 1st of month.  
**GENERAL**  
Affiliated with Keystone Network.  
Rates include music copyright fees.  
No cash rebates.

**TIME RATES**  
Rates effective December 1, 1956.  
Rates received August 12, 1957.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time....	30.00	18.00	12.00	9.00	6.00	3.00
13 times..	28.50	17.00	11.25	8.00	5.00	2.90
26 times..	27.00	16.00	10.50	7.50	4.50	2.75
52 times..	25.50	15.00	9.75	7.00	4.00	2.60
104 times..	24.00	14.00	9.00	6.50	3.75	2.50
156 times..	22.50	13.00	8.25	6.00	3.50	2.30
260 times..	21.00	12.00	7.50	5.00	3.00	2.10

**SPECIAL FEATURES**  
News Service—AP and local.  
Political—regular rates apply; cash in advance.  
**CLOSING TIME**  
24 hours before broadcast.

**MARIANNA**

Jackson County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

**WTYS**

(Established 1948)

A John H. Phipps Station

Owned and operated by John H. Phipps Broadcasting Stations, Tallahassee, Fla.  
Local Office—P.O. Box 777, Marianna, Fla. Hudson 2-2131.

**PERSONNEL**  
Owner—John H. Phipps.  
General Manager—L. Herschel Graves.  
Station Manager—Guy Hamilton.  
**REPRESENTATIVES**  
Southeastern—Harry E. Cummings.  
**FACILITIES**  
250 w.; 1340 kc.  
Operating schedule: 6:00 a.m. to 10:00 p.m. CST.  
Transmitter—U.S. 90, 1 mile east of Marianna, Fla.  
**AGENCY COMMISSION**  
15%; no cash discount. Bills payable when rendered.

**TIME RATES**  
Rates effective October 1, 1955.  
Card received September 28, 1955.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time....	30.00	18.00	12.00	9.00	6.00	3.00
13 times..	28.50	17.00	11.25	8.00	5.00	2.90
26 times..	27.00	16.00	10.50	7.50	4.50	2.75
52 times..	25.50	15.00	9.75	7.00	4.00	2.60
104 times..	24.00	14.00	9.00	6.50	3.75	2.50
156 times..	22.50	13.00	8.25	6.00	3.50	2.30
260 times..	21.00	12.00	7.50	5.00	3.00	2.10

**COMBINATION RATES**  
See Mutual Broadcasting System.  
**SPECIAL FEATURES**  
News Service—AP.

(Call letters not received)  
(C.P. 1000 w. days, 980 kc.)  
Davis Turner  
325 N. Wynn Street  
Marianna, Florida

(Call letters not received)  
(C.P. 1,000 w. days; 1390 kc.)  
Southern Broadcasting Co.,  
c/o D. T. Brannon,  
P. O. Box 723,  
Panama City, Fla.  
(C.P. is for Marianna)

**FLORIDA**

**MELBOURNE**

Brevard County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.

**W M M B**

(Established 1947)

Indian River Radio, Inc., Front St., Melbourne, Fla. Parkway 3-1661.

**PERSONNEL**

President—Harlan G. Murrelle.  
Vice-Pres. & Gen'l Mgr.—Howard L. Green.  
Station Manager—Richard I. Williams.

**REPRESENTATIVES**

New York—Forjoe & Company, Inc.  
Atlanta—Forjoe & Company, Inc.  
Philadelphia—Morton Lowenstein.

**FACILITIES**

250 w.; 1240 kc.  
Operating Schedule: 24 hours daily, EST.  
Transmitter—Front St., Melbourne, Fla.

**AGENCY COMMISSION**

15%; no cash discount. Bills payable 10th of month following service.

**GENERAL**

Accepts AAAA copyrighted contract.

**TIME RATES**

Rates effective June 1, 1952.

Rates received June 4, 1952.

Rates rec'd Sat. Pkg. October 2, 1958.

	1 hr.					Ann.
	1	1/2	1/4	10	5	
1 time.....	50.00	30.00	18.00	15.30	9.20	5.50 4.40
13 times..	47.50	28.50	17.10	14.55	8.75	5.25 4.20
26 times..	45.00	27.00	16.20	13.80	8.30	5.00 4.00
52 times..	42.50	25.50	15.30	13.05	7.85	4.75 3.80
104 times..	40.00	24.00	14.40	12.30	7.40	4.50 3.60
156 times..	37.50	22.50	13.50	11.55	6.95	4.25 3.40
260 times..	35.00	21.00	12.60	10.80	6.50	4.00 3.20

To be used within 90 days:  
1,000 spots, 100 words..... 1,800.00

**COMBINATION RATES**

See Mutual Broadcasting System (Southeastern Group).

**SPECIAL FEATURES**

News Service—UPI and local. 1-time day or night rates.  
Library Service—World and Lang-Worth.

**Participating Programs**

"Syncoated Clock"—5:00 a.m. to 9:00 a.m.  
"Phyl Hoskins Show"—9:00 a.m. to 9:30 a.m.  
"Morning Matinee"—9:35 a.m. to 11:30 a.m.  
"Midday in Melbourne"—noon to 1:00 p.m.  
"Carnival of Music"—1:00 p.m. to 7:00 p.m.  
"Nightline"—8:35 p.m. to midnight.  
"Night Watch"—midnight to 5:00 a.m.

**CLOSING TIME**

24 hours before broadcast.

5 minutes.....	1:15 minutes
10 minutes.....	2:10 minutes
15 minutes.....	3:00 minutes
25 minutes.....	4:00 minutes
30 minutes.....	4:15 minutes
45 minutes.....	5:45 minutes
60 minutes.....	7:00 minutes

**TIME RATES**

Rates effective April 1, 1957. (Card No. 2.)  
Card received July 3, 1957.

**PROGRAMS CLASS "A"**

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	160.00	96.00	64.00	32.00
26 times.....	148.00	88.80	59.20	29.60
52 times.....	136.00	81.60	54.40	27.20
104 times.....	128.00	76.80	51.20	25.60
156 times.....	120.00	72.00	48.00	24.00
260 times.....	112.00	67.20	44.80	22.40
312 or more times	104.00	62.40	41.60	20.80

**CLASS "B"**

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	105.00	63.00	42.00	21.00
26 times.....	97.15	58.30	38.85	19.45
52 times.....	89.25	53.55	35.70	17.85
104 times.....	84.00	50.40	33.60	16.80
156 times.....	78.75	47.25	31.50	15.75
260 times.....	73.50	44.10	29.40	14.70
312 or more times	68.25	40.95	27.30	13.65

**ANNOUNCEMENTS**

(6:30 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m.)

	(*)	(†)	(‡)
1 time.....	22.50	17.00	11.25
26 times.....	20.80	15.75	10.40
52 times.....	19.15	14.45	9.55
104 times.....	18.00	13.60	9.00
156 times.....	16.90	12.75	8.45
260 times.....	15.75	11.90	7.90
312 or more times.....	14.65	11.05	7.30

**(All Other Times)**

	(*)	(†)	(‡)
1 time.....	17.00	13.00	8.50
26 times.....	15.75	12.05	7.85
52 times.....	14.45	11.05	7.25
104 times.....	13.60	10.40	6.80
156 times.....	12.75	9.75	6.40
260 times.....	11.90	9.10	5.95
312 or more times.....	11.05	8.45	5.55

(\*) 1-minute transcribed (125 words).  
(†) Station Break (20-second transcribed or 35 words).  
(‡) ID (10 seconds or 15 words).

Announcements adjacent to higher rates brackets take higher rate.

**DISCOUNTS**

In addition to frequency discounts earned within a contractual year an advertiser can also earn quantity discounts for any week (period of 7 consecutive days) or weeks during which he broadcasts 10 or more announcements.  
All discounts for consecutive broadcasts to be used in 1 year from start of schedule.  
Credit memoranda covering earned discounts issued at expiration of each discount period. No deductions are shown on current invoices.

**Weekly Quantity Discounts**  
10-14 times..... 10% 20-29 times..... 20%  
15-19 times..... 15% 30 or more..... 25%

**COMBINATION RATES**

See NBC Radio Network.

**SPECIAL FEATURES**

News Service—AP.  
Foreign Language programs not accepted.  
Political—regular rates apply; cash in advance.  
**Participating Programs**  
"Franklin's Frolic" with Don Franklin—6:00 a.m. to 9:00 a.m. Monday through Saturday and 4:05 p.m. to 5:45 p.m. Monday through Friday. Time, temperature and tunes.  
Matinee in Miami" with Bob Perry—12:15 p.m. to 12:55 p.m. and 2:05 p.m. to 4:00 p.m. Monday through Friday.  
"Music for Dining"—6:15 p.m. to 6:45 p.m. Monday through Saturday.  
Above programs at regular rates.

**CLOSING TIME**

Announcement copy, transcriptions and talks 24 hours in advance.  
Contracts 48 hours before 1st broadcast.

**WFEC**

MIAMI

(Established 1949)

**Independent Negro**

Florida East Coast Broadcasting Company, Inc., 350 N. E. 71st St., Miami 38, Fla. Plaza 1-7534.

**PERSONNEL**

General Manager—Herbert Schorr.  
Commercial Manager—Bert Noble.  
Program Director—Doris Sanford.

**REPRESENTATIVES**

Bob Dore Associates.  
Southern—James S. Ayers Co.

**FACILITIES**

250 w.; 1220 kc. days.  
Operating schedule: Sunrise to local sunset. EST.  
Transmitter: Miami, Fla.

**AGENCY COMMISSION**

15% on net time only; no cash discount.

**GENERAL**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
All Negro programming.

**TIME RATES**

Rates effective April 1, 1956.

Rates received January 30, 1956.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
13 times	100.00	60.00	40.00	20.00	10.00
26 times	95.00	57.00	38.00	19.00	9.50
52 times	90.00	54.00	36.00	18.00	9.00
78 times	85.00	51.00	34.00	17.00	8.50
156 times	75.00	45.00	30.00	15.00	7.50
104 times	80.00	48.00	32.00	16.00	8.00
312 times	70.00	42.00	28.00	14.00	7.00
520 times	.....	.....	.....	.....	6.00

**SPECIAL FEATURES**

Political—regular rates apply; cash in advance.

**Participating Programs**

"Traffic Jam"—Sign-on to 8:00 a.m.  
"Ed Cook Show"—8:00 a.m. to 10:30 a.m.  
"Morning Ebony Express"—10:30 a.m. to noon.  
"Louise Griffin"—Noon to 12:30 p.m.  
"Ed Cook Show"—12:30 p.m. to 3:00 p.m.  
"Ebony Express"—3:00 p.m. to sign-off.

**WFTL**

FORT LAUDERDALE

City of license Fort Lauderdale.  
Miami—2238 S. W. 14th St., Miami, Fla. Highland 8-1002.  
See listing under Fort Lauderdale.

**WGBS**

MIAMI

(Established 1939)

**CBS Radio Network**

A Storer Station



Storer Broadcasting Co., Mayfair Theater Bldg., 1605 Biscayne Blvd., Miami 32, Fla. Fr 9-2401 TWX MM 84.

**PERSONNEL**

Managing Director—Bernard E. Neary.  
Sales Manager—C. Bud Dailey.  
Program Manager—Sam Elber.  
National Sales Director—Maurice E. McMurray, 625 Madison Ave., New York 22, N. Y. Plaza 1-3940.  
Midwest National Sales Director—Floyd E. Beaton, 230 N. Michigan Ave., Chicago 1, Ill. Franklin 2-6493.

**REPRESENTATIVES**

The Katz Agency, Inc.

**FACILITIES**

50,000 w. days; 10,000 w. nights. 710 kc. Directional—Separate patterns day and night.  
Operates on clear channel.  
Operating schedule: 5:30 a.m. to midnight weekdays; 7:30 a.m. to midnight Sunday. EST.  
AM Transmitter: 6-1/2 miles northwest of Hialeah.

**FM FACILITIES**

ERP 1,400 w.; 96.3 mc.  
Antenna ht.—75 ft. above average terrain.

**AGENCY COMMISSION**

15%; no cash discount. Bills payable when rendered.

**GENERAL**

FM operated in conjunction with AM.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Maximum length of contract 52 weeks.  
Contracts not accepted more than 30 days before 1st broadcast.

(This listing continued on next page)

**MIAMI-MIAMI BEACH**

(including Coral Gables)  
(11 AM; 4 PM)

Dade County—Map Location H-10

See SRDS consumer market map and data at beginning of the State.

Area stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**WCKR**

MIAMI

(Established 1926)

**NBC Affiliate**



Biscayne Television Corporation, 1401 N. Bay Causeway, Miami, Fla. Pl 1-6692. TWX MM 96.

**PERSONNEL**

President—Niles Trammell.  
Station Manager—Owen F. Uridge.  
Sales Manager—L. L. Zimmerman.  
Program Director—Dan Valentine.

**REPRESENTATIVES**

Henry I. Christal Co., Inc.

**MAILING INSTRUCTIONS**

Send all correspondence to P. O. Box M, Little River Station, Miami 38, Fla.

**FACILITIES**

5,000 w.; 610 kc. Directional; separate patterns day and night.  
Operating Schedule: 6:00 a.m. to midnight weekdays; 9:00 a.m. to midnight Sundays. EST.  
AM Transmitter: 1401 N. Bay Causeway, Miami.

**FM FACILITIES**

ERP 15,500 w.; 97.3 mc.  
Antenna ht.—285 ft. above average terrain.

**AGENCY COMMISSION**

15% on net time charges; no cash discount. Bills rendered 1st of month.

**GENERAL**

FM operated in conjunction with AM.  
Announcements at station breaks adjacent to higher time classifications are charged the higher classification rate.  
Announcements and programs cannot be combined to earn larger discounts.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Length of commercial copy:

# W·GTO

## 540 kc · 10,000 watts

### SELLS CENTRAL FLORIDA

from "Gulf to Ocean" W·GTO serves a market of 1½ million people and \$2 BILLION in Retail Sales including the cities of Tampa, St. Petersburg and Orlando.

# W·GTO

CYPRESS GARDENS

REPRESENTED BY EDW. PETRY & CO., INC.

**Miami-Miami Beach—W G B S—Continued**

Time of broadcast subject to change to other periods on 28 days notice to accommodate network broadcast only in event that said broadcast periods are scheduled in time set aside for network use. Rates quoted based on number of programs or announcements used within the year. Station reserves right to cancel broadcast time or substitute other time period for special broadcasts of local or national public interest. Rates for periods longer than 1 hour are in exact proportion to the corresponding 1 hour rate. Continuing rates beyond 1 year without short rate. Station reserves right to change its rates effective on such date as it may announce. Changes which increase rates do not apply to advertisers on air at time increase is announced until 6 months after effective date of any new rates. 1 year contracts accepted however, only for determining frequency. Length of commercial copy: (\*) (†)

5 minutes.....	1:00 min.	1:15 min.
10 minutes.....	2:00 min.	2:10 min.
15 minutes.....	2:30 min.	3:00 min.
25 minutes.....	2:50 min.	4:00 min.
30 minutes.....	3:00 min.	4:00 min.
60 minutes.....	6:00 min.	7:00 min.

(\*) 6:00 p.m. to 11:00 p.m.  
(†) All other times.

**TIME RATES**  
Rates effective August 1, 1958. (Card No. G-8A)  
Card received July 17, 1958.

**MULTI-SPOT PLAN**  
(Pre-emptible basis)

**CLASS "A"**  
(7:00 a.m. to 9:00 a.m. and 4:30 p.m. to 6:30 p.m. Monday through Saturday)

	Each	Per wk.
6 spots (min./20 sec.), rotating, per wk.	25.00	150.00

**CLASS "B"**  
(6:00 a.m. to 7:00 a.m.; 9:00 a.m. to 4:30 p.m.; 6:30 p.m. to 10:00 p.m. Monday through Saturday; 6:00 a.m. to 10:00 p.m. Sunday)

	—1-minute—	—20-seconds—
	Each Per wk.	Each Per wk.
10 per week.....	16.00 160.00	12.00 120.00
15 per week.....	15.00 225.00	11.00 165.00
20 per week.....	14.00 280.00	10.00 200.00
30 per week.....	12.00 360.00	9.00 270.00

**CLASS "C"**  
(Before 6:00 a.m. and after 10:00 p.m. daily)

	Each	Per wk.
10 per week.....	11.00 110.00	8.00 80.00
15 per week.....	10.00 150.00	7.00 105.00
20 per week.....	9.00 180.00	6.00 120.00
30 per week.....	8.00 240.00	5.00 150.00

10-seconds or less—50% of 1-minute rates and may be substituted for longer announcements in Plan on a 2 for 1 basis.

Regular announcements may be counted toward the number of announcements necessary to qualify for Multi-Spot Plan rates. Multi-Spot announcements may be counted to earn frequency discounts on regular announcement schedules.

**ANNOUNCEMENTS**  
(1-minute, fixed position spots)

**CLASS "A"**  
(7:00 a.m. to 9:00 a.m., and 4:30 p.m. to 6:30 p.m. Monday through Saturday)

	1 tl.	52 tl.	104 tl.	156 tl.	260 tl.
1 minute or 20 seconds	31.00	29.00	27.00	25.00	

**CLASS "B"**  
(6:00 a.m. to 7:00 a.m.; 9:00 a.m. to 4:30 p.m.; 6:30 p.m. to 10:00 p.m. Monday through Saturday; 6:00 p.m. to 10:00 p.m. Sunday)

	1 minute	20 seconds	15.00	14.00	13.00	12.00
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**CLASS "C"**  
(All other times)

	1 minute	15.00	14.00	13.00	12.00
	20 seconds	12.00	11.00	10.00	9.00

10 seconds or less—50% of 1-minute rates. May be combined with other announcements for frequency discounts with 2 10-second announcements regarded as 1 unit in counting frequency.

**Weekend Package**  
(Run-of-schedule)

10 1-minute announcements scheduled in Class "B" or Class "C" on Saturday; and all day Sunday: Per weekend, flat..... 100.00

May not be combined in any way with other announcements for discount purposes.

**PROGRAMS**  
**CLASS "A"**  
(6:30 a.m. to 11:30 p.m. Sunday through Saturday)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
Flat rate.....	150.00	100.00	75.00	40.00

**CLASS "B"**  
(All other times)

	Flat rate.....	75.00	50.00	37.50	20.00
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**5-MINUTE NEWSCASTS**

	Per week:	1 wk.	13 wks.	26 wks.	52 wks.
3 times.....	120.00	114.00	108.00	102.00	
6 times.....	210.00	199.50	189.00	178.50	
12 times.....	360.00	342.00	324.00	306.00	

**COMBINATION RATES**  
See CBS Radio Network.

**SPECIAL FEATURES**  
News Service—UPI.  
Time, Weather and Temperature—1/2 of station break rate for time bracket and frequency used; 12-word maximum copy limit. Service announcements not combinable with other announcements to establish frequency discounts.  
No foreign language broadcasts accepted.  
Political—all programs and announcements at regular commercial rates and frequency discounts. Advertising copy and cash payment must be submitted 48 hours before broadcast.  
Instantaneous Reference Recordings: 1 recording without charge for each 13 weeks series. Additional recordings 5 to 15 minutes, 5.00; 30 minutes 10.00.

**Participating Programs**  
(Regular rates apply)

"Farm and Garden" with Pat Sullivan—5:30 a.m. to 6:15 a.m. Monday through Saturday.  
"Fishing and Outdoors" with Pat Sullivan—6:15 a.m. to 6:30 a.m. Monday through Saturday. Weather.  
"Leave It To Leibert" with Al Leibert—6:30 a.m. to 11:00 a.m. Monday through Saturday.  
"Traffic-Copter"—8:15 a.m. to 8:45 a.m. and 5:15 p.m. to 5:45 p.m. Monday through Friday. Traffic reports to motorists from helicopter.

**50,000 WATTS**  
of the **HOTTEST**  
**NEWS**  
in **MIAMI**

another great **1st** for **WINZ**

**5 minutes of NEWS**  
on the hour...  
**24 hours a day...**  
**7 days a week...**  
plus every 1/2 hour from  
**6 to 9 AM weekdays**

**NOW**

News at its best—crisp, comprehensive and colorful—aided by WINZ's mobile news-gathering station wagons for on-the-spot coverage of the local scene. Ask how Candy Lee helps merchandise your product in 61 leading drugstores and 86 supermarkets.

**NCS #2**  
**WINZ FIRST**  
IN MONTHLY AND WEEKLY COVERAGE DAY AND NIGHT IN BOTH THE MIAMI METRO AREA AND ALL SOUTH FLORIDA!

**94**

**WINZ**

The South's biggest music and news radio station  
**50,000 WATTS** Miami  
A Rand Broadcasting Co. Station  
Represented by **EDWARD PETRY & CO., INC.**

**FLORIDA**

"Cal Milner" — 2:30 p.m. to 6:45 p.m. Monday through Friday.  
"Cy Russell" — 10:00 p.m. to 1:00 a.m. Monday through Saturday.  
"Bill Durnay Show"—2:00 p.m. to 7:00 p.m. Saturdays. Sports and music.

**WINZ**  
**MIAMI**  
(Established 1946)  
**Independent**

A Rand Station  
Rand Broadcasting Company, Biscayne Terrace Hotel, Miami, Fla. Franklin 1-6641.

**PERSONNEL**  
President—Rex Rand.  
General Manager—Robert E. Mitchell.

**REPRESENTATIVES**  
Edward Petry & Co., Inc.

**FACILITIES**  
50,000 w. days; 10,000 w. nights. 940 kc. Directional. Operating Schedule: 24 hours daily. EST.  
Transmitter: Miami Gardens Dr. and Douglas Rd. Extension, Opa Locka, Fla.

**AGENCY COMMISSION**  
15%; no cash discount.

**GENERAL**  
Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Any advertiser who continues into a second contract year with schedules uninterrupted and with frequency maintained will be allowed the same discount as earned in the first 52 week period, for as long as schedules are maintained uninterrupted and uncurtailed. If schedule is reduced, the advertiser then earns the reduced 52 week rate. For instance, an advertiser runs a 5-a-week schedule for 52 weeks. He earns the 260-time rate, as long as he is consecutive. Should he drop to a 3-a-week schedule he would then earn the 156-time rate (3-a-week times 52 weeks). Should this same advertiser go back again to the 5-a-week schedule he would earn the 260-time rate again with no retroactive discounts. If the advertiser cancels no short rate applies. Advertising must be consecutive in the second year of broadcasting. After a lapse of a week, or more, a new contract year must start.  
28 days advance notice on programs and 14 days notice on announcements for renewals and cancellations.  
Rate protection for one year from date of rate increase providing advertising is consecutive.

**TIME RATES**  
Rates effective May 1, 1958. (Card No. 13.)  
Card received April 4, 1958.

**CLASS "A"**  
(6:30 a.m. to 9:30 a.m. and 4:00 p.m. to 7:05 p.m. Monday through Saturday; 9:00 a.m. to 7:00 Sunday)

	1 time.....	1 hr.	1/2 hr.	1 min.
	26 times.....	100.00	75.00	35.00
	52 times.....			30.00
	156 times.....			28.00
	260 times.....			26.00
	312 times.....			24.00
	500 times.....			21.00

10 seconds: 1-minute rate less 50%.

**CLASS "B"**  
(9:30 a.m. to 4:00 p.m. and 7:05 p.m. to 10:00 p.m. Monday through Saturday; 7:00 a.m. to 9:00 a.m. and 7:00 p.m. to 10:00 p.m. Sunday)

	1 time.....	1 min.	1 min.
	26 times.....	25.00	260 times..... 17.50
	52 times.....	22.50	312 times..... 16.25
	156 times.....	20.00	500 times..... 15.00
	156 times.....	18.75	

10-seconds—50% of 1-minute rate.

**CLASS "C"**  
(All other times)

1-minute, flat..... 10.00

**PACKAGE RATES**  
**CLASS "A"**  
(6:30 a.m. to 9:30 a.m. and 4:00 p.m. to 7:05 p.m. Monday through Saturday; 9:00 a.m. to 7:00 p.m. Sunday)

	Per week:	Each	Flat
6 times.....		25.00	150.00
Less than 6 times.....		30.00	

(\*) All Class "A" packages must rotate, 10 seconds or less—1-minute rate less 50%.

**CLASS "B"**  
(9:30 a.m. to 4:00 p.m. and 7:05 p.m. to 10:00 p.m. Monday through Saturday; 7:00 a.m. to 9:00 a.m. and 7:00 p.m. to 10:00 p.m. Sunday)

	5 times.....	18.00	90.00
	10 times.....	16.00	160.00
	15 times.....	15.00	225.00
	20 times.....	14.00	280.00
	30 times.....	13.00	390.00

**20-Second Rotating Announcements**

	—Class "A"—		—Class "B"—	
	Each	Total	Each	Total
6 weekly, flat.....	18.75	112.50		
10 weekly, flat.....			12.00	120.00
12 weekly, flat.....	15.00	180.00		
15 weekly, flat.....			11.25	168.75
20 weekly, flat.....			10.50	210.00
30 weekly, flat.....			9.75	292.00

**SPECIAL FEATURES**  
Newscasts—5 minutes every hour on the hour, 24 hours a day, 7 days a week, plus every half-hour from 6:00 a.m. to 9:00 a.m. weekdays.

**SPECIAL NEWS PACKAGES**  
**CLASS "A"**  
(6:30 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday; 9:00 a.m. to 7:00 p.m. Sunday)

	—6 Plan—		—12 Plan—	
	Each	Total	Each	Total
1 week.....	30.00	180.00	25.00	300.00
13 weeks.....	29.00	174.00	24.00	288.00
26 weeks.....	28.00	168.00	23.00	276.00
39 weeks.....	27.00	162.00	22.00	264.00
52 weeks.....	26.00	156.00	21.00	252.00

(This listing continued on next page)



# FLORIDA

## Miami-Miami Beach—WINZ—Continued

CLASS "B"		—6 Plan—		—12 Plan—	
	Each	Total	Each	Total	
1 week.....	20.00	240.00	18.00	216.00	
13 weeks.....	16.00	192.00	14.00	168.00	
26 weeks.....	12.00	144.00			
39 weeks.....					
52 weeks.....					

Class "A" may be counted toward the Class "B" 12 Plan, but not vice versa.

**EVENING PLAN**  
(8:00 p.m. to 11:00 p.m. Monday through Sunday)  
One newscast per night (total 7 newscasts):

	Each	Per week
1 week.....	15.00	105.00
13 weeks.....	13.75	96.25
26 weeks.....	12.50	87.50
39 weeks.....	11.25	78.75
52 weeks.....	10.00	70.00

Class "A" and "B" plans may count toward the Evening Plan, but not vice versa.  
All packages pre-emptible with 2 weeks prior written notice.  
Political—regular rates apply.  
Library Service—Standard, Associated, London.

**Participating Programs**  
"Kirby Brooks Show"—6:00 a.m. to 10:00 a.m. Monday through Saturday.  
"Lee Taylor Show"—10:00 a.m. to 1:00 p.m. Monday through Friday and 10:00 a.m. to 2:00 p.m. Saturday.  
"Buddy Holiday Show"—1:00 p.m. to 4:00 p.m. Monday through Friday.  
"Bob Booker Show"—4:00 p.m. to 7:00 p.m. Monday through Friday.  
"Bob Green Show"—7:00 p.m. to 11:00 p.m. Monday through Saturday.  
"John Eastman Show"—11:00 p.m. to 6:00 a.m. Monday through Sunday.  
"WINZ Musical Sunday"—6:00 a.m. to midnight Sunday.  
"Ned Powers Show"—2:00 p.m. to 7:00 p.m. Saturday.

## WKAT

### MIAMI BEACH

(Established 1937)

WKAT, Inc., 1759 Bay Rd., Miami Beach, Fla.  
Jefferson 1-5711.

#### PERSONNEL

President—A. Frank Katzentine.  
Exec. Vice-Pres. & Gen'l Mgr.—Fred W. Wagenvoord.

#### REPRESENTATIVES

Jack Masla & Co., Inc.

#### FACILITIES

5,000 w. days, 1,000 w. nights; 1360 kc.  
Operating Schedule: 5:30 a.m. to midnight, weekdays; 8:00 a.m. to midnight, Sunday, EST.  
Transmitter: 1759 Bay Rd., Miami Beach.

#### AGENCY COMMISSION

15% on time only if payment is made on or before 15th of month following broadcast. No cash discount.

#### TIME RATES

Rates effective December 1, 1958.

Rates received November 28, 1958.

CLASS "A"						
(6:30 a.m. to 11:00 p.m.)						
	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time.....	100.00	60.00	40.00	30.00	20.00	11.00
26 times.....	95.00	57.00	38.00	28.50	19.00	10.50
52 times.....	90.00	54.00	36.00	27.00	18.00	10.00
104 times.....	85.00	51.00	34.00	25.50	17.00	9.50
156 times.....	80.00	48.00	32.00	24.00	16.00	9.00
260 times.....	75.00	45.00	30.00	22.50	15.00	8.50

Quickie Announcements—50% of 1-minute rate.

#### ANNOUNCEMENT PACKAGES

Per week:	1		4		10		16		26		39	
	wks.	4	wks.	4	wks.	4	wks.	4	wks.	4	wks.	4
5 times	50.00	47.50	45.00	42.50	40.00	37.50	35.00	32.50	30.00	27.50	25.00	22.50
10 times	95.00	90.00	85.00	80.00	75.00	70.00	65.00	60.00	55.00	50.00	45.00	40.00
15 times	135.00	127.50	120.00	112.50	105.00	97.50	90.00	82.50	75.00	67.50	60.00	52.50
20 times	170.00	160.00	150.00	140.00	130.00	120.00	110.00	100.00	90.00	80.00	70.00	60.00
25 times	200.00	187.50	175.00	162.50	150.00	137.50	125.00	112.50	100.00	87.50	75.00	62.50
50 times	350.00	325.00	300.00	275.00	250.00	225.00	200.00	175.00	150.00	125.00	100.00	75.00

CLASS "B"  
All other times—75% of Class "A" rates.

## RADIO REPRESENTATIVES CAN HELP YOU . . .

Today's successful Radio Station Representative brings you much more than a rate card, a coverage area map, a list of stations, and a brisk manner.

He also has market information and promotional help that you can use when you're considering markets and stations . . . tips on availabilities, remotes, program features and tie-ins that are moving merchandise. From him you can get ideas and information that will help make your radio campaigns more successful.

For your convenience, on pages five to eight of this issue of *Radio Rates and Data* you will find a complete up-to-the-minute list of Radio Station Representatives. Company names are arranged alphabetically, with addresses and telephone numbers of all sales offices. R-123

## COMBINATION RATES

See Mutual Broadcasting System and ABC Radio.

### SPECIAL FEATURES

News Service—UPI, time plus 15%.  
Temperature, Time and Weather Reports — copy limited to 35 words, sold at station break rates.  
Political—base rate applies.

### Participating Programs

"1360 Breakfast Club"—5:30 a.m. to 9:00 a.m. Monday through Saturday. Top tunes, news, time, weather, traffic bulletins. Card rates apply.  
"Bumper to Bumper Club"—4:00 p.m. to 5:00 p.m. Monday through Saturday. Card rates apply.  
"Homemakers Party"—10:00 a.m. to 4:00 p.m. Monday through Friday; 10:00 a.m. to 1:00 p.m. Saturday. Card rates apply.  
"The Art Green Show"—8:00 p.m. to 10:00 p.m. Monday through Saturday. Flat rate, per week, 6 announcements, 60.00.  
"The Herb Rau Show"—6:10 p.m. to 6:20 p.m. Monday through Friday. Rates on request.

### CLOSING TIME

Programs close 1 week before broadcast. Talks, programs, continuities, etc., due at least 1 week in advance for review by program director.

## WMBM

### MIAMI BEACH

(Established 1947)

## Independent Negro

A Rounsaville Owned Station

Owned and operated by R. W. Rounsaville, Atlanta, Ga.

#### PERSONNEL

Owner & Gen'l Mgr.—R. W. Rounsaville.  
Station Manager—Arnold C. Kaufman.  
Assistant Manager—Carl Glickman.  
National Sales Manager—Harold F. Walker.  
Program Director—Ken Morris.

#### REPRESENTATIVES

Gill-Perna, Inc.  
South—Dora-Clayton Agency, Inc.

#### MAILING INSTRUCTIONS

Local Office and Studio—MacArthur Causeway Terminal, Miami Beach 39, Fla. Jefferson 1-5586.  
Miami Studios—1163 N. W. 3rd Ave., Miami, Fla.  
Rounsaville Stations c/o Radio WQXI, Peachtree at Mathieson Sts. Atlanta, Ga.

#### FACILITIES

1,000 w.; 800 kc.  
Operating Schedule: Sunrise to local sunset. EST.  
Transmitter: Miami Beach, Fla.

#### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered monthly unless weekly billing is desired.

#### GENERAL

Accepts copyrighted and/or modified AAAA contract. This station is Negro programmed.  
BMI, ASCAP and SESAC licenses.  
Earned rates applicable on individual contracts only. Renewal options given. Rates include station time, programming and engineering facilities for programs originating in station studios.

### TIME RATES

Rates effective January 1, 1959.

Rates received December 3, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	80.00	50.00	30.00	18.00	9.00
50 times.....	76.00	47.50	28.50	17.10	8.50
100 times.....	72.20	45.10	27.00	16.20	8.10
150 times.....	68.60	42.80	25.60	15.40	7.70
250 times.....	63.30	39.40	23.60	14.20	7.00
300 times.....	60.00	37.50	22.40	13.50	6.60
500 times.....	54.00	33.70	20.20	12.10	5.90
750 times.....	.....	.....	.....	.....	5.30
1000 times.....	.....	.....	.....	.....	4.80
1500 times.....	.....	.....	.....	.....	4.30
2000 times.....	.....	.....	.....	.....	3.80

ID's or "flash" announcements, 8/10 seconds, sold at 50% of the 1-minute rate and cannot be combined with 1-minute announcements to earn lower rates.

#### COMBINATION RATES

Affiliated with Rounsaville Radio Stations. For rates and data see listing under Regional Networks and groups.

### SPECIAL FEATURES

Political—earned rate payable in advance.

### Participating Programs

"Gospel Blind Boy"—7:15 a.m. to 8:00 a.m. and 1:00 p.m. to 2:00 p.m.  
"King Coleman"—8:00 a.m. to 10:00 a.m. and 2:00 p.m. to 4:00 p.m.  
"Butterball"—10:00 a.m. to 1:00 p.m. and 4:00 p.m. to 5:15 p.m.  
Programs directed to South Florida Negro audience. All programs available on participation basis.

## WMET

### MIAMI BEACH

(Established 1954)

## Independent

Community Service Broadcasters, Inc., 814 1st St., Miami Beach, Fla. Je 8-0411.

#### PERSONNEL

Pres. & Gen'l Mgr.—Fred L. Bernstein.  
Exec. Vice-Pres. & Sta. Mgr.—Richard B. Baker.  
Vice-President—James Williams.  
Program Director—Steve Marko.

#### REPRESENTATIVES

For Joe & Company, Inc.

## FACILITIES

250 w.; 1490 kc.  
Operating schedule: 24 hours weekdays; 6:00 a.m. to 1:00 a.m. Sunday.  
AM Transmitter: Miami Beach, Fla.  
FM FACILITIES  
ERP 13,000 w.; 93.9 mc.  
Antenna ht.—170 ft. above average terrain.

#### AGENCY COMMISSION

15% on time only; no cash discount. Bills due and payable 10th of month following broadcast.

#### GENERAL

Accepts AAAA copyrighted contract. Rates include music copyright fees.  
FM operated in conjunction with AM.  
Programs in various time brackets may be combined to earn frequency discounts. Announcements and programs can be combined to earn frequency discounts. Contracts accepted for a maximum of 1 year and must start within 30 days of contract date.  
Rates guaranteed for 6 months from date of 1st broadcast and effective date of any increase in rates, providing advertising is actually running at time of date of increase and continuing without interruption.  
Length of commercial copy: NAB standards.

### TIME RATES

Rates effective May 19, 1958. (Card No. 1-A.)

Card received May 21, 1958.

Rev. (Pky. Plans) rec'd November 14, 1958.

### PACKAGE PLANS

#### 162 PLAN

Full run-of-station. 1 spot every hour, 24 hours daily Monday through Saturday and 6:00 a.m. to midnight Sunday. 162 spots per week.

	1 min.	20 sec.	10 sec.	5 min. News
1 week.....	373.80	299.70	219.30	435.60
6 weeks.....	365.70	291.60	211.20	427.50
13 weeks.....	357.60	283.50	203.10	419.40
18 weeks.....	349.50	275.40	195.00	411.30
26 weeks.....	341.40	267.30	186.90	403.20
32 weeks.....	333.30	259.20	178.80	395.10
39 weeks.....	325.20	251.10	170.70	387.00
45 weeks.....	317.10	243.00	162.60	378.90
52 weeks.....	309.00	235.20	154.50	370.80

#### 81 PLAN

50% run-of-station. 1 spot every 2 hours, 24 hours per day, Monday through Saturday and 6:00 a.m. to midnight Sunday. 81 spots per week.

	1 min.	20 sec.	10 sec.	5 min. News
1 week.....	195.00	157.95	117.75	225.90
6 weeks.....	190.95	153.90	113.70	221.85
13 weeks.....	186.90	149.85	109.65	217.80
18 weeks.....	182.85	145.80	105.60	213.75
26 weeks.....	178.80	141.75	101.55	209.70
32 weeks.....	174.75	137.70	97.50	205.65
39 weeks.....	170.70	133.65	93.45	201.60
45 weeks.....	166.65	129.60	89.40	197.55
52 weeks.....	162.60	125.55	85.35	193.50

#### 54 PLAN

1/3 run-of-station. 1 spot every 3 hours, 24 hours per day, Monday through Saturday and 6:00 a.m. to midnight Sunday. 54 spots per week.

	1 min.	20 sec.	10 sec.	5 min. News
1 week.....	135.40	110.70	83.90	156.00
6 weeks.....	132.70	108.00	81.20	153.30
13 weeks.....	130.00	105.30	78.50	150.60
18 weeks.....	127.30	102.60	75.80	147.90
26 weeks.....	124.60	99.90	73.10	145.20
32 weeks.....	121.90	97.20	70.40	142.50
39 weeks.....	119.20	94.50	67.70	139.80
45 weeks.....	116.50	91.80	65.00	137.10
52 weeks.....	113.80	89.10	62.30	134.40

#### 28 PLAN

	1 min.	20 sec.	10 sec.	5 min. News
1 week.....	89.60	72.80	54.70	103.60
6 weeks.....	88.20	71.40	53.20	102.20
13 weeks.....	86.80	70.00	51.80	100.80
18 weeks.....	85.40	68.60	50.40	99.40
26 weeks.....	84.00	67.20	49.00	98.00
32 weeks.....	82.60	65.80	47.60	96.60
39 weeks.....	81.20	64.40	46.20	95.20
45 weeks.....	79.80	63.00	44.80	93.80
52 weeks.....	78.40	61.60	43.40	92.40

#### 14 PLAN

	1 min.	20 sec.	10 sec.	5 min. News
1 week.....	46.20	37.80	28.70	53.20
6 weeks.....	45.50	37.10	28.00	52.50
13 weeks.....	44.80	36.40	27.30	51.80
18 weeks.....	44.10	35.70	26.60	51.10
26 weeks.....	43.40	35.00	25.90	50.40
32 weeks.....	42.70	34.30	25.20	49.70
39 weeks.....	42.00	33.60	24.50	49.00
45 weeks.....	41.30	32.90	23.80	48.30
52 weeks.....	40.60	32.20	23.10	47.60



**WMIE**

MIAMI

(Established 1947)

WMIE, Inc., 139 N.E. 1st St., Dade Commonwealth Bldg., Miami 32, Fla. Franklin 3-5556.

**PERSONNEL**

President—E. D. Rivers, Sr.  
 Manager—Jack E. Nobles.  
 Sales Manager—Larry Lunger.  
 Program Director—Doug Hatton.

**REPRESENTATIVES**

Charles Bernard Company.

**FACILITIES**

10,000 w. days; 5,000 w. nights. 1140 kc. Directional  
 —Separate patterns day and night.  
 Operating schedule: 6:00 a.m. to 2:00 a.m. daily.  
 Transmitter: Box 815; Miami 43.

**AGENCY COMMISSION**

15% on net time only; no cash discount. Bills payable when rendered.

**GENERAL**

Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective September 1, 1957.  
 Rates received August 26, 1957.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time..	140.00	84.00	50.00	25.00	15.00
13 times	133.00	79.80	47.80	23.75	14.25
26 times	126.00	75.60	45.00	22.50	13.50
52 times	119.00	71.40	42.50	21.25	12.75
104 times	112.00	67.20	40.00	20.00	12.00
156 times	105.00	63.00	37.50	18.75	11.25
260 times	98.00	58.80	35.00	17.50	10.50
312 times	91.00	54.60	32.50	16.25	9.75
500 or more times.....	84.00	50.40	30.00	15.00	9.00

(\*) 1-minute or less, live or transcribed.  
 15-second station breaks, live or transcribed—50% of regular announcement rate.

**PACKAGE PLANS**

	Each	Flat
6 times per week.....	11.00	66.00
12 times per week.....	9.00	108.00

10 seconds or less—50% of 1-minute rate.  
 All packages are rotating, pre-emptible with 2 weeks prior written notice. If contract runs without interruption or change of frequency beyond 52 consecutive weeks, advertiser continues to earn discount established during the preceding year.

**SPECIAL FEATURES**

News Service—UPI. Regular rates apply.  
 Newscast, Monday through Friday at 10:55 a.m.; 11:55 a.m.; 12:55 p.m.; 1:55 p.m.; 2:55 p.m.; 3:55 p.m.; 4:55 p.m.  
 Political—broadcasts accepted at regular rates; payable in advance.

**Participating Programs**

"Romance Musical"—10:00 a.m. to 11:00 a.m. Monday through Saturday.  
 "Serenata Latina"—11:00 a.m. to noon Monday through Friday.  
 "Cracker Jim Show"—5:00 p.m. to 7:00 p.m. Monday through Saturday.  
 "Sleepy Time Gal"—11:45 p.m. to 2:00 a.m. Monday through Sunday.  
 "Country-Western Music Block"—Noon to 7:00 p.m. Monday through Friday.  
 "Latin American Block"—7:00 p.m. to 11:30 p.m. Monday through Saturday.  
 "Late Night Listening Block"—11:45 p.m. to 2:00 a.m. Monday through Sunday.

**WMMA**

MIAMI

(Established —)

Frieda Broadcasting Corporation, 10701 N. W. 77th Ave., Miami, Fla.

**PERSONNEL**

President—Keith Moyer.  
 Vice President—Roger Moyer.  
 Gen'l & Sales Mgr.—Jim Hilderbrand.  
 Program Director—V. P. Keay.

**REPRESENTATIVES**

Continental Radio Sales.

**FACILITIES**

5,000 w.; 1260 kc. Directional.  
 Operating schedule: 6:00 a.m. to local sunset daily.  
 Transmitter—103rd St. at Peter Pike Rd., Miami, Fla.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered and payable 1st of month.

**TIME RATES**

Rates effective November 1, 1956.  
 Rates received October 2, 1957.

**ANNOUNCEMENTS**

	Per spot	Per spot
1 time.....	12.00	101 times..... 10.00
13 times.....	11.50	261 times..... 9.20
26 times.....	11.00	313 times..... 7.00
52 times.....	10.50	625 or more times.. 6.20

**SPECIAL FEATURES**

News Service—UPI. No extra charge.  
 5-minute newscast 5 minutes before the hour, 7 days per week, per month 820.00. 10 product and store monitor's per day, per month 770.00.

**Participating Programs**

Programs are 55 minutes and sold on participating basis only.

**CLOSING TIME**

48 hours before broadcast.

# New Pulse gives the WQAM area story

In the Pulse Area Study of South and Central Florida

WQAM is first in

# 240

quarter hours out of

# 240

6 a.m.-6 p.m. Mon.-Fri.

**Other WQAM firsts:**

**HOOPER:** 40.5% average—more than next 4 stations combined. First 264 of 264 daytime 1/4 hours.

**PULSE:** (Metro) 280 first place daytime 1/4 hours out of 280.

**TRENDEX:** First a.m., afternoon, all day.

**How first can you get?**

the new

# WQAM

Serving all of Southern Florida with 5,000 watts on 560 kc.

MIAMI, FLA.

General Manager: Jack Sandler

Represented by: John Blair & Co.

one of the **STORZ STATIONS**

WDGY, Minneapolis-St. Paul  
 WHB, Kansas City  
 KOMA, Oklahoma City  
 WTIX, New Orleans  
 WQAM, Miami

**WQAM**

MIAMI

(Established 1920)

THE JOHN BLAIR STATION

Independent



A Storz Owned Station

Storz Broadcasting Co., 1723 DuPont Bldg., Miami, Fla. Franklin 4-6121.

**PERSONNEL**

President—Todd Storz.  
 Gen'l Mgr. & Nat'l Sales Mgr.—Jack L. Sandler.  
 Program Director—Kent Burkhardt.  
 Public Relations Director—Alan Courtney.

**REPRESENTATIVES**

John Blair & Company.

**FACILITIES**

5,000 w. days, 1,000 w. nights; 560 kc.  
 Operating schedule: 24 hours daily, EST.  
 Transmitter: 1425 N.E. Bayshore Court, Miami.

**AGENCY COMMISSION**

15% on net time and talent; no cash discount. Bills payable 15th of month.

**GENERAL**

Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Talent included in time costs and is 20% thereof.  
 Station reserves right to demand cash in advance if management so desires.  
 Rates guaranteed for 6 months from date of first broadcast or 6 months from effective date of any rate increase, providing advertising is actually running at time of effective date of increase and continues without interruption.  
 Copy restrictions:  
 5 minutes news..... 160 words  
 10 minute program..... 260 words  
 15 minute program..... 400 words  
 30 minute program..... 600 words  
 60 minute program..... 1,000 words

**TIME RATES**

Rates effective July 1, 1958.  
 Rates received May 23, 1958.

**ANNOUNCEMENTS**

**CLASS "A"**  
 (6:00 a.m. to 10:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)  
 1-minute announcements: Flat  
 Specified position (6:00 a.m. to 10:00 a.m. only) Each Per wk.  
 Less than 6 weekly, rotating..... 40.00  
 6 weekly, 1 per day..... 35.00 210.00

**CLASS "B"**  
 (10:00 a.m. to 4:00 p.m. and 10:00 p.m. to 1:00 a.m. Monday through Saturday)  
 Less than 6 weekly..... 27.00  
 6 weekly, 1 per day..... 25.00 150.00

**Impact Plans**  
 12 times weekly..... 22.00 264.00  
 24 times weekly..... 21.00 504.00  
 48 times weekly..... 20.00 960.00  
 96 times weekly..... 18.00 1,728.00

**CLASS "C"**

(7:00 p.m. to 10:00 p.m. Monday through Saturday; all day Sunday)  
 Less than 6 weekly..... 19.00  
 6 weekly, 1 per day..... 17.00 102.00

**Impact Plans**  
 12 times weekly..... 16.00 192.00  
 24 times weekly..... 15.00 360.00  
 48 times weekly..... 14.00 672.00  
 96 times weekly..... 13.00 1,248.00

Station breaks—75% applicable minute rate.  
 ID's—50% applicable minute rate.  
 Station breaks and ID's may be combined with minutes to earn maximum frequency.  
 Portions of Impact Plans may be scheduled in Class "A" at the applicable rates for this period. Since these announcements may count toward Impact Plan frequency, the balance of the schedule will be sold at Impact Plan rates.

**5-MINUTE NEWSCASTS**

**CLASS "A"**  
 6 weekly, 1 per day..... Each Per wk. 350.00  
 Less than 6 weekly..... 60.00

**CLASS "B"**  
 6 weekly, 1 per day..... 175.00  
 Less than 6 weekly..... 35.00

**CLASS "C"**  
 6 weekly, 1 per day..... 100.00  
 Less than 6 weekly..... 20.00  
 (1:00 a.m. to 5:00 a.m. daily)  
 Not available.

**PROGRAMS**

**CLASS "A"**  
 (6:00 a.m. to 9:00 a.m. and/or 4:00 p.m. to 7:00 p.m. Monday through Saturday)  
 1 time: 1 wk. 13 wks. 26 wks. 52 wks.  
 60 minutes..... 300.00 270.00 255.00 240.00  
 55 minutes..... 270.00 243.00 229.50 220.00  
 30 minutes..... 180.00 162.00 153.00 144.00  
 25 minutes..... 162.00 146.00 138.50 129.50  
 15 minutes..... 108.00 97.00 91.50 86.50  
 10 minutes..... 86.50 77.50 73.50 69.00  
 5 minutes..... 65.00 58.50 55.50 51.50

**2 times:**  
 60 minutes..... 540.00 486.00 459.00 432.00  
 55 minutes..... 486.00 437.50 413.00 389.00  
 30 minutes..... 324.00 291.40 265.50 259.00  
 25 minutes..... 291.50 262.50 248.00 233.25  
 15 minutes..... 194.50 175.00 165.25 157.00  
 10 minutes..... 155.50 140.00 132.25 124.50  
 5 minutes..... 116.50 105.00 100.00 93.50

(This listing continued on next page)

# FLORIDA

## Miami-Miami Beach—W Q A M—Continued

3 times:	1 wk.	13 wks.	26 wks.	52 wks.
60 minutes.....	765.00	688.50	650.00	612.00
55 minutes.....	688.50	619.50	585.00	551.00
50 minutes.....	459.00	413.00	390.00	367.00
25 minutes.....	413.00	372.00	351.00	330.50
15 minutes.....	275.50	248.00	234.00	220.50
10 minutes.....	220.50	198.50	187.00	176.00
5 minutes.....	170.00	153.00	144.50	136.00

4 times:	1 wk.	13 wks.	26 wks.	52 wks.
60 minutes.....	960.00	865.00	815.00	768.00
55 minutes.....	865.00	775.00	734.50	691.00
50 minutes.....	575.00	518.50	489.50	461.00
25 minutes.....	518.50	466.50	440.50	415.00
15 minutes.....	335.50	311.00	294.00	276.50
10 minutes.....	276.50	249.00	235.00	221.00
5 minutes.....	207.50	186.50	176.00	166.00

**CLASS "B"**  
(9:00 a.m. to 4:00 p.m. and 7:00 p.m. to 1:00 a.m. Monday through Saturday; all day Sunday)

1 time:	1 wk.	13 wks.	26 wks.	52 wks.
60 minutes.....	150.00	135.00	127.50	120.00
55 minutes.....	135.00	121.50	114.75	110.00
30 minutes.....	90.00	81.00	76.50	72.00
25 minutes.....	81.00	75.00	69.25	64.75
15 minutes.....	54.00	48.50	45.75	43.25
10 minutes.....	43.25	38.75	36.75	34.50
5 minutes.....	32.50	29.25	27.50	25.75

2 times:	1 wk.	13 wks.	26 wks.	52 wks.
60 minutes.....	270.00	243.00	229.50	216.00
55 minutes.....	243.00	218.75	206.50	194.50
30 minutes.....	162.00	145.75	132.75	129.50
25 minutes.....	145.75	131.25	124.00	116.50
15 minutes.....	97.25	87.50	82.50	78.50
10 minutes.....	77.75	70.00	66.00	62.25
5 minutes.....	58.25	52.50	50.00	46.75

3 times:	1 wk.	13 wks.	26 wks.	52 wks.
60 minutes.....	382.50	344.25	325.00	306.00
55 minutes.....	344.25	310.00	292.50	275.50
30 minutes.....	229.50	206.50	195.00	183.50
25 minutes.....	206.50	186.00	175.50	165.25
15 minutes.....	137.75	124.00	117.00	110.25
10 minutes.....	110.25	99.25	93.50	88.00
5 minutes.....	85.00	76.50	72.25	68.00

4 times:	1 wk.	13 wks.	26 wks.	52 wks.
60 minutes.....	480.00	432.50	407.50	384.00
55 minutes.....	432.50	388.75	367.25	345.50
30 minutes.....	287.50	259.25	244.75	230.50
25 minutes.....	259.25	233.25	220.25	207.50
15 minutes.....	167.75	155.50	147.00	138.25
10 minutes.....	138.25	124.50	117.50	110.50
5 minutes.....	103.75	93.25	88.00	83.00

**CLASS "C"**  
(All Other Times)

1 time:	1 wk.	13 wks.	26 wks.	52 wks.
60 minutes.....	75.00	67.50	63.75	60.00
55 minutes.....	67.50	60.75	57.50	54.00
30 minutes.....	45.00	40.50	38.25	36.00
25 minutes.....	40.50	36.50	34.25	32.50
15 minutes.....	27.00	24.25	23.00	21.50
10 minutes.....	21.50	19.50	18.50	17.25
5 minutes.....	16.25	14.50	13.75	13.00

2 times:	1 wk.	13 wks.	26 wks.	52 wks.
60 minutes.....	135.00	121.50	114.75	108.00
55 minutes.....	121.50	109.50	103.25	97.25
30 minutes.....	81.00	73.00	68.75	64.75
25 minutes.....	73.00	65.75	62.00	58.25
15 minutes.....	48.50	43.75	41.25	39.00
10 minutes.....	39.00	35.00	33.00	31.00
5 minutes.....	29.25	26.25	24.75	23.50

3 times:	1 wk.	13 wks.	26 wks.	52 wks.
60 minutes.....	191.25	171.25	162.50	153.00
55 minutes.....	171.25	155.00	146.25	137.75
30 minutes.....	114.75	103.25	97.50	91.75
25 minutes.....	103.25	93.00	87.75	82.75
15 minutes.....	68.75	62.00	58.50	55.00
10 minutes.....	55.00	49.50	46.75	44.00
5 minutes.....	41.25	37.25	35.25	33.00

4 times:	1 wk.	13 wks.	26 wks.	52 wks.
60 minutes.....	240.00	216.00	204.00	192.00
55 minutes.....	216.00	194.50	183.50	172.75
30 minutes.....	144.00	129.50	122.50	115.25
25 minutes.....	129.50	116.75	110.25	103.75
15 minutes.....	85.00	77.75	73.50	69.00
10 minutes.....	69.00	62.25	58.75	55.25
5 minutes.....	51.75	48.75	44.00	41.50

5 times:	1 wk.	13 wks.	26 wks.	52 wks.
60 minutes.....	262.50	236.25	223.25	210.00
55 minutes.....	236.25	213.75	200.75	189.00
30 minutes.....	157.50	141.75	134.00	126.00
25 minutes.....	141.75	127.50	120.50	113.50
15 minutes.....	94.50	85.00	80.25	75.50
10 minutes.....	75.75	68.00	64.25	60.50
5 minutes.....	56.75	51.00	48.25	45.50

**SPECIAL FEATURES**  
Political—regular rates apply.  
**CLOSING TIME**  
Copy and program material due 48 hours in advance.

## W S K P MIAMI (Established 1947)



WSKP, Inc. 420 S. W. 2nd Avenue; Miami 36, Fla. Franklin 1-1585.  
**PERSONNEL**  
President—Bill O'Neil.  
Vice-Pres. & Gen'l Mgr.—Charles V. Hunter.  
Program Director—Georgianne Fleming.  
**REPRESENTATIVES**  
H-R Representatives, Inc.  
**FACILITIES**  
250 w.; 1450 kc.  
Operating schedule: 24 hours daily (except 2:00 a.m. to 6:00 a.m. Monday).  
Transmitter: 420 S. W. Second Avenue.  
**AGENCY COMMISSION**  
15% no cash discount. Bills rendered 1st of month.  
**GENERAL**  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.

### TIME RATES

Rates effective March 1, 1958.  
Rates received June 9, 1958.

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	90.00	54.00	38.00	27.00
13 times.....	87.00	52.00	36.00	26.00
26 times.....	84.00	50.00	34.00	25.00
39 times.....	81.00	48.00	32.00	24.00
52 times.....	78.00	46.00	30.00	23.00
104 times.....	75.00	44.00	28.00	22.00
156 times.....	72.00	42.00	26.00	21.00
260 times.....	69.00	40.00	24.00	20.00
312 times.....	66.00	38.00	22.00	19.00

For Sunday Programs—add 20%.

**AM-FM ANNOUNCEMENTS**  
100 words (1 minute transcription):  
1 time..... 13.00 104 times..... 10.50  
13 times..... 12.50 156 times..... 10.00  
26 times..... 12.00 260 times..... 9.50  
39 times..... 11.50 312 times..... 9.00  
52 times..... 11.00 614 times..... 8.00

**50 words (1/2 minute transcription):**  
1 time..... 10.00 104 times..... 8.00  
13 times..... 9.60 156 times..... 7.60  
26 times..... 9.20 260 times..... 7.20  
39 times..... 8.80 312 times..... 6.80  
52 times..... 8.40 624 times..... 6.40

**NOTE:** Add 1.00 to announcement rates for Sunday. For 13 or more announcements in 1 calendar week deduct .30 from the earned rate. (Cannot be combined with regular contract.)  
**ANNOUNCEMENT PACKAGE RATES**  
(To be used in 7 consecutive days)  
10 AM-FM announcements daily and 1 min. 30 sec. 185.00 141.00  
10 FM announcements nightly, total 20 announcements..... 255.00 196.50  
15 AM-FM announcements daily and 15 FM announcements nightly, total 30 announcements..... 425.00 298.00  
50 AM-FM announcements daily and 50 FM announcements nightly, total 100 announcements..... 750.00 535.00

**SPECIAL FEATURES**  
News Service—AP. 1.00 per 5 minutes.  
Political—regular rates apply; cash in advance.  
Stereo Broadcasts:  
1 hour..... 165.00  
1/2 hour..... 100.00

### CLOSING TIME

48 hours before broadcast.

## W T H S — FM — MIAMI (Established 1949)

Owned and operated by Dade County Board of Public Instruction.  
Does not sell time.

## W V C G CORAL GABLES (Established 1948)

Peninsular Broadcasting Corp., P. O. Box 34-1516, 377 Alhambra Circle, Coral Gables 34, Fla. Highland 8-7411.  
**PERSONNEL**  
Station & Gen'l Mgr.—George W. Thorpe.  
Assistant General Manager—Barbara L. Binns.  
**REPRESENTATIVES**  
New York—Good Music Broadcasters, Inc.  
Thomas F. Clark Co., Inc.  
**FACILITIES**  
1,000 w.; 1070 kc.  
Operating schedule: 6:30 a.m. to local sunset weekdays; 7:30 a.m. to local sunset Sundays, EST.  
Transmitter: Ludlum Rd. near Bird Rd., Coral Gables.  
**AGENCY COMMISSION**  
15% on time only; no cash discount. Bills rendered 1st of month.  
**GENERAL**  
Rates include music copyright fees.  
All program time is 1/2 minute less than shown below.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising: beer and wine only.  
All discounts are for broadcasts to be used within 1 year from start of schedule. Contracts must be renewed or extended at/or before expiration to earn lower rate. Such renewals or extensions may be made for a period not to exceed 1 year from the date of the first broadcast. No contracts accepted for longer period than 1 year. Contracts subject to station management's approval and governmental regulations.  
Length of commercial copy: Programs News  
5 minutes..... 1:15 min. 1:00 min.  
10 minutes..... 2:10 min. 1:45 min.  
15 minutes..... 3:00 min. 3:00 min.  
30 minutes..... 4:15 min.  
60 minutes..... 7:00 min.

**TIME RATES**  
Rates effective December 1, 1958.  
Rates received November 3, 1958.

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	90.00	54.00	38.00	27.00
13 times.....	87.00	52.00	36.00	26.00
26 times.....	84.00	50.00	34.00	25.00
39 times.....	81.00	48.00	32.00	24.00
52 times.....	78.00	46.00	30.00	23.00
104 times.....	75.00	44.00	28.00	22.00
156 times.....	72.00	42.00	26.00	21.00
260 times.....	69.00	40.00	24.00	20.00
312 times.....	66.00	38.00	22.00	19.00

For Sunday Programs—add 20%.

**AM-FM ANNOUNCEMENTS**  
100 words (1 minute transcription):  
1 time..... 13.00 104 times..... 10.50  
13 times..... 12.50 156 times..... 10.00  
26 times..... 12.00 260 times..... 9.50  
39 times..... 11.50 312 times..... 9.00  
52 times..... 11.00 614 times..... 8.00

**50 words (1/2 minute transcription):**  
1 time..... 10.00 104 times..... 8.00  
13 times..... 9.60 156 times..... 7.60  
26 times..... 9.20 260 times..... 7.20  
39 times..... 8.80 312 times..... 6.80  
52 times..... 8.40 624 times..... 6.40

**NOTE:** Add 1.00 to announcement rates for Sunday. For 13 or more announcements in 1 calendar week deduct .30 from the earned rate. (Cannot be combined with regular contract.)  
**ANNOUNCEMENT PACKAGE RATES**  
(To be used in 7 consecutive days)  
10 AM-FM announcements daily and 1 min. 30 sec. 185.00 141.00  
10 FM announcements nightly, total 20 announcements..... 255.00 196.50  
15 AM-FM announcements daily and 15 FM announcements nightly, total 30 announcements..... 425.00 298.00  
50 AM-FM announcements daily and 50 FM announcements nightly, total 100 announcements..... 750.00 535.00

**SPECIAL FEATURES**  
News Service—AP. 1.00 per 5 minutes.  
Political—regular rates apply; cash in advance.  
Stereo Broadcasts:  
1 hour..... 165.00  
1/2 hour..... 100.00

### CLOSING TIME

48 hours before broadcast.

## W V C G-FM CORAL GABLES (Established 1958)

Peninsular Broadcasting Corp., P. O. Box 34-1516, 377 Alhambra Circle, Coral Gables 34, Fla. Highland 8-7411.  
**PERSONNEL**  
Sta. & Gen'l Mgr.—George W. Thorpe.  
Ass't Gen'l Mgr.—Barbara L. Binns.  
**REPRESENTATIVES**  
Thomas F. Clark Co., Inc.  
New York—Good Music Broadcasters, Inc.  
**FACILITIES**  
ERP—18,500 w.; 105.1 mc.  
Antenna height—238 ft. above average terrain.  
Operating schedule: 6:30 a.m. to midnight.  
**AGENCY COMMISSION**  
15% on time only; no cash discount. Bills rendered 1st of month.  
**GENERAL**  
See AM listing for general advertising.

**TIME RATES**  
Rates effective December 1, 1958.  
Rates received November 3, 1958.

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	60.00	36.00	24.00	18.00
13 times.....	58.00	34.80	23.40	17.50
26 times.....	57.00	34.20	22.80	17.00
39 times.....	55.50	33.30	22.20	16.50
52 times.....	54.00	32.40	21.60	16.00
104 times.....	51.00	30.60	21.00	15.50
156 times.....	48.00	28.80	20.00	15.00
260 times.....	45.00	27.00	18.00	14.00
312 times.....	42.00	25.20	16.50	13.00
520 times.....	39.00	24.00	15.00	12.00

Add 20% for Sunday Programs. Add 1.00 for Sunday Announcements.  
25 minute rate is 1/2 hour rate less 10%.

**ANNOUNCEMENTS**  
1 time..... 9.00 6.00 104 times..... 7.00 4.95  
13 times..... 8.60 5.75 156 times..... 6.70 4.75  
26 times..... 8.20 5.55 260 times..... 6.35 4.55  
39 times..... 7.80 5.35 312 times..... 6.00 4.30  
52 times..... 7.40 5.15 520 times..... 5.50 4.00

**ANNOUNCEMENT PACKAGE RATES AM-FM**  
See AM listing.  
**CLOSING TIME**  
48 hours before broadcast.

## W W P B — FM — MIAMI (Established 1948)

Owned and operated by Paul Brake, 422 S. W. 2nd Ave., Miami 36, Fla. Fr 3-7405.  
**PERSONNEL**  
Owner-Manager—Paul Brake.  
Assistant Manager—Paul Keefe.  
**FACILITIES**  
ERP 9,200 w.; 101.5 mc.  
Operating Schedule: 9:00 a.m. to 11:00 p.m. EST.  
Transmitter: 414 S. W. 2nd Ave., Miami 36.  
Antenna ht.—291 ft. above average terrain.  
(This listing continued on next page)

**Miami-Miami Beach—W W P B—Continued**

**AGENCY COMMISSION**  
15% on net time; no cash discount. Bills rendered monthly unless otherwise requested.

**GENERAL**  
All programming is selected recordings of operas, symphonies, and variety of selected high quality music.  
Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.

**TIME RATES**  
Rates effective December 1, 1958.  
Rates received November 6, 1958.

"Classical Dinner Hour"—7:00 p.m. to 8:00 p.m.  
Per week:

1 time.....	45.00	5 times.....	195.00
2 times.....	87.00	6 times.....	225.00
3 times.....	126.00	7 times.....	252.00
4 times.....	162.00		

Sponsor allowed 3 1-minute spots. Minimum contract 13 weeks.  
"1/2 hour Programs"—8:00 p.m. to 8:30 p.m.  
Per week:

1 time.....	22.50	5 times.....	77.50
2 times.....	42.00	6 times.....	90.00
3 times.....	58.50	7 times.....	94.50
4 times.....	72.00		

Opening & closing spots—75 words each, minimum 13-week contract.  
"3/4 hour Programs"—8:30 p.m. to 9:15 p.m.; 9:15 p.m. to 10:00 p.m. and 10:00 p.m. to 10:45 p.m.  
Per week:

1 time.....	34.50	5 times.....	127.50
2 times.....	64.50	6 times.....	139.50
3 times.....	90.00	7 times.....	144.00
4 times.....	111.00		

Opening & closing spots—100 words each, minimum 13-week contract.  
"1/4 hour Programs"—10:45 p.m. to 11:00 p.m.  
Per week:

1 time.....	10.50	5 times.....	48.00
2 times.....	20.25	6 times.....	57.00
3 times.....	30.00	7 times.....	65.62
4 times.....	39.00		

Opening & closing spots—50 words each, minimum 13-week contract.  
**PROGRAMS**  
"Daytime Concert"—8:00 a.m. to 6:00 p.m. Monday through Saturday:

1 time.....	6.00	104 times.....	4.80
13 times.....	5.70	156 times.....	4.50
26 times.....	5.40	260 times.....	4.20
52 times.....	5.10	312 times.....	3.90

Maximum 4 spots per hour, 75 words each. Position of spot continuously rotated. Maximum 2 spots per day per sponsor. No competitive sponsors or products.  
"Dinner Concert"—6:00 p.m. to 7:00 p.m.:

1 time.....	15.00	104 times.....	11.25
13 times.....	13.50	156 times.....	10.50
26 times.....	12.75	260 times.....	9.75
52 times.....	12.00	312 times.....	9.00

Maximum 3 spots hourly at 6:05 p.m.; 6:30 p.m. and 6:55 p.m.

(Call letters not received)  
(C.P. 5000 watts, 1260 kc., days)  
Frieda Broadcasting Corp.  
c/o Keith Moyer,  
1025 W. Market St.,  
Taylorville, Ill.  
(C.P. is for Miami)

(Call letters not received)  
(C.P. 5,000 w.; 990 kc.)  
Louis G. Jacobs,  
540 Altara Ave.,  
Coral Gables, Fla.  
(C.P. is for Miami-South Miami)

**MIAMI BEACH (3 AM; 1 FM)**

Dade County—Map Location H-10  
See SRDS consumer market map and data at beginning of the State.

**See Miami-Miami Beach**

**MILTON**

Santa Rosa County—Map Location A-3  
See SRDS consumer market map and data at beginning of the State.

**WEBY**  
(Established 1954)

Owned and operated by C. W. Mapoles, Ward Basin Rd., East Milton, Fla. Phone 2591.  
**PERSONNEL**  
Owner & Sta. Mgr.—C. W. Mapoles.  
Program Manager—Byrd Mapoles.

**FACILITIES**  
5,000 w. days; 1330 kc.  
Operating Schedule: Sunrise to sunset. EST.  
Transmitter—Ward Basin Road, East Milton, Fla.

**AGENCY COMMISSION**  
15%; 2% cash discount on bills paid by 15th.

**GENERAL**  
Affiliated with Mutual Broadcasting System.

**TIME RATES**  
Rates effective September 1, 1954.  
Rates received October 7, 1954.

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time.....	50.00	30.00	20.00	15.00	10.00	6.00
13 times.....	47.50	28.50	19.00	14.25	9.50	5.50
26 times.....	45.00	27.00	18.00	13.50	9.00	5.00
52 times.....	42.50	25.50	17.00	12.75	8.50	4.75
104 times.....	40.00	24.00	16.00	12.00	8.00	4.50
260 times.....	37.50	22.50	15.00	11.25	7.50	4.25
312 times.....			14.00	10.50	7.00	4.00

**SPECIAL FEATURES**  
News Service—UPI and local.  
Library Service—World.

**MOUNT DORA**

Lake County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

**WMDF**

(Established 1958)

Charlotte Radio & Television Corp., P. O. Box 591, Old Eustis Rd., Mount Dora, Fla. Evergreen 2-6621.

**PERSONNEL**  
Pres. & Gen'l Mgr.—Francis M. Fitzgerald.  
Manager—F. P. Toomey.  
Program Manager—Wayne F. Icenhour.

**FACILITIES**  
1,000 w.; 1580 kc. Nondirectional.  
Operating schedule: local sunrise to sunset. EST.

**AGENCY COMMISSION**  
15%; no cash discount.

**GENERAL**  
Rates are for station time only and do not include talent.  
ASCAP, BMI and SESAC licenses.  
Announcements and programs cannot be combined to obtain a lower rate. Regularly scheduled accounts earning a maximum discount must conform to schedule or be rebilled on actual discount earned by number of units used on schedule. In computing discounts on current broadcasting, advertisers may combine announcements or programs (but not both) in same 12 months to earn maximum discount. All contracts are cancellable unless started within 30 days of signing and approval by station. On 1 hour programs, 45 seconds reserved for station use; all other units, 30 seconds less than indicated.

**TIME RATES**

Rates effective January 15, 1958.  
Rates received February 3, 1958.

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time.....	40.00	24.00	14.00	10.00	7.00	4.00
26 times.....	38.00	22.80	13.30	9.50	6.66	3.80
52 times.....	36.00	21.60	12.60	9.00	6.30	3.60
104 times.....	32.00	19.20	11.20	8.00	5.60	3.20
260 times.....	28.00	16.80	9.80	7.00	4.90	2.80
500 times.....	24.00	14.40	8.40	6.00	4.20	2.40
1,000 times.....	20.00	12.00	7.00	5.00	3.50	2.00
2,000 times.....	16.00	9.60	5.60	4.00	2.80	1.60

**PACKAGE PLANS**

(3 months minimum)  
The Grapefruit—14 1-minute spots per week, 2 per day, per month..... 120.00  
The Orange—21 30-second spots per week, 3 per day, per month..... 120.00  
The Tangerine—28 15-second spots per week, 4 per day, per month..... 120.00  
The Tango—35 time signals per week, 5 per day, per month..... 120.00

**SPECIAL FEATURES**

News Service—AP and local.  
5-minute newscasts before the hour, every hour.  
15-minute newscasts—noon to 12:15 p.m. Monday through Saturday.  
1-minute participations in the middle and after news, but preceding weather. Newscasts are available only on a participating basis and are treated as participating programs.

**Participating Programs**

Monday through Saturday:  
"Hound Dawg Show"—7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 5:15 p.m.  
"Gator Tail Show"—3:00 p.m. to 4:00 p.m.  
"Sound Stage"—11:00 a.m. to noon and 2:00 p.m. to 3:00 p.m.  
"Pcaeful Valley"—1:00 p.m. to 2:00 p.m.  
Sunday:  
"Sound Stage"—8:00 a.m. to 6:00 p.m.

**NAPLES**

Collier County—Map Location G-9  
See SRDS consumer market map and data at beginning of the State.

**WNOG**

(Established 1954)



Radio Naples, Inc., East Tamiami Trail, Naples, Fla. 250—Midway 2-5127, 2-5128.

**PERSONNEL**  
Pres. & Gen'l Mgr.—William J. Ryan.  
Station Manager—David N. Pfaff.

**REPRESENTATIVES**  
Hil F. Best Company.  
Florida—Frank Edwards & Associates.

**FACILITIES**  
500 w.; 1270 kc.  
Operating Schedule: 6:00 a.m. to local sunset. EST.  
Transmitter: Naples, Fla.

**AGENCY COMMISSION**  
15% on time only; no cash discount. Bills rendered 1st; payable 10th of month.

**GENERAL**  
Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Length of commercial copy:  
5 minutes.....1:30 minutes  
10 minutes.....2:00 minutes  
15 minutes.....3:00 minutes  
25 minutes.....4:00 minutes  
30 minutes.....4:30 minutes  
60 minutes.....7:00 minutes

**TIME RATES**

Rates effective January 1, 1958.  
Rates received February 3, 1958.

**FLORIDA**

**ANNUAL RATES**

Based on number used within a contract year:

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	30.00	18.00	12.00	9.00	6.00
13 times.....	29.00	17.40	11.60	8.70	5.80
52 times.....	28.00	16.80	11.20	8.40	5.60
104 times.....	27.00	16.20	10.80	8.10	5.40
156 times.....	26.00	15.60	10.40	7.80	5.20
208 times.....	25.00	15.00	10.00	7.50	5.00
260 times.....	24.00	14.40	9.60	7.20	4.80
312 times.....	23.00	13.80	9.20	6.90	4.60
364 times.....	22.00	13.60	8.80	6.60	4.40

**ANNOUNCEMENTS**

	1 min.	30 sec.	10 sec.
1 time.....	3.50	2.62	1.75
26 times.....	3.40	2.55	1.70
52 times.....	3.30	2.47	1.65
104 times.....	3.20	2.40	1.60
156 times.....	3.10	2.32	1.55
312 times.....	2.90	2.17	1.45
624 times.....	2.70	2.02	1.35
936 times.....	2.50	1.87	1.25
1,248 times.....	2.30	1.72	1.15
1,560 times.....	2.15	1.60	1.07
1,872 times.....	2.00	1.50	1.00
2,184 times.....	1.90	1.42	.95
2,496 times.....	1.80	1.35	.90
2,808 times.....	1.70	1.27	.85
3,120 times.....	1.60	1.20	.80

**MONTHLY RATES**

Based on number used within 1 month:

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	30.00	18.00	12.00	9.00	6.00
4-7 times.....	29.00	17.40	11.60	8.70	5.80
8-11 times.....	28.00	16.80	11.20	8.40	5.60
12-15 times.....	27.00	16.20	10.80	8.10	5.40
16-19 times.....	26.00	15.60	10.40	7.80	5.20
20-23 times.....	25.00	15.00	10.00	7.50	5.00
24-27 times.....	24.00	14.40	9.60	7.20	4.80
28 times.....	23.00	13.80	9.20	6.90	4.60

**MONTHLY PACKAGE RATES**

	1 min.	30 sec.	10 sec.
1 time.....	3.50	2.62	1.75
12 times.....	3.30	2.47	1.65
24 times.....	3.10	2.32	1.55
48 times.....	2.90	2.17	1.45
72 times.....	2.70	2.02	1.35
96 times.....	2.50	1.87	1.25
120 times.....	2.30	1.72	1.15
144 times.....	2.10	1.57	1.05
168 times.....	2.00	1.50	1.00
192 times.....	1.90	1.42	.95
216 times.....	1.80	1.35	.90
240 times.....	1.70	1.27	.85

**SPECIAL FEATURES**

News Service—UPI and local. No extra charge.  
5-minute news every hour on the hour.  
Weather every hour on the half-hour. 1-minute rates apply.  
Political—regular rates apply. Cash in advance.  
Library Service—Thesaurus.

**Participating Programs**

"Time, Place and Tune"—9:00 a.m. to 9:30 p.m. Monday through Friday. Women's program.  
1/2 hr. 1/4 hr. 10 min. 5 min. 1 min.  
1 time..... 20.00 13.00 10.00 7.00 5.00  
4 times..... 18.00 12.00 9.00 6.00 4.50  
8 times..... 17.00 11.50 8.50 5.75 4.25  
12 times..... 16.00 11.00 8.00 5.50 4.00  
16 times..... 15.00 10.50 7.50 5.25 3.75  
20 times..... 14.00 10.00 7.00 5.00 3.50

**CLOSING TIME**

48 hours before broadcast.

**NEW SMYRNA BEACH**

Volusia County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

**WSBB**

(Established 1951)

Broadcaster's Inc., New Smyrna Hotel, P. O. Box 125, New Smyrna Beach, Fla. Garden 8-9091.

**PERSONNEL**  
General Manager—G. Douglas Pidgeon.  
Commercial Manager—A. L. Pruitt.  
Station Owner—A. V. Tidmore.

**FACILITIES**  
250 w.; 1230 kc.  
Operating schedule: 6:30 a.m. to 11:00 p.m. EST.  
Transmitter: New Smyrna Beach, Fla.

**AGENCY COMMISSION**  
15%; no cash discount. Bills rendered monthly; payable 10 days after billing.

**GENERAL**  
Affiliated with Keystone Network and Mutual Broadcasting System.  
Rates include music license fees.

**TIME RATES**

Rates effective January 27, 1958.

	1/4	5	1 min.
	hr.	min.	or less
1 time.....	15.00	8.00	3.00
13 times.....	13.00	7.50	2.90
26 times.....	12.00	7.00	2.85
52 times.....	11.00	6.50	2.75
104 times.....	10.00	6.00	2.50
156 times.....	8.00	5.50	2.40
260 times.....	6.50	4.50	2.25
312 times.....	5.50	4.00	2.00
624 times.....			1.80
728 times.....			1.55
936 times.....			1.35
1,248 times.....			1.15
1,560 times.....			1.00

**SPECIAL PACKAGE PLANS**

25 words, minimum 7 weekly, each..... 1.50  
25 words, minimum 100 monthly, each..... 1.00  
1-minute or less, within 30 days:  
60 spots..... 90.00 20 spots..... 35.00  
30 spots..... 50.00 10 spots..... 19.50  
(This listing continued on next page)



# FLORIDA

## New Smyrna Beach—W S B B—Continued

**SPECIAL FEATURES**  
 News Service—UPI.  
 Political—regular rates apply; cash in advance. Copy required 24 hours before broadcast.  
**Participating Programs**  
 "Musical Clock"—6:30 a.m. to 9:00 a.m. Monday through Saturday. Time, news and temperature.  
 "Magic Word Contest"—10:00 a.m. to 10:15 a.m. Giveaway program with free prizes.  
**CLOSING TIME**  
 48 hours before broadcast.

## OCALA (3 AM)

Marion County—Map Location F-5  
 See SRDS consumer market map and data at beginning of the State.

### WHYS

(Established 1957)

Marion County Broadcasting Co., P. O. Box 358, Yoakum Bldg., Ocala, Fla.

#### PERSONNEL

General Manager—Allen Hill.  
 Commercial Manager—Dorothy Holt.

#### REPRESENTATIVES

Hil F. Best Company.

#### FACILITIES

1,000 w.; 1370 kc.  
 Operating schedule: 6:00 a.m. to local sunset. EST.  
 Transmitter: 24th and Wilson, Ocala, Fla. Ma 2-8174.

#### AGENCY COMMISSION

15%; no cash discount.

#### GENERAL

Accepts beer advertising.

#### TIME RATES

Rates effective  
 Rates received August 26, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	37.50	20.60	15.00	6.25	4.30
26 times.....	34.30	20.60	13.75	5.60	3.50
52 times.....	30.00	18.75	12.50	5.35	3.35
104 times.....	28.00	16.85	11.25	5.00	3.00
156 times.....	25.00	15.00	10.00	4.70	2.80

#### ANNOUNCEMENTS

Per week:	1 wk.	2 wks.	1 mo.	3 mos.	6 mos.
1 time.....	4.30	4.05	3.75	3.65	3.50
2 times.....	3.75	3.65	3.50	3.40	3.20
3 times.....	3.40	3.20	3.10	3.00	2.90
5 times.....	3.10	3.00	2.90	2.75	2.60
6 times.....	2.90	2.75	2.60	2.50	2.40
7 times.....	2.75	2.65	2.55	2.40	2.20
10 times.....	2.50	2.40	2.20	2.15	2.10

"Booster"—20 words, 5 per day minimum, 1 week, each..... 1.50

#### SPECIAL FEATURES

News Service—AP.

#### News Rates

5 minute news.....	*5.00
1/4 hour news.....	**8.50
30 second spots, flat.....	2.00
Station breaks, flat.....	1.00
Weather Summary or Baseball Scoreboard, flat.....	3.50

(\*) Includes State or World & Weather.  
 (\*\*) Includes State, World, Sports & Weather.

#### CLOSING TIME

24 hours before broadcast.

## WMOP

(Established 1953)

Owned and operated by Andrew B. Letson, 311 Robertson Bldg., Ocala, Fla.

#### PERSONNEL

Owner—A. B. Letson.  
 Station Manager—Jim Kirk.  
 Commercial Manager—Vernon Arnette.

#### FACILITIES

1,000 w.; 900 kc.  
 Operating schedule: Sunrise to local sunset. EST.  
 Transmitter—Intersection Jacksonville Highway and Fore Road, Ocala, Fla. Ma 2-4118.

#### AGENCY COMMISSION

15%; no cash discount.

#### TIME RATES

Rates effective January 1, 1954. (Card No. 1.)  
 Rates received January 14, 1954.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	50.00	28.50	17.50	8.50	4.00
13 times.....	47.50	27.05	16.60	8.05	3.80
26 times.....	45.00	23.15	15.75	7.65	3.60
52 times.....	40.00	24.20	14.85	7.20	3.40
104 times.....	35.00	22.80	13.15	6.80	3.20
156 times.....	30.00	21.35	12.25	6.35	3.00
260 times.....	27.50	19.95	11.40	5.95	2.80

#### SPECIAL FEATURES

News Service—UPI and local news bureau.  
 Library Service—Sesac.

#### CLOSING TIME

24 hours before broadcast.

## WTMC

(Established 1938)

WTMC, Inc., 14 S. Magnolia St., Ocala, Fla. Marion 2-4127.

#### PERSONNEL

Owner—Ray H. Gunckel.  
 Station Manager—Tom Catalano.  
 Commercial Manager—Bill Conover.

#### REPRESENTATIVES

Devney, Incorporated.  
 Southeast—Dora-Clayton Agency, Inc.

#### FACILITIES

5,000 w. days; 1,000 w. nights. 1290 kc.  
 Directional—night only.  
 Operating Schedule: 6:00 a.m. to midnight weekdays; 8:00 a.m. to midnight Sunday. EST.  
 Transmitter: State Road 500, RFD Ocala, Fla.

### AGENCY COMMISSION

15% on time only; 2% cash discount on station time and station owned package shows if paid in 15 days of invoice date. Cash discount does not apply to political time, talent or other special services.

#### GENERAL

Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.

#### TIME RATES

Rates effective December 15, 1955.  
 Rates received December 8, 1955.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	60.00	30.00	15.00	10.00	7.50
13 times.....	57.60	28.80	14.40	9.60	7.20
26 times.....	55.20	27.60	13.80	9.20	6.90
52 times.....	52.80	26.40	13.20	8.80	6.60
104 times.....	50.40	25.20	12.60	8.40	6.30
156 times.....	48.00	24.00	12.00	8.00	6.00
260 times.....	45.60	22.80	11.40	7.60	5.70
312 times.....	43.20	21.60	10.80	7.20	5.40

#### ANNOUNCEMENTS

	(*)	(†)	(‡)
1 time.....	5.00	3.50	2.50
13 times.....	4.80	3.35	2.40
26 times.....	4.60	3.20	2.20
52 times.....	4.40	3.10	2.20
104 times.....	4.20	2.95	2.10
156 times.....	4.00	2.80	2.00
260 times.....	3.80	2.65	1.90
312 times.....	3.60	2.50	1.80

(\*) 135 words live or 1 minute transcribed.  
 (†) 60 words live or 25 seconds transcribed.  
 (‡) 15 words live or 10 seconds transcribed.

#### PACKAGE RATES

(Run-of-schedule)

1 minute:	Per week
35 announcements.....	131.00
20 announcements.....	80.00
15 announcements.....	63.00

25 seconds:

35 announcements.....	92.75
20 announcements.....	56.00
15 announcements.....	44.25

10 seconds:

50 announcements.....	95.00
35 announcements.....	70.00
25 announcements.....	52.50

1-minute announcements, 135 words live or 1-minute transcribed.  
 25-second announcements, 60 words live or 25-seconds transcribed.  
 10-second announcements, 15 words live or 10-seconds transcribed.

#### COMBINATION RATES

See NBC Radio Network.

#### SPECIAL FEATURES

News—Leased wire service available, 24 hours. Programs available at regular rates plus talent fees.  
 Weather Reports and other special features—rates on request.  
 Political—regular rates apply; cash in advance. Copy must be submitted 24 hours before broadcast.

#### CLOSING TIME

Programs close 1 week before broadcast. Announcements 2 days in advance. Cooperation with advertiser in clearing time after closing date whenever possible.

## ORLANDO (6 AM; 3 FM)

(including Winter Park)

Orange County—Map Location G-6  
 See SRDS consumer market map and data at beginning of the State.

Area stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## WABR

(Established 1954)

Orange County Broadcasters, Inc., P. O. Box 7547, 222 Hazard St., Orlando, Fla. Phone 5-6631.

#### PERSONNEL

General Manager—Tom Sawyer.

#### REPRESENTATIVES

Gill-Perna, Inc.  
 Atlanta—Dora-Clayton Agency, Inc.

#### FACILITIES

5,000 w.; 1440 kc.  
 Operating schedule: 4:54 a.m. to local sunset. EST.  
 Transmitter: 222 Hazard St., Orlando, Fla.

#### AGENCY COMMISSION

15% on net time only; no cash discount. Bills payable when rendered.

#### GENERAL

Maximum length of contract 1 year.  
 Rate protection for 6 months.  
 Contracts cancellable on 2 weeks' written notice at earned discount.

#### TIME RATES

Rates effective April 1, 1958.  
 Rates received March 17, 1958.

Class "A"	6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday; 9:00 a.m. to 7:00 p.m. Sunday.
Class "B"	9:00 a.m. to 4:00 p.m. Monday through Saturday.

#### PROGRAMS

Rates on request.

	—Class "A"—		—Class "B"—	
	1 min.	30 sec.	1 min.	30 sec.
1 time.....	9.00	6.00	7.00	5.00
26 times.....	8.50	5.00	6.50	4.50
52 times.....	8.00	4.50	6.00	4.00
156 times.....	7.00	4.00	5.50	3.50
312 times.....	6.00	3.75	4.50	3.00
624 times.....	5.00	3.25	4.00	2.75
1,248 times.....	4.50	3.00	3.75	2.50

### IMPACT PLANS

(Run-of-schedule, 1-12 weeks)  
 —Class "A"—  
 1 min. 30 sec. 1 min. 30 sec.

Per week:	4.50	3.25	4.00	3.00
12 ann. ....	4.50	3.00	3.50	2.50
18 ann. ....	4.00	2.75	3.25	2.25
24 ann. ....	3.75	2.50	3.00	2.00
48 ann. ....	3.50	2.50	3.00	2.00

10-second ID's—50% of 1-minute earned frequency.  
 Package Discounts  
 13 weeks..... 5% 26 weeks..... 10%

#### SPECIAL FEATURES

News Service—UPI.  
 5-minute news before every hour.

News Rates  
 13 weeks, 1 daily across the board..... 10.00  
 26 weeks, 1 daily across the board..... 9.00  
 52 weeks, 1 daily across the board..... 8.00  
 Weather, temperature and market quotations—rates on request.

Political—regular rates apply; payable in advance.  
 Frequency discounts determined by total number of broadcasts for individual candidates.

#### Library Service—Langworth, Standard.

**Participating Programs**  
 "Sunnyside Up" with Ralph Hughes—6:00 a.m. to 9:00 a.m.  
 "Spins & Needles" with Bruce Lapp—9:00 a.m. to noon.

"Ralph Hughes Show"—noon to 1:00 p.m.  
 "Bruce Lapp Show"—1:00 p.m. to 4:00 p.m.

"Top 40 Show" with Tom Doyle—4:00 p.m. to 7:00 p.m.  
 "Musielthon"—sign-on to sign-off Sunday.

#### CLOSING TIME

For inclusion in publicity, 15 days; programs utilizing talent, 10 days; transcriptions and talks, 5 days; announcements, 3 days before broadcast.

## WDBO

(Established 1924)

### THE JOHN BLAIR STATION



Cherry Broadcasting Company, P.O. Box 1833, 30 S. Ivanhoe Blvd., Orlando, Fla., Cherry 1-1491.  
 TWX-ORL 7088.

#### PERSONNEL

General Manager—Harold P. Danforth, Sr.  
 Sales Manager—W. G. McBride.

#### REPRESENTATIVES

John Blair & Company.

#### FACILITIES

5,000 w.; 580 kc. Directional—night only.  
 Operating schedule: 4:55 a.m. to 12:05 a.m. weekdays; 6:30 a.m. to 12:00 a.m. Sundays. EST.  
 AM Transmitter: 950 N. Texas Ave., Orlando, Fla.  
**FM FACILITIES**  
 ERP 25,000 w.; 92.3 mc.  
 Antenna ht.—600 ft. above average terrain.

#### AGENCY COMMISSION

15% on net time only; no cash discount. Bills payable when rendered.

#### GENERAL

Accepts AAAA copyrighted contract.  
 FM operated in conjunction with AM.  
 Rates include music copyright fees.  
 BMI, ASCAP and SESAC licenses.  
 Alcoholic beverage advertising: beer and wine only.  
 Discounts computed by combining concurrent contracts or other contracts in same contractual year.  
 Announcements and program periods of 5 minutes or more may not be combined to earn greater discounts. Separate programs advertising different products of same manufacturer combine for lower rates provided the programs are run adjacent to each other so that the combination forms one continuous broadcast.

Rates are guaranteed for a period of six months from date of first broadcast or for six months from effective date of any increase in these rates, providing advertising is actually running at the time of the effective date of increase and providing that the broadcasts continue without interruption.

#### TIME RATES

Rates effective September 1, 1957. (Card No. 9.)  
 Rates received August 7, 1957.

Rev. (Ann.) rec'd October 31, 1957.

#### ANNOUNCEMENTS

	(1-minute or less)	—Flat—
(6:30 a.m. to 9:00 a.m.; 4:00 p.m. to 6:00 p.m. Monday through Saturday)		Each Per wk.

Specified position (6:30 a.m. to 9:00 a.m. only).....	12.00	
Less than 6.....	11.00	
6 weekly, staggered, 1 per day.....	10.00	60.00
(9:00 a.m. to 10:00 a.m. Monday through Saturday)		
1 or more weekly.....	10.00	
(10:00 a.m. to 4:00 p.m. and 6:00 p.m. to sign-off Monday through Saturday; all day Sunday)		
Less than 6.....	9.00	
6 weekly, 1 per day.....	8.50	51.00
(Sign-on to 6:29 a.m. Monday through Saturday)		
Less than 6 weekly.....	5.50	
6 weekly, 1 per day.....	5.00	30.00

#### IMPACT PLANS

(9:00 a.m. to 4:00 p.m. and 6:00 p.m. to sign-off Monday through Saturday; all day Sunday)  
 12 minutes weekly..... 8.00 96.00  
 24 minutes weekly..... 7.50 180.00  
 48 minutes weekly..... 7.00 336.00  
 96 minutes weekly..... 6.00 576.00  
 Impact Plan announcements may be scheduled 6:30 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m. Monday through Saturday at the applicable rate for these periods. Since these announcements may count toward Impact Plan frequency, the balance of the schedule will be sold at pro-rata the Impact Plan rate.

50% applicable minute rate. ID's may not be combined with other broadcast service for the purposes of establishing frequency discounts on either the ID's or the other broadcast service.



**NEWSCASTS**

(6:30 a.m. to 10:00 a.m. and 4:00 p.m. to 6:00 p.m. Monday through Saturday)

15 minute newscasts, flat, each..... 36.00  
 5 minute newscasts, flat, each..... 18.00  
 (10:00 a.m. to 4:00 p.m. and 6:00 p.m. to sign-off Monday through Saturday; all day Sunday)

15 minute newscasts, flat, each..... 30.00  
 5 minute newscasts, flat, each..... 15.00

**PROGRAMS**

(10:00 a.m. to 4:00 p.m. and/or 6:00 p.m. to sign-off, Monday through Saturday; all day Sunday)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	75.00	45.00	30.00	25.00	15.00
26 times..	71.00	43.00	29.00	24.00	14.00
52 times..	67.00	41.00	28.00	23.00	13.00
104 times..	63.00	39.00	27.00	22.00	12.00
156 times..	59.00	37.00	26.00	21.00	11.00
260 times..	55.00	35.00	25.00	20.00	10.00
312 times..	51.00	33.00	24.00	19.00	9.00

**COMBINATION RATES**  
 For combination rates see CBS Radio Network (Florida Group) and the National Saturation Group.

**SPECIAL FEATURES**  
 News Service—AP, UPI.  
 Weather Forecasts, Temperature Reports, Market Quotations—rates on request.  
 Library Service—World, Thesaurus.  
 Political—regular rates apply. Frequency discounts determined by total number of broadcasts for individual candidates. Payable in advance.

**Participating Programs**  
 "Farm and Grove Reporter"—6:05 a.m. to 6:15 a.m. Monday through Friday. Includes time and talent. Per program, flat, 17.00.

**CLOSING TIME**  
 For inclusion in publicity, 15 days are required; for programs utilizing talent, 10 days; transcriptions and talks, 5 days; announcements, 3 days.  
 All programs and advertising copy must be received at least 48 hours (exclusive of Saturday, Sundays and holidays) prior to broadcasts.

## WGTO Independent

City of license, Cypress Gardens, Fla.  
 Orlando—Louis C. Candedo, Mgr., 510 E. Concord St., Orlando, Fla.  
 See listing under Cypress Gardens, Fla.

## WHIY

(Established 1957)  
 Orlando Radio and TV Broadcasting Corp., Ft. Gatlin Hotel Bldg., 563 N. Orange Ave., Orlando, Fla. Phone 4-8561.

**PERSONNEL**  
 Gen. & Com'l. Mgr., Vice-Pres.—Carl F. Hallberg.  
 Program Director—Bob Irving.

**REPRESENTATIVES**  
 John E. Pearson Company.

**FACILITIES**  
 5,000 w.; 1270 kc.  
 Operating Schedule: 6:00 a.m. to local sunset. EST.  
 Transmitter: Fairville Rd., Orlando.

**AGENCY COMMISSION**  
 15% on net time only; no cash discount. Bills payable monthly or when rendered.

**GENERAL**  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI, and SESAC licenses.  
 Alcoholic beverage advertising: beer, light wine.  
 Maximum length of contract 1 year.  
 Following rates guaranteed for 1 year from date of 1st broadcast or 1 year from effective date of rate increase, providing advertising is running at time of effective date of rate increase and that broadcasts continue without interruption.  
 Announcements and programs not combinable for frequency discounts.  
 2 or more periods of 15 minutes or more, broadcast same day for same advertiser combine to earn rate of total time of combined periods.

**TIME RATES**

Rates effective January 1, 1959.  
 Rates received April 21, 1958.

	1 hr.	5 min.	1 hr.	5 min.
1 time....	60.00	8.00	156 times..	45.00
13 times..	55.00	7.75	260 times..	42.50
26 times..	52.50	7.50	365 times..	40.00
52 times..	50.00	7.25	520 times..	5.00
104 times..	47.50	7.00		

**ANNOUNCEMENTS**

	1 min.	1/2 min.	(*)
1 time.....	6.00	5.00	3.00
13 times.....	5.75	4.75	2.90
26 times.....	5.50	4.50	2.80
52 times.....	5.25	4.25	2.70
104 times.....	5.00	4.00	2.60
156 times.....	4.75	3.75	2.50
260 times.....	4.50	3.50	2.40
365 times.....	4.25	3.25	2.30
520 times.....	4.00	3.00	2.20
1000 times.....	3.75	2.75	2.00

**ANNOUNCEMENT PACKAGES**

(1 minute—run of schedule)

	1-12 wks.	13 wks.	13 wks.
Per week: weeks or more	Per week: weeks or more	Per week: weeks or more	Per week: weeks or more
5 times....	25.00	22.50	25 times.. 100.00
10 times....	47.50	42.50	30 times.. 112.50
15 times....	67.50	60.00	35 or more 122.50
20 times....	85.00	75.00	

(30 second—run of schedule)

5 times....	22.50	20.00	25 times.. 87.50	75.00
10 times....	42.50	37.50	30 times.. 97.50	82.50
15 times....	60.00	52.50	35 or more 105.00	96.25
20 times....	75.00	65.00		

**SPECIAL FEATURES**  
 News Service—UPI, local news department. 5-minute newscast on the hour every hour at regular rates. 1-minute news headlines at 20 minutes before and after the hour; 1.00 plus 1 minute rate as discounted. Time, Weather—included in newscasts and news headline.  
 Political—regular rates apply.  
**CLOSING TIME**  
 All commercial copy and program material must be received 24 hours before broadcast.

## WHOO

(Established 1947)  
**A Horton-Kincaid Station**



WHOO Radio, Inc., 455 N. Orange Ave., Orlando, Fla.

**PERSONNEL**  
 Chairman of the Board—Donald J. Horton.  
 Pres. & Gen'l Mgr.—John Rutledge.  
 Sales Manager—Red Weiss.  
 Nat'l Sales Mgr.—Ted Grizzard.  
 Program Director—Bill Clark.

**REPRESENTATIVES**  
 Venard, Rintoul & McConnell, Inc.  
 Southeast—Dora-Clayton Agency, Inc.

**FACILITIES**  
 10,000 w. days, 5,000 w. nights; 990 kc.  
 Directional—night only.  
 Operating schedule: 24 hours daily except from midnight Sunday to 5:00 a.m. Monday.  
 AM Transmitter: Fairville Rd., 5 mi. W. of Orlando.  
**FM FACILITIES**  
 ERP 59,000 w.; 96.5 mc.  
 Operating Schedule: 6:00 a.m. to midnight. EST.  
 Antenna ht.—493 ft. above average terrain.

**AGENCY COMMISSION**  
 15% on net time; no cash discount. Bills rendered 1st of month.

**TIME RATES**  
 Rates effective January 1, 1959.  
 Rates received December 3, 1958.

**CLASS "A"**

**ANNOUNCEMENTS**

	1 min.	30 sec.	1 min.	30 sec.
10 times..	10.00	8.00	260 times..	8.50
26 times..	9.75	7.50	500 times..	8.00
52 times..	9.50	7.00	1000 times..	7.50
156 times..	9.00	6.50		

**ANNOUNCEMENT PACKAGES**

14 times per week.....	112.00	84.00
28 times per week.....	196.00	140.00
40 times per week.....	240.00	150.00
50 times per week.....	250.00	160.00

**Additional Discounts**  
 6 weeks..... 5% 13 weeks..... 10%

# WGTO

540 kc • 10,000 Watts  
 SELLS CENTRAL FLORIDA



serving ORLANDO as well as Tampa and St. Petersburg . . . a market of 1 1/2 million people and \$2 BILLION in Retail Sales.

**W-GTO** CYPRESS GARDENS  
 REPRESENTED BY EDW. PETRY & CO., INC.

**NEWS PROGRAMS**  
 Package Plan

"News Beat"—5 minutes, every hour on the 1/2 hour: 7 days wkly:

	1 wk.	6 wks.	13 wks.
	Each	Total	Each Total
1 daily..	21.00	147.00	18.00 756.00
2 daily..	21.00	294.00	17.00 1,428.00
3 daily..	20.00	420.00	16.00 2,016.00
4 daily..	19.00	532.00	15.00 2,520.00
5 daily..	18.00	630.00	14.00 2,940.00

"Around the World in 60 seconds"—1 minute, every hour on the 1/2 hour: 7 days wkly:

	1 wk.	6 wks.	13 wks.
	Each	Total	Each Total
1 daily..	12.00	86.00	11.00 462.00
2 daily..	12.00	158.00	10.00 840.00
3 daily..	12.00	252.00	10.00 1,260.00
4 daily..	11.00	308.00	10.00 1,680.00
5 daily..	11.00	385.00	9.00 1,890.00

**CLASS "B"**  
**THE NIGHT-OWL SHOW**  
 (Midnight to 6:00 a.m. Monday through Saturday)

	1 min.	30 sec.	1 min.	30 sec.
10 times....	5.00	4.00	260 times..	4.25
26 times....	4.75	3.75	500 times..	3.75
52 times....	4.75	3.50	1000 times..	3.50
156 times....	4.50	3.25		

**Announcement Packages**

14 times per week.....	56.00	42.00
28 times per week.....	98.00	70.00
40 times per week.....	120.00	75.00
50 times per week.....	125.00	80.00

**Additional Discounts**  
 6 weeks..... 5% 13 weeks..... 10%

**News Programs**  
 "News Beat"—5 minutes, every hour on the 1/2 hour: 6 nights wkly:

	1 wk.	6 wks.	13 wks.
	Each	Total	Each Total
1 nightly..	13.00	78.00	11.00 396.00
2 nightly..	12.50	150.00	10.50 756.00
3 nightly..	12.00	216.00	10.00 1,080.00
4 nightly..	11.50	276.00	9.50 1,368.00
5 nightly..	11.00	330.00	9.00 1,620.00

"Around the World in 60 seconds"—1 minute, every hour on the hour: 6 nights wkly:

	1 wk.	6 wks.	13 wks.
	Each	Total	Each Total
1 nightly..	6.00	36.00	5.50 198.00
2 nightly..	6.00	72.00	5.00 360.00
3 nightly..	6.00	108.00	5.00 540.00
4 nightly..	5.50	132.00	5.00 720.00
5 nightly..	5.00	150.00	4.50 792.00

**SPECIAL FEATURES**  
 News Service—UPI.  
 Sports available.  
 Minimum requirements for special store-merchandising plans, consumer and retail mailings. Rates on request.

**Library Service—Thesaurus.**  
 Political—programs rates on request.

**Participating Programs**  
 "Bob Farrington Show"—6:30 a.m. to 10:30 a.m.  
 "Johnny Kilmer Show"—10:30 a.m. to 1:30 p.m.  
 "Roy Nelson Show"—1:30 p.m. to 3:30 p.m.  
 "Rock Robinson Show"—3:30 p.m. to 6:30 p.m.  
 "Andy Andrews Show"—6:30 p.m. to 8:30 p.m.  
 "Rock Robinson Show"—8:30 p.m. to 10:30 p.m.  
 "Andy Andrews Show"—10:30 p.m. to 12:30 a.m.  
 "The Night-Owl Show" with Charlie Sheu—12:30 a.m. to 6:30 a.m.

**CLOSING TIME**  
 24 hours in advance of broadcast.

## WKIS

(Established 1946)  
 Central Florida Broadcasting Company, P. O. Box 1353, WORZ Bldg., Orlando, Fla. Phone 2-2451.  
 TVX OR 7009.

**PERSONNEL**  
 Pres. & Mgr.—(Mrs.) Naomi T. Murrell.  
 Assistant Manager—William O. Murrell, Jr.

**REPRESENTATIVES**  
 Bob Dore Associates.

**FACILITIES**  
 5,000 w. days, 1,000 w. nights; 740 kc.  
 Directional—night only.  
 Operating Schedule: 24 hours weekdays; 5:55 a.m. to midnight Sunday. EST.

AM Transmitter: Winter Garden Rd., 1 mile W. of Orlando.

**FM FACILITIES—WORZ**  
 ERP 16,500 w.; 100.3 mc.  
 Operating Schedule: 5:55 a.m. to midnight. EST.  
 Antenna ht.—330 ft. above average terrain.

**AGENCY COMMISSION**  
 15% on net time; no cash discount. Bills payable when rendered.

**GENERAL**  
 Rates include music copyright fees and staff talent. FM operated in conjunction with AM.  
 Alcoholic beverage advertising: beer and wine only.

**TIME RATES**  
 Rates effective January 1, 1957. (Card No. 6-N.)  
 Revisions received October 2, 1958.

(7:00 a.m. to 10:30 p.m. Monday through Saturday)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time....	70.00	40.00	20.00	12.00	7.00	5.50
13 times..	65.00	38.00	16.00	11.50	6.80	5.30
26 times..	60.00	35.60	12.00	11.00	6.60	5.10
52 times..	56.00	33.40	11.75	10.50	6.40	5.00
104 times..	54.00	31.20	11.50	10.00	6.20	4.90
156 times..	52.00	29.00	11.00	9.75	6.00	4.80
260 times..	48.00	26.80	10.75	9.50	5.80	4.50
520 times..	45.00	24.80	10.50	9.25	5.60	4.20

(7:00 a.m. to midnight Sunday)

1 time....	100.00	60.00	30.00	17.50	8.00	6.50
26 times..	95.00	57.00	28.00	16.50	7.50	6.00
52 times..	85.00	51.00	24.00	14.50	6.80	5.10
104 times..	80.00	48.00	22.00	13.50	6.40	4.80
156 times..	75.00	45.00	20.00	12.50	6.20	4.65
260 times..	70.00	42.00	18.00	11.50	6.00	4.50

(This listing continued on next page)

# FLORIDA

## Orlando—W K I S—Continued

(10:30 p.m. to 7:00 a.m. weekdays and mid-night to 7:00 a.m. Sundays)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time....	50.50	41.25	17.50	8.75	6.00	5.40
13 times..	48.00	39.75	16.50	8.25	5.75	4.35
26 times..	45.50	37.50	15.50	7.75	5.50	4.20
52 times..	43.25	35.00	14.50	7.25	5.25	4.05
104 times..	41.50	33.25	13.50	6.75	5.20	4.00
156 times..	39.75	31.50	12.50	6.50	5.15	3.90
260 times..	37.25	29.75	11.50	6.25	5.10	3.75
520 times..	35.00	28.50	10.50	6.00	5.00	3.50

(\*) 1-minute transcribed or 125 words live.  
(†) 20 seconds transcribed or 35 words live.

### WEEKLY SPOT PACKAGES

1 minute or less:	1 wk.	(*)
5 spots per week.....	6.00	5.50
10 spots per week.....	5.50	5.00
20 spots per week.....	5.00	4.75
30 spots per week.....	4.50	4.25

(\*) 13 or more weeks.

8 seconds transcribed or 15 words live, available at regular rate less 50%.  
Time Signal—1/2 applicable station break rate.

### DISCOUNTS

All discounts for consecutive broadcasts to be used in 1 year from schedule beginning.  
Credit memoranda covering earned discount are issued at expiration of each discount period. No deductions shown on current invoices.

### SPECIAL FEATURES

News Service—UPI.  
NBC "Hot Line News" every hour on the hour.  
Complete mobile studios available—rates on request.  
Promotions and merchandising service: rates on request.  
Political—regular rates apply; cash in advance.

### Participating Programs

"Pulse-740"—6:30 a.m. to 10:30 a.m.  
"Tempo"—12:05 p.m. to 4:30 p.m.  
"The Rush Hour"—4:30 p.m. to 6:30 p.m.  
"Delores Show"—6:30 p.m. to 6:45 p.m. Live music show. Per spot 12.50.  
"Show Talks" with Tony Chastain—10:05 p.m. to midnight.  
"Florida Calling"—3:00 a.m. to 6:00 a.m. Tuesday through Sunday. Regular rates apply.

### CLOSING TIME

24 hours before broadcast.

## WLOF

(Established 1940)



Mid-Florida Radio Corp., P. O. Box 5756, Broadcast Park, Orlando, Fla. Garden 2-8163.

### PERSONNEL

Exec. Vice-Pres. & Gen'l. Mgr.—Howard S. Kester.

### REPRESENTATIVES

Stars National, Inc.  
Southeast—James S. Ayers Company.

### FACILITIES

5,000 w.; 950 kc. Directional—night only.  
Operating Schedule: 6:00 a.m. to 1:00 a.m. daily, EST.  
Transmitter: near Orlo Vista, Fla.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered monthly. Weekly or duplicate billing if requested.

### GENERAL

Rates include music copyright fees.  
Discounts may be computed by combining concurring contracts or other contracts in same calendar year. However, announcement and/or programs of 5 minutes or more must be computed separately. Discounts applicable as earned.

### TIME RATES

Rates effective April 15, 1958.

Rates received March 31, 1958.

Rev. rates rec. July 28, 1958.

### CLASS "A"

(6:00 a.m. to 6:00 p.m. Monday through Sunday)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time....	100.00	60.00	40.00	20.00	10.00	8.00
13 times..	95.00	57.00	38.00	19.00	9.75	7.50
26 times..	90.00	54.00	36.00	18.00	9.50	7.00
52 times..	85.00	51.00	34.00	17.00	9.00	6.50
156 times..	75.00	45.00	30.00	15.00	8.50	6.00
260 times..	73.00	43.00	28.00	14.00	8.00	5.50
312 times..	70.00	40.00	26.00	13.00	7.50	5.00

### CLASS "B"

(6:00 p.m. to midnight Monday through Sunday)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time....	65.00	40.00	26.00	13.00	8.00	6.50
13 times..	60.00	38.00	25.00	12.00	7.75	6.25
26 times..	58.00	36.00	23.00	11.00	7.50	6.00
52 times..	54.00	34.00	21.00	10.50	7.00	5.50
156 times..	50.00	30.00	18.00	8.00	6.50	5.00
260 times..	48.00	28.00	17.00	7.00	6.00	4.50
312 times..	46.00	26.00	16.00	6.00	5.50	4.00

8-second ID's—50% of applicable 1-minute rate. May not be combined with other announcements for frequency discounts.

### ANNOUNCEMENT PACKAGES

	Class "A"	Class "B"
1-minute or less:		
12 spots per week.....	96.00	72.00
18 spots per week.....	135.00	99.00
24 spots per week.....	168.00	120.00
30 spots per week.....	195.00	135.00
40 spots per week.....	240.00	160.00
50 spots per week.....	275.00	175.00

### Additional Package Discounts

13 weeks.....	10%	52 weeks.....	20%
26 weeks.....	15%		

### SPECIAL FEATURES

News Service—UPI.  
Participating Programs  
"Tom Doyle Show"—6:00 a.m. to 9:00 a.m.  
"Ernie Legge Show"—9:00 a.m. to noon.  
"Bucky Smith Show"—Noon to 3:00 p.m.  
"Bob Keith Show"—3:00 p.m. to 6:00 p.m.  
"Tom Doyle Night Show"—6:05 p.m. to 7:00 p.m.  
"Ed St. Clair Show"—7:05 p.m. to 8:00 p.m.  
"Bucky Smith Show"—8:05 p.m. to 9:00 p.m.  
"Ed St. Clair Show"—9:00 a.m. to midnight.

### CLOSING TIME

Contracts close 1 week before 1st broadcast. Announcement copy, transcriptions, talks close 36 hours in advance.

## ORMOND BEACH

Volusia County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

## WQXQ

(Established 1957)

Volusia County Broadcasting Corp., P. O. Box 968, Avenue Calla Grande, Ormond Beach, Fla. Orange 7-4122.

### PERSONNEL

President—Lee Menard.  
Gen'l & Com'l Mgr.—Ben Taylor.

### FACILITIES

1,000 w. days; 1380 kc. Nondirectional. EST-DST not observed.  
Operating schedule: local sunrise to sunset.  
Transmitter: Riviera Country Club, Ormond Beach, Fla.

### AGENCY COMMISSION

15% on time and talent; no cash discount. Bills due and payable 30 days net.

### GENERAL

Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
National and local rates same.

### TIME RATES

Rates effective February 1, 1958.

Rates received February 24, 1958.

	1 wk.	13 wks.	26 wks.	52 wks.
5-minutes:				
1 per week.....	6.80	6.45	6.30	6.10
2 per week.....	12.25	11.65	11.35	11.00
3 per week.....	16.85	16.00	15.60	15.15
4 per week.....	22.45	21.30	20.75	20.20
5 per week.....	27.20	25.85	25.15	24.50
6 per week.....	30.60	29.05	28.30	27.55
7 per week.....	35.70	33.90	33.00	32.15

### ANNOUNCEMENTS

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	4.00	2.00	260 times	2.40
13 times..	3.25	1.95	312 times	2.25
26 times..	3.00	1.90	365 times	1.60
52 times..	2.80	1.85	624 times	2.00
104 times..	2.60	1.80	1,000 times	1.75
156 times..	2.50	1.75		

### SPECIAL FEATURES

News Service—AP. No extra charge.  
Music all day with news headlines every hour. Commercials limited to 1 every 10 minutes.

### CLOSING TIME

24 hours in advance of broadcast.

## PAHOKEE

Palm Beach County—Map Location L-12  
See SRDS consumer market map and data at beginning of the State.

(Call letter not received)

(C. P. 500 w. days; 1250 kc.)

Garden of the Glades Co.  
c/o Max E. Mace  
30 Ackley Rd.  
Greenville, S. C.

## PALATKA (2 AM)

Putnam County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

## WSUZ

(Established 1957)

Owned and operated by Raymond P. McMillin, P. O. Box 668, Palatka, Fla. Ea 5-3844, 5941.

### PERSONNEL

Owner—Raymond P. McMillin.  
General Manager—George J. Duck.

### FACILITIES

1,000 w. days; 800 kc.  
Operating schedule: local sunrise to sunset.  
Transmitter: 1 mi. past Putnam County Fairgrounds, Palatka, Fla.

### AGENCY COMMISSION

15% no cash discount.

### GENERAL

Alcoholic beverage advertising: beer and wine.

### TIME RATES

Rates effective July 1, 1958. (Card No. 2.)

Card received July 31, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	36.00	19.80	11.00	7.20	2.80
13 times..	34.20	18.80	10.25	6.85	2.70
26 times..	32.40	17.80	9.70	6.45	2.60
52 times..	30.60	16.80	9.15	6.10	2.50
104 times..	28.80	15.80	8.60	5.75	2.40
156 times..	27.00	14.80	8.05	5.40	2.30
260 times..	25.20	13.80	7.50	5.05	2.20
312 times..	21.60	10.90	6.00	4.30	2.00

### WEEKLY PACKAGES

30 sec. or less:	
21 per week, each.....	1.40
50 or more per week, each.....	1.15

### SPECIAL FEATURES

News Service—UPI. Local and State coverage.  
Newscasts: 5 minutes—5 minutes before the hour.

## WWPF

(Established 1947)

Hall Broadcasting Co., 900 River St., Palatka, Fla. East 5-4555.

### PERSONNEL

General Manager—William R. Terry.  
Sales Manager—H. M. Young.

### FACILITIES

1,000 w. days, 500 w. nights; 1260 kc.  
Directional—night only.  
Operating schedule: 6:00 a.m. to 11:05 p.m.  
Transmitter: 900 block of River St., Palatka.

### AGENCY COMMISSION

15% on net time; no cash discount.

### GENERAL

Affiliated with Keystone Network.  
Rates are for time only.

### TIME RATES

Rates effective September 1, 1954.

Rates received September 7, 1954.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)	(†)
1 time....	36.00	19.80	10.80	9.00	7.20	5.40	3.60
26 times..	34.20	18.80	10.25	8.55	6.85	5.15	3.40
39 times..	32.40	17.80	9.70	8.10	6.45	4.85	3.20
52 times..	30.60	16.80	9.15	7.65	6.10	4.60	3.10
78 times..	28.80	15.80	8.60	7.20	5.75	4.30	2.90
104 times..	27.00	14.80	8.05	6.75	5.40	4.05	2.70
156 times..	25.20	13.80	7.50	6.30	5.05	3.75	2.50
312 times..	21.60	10.90	6.00	4.95	4.30	3.25	2.15

(\*) 1 minute transcribed or 125 words.  
(†) 30 seconds transcribed or 65 words.

### SPECIAL FEATURES

News Service—AP.

## PALM BEACH

Palm Beach County—Map Location H-8  
See SRDS consumer market map and data at beginning of the State.

## See West Palm Beach

## PANAMA CITY (2 AM; 1 FM)

Bay County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

## WDLF

(Established 1940)

## Independent

Dixie Radio, Inc., Panama City, Fla. Popular 3-1777.

### PERSONNEL

President—Denver T. Brannen.  
General Manager—Ralph B. Mann.

### REPRESENTATIVES

George P. Hollingbery.

### FACILITIES

1,000 w.; 590 kc. Directional—night only.  
Operating schedule: 5:00 a.m. to 11:00 p.m. weekdays; 6:00 a.m. to 11:00 p.m. Sundays. CST.  
AM Transmitter: Springfield, Florida.

### FM FACILITIES

ERP 1,600 w.; 98.9 mc.  
Antenna ht.—300 ft. above average terrain.

(This listing continued on next page)

# PULSE PROVES

# WLOF

5000 W 950 KC

## ORLANDO, FLORIDA

# FIRST

\* Ratings

\* Promotions

Popularity

Coverage

Local Impact

Pulse

May-June 1958

**Panama City—W D L P—Continued**

**AGENCY COMMISSION**

15% on net time; no cash discount.

**GENERAL**

Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI, and SESAC licenses.

**TIME RATES**

Rates effective November 24, 1958.  
Rev. received November 24, 1958.

	1 ti.	26 ti.	52 ti.	104 ti.	156 ti.	312 ti.
1 hour.....	50.00	42.50	37.25	32.25	27.25	22.25
1/2 hour.....	31.00	26.30	23.50	19.50	16.50	13.50
1/4 hour.....	21.00	18.00	16.00	13.00	11.10	9.00
5 minutes	11.00	10.00	9.00	8.00	7.00	6.00
1 minute						
or less..	7.00	6.00	5.50	5.00	4.50	4.00

**COMBINATION RATES**

10% discount when sold in combination with WCOA, Pensacola, Florida.

**SPECIAL FEATURES**

News Service—UPI and local news.  
Library Service—Lang-Worth.

**Participating Programs**

"Morning Jamboree" with Hillbilly King—5:00 a.m. to 7:00 a.m.  
"Shoppers Special"—7:30 a.m. to 10:00 a.m.  
"Julie Allen Show"—10:05 a.m. to 11:00 a.m.  
"Good Listening" with Dave Mack—1:00 p.m. to 6:00 p.m.  
"The 590 Club"—7:00 p.m. to 11:00 p.m.

**W P C F**

(Established 1949)

Bay County Broadcasting Co., 300 E. 15th St., Panama City, Fla. Sunset 5-6176, 5-6177.

**PERSONNEL**

Pres. & Gen'l Mgr.—E. L. Dukate.  
Program Director—Carol Hellmuth.  
Commercial Manager—Don Brookins.

**REPRESENTATIVES**

Walker-Rawalt Company, Inc.  
Southeast—Dora Clayton, Inc.

**FACILITIES**

5,000 w.; 1430 kc.  
Operating schedule: 5:30 a.m. to 11:00 p.m. weekdays; 6:30 a.m. to 11:00 p.m. Sundays. CST.  
Transmitter: Magnolia Beach, Fla.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 1st; payable 10th of month.

**GENERAL**

Rates include music copyright fees. ASCAP, SESAC and BMI licenses.

**TIME RATES**

Rates effective August 1, 1958.  
Rates received August 28, 1958.

	1	1/2	1/4	5	1	20
	hr.	hr.	hr.	min.	min.	sec.
1 time.....	70.00	42.00	25.00	12.00	8.00	6.40
13 times.....	66.50	39.90	23.75	11.40	7.60	6.08
26 times.....	63.00	37.80	22.50	10.80	7.20	5.76
52 times.....	59.50	35.70	21.25	10.20	6.80	5.44
78 times.....	56.00	33.60	20.00	9.60	6.40	5.12
156 times.....	52.50	31.50	18.75	9.00	6.00	4.80
312 times.....	49.00	29.40	17.50	8.40	5.60	4.48

**RUN-OF-STATION**

	1 min.	20 sec.	1 min.	20 sec.
1 time.....	7.00	5.60	78 times.....	5.60
13 times.....	6.65	5.32	156 times.....	5.25
26 times.....	6.30	5.04	312 times.....	4.90
52 times.....	5.95	4.76		

**DISCOUNTS**

10 or more times per week, earned frequency less 5%  
15 or more times per week, earned frequency less 10%  
20 or more times per week, earned frequency less 15%

**COMBINATION RATES**

See Mutual Broadcasting System.

**SPECIAL FEATURES**

News Service—AP and UPI. 5, 10 or 15-minute news broadcasts. Regular rates apply.  
Sports Programs, Weather Reports, Time Signals, Local News, News Commentaries—rates on request.  
Political—regular rates apply; cash in advance.

**Participating Programs**

"The Morning Show" with Don Brookins—5:30 a.m. to 8:30 a.m.  
"Carol's Corner" with Carol Jones—10:00 a.m. to 11:00 a.m.  
"Beachparty"—3:00 p.m. to 5:00 p.m. and 8:00 p.m. to 11:00 p.m.

**CLOSING TIME**

24 hours before broadcast.

**PANAMA CITY BEACH**

Bay County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

**W T H R**

(Established 1957)

Regional Broadcasting Company, Edgewater Gulf Beach, Panama City, Fla.

**PERSONNEL**

General Manager—Harold E. King.  
Station Manager—Rex W. Parnell.

**REPRESENTATIVES**

Burn-Smith Company, Inc.

**FACILITIES**

500 w.; 1480 kc. (Daytime only).  
Operating schedule: 5:00 a.m. to local sunset.  
Transmitter: Edgewater Gulf Beach, Panama City.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered monthly, payable 10 days.

**GENERAL**

Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI, and SESAC licenses.

**TIME RATES**

Rates effective May 3, 1957.

Rates received May 31, 1957.

	5 min.	3 min.	1 min.	30 sec.
1 time.....	11.00	9.00	6.00	4.50
30 times.....	9.25	7.80	5.25	3.75
120 times.....	8.25	6.90	4.50	2.85
360 times.....	7.25	6.00	3.75	2.40
720 or more times..	6.00	5.25	3.00	2.00

**Weekly Package**

20 one-minute spots, per week..... 75.00

**SPECIAL FEATURES**

News Service—AP.  
News 5 minutes before the hour every hour.  
Weather—every half hour.

**Participating Programs**

"Top 40 Tunes"—Monday through Saturday.  
"Sunday Showcase"—Sundays.

**CLOSING TIME**

24 hours before broadcast.

**(Call letters not received)**

(C.P. 500 watts, 1290 kc., days)

Mel Wheeler  
P.O. Box 431  
Pensacola, Fla.

(C.P. is for Panama City Beach)

**PENSACOLA (5 AM)**

Escambia County—Map Location A-3

See SRDS consumer market map and data at beginning of the State.

**W B O P**

(Established 1956)

**Independent Negro**

Tri-Cities Broadcasting Co., Inc., 431 W. Belmont, Pensacola, Fla. He 8-7543.

**PERSONNEL**

General Manager—Bruce Gresham.  
Sales Manager—Frank Lewis.  
Program Director—Dennis Hancock, Jr.

**REPRESENTATIVES**

Rambeau, Vance, Hoople, Inc.  
Southeast—Bernard I. Ochs.

**FACILITIES**

500 w.; 980 kc.  
Operating schedule: 5:00 a.m. to local sunset. CST.  
Transmitter: S. Baylen St. Pier, Pensacola.

**AGENCY COMMISSION**

15%; no cash discount.

**TIME RATES**

Rates effective October 1, 1958. (Card No. 2.)  
Rates received November 24, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	60.00	36.00	24.00	12.00	6.00
13 times.....	57.00	34.20	22.80	11.40	5.70
26 times.....	54.00	32.40	21.60	10.80	5.40
52 times.....	51.00	31.00	20.40	10.20	5.10
104 times.....	48.00	28.80	19.20	9.60	4.80
260 times.....	45.00	27.00	18.00	9.00	4.50
312 times.....	42.00	25.20	16.80	8.40	4.20
520 times.....	.....	.....	.....	3.90	.....
1,040 times.....	.....	.....	.....	3.50	.....

20/30 seconds—75% of 1-minute rate.  
8/10 seconds—50% of 1-minute rate.

**WEEKLY PACKAGE PLANS**

Per week:	13 wks.	26 wks.	52 wks.
6 times.....	5.00	4.75	4.50
12 times.....	4.75	4.50	4.25
18 times.....	4.50	4.25	4.00
24 times.....	4.25	4.00	3.75

20/30 seconds—75% of 1-minute rate.  
8/10 seconds—50% of 1-minute rate.

**SPECIAL FEATURES**

Library Service—World.

**Participating Programs**

"The Gospel Ship" with Robert 'Coo-ker' Morgan—5:00 a.m. to 6:00 a.m.; with Brother LeBaron Williams—9:00 a.m. to 10:00 a.m.  
"Coffee Cup" with Robert 'Coo-ker' Morgan—6:00 a.m. to 8:00 a.m.; with 'Professor' Whitfield—8:00 a.m. to 9:00 a.m.  
"Rhythm Express" with 'Coo-ker' Morgan—10:30 a.m. to noon  
"Rocking with 'BOP' with Wally 'The Cat' Mercer—noon to 2:00 p.m.  
"Gospel Hit Parade"—with Brother LeBaron Williams—2:00 p.m. to 3:00 p.m.  
"Cat's Paw" with Wally 'The Cat' Mercer—3:00 p.m. to 5:30 p.m.  
"WBOP Supper Club" with Robert 'Professor' Whitfield—5:30 p.m. to sign-off.

**CLOSING TIME**

24 hours before broadcast.

**W B S R**

(Established 1946)

WBSR, Inc. P. O. Box 5668, WBSR Bldg., Pace Blvd., and Moreno St., Pensacola, Fla. Hemlock 2-6173.

**PERSONNEL**

Pres. & Gen'l. Mgr.—Don Lynch.

**REPRESENTATIVES**

Venard, Rintoul & McConnell, Inc.  
Southeast—James S. Ayers Company.

**FLORIDA**

**FACILITIES**

250 w.; 1450 kc.  
Operating schedule: 5:30 a.m. to midnight daily. CST.  
Transmitter: WBSR Bldg., Pensacola, Fla.

**AGENCY COMMISSION**

15% on time only; no cash discount.

**GENERAL**

Accepts AAAA copyrighted contract.

**TIME RATES**

Rates effective July 1, 1958. (Card No. 4.)  
Card received June 30, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	60.00	36.00	24.00	12.00	6.50
26 times.....	57.00	34.25	23.00	11.25	6.20
52 times.....	54.00	32.50	19.00	10.50	5.90
104 times.....	51.00	30.75	18.00	9.75	5.60
156 times.....	48.00	29.00	17.00	9.00	5.30
260 times.....	45.00	27.25	16.00	8.25	5.00

(\*) 1 minute or less.

10 or more announcements per week, 5% discount from earned frequency.

15 or more announcements per week, 10% discount from earned frequency.

20 or more announcements per week, 15% discount from earned frequency.

ID's—50% of regular announcement rates for 10 sec. ID. For frequency, 2 ID's equal 1 announcement. Additional discounts apply on that basis.

**COMBINATION RATES**

See CBS Radio Network.

**SPECIAL FEATURES**

News Service—AP.  
Library Service—World.

**CLOSING TIME**

Arrangements for talent program 10 days in advance. Recorded programs close 10 days in advance. Announcements and talks close 5 days in advance.

**WCOA**

(Established 1926)

**NBC Affiliate**

Dixie Radio, Inc., P. O. Box 1669, 118 E. Intendencia, Pensacola, Fla. He 2-4111. TWX PS 91.

**PERSONNEL**

President—Denver T. Brannen.  
General Manager—L. H. Thesmar.

**REPRESENTATIVES**

George P. Kollingbery.

**FACILITIES**

5,000 w.; 1370 kc. Directional—night only.  
Operating schedule: 5:30 a.m. to midnight weekdays; 6:00 a.m. to midnight Sunday. CST.  
Transmitter: Cary's Lane, Bayou Chico, Pensacola.

**AGENCY COMMISSION**

15% on net time only; no cash discount.

**GENERAL**

Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Alcoholic beverage advertising: beer and wine only. Discounts may be computed by combining concurring contracts or other contracts in same calendar year. Announcements and program periods do not combine to earn greater discounts. Advertisers who have completed 1 year of uninterrupted program or announcement schedules, and who continue this schedule for 1 or more additional weeks will be allowed the same rate. In the event of any reduction in schedule, the rate which the schedule, projected for 52 weeks, would earn, will be allowed. Rates shown herein are guaranteed for a period of 26 weeks from the effective date of any rate increase, providing that advertising is actually running at the time of rate increase and that it runs continuously thereafter.

**TIME RATES**

Rates effective May 1, 1958.  
Rates received May 19, 1958.

	1 hr.	1/2 hr.	1 hr.	5 min.	1 min.
1 time.....	71.50	44.00	27.50	13.75	8.50
26 times.....	64.35	39.60	24.75	12.40	7.55
52 times.....	60.80	37.40	23.40	11.65	7.15
104 times.....	57.20	35.20	22.00	11.00	6.70
156 times.....	53.65	33.00	20.65	10.35	6.30
260 times.....	50.05	30.80	19.25	9.65	5.90
520 times.....	48.70	28.60	17.90	9.00	5.45

**FREQUENCY IMPACT PLANS**

	—Weekly—		—Week end—	
	Each	Total	Each	Total
10 times.....	6.00	60.00	5.00	50.00
15 times.....	5.80	87.00	4.80	72.00
20 times.....	5.50	110.00	4.50	90.00
30 times.....	.....	.....	4.30	129.00
35 times.....	4.80	168.00		



# FLORIDA

## Pensacola—WCOA—Continued

### SPECIAL FEATURES

News Service—UPI.  
Political—rates on request.  
Library Service—Angel.  
**Participating Programs**  
"The Morning Show"—6:00 a.m. to 9:00 a.m., Monday through Saturday.  
"The Sally Henderson Show"—11:00 a.m. to 12:30 p.m., Monday through Friday.  
"The Music Room"—12:30 p.m. to 1:30 p.m., Monday through Friday.  
"The Women's Page"—1:30 p.m. to 2:30 p.m., Monday through Friday, and 12:05 p.m. to 12:30 p.m. Sunday.  
"Bumper to Bumper"—3:30 p.m. to 6:00 p.m., Sunday through Friday.

## WNVY

(Established 1947)

Florida Radio & Broadcasting Corp., San Carlos Hotel, Pensacola, Fla.

### PERSONNEL

President—Edward J. Oberle.  
General Manager—Ron Tuten.  
Commercial Manager—George Bose.  
Program Director—Thom Smith.

### REPRESENTATIVES

Jack Masla & Co., Inc.

### FACILITIES

250 w.; 1230 kc.  
Operating schedule: 6:00 a.m. to midnight daily.  
CST.  
Transmitter: Smith Shipyard, 2nd and Hyer Sts.

### AGENCY COMMISSION

15% no cash discount. Bills payable when rendered.

### GENERAL

Accepts AAAA copyrighted contract.  
Alcoholic beverage advertising: beer and wine only.

### TIME RATES

Rates effective  
Rates received April 30, 1958.

Per week:	1 hr.		1/2 hr.		1/4 hr.		5 min.	
	hr.	hr.	hr.	min.	min.	min.	sec.	
1 time.....	50.00	35.00	25.00	15.00	9.00	4.50		
3 times.....	33.00	22.50	12.00					
6 times.....	30.00	20.00	10.00	7.50	3.75			
10 times.....		18.50	9.00	6.50	3.25			
15 times.....				5.50	2.75			
20 times.....					5.25	2.60		
25 times.....					5.00	2.50		

### Announcement Discounts

Consecutive weeks:	
Less than 8 weeks.....	none
8 to 20 weeks.....	10%
21 to 40 weeks.....	15%
41 to 52 weeks.....	20%

### COMBINATION RATES

See ABC Radio.

### SPECIAL FEATURES

5-minute news on the hour. Weathercast at :15 and :45. Sport headlines on the 1/2 hour.  
**Participating Programs**  
"Morning Hit Parade"—6:00 a.m. to 9:00 p.m.  
"Taris Savell Show"—10:00 a.m. to 11:00 a.m.  
"World of Music"—11:00 a.m. to noon.  
"Operation Music"—12:15 p.m. to 3:00 p.m.  
"Navy Cartunes"—3:00 p.m. to 6:00 p.m.  
"Top Forty Club"—6:00 p.m. to 7:00 p.m.  
"Nightbeat"—7:00 p.m. to midnight.  
"Weekend"—8:00 a.m. to midnight daily.

## WPFA

(Established 1955)

WPFA Broadcasting Company, P.O. Box 27, N. Pace St., Pensacola, Fla. He 3-1141, 1142.

### PERSONNEL

President—J. W. O'Connor.  
General Manager—Ralph A. Pettl, Jr.  
Commercial Manager—Gordon L. Barnhart.  
Chief Engineer—E. E. Pfalzer.

### REPRESENTATIVES

Joseph Hershey McGillvra, Inc.  
Southern—Dora-Clayton Agency, Inc.

### FACILITIES

1,000 w.; 790 kc.  
Operating Schedule: 5:00 a.m. to local sunset. CST.  
Transmitter: N. Pace and Lolita Sts., Pensacola.

### AGENCY COMMISSION

15% on net time; no cash discount. Bills payable when rendered.

### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

### TIME RATES

Rates effective May 1, 1957.

Rates received May 27, 1957.

PROGRAMS	1 hr.		1/2 hr.		1/4 hr.		5 min.	
	hr.	hr.	hr.	min.	min.	min.	sec.	
1 time.....	60.00	45.00	30.00	20.00	15.00			
13 times.....	54.00	39.00	24.00	14.00	10.00			
50 or more times.....	48.00	33.00	18.00	9.00	6.00			

### ANNOUNCEMENTS

Per week:	1 min.		20/30 sec.		10 sec.	
	min.	min.	min.	sec.	min.	sec.
5 times.....	21.00	15.00	11.00			
10 times.....	40.00	29.00	20.00			
20 times.....	75.00	53.00	38.00			
30 times.....	110.00	80.00	55.00			
50 times.....	175.00	130.00	87.00			
100 times.....	250.00	185.00	125.00			

### SPECIAL FEATURES

News Service—AP.  
5-minute news every hour; 30-second headlines on the half-hour.  
Political—1-time rate applies; cash in advance.  
**Participating Programs**  
"Top O' The Mornin'"—5:00 a.m. to 6:05 a.m.  
"Hillbilly Hal Show"—6:05 a.m. to 8:30 a.m.  
"Jim Ferguson Show"—8:30 a.m. to 11:30 a.m.  
"Gene Pfalzer Show"—11:00 a.m. to 1:30 p.m.  
"Jim Ferguson Show"—1:30 p.m. to 4:00 p.m.  
"Jim Edwards Show"—4:00 p.m. to sign-off.

## PERRY

Taylor County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

## WPRY

(Established 1954)

Taylor County Broadcasting Co., P. O. Box 67, Perry, Fla. Phone 540.

### PERSONNEL

President—E. P. Martin.  
Manager—C. E. Roye.  
Program Director—B. Jean Roye.

### REPRESENTATIVES

Continental Radio Sales.

### FACILITIES

250 w.; 1400 kc.  
Operating schedule: 6:30 a.m. to 11:00 p.m. daily.  
EST.  
Transmitter: Perry, Fla.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered 1st of month; payable 10 days.

### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

### TIME RATES

Rates effective January 1, 1955. (Card No. 1.)  
Card received February 22, 1955.

Per week:	1 hr.		1/2 hr.		1/4 hr.		10 min.		1 min.		30 sec.	
	hr.	hr.	hr.	min.	min.	min.	min.	min.	min.	min.	sec.	
1 time.....	41.00	27.50	14.00	10.85	3.85	3.00						
13 times.....	39.50	25.10	13.25	10.45	3.70	2.85						
26 times.....	37.15	23.50	12.50	9.85	3.60	2.75						
52 times.....	34.90	21.65	11.75	8.65	3.50	2.65						
104 times.....	32.75	20.70	10.25	8.45	3.40	2.55						
156 times.....	30.70	19.85	9.85	7.95	3.30	2.45						
260 times.....	29.15	18.65	9.50	7.60	3.10	2.40						
312 times.....	28.50	17.85	8.75	7.45	3.05	2.35						

### SPECIAL FEATURES

News Service—AP. No extra charge.  
Political—1 time rate applies.  
Library Service—Standard.

### Participating Programs

"Branson Fisher Show"—6:35 a.m. to 8:55 a.m.  
"Perryscope"—11:30 a.m. to 11:55 a.m.  
"Noontime Jamboree"—noon to 1:00 p.m.  
"Teen Time"—4:00 p.m. to 6:00 p.m.  
"Dixie Dial Date"—8:30 p.m. to 10:55 p.m.

## PLANT CITY

Hillsborough County—Map Location F-7

See SRDS consumer market map and data at beginning of the State.

## WPLA

(Established 1949)



WPLA Broadcasting Co., Inc., P. O. Box 1588, 1570 Hopewell Rd., Plant City, Fla. Phone 2-1551 or 2-3231.

### PERSONNEL

President—W. A. Smith.  
Manager—George Friend.

### REPRESENTATIVES

Hill F. Best Company.

### FACILITIES

1,000 w.; 910 kc.  
Operating schedule: Sunrise to local sunset. EST.  
Transmitter: Hopewell Rd., Plant City.

### AGENCY COMMISSION

15% on time only; no cash discount.

### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising: beer, ale and wine only, but not on Sundays.  
1 year completion required for all contracts.  
Rates are for time only; talent and other service extra.

### TIME RATES

Rates effective October 1, 1958. (Card No. 4.)  
Card received November 24, 1958.

Per week:	1/2 hr.	1/4 hr.	10 min.	5 min.
5 times.....	125.00	75.00	60.00	40.00
10 times.....	225.00	135.00	108.00	72.00
20 times.....	405.00	248.00	195.00	130.00
30 times.....	725.00	447.00	351.00	236.00

### ANNOUNCEMENTS

Per week:	1 min.		20/30 sec.		10 sec.	
	min.	min.	min.	sec.	min.	sec.
5 times.....	21.00	15.00	11.00			
10 times.....	40.00	29.00	20.00			
20 times.....	75.00	53.00	38.00			
30 times.....	110.00	80.00	55.00			
50 times.....	175.00	130.00	87.00			
100 times.....	250.00	185.00	125.00			

### SPECIAL FEATURES

News Service—UPI.  
Political—regular rates apply.  
Library Service—Standard.

### Participating Programs

"Country Hoedown"—5:00 a.m. to 7:00 a.m. Western and country music.  
"Jack S. Rushing Show"—7:00 a.m. to 9:00 a.m. Music.  
"Terry Nichols Show"—9:00 a.m. to 10:30 a.m.  
"Jim Richardson Show"—10:30 a.m. to noon. Music.  
"The World Today"—Noon to 12:30 p.m.  
"Plant City Dateline"—12:30 p.m. to 1:00 p.m. Local news.  
"Terry Nichols Show"—1:00 p.m. to 3:30 p.m.  
"Al Berry Show"—3:30 p.m. to 5:10 p.m.  
"Sports with Rushing"—5:20 p.m. Local and national sports.

### CLOSING TIME

3 days before broadcast.

## POMPANO BEACH

Broward County—Map Location H-9  
See SRDS consumer market map at beginning of the State.

(Call letters not received)

(C.P. 1,000 w. days; 980 kc.)

Pompano Beach Broadcasting Corp., Pompano Beach, Fla.

## QUINCY

Gadsden County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

## WCNH

(Established 1947)



Quincy Broadcasting Corp., 602 W. Jefferson St., Quincy, Fla. Main 7-6700.

### PERSONNEL

General Manager—A. B. Letson.  
Commercial Manager—William B. Taylor.

### FACILITIES

250 w.; 1230 kc.  
Operating Schedule: 6:00 a.m. to 11:15 p.m. EST.  
Transmitter: Shelfer Addition, Quincy, Fla.

### AGENCY COMMISSION

15% no cash discount.

### GENERAL

Affiliated with Mutual Broadcasting System.  
Accepts AAAA copyrighted contract.  
Alcoholic beverage advertising: beer only.

### TIME RATES

Rates effective March 1, 1956. (Card No. 3.)

Rates received January 19, 1956.

Per week:	1 hr.		1/2 hr.		1/4 hr.		5 min.		1 min.	
	hr.	hr.	hr.	min.	min.	min.	min.	min.	min.	
1 time.....	40.00	24.00	16.00	7.00	4.00					
13 times.....	38.00	22.80	15.20	6.65	3.80					
26 times.....	36.00	21.60	14.40	6.30	3.60					
52 times.....	34.00	20.40	13.60	5.95	3.40					
104 times.....	32.00	19.20	12.80	5.60	3.20					
156 times.....	30.00	18.00	12.00	5.25	3.00					
260 times.....	28.00	16.80	11.20	4.90	2.80					
312 times.....	26.00	15.60	10.40	4.55	2.60					

### SPECIAL FEATURES

News Service—UPI and local news.  
Library Service—Thesaurus.

### CLOSING TIME

24 hours before broadcast.

## RIVIERA BEACH

Palm Beach County—Map Location H-8  
See SRDS consumer market map and data at beginning of the State.

(Call letters not received)

(C.P. 1,000 w.; 1600 kc., days)

Public Service Broadcasters

c/o Robert Hecksher

P. O. Box 1486

Ft. Myers, Fla.

## ST. AUGUSTINE (2 AM)

St. Johns County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

## WFOY

(Established 1936)

Ponce de Leon Broadcasting Co., Fountain of Youth Gardens, St. Augustine, Fla. Valley 9-3416.

### PERSONNEL

General Manager—John E. Bernhard, Jr.

### FACILITIES

250 w.; 1240 kc.  
Operating Schedule: 6:00 a.m. to 12:05 p.m. weekdays; 7:30 a.m. to 12:05 p.m. Sundays. EST.  
Transmitter: Fountain of Youth Park, St. Augustine.

###



**St. Augustine—Continued**  
**WSTN**  
(Established 1954)



Stanmark, Inc., 900 Anastasia Blvd., St. Augustine, Fla. Valley 9-9094, 95.

**PERSONNEL**

General Manager—Larry R. Pleus.  
Station Manager—E. Robert Mack, Jr.  
Commercial Manager—John H. Cowden, Jr.

**REPRESENTATIVES**

Indie Sales, Inc.

**FACILITIES**

1,000 w.; 1420 kc.  
Operating Schedule: 6:00 a.m. to local sunset. EST.  
Transmitter: Old Moultrie Rd., St. Augustine.

**AGENCY COMMISSION**

15% on net time only; no cash discount.

**TIME RATES**

Rates effective December 1, 1957.  
Rates received April 10, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	150 wds.	60 wds.
1 time....	75.00	45.00	20.00	15.00	5.00	3.25	2.75
13 times..	65.00	35.00	17.50	12.50	4.50	3.00	2.50
26 times..	60.00	25.00	15.00	10.00	4.00	2.75	2.25
39 times..	50.00	20.00	12.50	9.00	3.80	2.65	2.00
52 times..	40.00	17.50	10.00	7.50	3.50	2.45	1.85
78 times..	35.00	15.00	9.00	7.00	3.25	2.25	1.75
104 times..	25.00	12.50	7.50	6.25	3.00	2.00	1.50
212 times..	22.50	11.00	6.75	5.50	2.75	1.85	1.25
364 times..	20.00	10.00	5.00	4.00	2.50	1.75	1.15
15-second time signals, each.....	.75						

**WEEKLY PACKAGE RATES**

	135 wds.	50 wds.
14 spots, each.....	1.75	1.25
21 spots, each.....	1.60	1.15
28 spots, each.....	1.55	1.10
35 spots, each.....	1.50	1.00

**SPECIAL FEATURES**

News Service—AP. Every hour on the hour.  
Political—regular rates apply.

**Participating Programs**

"Farmer's Almanac"—6:00 a.m. to 7:25 a.m.  
"Musical Morning"—8:00 a.m. to noon.  
"University of Florida"—approximately 2:00 p.m. to 5:00 p.m. Football.  
"Musical Afternoon"—noon to sign-off.

**ST. PETERSBURG (3 AM)**

Pinellas County—Map Location E-7  
See SRDS consumer market map and data at beginning of the State.

**See Tampa-St. Petersburg**

**SANFORD (2 AM)**

Seminole County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

**WIOD**

Radio Station WIOD, P. O. Box 679, Melsch Bldg., Rm. 228, Sanford, Fla. Fairfax 2-5314.

**PERSONNEL**

Owner—Ira Lee Eshleman.  
Manager—Frank L. Jones.  
Commercial Manager—Bud Carrigan.

**REPRESENTATIVES**

Jack Masla & Company.

**FACILITIES**

500 w.; 1360 kc.  
Operating Schedule: 6:00 a.m. to local sunset. EST.  
Transmitter: W. 1st St., 1/2 mile from Sanford.

**AGENCY COMMISSION**

15% on net time only; no cash discounts. Bills rendered 1st of month.

**GENERAL**

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
All program time is 1/2 minute less than shown.

**TIME RATES**

Rates effective April 1, 1957.  
Rates received March 15, 1957.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	30.00	18.00	12.00	8.00	4.00
13 times..	28.50	17.10	11.40	7.60	3.80
26 times..	27.00	16.10	10.80	7.20	3.80
52 times..	25.50	15.30	10.20	6.80	3.40
104 times..	24.00	14.40	9.60	6.40	3.20
156 times..	22.50	13.50	9.00	6.00	3.00
260 times..	21.00	12.60	8.40	5.60	2.80
312 times..	19.50	11.70	7.80	5.20	2.60
30-second and station breaks—rates on request.					

**WTRR**

(Established 1947)

Radio Station WTRR, P. O. Box 1541, Seminole Broadcasting Center, 1110 E. 1st St., Sanford, Fla. Fairfax 2-6112.

**PERSONNEL**

General Manager—Myron A. Reck.

**FACILITIES**

250 w.; 1400 kc.  
Operating Schedule: 6:00 a.m. to 11:00 p.m. weekdays; 7:00 a.m. to 11:00 p.m. Sundays. EST.  
Transmitter: 1110 E. 1st St., Sanford, Fla.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 1st, payable 15th of month.

**GENERAL**

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.

**TIME RATES**

Rates effective July 1, 1952.  
Rates received July 1, 1952.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	36.00	21.60	12.96	6.48	3.60
13 times..	34.20	20.52	12.31	6.16	3.42
26 times..	32.40	19.44	11.66	5.83	3.24
39 times..	30.60	18.36	11.02	5.51	3.06
52 times..	28.80	17.28	10.37	5.18	2.88
130 times..	27.00	16.20	9.72	4.86	2.70
260 times..	25.20	15.12	9.07	4.54	2.52
364 times..	23.40	14.04	8.42	4.21	2.34
Classification 1 minute or less cannot be combined with classification 5 minutes or more to earn greater frequency discounts. On all time segments of 5 minutes or more, 30 seconds at end of time segments is reserved for station identification and/or break announcement.					

**SPECIAL FEATURES**

News Service—AP.  
Political—regular rates apply; cash in advance.

**CLOSING TIME**

All contract arrangements must be completed and transcription and/or copy submitted 24 hours before 1st broadcast.

**SARASOTA-BRADENTON**

(4 AM)

Sarasota, Sarasota County—Map Location F-8  
Bradenton, Manatee County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

Area stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**WBRD**

BRADENTON

(Established 1957)



Sunshine State Broadcasting Co., Inc., P. O. Box 1038, Bradenton, Fla. Bradenton 62-183.

**PERSONNEL**

President and Manager—Robert R. Nelson.  
Chief Engineer—Marlen Hager.  
Sales Manager—Hal Meyer.

**REPRESENTATIVES**

The Meeker Company, Inc.

**FACILITIES**

1,000 w.; 1420 kc. Directional.  
Operating schedule: Sunrise to local sunset, EST.  
Transmitter: Nashville Road East, Bradenton, Fla.

**AGENCY COMMISSION**

15% no cash discount. Bills due and payable 10th of month following broadcast.

**GENERAL**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.

**TIME RATES**

Rates effective October 1, 1957.  
Rates received September 19, 1957.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time....	75.00	45.00	30.00	22.50	15.00	7.50
26 times..	70.00	42.00	28.00	21.00	14.00	7.00
52 times..	65.00	39.00	26.00	19.50	13.00	6.50
104 times..	60.00	36.00	24.00	18.00	12.00	6.00
156 times..	55.00	33.00	22.00	16.50	11.00	5.50
260 times..	50.00	31.00	20.00	15.00	10.00	5.00
312 times..	45.00	29.00	18.00	13.50	9.00	4.50
365 times..	40.00	26.00	16.00	12.00	8.00	4.00
468 times..	35.00	23.00	14.00	10.50	7.00	3.50

**FLORIDA**

**ANNOUNCEMENT PACKAGE RATES**

One minute or less:	
10 or more per week, each.....	5.25
20 or more per week, each.....	5.00
30 or more per week, each.....	4.50
40 or more per week, each.....	4.25
50 or more per week, each.....	4.00

**TIME SIGNALS**

8-second quickies—50% of regular announcement rate; may be combined for frequency discounts.

**SPECIAL FEATURES**

News Service—AP.  
Talent—rates on request.

**Participating Programs**

Available at regular card rates.  
"The Florida Fisherman"—6:15 a.m. to 6:30 a.m. Monday through Saturday.  
"Miller in the Morning" with Will John Miller—6:30 a.m. to 10:00 a.m. Monday through Friday.  
"Bandstand"—10:00 a.m. to noon and 1:00 p.m. to 5:00 p.m. Monday through Saturday.  
"T-N-T"—Time, News-Temperature every hour on the hour. Sunday through Saturday. 1-minute rate applies with discounts as earned.

**CLOSING TIME**

24 hours before broadcast.

**WKXY**

SARASOTA

(Established 1949)

**Independent**



Sarasota Broadcasting Co., P.O. Box 2431, 2500 10th St., Sarasota, Fla. Ringling 7-1151.

**PERSONNEL**

General Manager—A. G. Fernandez.

**REPRESENTATIVES**

Thomas F. Clark Company, Inc.

**FACILITIES**

1,000 w. day, 500 w. night; 930 kc. Directional—separate patterns day and night.  
Operating schedule: 6:00 a.m. to midnight. EST.  
Transmitter: 2500 10th St., Sarasota, Fla.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered monthly; payable before 10th of month.

**GENERAL**

Affiliated with Keystone Network.  
Rates include music copyright fees.  
ASCAP, SESAC and BMI licenses.

**TIME RATES**

Rates effective April 1, 1957.  
Rates received October 7, 1957.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	*1 min.
1 time....	40.00	24.00	11.00	10.00	9.00	5.00
13 times..	39.50	23.75	10.95	9.95	8.85	4.75
26 times..	39.00	23.50	10.85	9.85	8.75	4.50
52 times..	38.00	23.25	10.50	9.50	8.50	4.25
104 times..	37.00	23.00	10.25	9.25	8.00	4.00
156 times..	36.00	22.50	10.00	9.00	7.50	3.75
260 times..	35.00	21.00	9.95	8.85	7.00	3.50
312 times..	32.50	19.50	9.50	8.50	6.50	3.25

(\* Station break ann. take 1 minute rate. Announcements may be 100 words or 1 minute transcribed, 50 words or 20 seconds transcribed.)

**SPECIAL FEATURES**

News Service—AP.  
Newscasts hourly on the hour.  
Weather Roundups—7:30 a.m., 8:30 a.m., 4:30 p.m., 7:30 p.m., 10:30 p.m.  
Sportscasts—7:55 a.m., 6:30 p.m., 8:30 p.m., 11:30 p.m.  
Stock Market Summary—5:30 p.m. Regular rates apply.  
Political—regular rates apply; cash in advance.

**Participating Programs**

Following shows are available at regular rates:  
"Sarasota Sunrise Show" with Bob Kohlmeyer—6:00 a.m. to 9:00 a.m. Monday through Saturday.  
"930 Club" with Bill Draper—9:00 a.m. to noon Monday through Saturday.  
"Music on Sunny Side" with Bob Kohlmeyer—12:45 p.m. to 1:55 p.m. Monday through Saturday.  
"Requestfully Yours"—2:00 p.m. to 4:00 p.m. Monday through Friday.  
"Melody Ballroom" with Bill Draper—4:00 p.m. to 6:00 p.m. Monday through Friday.  
"Night Time" with Jimmy Grant—6:00 p.m. to midnight Monday through Saturday.

**CLOSING TIME**

24 hours before broadcast.  
(Sarasota-Bradenton continued on next page)

# FLORIDA

## Sarasota-Bradenton—Continued

**WSPB**

**SARASOTA**

(Established 1939)

**CBS Radio Network**



WSPB, Incorporated, P.O. Box 1110, City Island, Sarasota, Fla. Fulton 8-2121. TWX Sarasota, Fla. 8087.

### PERSONNEL

General Manager—John B. Browning.  
Program Director—David C. Hale.  
Commercial Manager—Dean L. Fleischman.

### REPRESENTATIVES

John E. Pearson Company.

### FACILITIES

250 w.; 1450 kc.  
Operating schedule: 6:00 a.m. to 12:10 a.m. EST.  
Transmitter: City Island, Sarasota, Fla.

### AGENCY COMMISSION

15% on net time; no cash discount. Bills payable when rendered.

### GENERAL

Rates include music copyright fees. Continuing discount allowed. Announcement or program service maintained for 52 consecutive weeks, and continuing without lapse receives same rates or rate applicable to that portion of service which continues without interruption. Announcements and programs cannot be combined for discount purposes.

### TIME RATES

Rates effective May 1, 1958. (Card No. 5.)

Card received April 24, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	50.00	25.00	20.00	15.00	10.00
26 times..	47.50	23.75	19.00	14.25	9.50
52 times..	45.00	22.50	18.00	13.50	9.00
104 times..	42.50	21.25	17.00	12.75	8.50
156 times..	40.00	20.00	16.00	12.00	8.00
260 times..	37.50	18.75	15.00	11.25	7.50
312 times..	35.00	17.50	14.00	10.50	7.00

### \*ANNOUNCEMENTS

	1 min.	30 sec.	8 sec.
1 time.....	6.00	5.00	4.00
26 times.....	5.70	4.75	3.80
52 times.....	5.40	4.50	3.60
104 times.....	5.10	4.25	3.40
156 times.....	4.80	4.00	3.20
260 times.....	4.50	3.75	3.00
520 times.....	4.20	3.50	2.80
1000 times.....	4.00	3.25	2.60

### \*SATURATION PLAN

(Floating schedule)

Per week:	1 min.	30 sec.	8 sec.
10 announcements.....	53.00	45.00	40.00
15 announcements.....	75.00	65.00	55.00
20 announcements.....	95.00	80.00	65.00
30 announcements.....	130.00	110.00	90.00
50 announcements.....	200.00	160.00	130.00

(\* Live or transcribed.)

### COMBINATION RATES

See CBS Radio Network.

### SPECIAL FEATURES

News Service—UPI.  
Newscasts, weather, time signals, stock market reports—regular rates apply.  
Political—regular rates apply; cash in advance.  
Library Service—Thesaurus.

### Participating Programs

Regular rates apply:  
"Here's Herson" with Bill Herson—6:00 a.m. to 8:55 a.m. Monday through Saturday.  
"Date With Dottie" with Dottie Mead—9:30 a.m. to 9:55 a.m. Monday through Friday.  
"Hack Swain Entertainers"—5:00 p.m. to 5:45 p.m. Monday through Saturday.

**WTRL**

**BRADENTON**

(Established 1946)



Blue Skies Broadcasting Corp., P. O. Box 1060, Memorial Pier, Bradenton, Fla. Phone 6-1107, 3-1490.

### PERSONNEL

Pres. & Gen'l Mgr.—Dick Doty.  
Sales Manager—Ken McKendree.  
Ass't Sales Manager—Frank Burkard.  
Program Director—Tom Gilles.

### REPRESENTATIVES

Hil F. Best Company.

### FACILITIES

250 w.; 1400 kc.  
Operating schedule: 6:00 a.m. to midnight. EST.  
Transmitter: Memorial Pier, Bradenton.

### AGENCY COMMISSION

15% on net time; no cash discount. Bills payable when rendered.

### GENERAL

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.

### TIME RATES

Rates effective July 1, 1957.

Rates received June 10, 1957.

Rev's. received July 28, 1958.

	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min. or less
1 time....	36.00	24.00	18.00	12.00	6.00
26 times..	34.20	22.80	17.10	11.40	5.70
52 times..	32.40	21.60	16.20	10.80	5.40
104 times..	30.60	20.40	15.30	10.20	5.10
156 times..	28.80	19.20	14.40	9.60	4.80
260 times..	27.00	18.00	13.50	9.00	4.50
312 times..	25.20	16.80	12.60	8.40	4.20
365 times..	23.40	15.60	11.70	7.80	3.90

1-hour rates on request.  
Discounts allowed retroactively on number of broadcasts in 1 year. Announcements and programs cannot be combined to earn larger discounts.

Per week: **PACKAGE PLAN**  
12 announcements.. 64.80 48 announcements.. 216.00  
24 announcements.. 122.40 60 announcements.. 252.00  
36 announcements.. 172.80

### SPECIAL FEATURES

News Service—AP.  
Political and Religious—regular rates apply.  
Library Service—Standard, World.

### Participating Programs

"4 Point News"—4 minutes of news, weather and highway conditions on the hour and 1/2 hour excluding 8:00 a.m., noon, 6:00 p.m. and 10:00 p.m. Per program, 6.00.  
"Clock Watcher" with Tom Gillies—6:00 a.m. to 10:00 a.m. Monday through Saturday. Participations at regular rates.  
"The Dick Doty Show"—10:00 a.m. to 11:00 a.m. Per participation 6.00.  
"Mostly Music" with Gordon Wyllie—12:15 p.m. to 5:30 p.m. Regular rates apply.  
"Nite Beat"—7:45 p.m. to midnight. 2 1-minute participations are priced at same rate as one 1-minute participations before 7:30 p.m. Frequency discounts apply.  
"Sunday on the Sun Coast"—12:30 p.m. to 6:00 p.m. Sunday only.  
"Manatee County Speaks"—6:30 p.m. to 7:00 p.m. Monday through Friday. Per participation, 7.00.

## SEBRING

Highlands County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.

**WJCM**

(Established 1950)



Progressive Publishing Co., Inc., P. O. Box 233, Claudia Ave., Sebring, Fla. Evergreen 5-1811.

### PERSONNEL

President—W. K. Ulerich.  
Gen'l & Sta. Mgr.—A. J. Frank.  
Commercial Manager—Ken Bowers.

### FACILITIES

1,000 w.; 960 kc. Non-directional.  
Operating schedule: Sunrise to local sunset. EST.  
Transmitter: Claudia Ave.

### AGENCY COMMISSION

15% on time and talent; no cash discount. Bills payable 10th of following month.

### GENERAL

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

### TIME RATES

Rates effective September 15, 1952.

Revisions received May 29, 1953.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	45.00	27.00	16.25	9.70	6.00
13 times..	42.50	25.50	15.30	9.20	5.75
26 times..	40.00	24.00	14.40	8.65	5.50
52 times..	37.50	22.50	13.50	8.10	5.25
104 times..	35.00	21.00	12.60	7.55	5.00
156 times..	32.50	19.50	11.70	7.00	4.75
260 times..	30.00	18.00	10.80	6.50	4.50
312 times..	27.50	16.50	9.90	5.95	4.25

### ANNOUNCEMENTS

1 time.....	4.50	104 times.....	3.50
13 times.....	4.25	156 times.....	3.25
26 times.....	4.00	260 times.....	3.00
52 times.....	3.75		

### SPECIAL FEATURES

Political—regular rates apply; cash in advance.  
Special News Programs, Remote Broadcasts, etc.—rates on request.

### Participating Programs

"Daybreaker"—7:00 a.m. to 9:00 a.m.  
"Music till Noon"—10:00 a.m. to noon.  
"Platter Party"—4:00 p.m. to 5:00 p.m.  
"Music till Sundown"—5:00 p.m. to 6:00 p.m.

### CLOSING TIME

Copy and material 24 hours before broadcast.

(Call letters not received)

(C. P. 250 watts, 1340 kc.)

Radio Sebring,  
Sebring, Fla.

## SOUTH DAYTONA

Volusia County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

**W DAT**

(Established 1957)

Regional Broadcasting Co., P. O. Box 1940, South Daytona, Fla. CI 2-8222.

### PERSONNEL

Co-Owners—Harold E. & Helen W. King.  
Station Manager—Harry H. Lloyd.

### REPRESENTATIVES

Burn-Smith Company, Inc.

### FACILITIES

1,000 w.; 1590 kc.  
Operating schedule: 6:00 a.m. to local sunset. EST.  
Transmitter: South Daytona, Fla.

### AGENCY COMMISSION

15% on net time only; no cash discount.

### TIME RATES

Rates effective March 1, 1957.

Rates received March 20, 1957.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	10 sec.
1 time....	50.00	30.00	20.00	10.00	6.00	4.00
13 times..	47.00	28.00	19.00	9.50	5.60	3.80
26 times..	44.00	26.00	17.50	9.00	5.20	3.60
52 times..	40.00	24.00	16.00	8.00	4.80	3.40
104 times..	35.00	21.00	14.00	7.00	4.40	3.20
208 times..	30.00	18.00	12.00	6.00	4.00	3.00
365 times..	24.00	16.00	10.00	5.00	3.50	2.50
1000 times..	20.00	12.00	8.00	4.00	2.50	1.50

### SPECIAL FEATURES

News and weather on the hour and half-hour.  
Political—regular rates apply.

## STARKE

Bradford County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

**WRGR**

(Established 1957)

Owned and operated by R. M. Chamberlin & Sam Zack, P. O. Box 527, 945 Temple Ave., Starke, Fla. Wo. 4-5001.

### PERSONNEL

President—R. M. Chamberlin.  
Com'l. & Sta. Mgr.—Sam Zack.

### FACILITIES

250 w.; 1490 kc.  
Operating schedule: 6:00 a.m. to 8:00 p.m. weekdays; 7:30 a.m. to 8:00 p.m. Sunday. EST.  
Transmitter: Same as studio address.

### AGENCY COMMISSION

15% on time only; no cash discount.

### GENERAL

Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
National and local rates same.

### TIME RATES

Rates effective January 1, 1958.

Rates received March 31, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Ann.
1 time....	30.00	18.00	10.00	8.00	6.50	2.75
13 times..	28.00	17.00	9.25	7.50	6.00	2.55
26 times..	26.00	16.00	8.50	7.00	5.50	2.20
52 times..	24.00	15.00	8.00	6.60	5.00	2.05
104 times..	22.00	14.00	7.50	6.20	4.65	1.90
156 times..	20.00	13.00	7.00	5.80	4.30	1.75
260 times..	18.00	12.00	6.50	5.40	3.95	1.60
312 times..	16.00	11.00	6.00	5.00	3.60	1.50

### SPECIAL FEATURES

News Service—UPI and local. No extra charge.  
12 5-minute newscasts daily; 3 15-minute newscasts daily.

### Participating Programs

"Starke Wakes Up"—6:00 a.m. to 10:00 a.m.  
"Mighty Music in Motion"—10:00 a.m. to 4:00 p.m.  
"Rhythm Rider"—4:00 p.m. to 6:00 p.m.; 6:15 p.m. to 8:00 p.m.  
"News"—6:00 p.m. to 6:15 p.m.

(Call letters not received)

(C.P. 1000 watts, 1580 kc., days)

Ben Ackerman,  
2646 Cheshire Bridge Rd., N. E.,  
Atlanta, Georgia.

(C.P. is for Starke)

## STUART

Martin County—Map Location H-8  
See SRDS consumer market map and data at beginning of the State.

**WSTU**

(Established 1954)

Blue Water Broadcasting Co., P. O. Box 518, Hwy. A1A, Stuart, Fla.

### PERSONNEL

General Manager—Les Combs.  
Assistant Manager—Jim Mullins.

### FACILITIES

250 w.; 1450 kc.  
Operating schedule: 6:30 a.m. to 11:15 p.m. weekdays; 6:30 a.m. to midnight Saturdays; 7:00 a.m. to 11:00 p.m. Sundays. EST.  
Transmitter: Hwy. A1A, Stuart, Fla.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered 1st of month; payable 10 days.

### GENERAL

Affiliated with the Mutual Broadcasting System and Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

### TIME RATES

Rates received April 22, 1957.

# TALLAHASSEE (3 AM)

Leon County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

## WMEN

(Established 1954)

WMEN, Inc., Hotel Floridan, Tallahassee, Fla.  
Phone 3-2550.

### PERSONNEL

President—B. F. J. Timm.  
General Manager—Don C. Price.

### REPRESENTATIVES

Weed Radio Corporation.

### FACILITIES

5,000 w.; 1330 kc.  
Operating schedule: 5:00 a.m. to local sunset. EST.  
Transmitter: Tallahassee, Fla.

### AGENCY COMMISSION

15%; no cash discount.

### GENERAL

Accepts AAAA copyrighted contract.

### TIME RATES

Rates effective November 1, 1954.

Rates received November 12, 1954.

Rev. (Sat. Pkg.) rec'd. June 25, 1957.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time...	55.00	30.00	17.60	9.00	5.25
13 times..	53.75	29.33	17.20	8.80	5.18
26 times..	52.50	28.66	16.80	8.60	5.10
39 times..	51.25	28.00	16.40	8.40	5.03
52 times..	50.00	27.33	16.00	8.20	4.95
65 times..	48.75	26.66	15.60	8.00	4.87
78 times..	47.50	26.00	15.20	7.80	4.80
104 times..	45.00	24.66	14.40	7.40	4.68
156 times..	40.00	22.00	12.80	6.60	4.35
208 times..	35.00	19.33	11.20	5.80	4.05
260 times..	30.00	16.66	9.60	5.00	3.75
312 times..	25.00	14.00	8.00	4.20	3.45

### WEEKLY SATURATION PACKAGES

(Fixed position, but not guaranteed)

One minute or 20 seconds:

Per week:

10 announcements, each.....	4.50
15 announcements, each.....	4.25
20 announcements, each.....	4.00
30 announcements, each.....	3.75
40 announcements, each.....	3.50
50 announcements, each.....	3.25

Weekly saturations not subject to further discounts.

### SPECIAL FEATURES

News Service—UPI. 10% of time charge.  
Special Programs—rates on request.

## WTAL

(Established 1935)



WTAL, Inc., Drawer "A", Main Post Office, 2219 N. Monroe St. Tallahassee, Fla. Phones 4-3345, 2-1270.

### PERSONNEL

President—Victor C. Diehm.  
General Manager—Arthur Deters.  
Program Director—Ron Martin.  
Sales Director—Paul Meyers.  
Nat'l Sales Mgr.—Tommy Titto.

### REPRESENTATIVES

The Meeker Company, Inc.  
Southeast—Harry E. Cummings.

### FACILITIES

5,000 w.; 1270 kc. Directional—night only.  
Operating schedule: 5:00 a.m. to 1:30 a.m. daily. EST.  
Transmitter: Lake Bradford, West of Tallahassee.

### AGENCY COMMISSION

15% on time; no cash discount.

### GENERAL

ASCAP and BMI licenses.  
Alcoholic beverage advertising; beer, light wine.

### TIME RATES

Rates effective January 1, 1953.

Card received December 5, 1952.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	60.00	36.00	24.00	18.00	12.00
52 times..	54.00	33.00	22.00	16.50	11.00
104 times..	48.00	30.00	20.00	15.00	10.00
156 times..	42.00	27.00	18.00	13.50	9.00
260 times..	36.00	24.00	16.00	12.00	8.00
312 times..	30.00	21.00	14.00	10.50	7.00

### ANNOUNCEMENTS

1 time.....	7.00	260 times.....	5.00
52 times.....	6.50	312 times.....	4.50
104 times.....	6.00	520 times.....	4.00
156 times.....	5.50	1,040 times.....	3.50

### PACKAGE PLAN

(Run-of-Schedule)

	1 min.	10 sec.
30 in 30 days.....	4.50	3.00
60 in 30 days.....	4.25	2.85
90 in 30 days.....	4.00	2.70
120 in 30 days.....	3.75	2.55
150 in 30 days.....	3.50	2.40
180 in 30 days.....	3.25	2.25
210 in 30 days.....	3.00	2.10
250 in 30 days.....	2.75	1.90
300 in 30 days.....	2.50	1.75

### COMBINATION RATES

See Mutual Broadcasting System.

### SPECIAL FEATURES

News Service—AP.  
"World from Tallahassee" news capsules hourly; half-hourly 6:00 a.m. to 10:00 a.m.  
"Weather Dial"—half-hourly; quarter-hourly from 6:00 a.m. to 10:00 a.m. official forecasts direct from the Weather Bureau.  
Per participation, units of 3, morning, afternoon and evening. 13-week minimum contract, daily:

3 times.....	12.00	9 times.....	30.60
6 times.....	22.50	12 times.....	36.00

(This listing continued on next page)

## More Information Through 13,000 Aids To Media Buying

Last Year, more than 13,000 Service-Ads (more than one thousand per month) appeared in Standard Rate publications. Service-Advertisers supplied the qualitative media information designed for your use . . . designed to make evaluating and buying more effective.

Each month, Service-Advertisers present useful material, condensed, and qualitatively edited, to provide you with as complete a media picture as is possible.

Service-Ads include ready-to-use information on:

- household income characteristics
- coverage by county and other civil divisions
- market maps
- area characteristics
- rural and/or incorporated areas
- audience or circulation data
- rate comparisons
- special services
- audiences or reader characteristics
- retail sales potential
- sales influence and case histories
- awards for excellence
- major crops and/or industries
- community growth
- audience or circulation growth
- consumer spendable income figures
- market index figures
- market data by sales characteristics
- market group or network affiliations
- staff members and number of years serving community

Service-Ads can aid you in market and media evaluation . . . supply the additional data you need to make that process easier . . . provide the facts with which to support your final decision.

4-5G-958

# FLORIDA

## Tallahassee—W T A L—Continued

### Participating Programs

"RFD 1270"—5:00 a.m. to 7:00 a.m. Monday through Saturday.  
 "Ron Martin Show"—7:00 a.m. to 10:00 a.m. Monday through Saturday.  
 "Tall Topics"—10:00 a.m. to 10:30 a.m. Monday through Friday.  
 "Music for You"—10:30 a.m. to 1:00 p.m. Monday through Friday.  
 "Scooby-Do Show" with Bill Schultz—3:00 p.m. to 6:00 p.m. Monday through Friday.  
 "Discs at Dusk"—6:00 p.m. to 8:00 p.m. Monday through Saturday.  
 "Night Watch" with Red Evans—8:00 p.m. to 1 a.m. Monday through Saturday. Remote and live from Dixieland Drive-in Restaurant.  
 "Sunday Pop Parade"—6:00 p.m. to 10:00 p.m. Sunday.  
 "Concert in the Night" with Lou Scoggin—10:00 p.m. to 1:00 a.m. Sunday.  
 "Major League Baseball"—live daily, Sunday through Saturday.  
 "Ron Martin News"—7:30 a.m. to 7:40 a.m., noon to 12:15 p.m., 12:30 p.m. to 12:40 p.m., 5:50 p.m. to 5:55 p.m. Monday through Friday.

## WTNT

(Established 1946)

# CBS Network



Tallahassee Appliance Corp., Hotel Duval, Tallahassee Fla. Phone 2-1450.

### PERSONNEL

Pres. & Gen'l Mgr.—Frank W. Hazelton.  
 Vice-President—Emanuel Joanos.  
 Sales Manager—Hurley W. Rudd.

### REPRESENTATIVES

Devney, Incorporated.

### FACILITIES

250 w.; 1450 kc.  
 Operating schedule: 6:00 a.m. to midnight weekdays; 7:30 a.m. to midnight Sundays, EST.  
 Transmitter: East Park Ave., Tallahassee.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills rendered and payable 1st of month.

### GENERAL

Affiliated with Columbia Broadcasting System. Rates are for national advertising.

### TIME RATES

Rates effective May 1, 1958.  
 Rates received March 24, 1958.

	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	27.00	15.25	8.10	4.50
26 times.....	26.10	14.80	7.85	4.35
52 times.....	25.50	14.45	7.65	4.25
104 times.....	24.60	13.95	7.40	4.10
156 times.....	24.00	13.60	7.20	4.00
260 times.....	22.50	12.75	6.75	3.75
312 times.....	21.25	12.00	6.40	3.50

### PACKAGE PLANS

Run-of-station announcements (scheduled at station's discretion)—25% discount from earned frequency rate within rate classification used.

### COMBINATION RATES

See CBS Radio Network.

### SPECIAL FEATURES

News Service—UPI.  
 News Broadcasts—5-, 10- or 15- minute periods, regular rates plus 10%.  
 Sports Programs, Weather Reports, Time Signals, Local News Programs, News Commentaries—rates on request.  
 Library Service—Thesaurus.

### CLOSING TIME

All political talks or programs involving controversial subjects due at station 24 hours in advance.

(Call letters not received)

(C.P. 5,000 w. days; 1580 kc.)

Emerson W. Browne  
 P. O. Box 632  
 Quitman, Ga.

## TAMPA-ST. PETERSBURG

(including Clearwater)  
 (10 AM; 3 PM)

Tampa, Hillsborough County—Map Location F-7  
 St. Petersburg, Pinellas County—Map Location E-7  
 See SRDS consumer market map and data at beginning of the State.

Area stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## WALT

TAMPA

(Established 1946)

Tampa Broadcasting Co., Inc., 401 W. Tyler St., Tampa 1, Fla. Phone 2-7921.

### PERSONNEL

President—E. J. Arnold.  
 Vice-President & Gen'l Mgr.—Robert Wasdon.  
 Station Manager—George W. Fee.  
 Program Director—Bob Walters.

### REPRESENTATIVES

Avery-Knodel, Inc.

### FACILITIES

10,000 w.; 1110 kc.  
 Operating schedule: Sunrise to local sunset, EST.  
 Transmitter: Harney Rd., Temple Terrace.

### AGENCY COMMISSION

15% on net time only; no cash discount. Bills payable when rendered. Other charges noncommissionable.

### GENERAL

Rates include music copyright fees.  
 ASCAP, BMI, and SESAC licenses.

### TIME RATES

Rates effective September 1, 1958.  
 Rates received August 15, 1958.

### ANNOUNCEMENTS

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	9.60	6.60	104 times....	8.40 5.40
13 times.....	9.30	6.30	156 times....	8.10 5.10
26 times.....	9.00	6.00	260 times....	7.50 4.80
52 times.....	8.70	5.70	312 times....	7.20 4.50

### WALT WEEKLY PLANS

Per week:	5 times.....	6.00	15 times.....	6.00	4.50
	10 times.....	7.00	5.25	20 times.....	5.00 3.75

### SPECIAL FEATURES

News Service—AP.

News headlines on the half-hour available for sponsorship at the 1-minute rate on 13-week contract.

Daily cattle report, poultry report, egg price report and citrus report—1-minute rate applies.

Merchandising and Promotion—details and rates on request.

Weather, Markets and Special Reports daily.  
 Foreign language programming not acceptable.

### Participating Programs

Monday through Saturday:

"Dave Archard Show"—6:30 a.m. to 9:00 a.m.  
 "Bob Walters Show"—9:00 a.m. to 11:00 a.m.  
 "Ed Bray Show"—11:00 a.m. to 1:00 p.m.  
 "Dave Archard Show"—1:00 p.m. to 3:00 p.m.  
 "Ed Bray Show"—3:00 p.m. to 5:00 p.m.  
 "Bob Walters Show"—5:00 p.m. to 7:00 p.m.

Sunday:

"West Coast Top 30"—9:00 a.m. to 11:15 a.m.  
 "Sunday Show"—2:00 p.m. to 7:00 p.m.

### CLOSING TIME

48 hours before broadcast.

# W D A E

TAMPA

(Established 1922)

Tampa Times Company, Franklin at Washington, Tampa 2, Fla. Phone 2-0404.

### PERSONNEL

President—David E. Smiley.  
 General Manager—L. S. Mitchell.  
 Nat'l Adv. Mgr.—Robert M. Weeks.

### REPRESENTATIVES

The Katz Agency, Inc.

### FACILITIES

5,000 w.; 1250 kc. Directional.  
 Operating Schedule: 5:58 a.m. to 12:05 a.m. weekdays, 7:30 a.m. to 12:05 a.m. Sunday, EST.

AM Transmitter: Forest Hills Country Club Area, N. W. of Tampa, Fla.

### FM FACILITIES

ERP 65,000 w.; 100.7 kc.  
 Antenna ht.—300 ft. above average terrain.

### AGENCY COMMISSION

15% on time if paid before 15th of month following broadcast. No cash discount.

### GENERAL

FM operated in conjunction with AM.

Announcements adjacent to higher time classifications are charged at rate of higher classification. Contract renewals subject to rates in effect at time of renewal. Station reserves the right to change rates effective on such date as may be announced.

Advertisers on air at time of rate increases are protected for 6 months after effective date of rate increases.

1 year contracts accepted only for purpose of determining frequency discounts.

### TIME RATES

Rates effective January 1, 1959. (Card No. 24.)  
 Card received November 10, 1958.

	1	1/2	1/4	10	5	1	10
	hr.	hr.	hr.	min.	min.	min.	sec.
1 time..	90.00	50.00	32.00	26.00	20.00	14.00	7.00
26 times	85.50	47.50	30.40	24.70	19.00	13.30	6.65
52 times	81.00	45.00	28.80	23.40	18.00	12.60	6.30
104 times	76.50	42.50	27.20	22.10	17.00	11.90	5.95
156 times	72.00	40.00	25.60	20.80	16.00	11.20	5.60
260 times	67.50	37.50	24.00	19.50	15.00	10.50	5.25
520 times	.....	.....	.....	.....	.....	9.80	4.90
1,200 times	.....	.....	.....	.....	.....	9.10	4.55

20/30 second announcements—75% of minute rate.

### Special Strip Rates

(Before 7:00 a.m. and after 10:30 p.m.)

	1/4	10	5	1
	hr.	min.	min.	min.
6 times a week.....	90.00	75.00	60.00	45.00
3 times a week.....	50.00	42.00	35.00	25.00

Run-of-Station Announcements (scheduled at the station's discretion); 20% discount from earned frequency rate within rate classification used. Does not apply to Special Strip Rates or Multi-Spot Plan rates.

### Multi-Spot Plan

(7:00 a.m. to 6:30 p.m. Monday through Friday)

	1-12	13-25	26-51	52
	wks.	wks.	wks.	wks.
12 ann. per week.....	114.00	108.00	102.00	96.00
18 ann. per week.....	162.00	153.00	144.00	135.00
24 ann. per week.....	204.00	192.00	180.00	168.00
30 ann. per week.....	240.00	225.00	210.00	195.00

(Before 7:00 a.m.; 6:30 p.m. to 10:30 p.m.)

Monday through Friday; sign-on to 10:30 p.m. Saturday; all day Sunday)

	66.00	63.00	60.00	57.00
12 ann. per week.....	66.00	63.00	60.00	57.00
18 ann. per week.....	90.00	85.50	81.00	76.50
24 ann. per week.....	108.00	102.00	96.00	90.00
30 ann. per week.....	142.50	135.00	127.50	120.00

10-second announcements: 50% of minute rate.

Minute and station break announcements may count toward a 10-second plan but 10-second announcements may not count toward minute/station break plan. Plan announcements may be counted for frequency discounts on non-plan announcements.

### COMBINATION RATES

See CBS Radio Network (Florida Group).

### SPECIAL FEATURES

News Service—AP and UPI.  
 News, Sports, Special Events, Time Signals and Weather Reports—rates on request.

### Participating Programs

\*\*"Priscilla Parker"—11:30 a.m. to 11:45 a.m. Monday through Friday. Women's show. Per 1-minute participations:

1 time.....	20.00	156 times.....	16.00
26 times.....	19.00	260 times.....	15.00
52 times.....	18.00	520 times.....	14.00
104 times.....	17.00		

(\*) Participations are not eligible for Multi-Spot Plan rates. Participations, however, may be counted to make up the number of announcements necessary to qualify for Multi-Spot Plans.

### CLOSING TIME

Programs close 1 week before broadcast. Talks, programs, continuities, etc., due 1 week in advance for review by program director.

(Tampa-St. Petersburg continued on next page)

# W.G.T.O

## 540 kc • 10,000 watts

### SELLS CENTRAL FLORIDA

serving TAMPA and ST. PETERSBURG as well as Orlando  
 ... a market of 1 1/2 million people  
 and \$2 BILLION in Retail Sales.

# W.G.T.O

CYPRESS GARDENS

REPRESENTED BY EDW. PETRY & CO., INC.

## Farm Programming

Stations slanting a part of their schedules at the farm audience are listed showing the total number of hours of regularly scheduled farm programs per week with the name of the station farm director.



Tampa—St. Petersburg—Continued  
**WFLA**  
 TAMPA  
 (Established 1925)  
**THE JOHN BLAIR STATION**  
**NBC Affiliate**



The Tribune Co., P. O. Box 1410, WFLA-TV Bldg.,  
 905 Jackson St., Tampa, Fla. Phone 2-0131. TWX  
 TP 82060.

**PERSONNEL**  
 Vice-Pres. & Gen'l Mgr.—George W. Harvey.  
 Station Manager—John Alexander.  
 Program Director—Edward C. Walker.  
 Promotion Manager—Byron Taggart.

**REPRESENTATIVES**  
 John Blair & Company.

**FACILITIES**  
 5,000 w.; 970 kc. Directional—night only.  
 Operating Schedule: 5:45 a.m. to 12:05 a.m. week-  
 days; 7:00 a.m. to 12:05 a.m. Sunday. EST.  
 AM Transmitter: East entrance Courtney Campbell  
 Causeway, Columbus Drive, Tampa, Fla.  
**FM FACILITIES**  
 ERP 46,000 w.; 93.3 mc.  
 Antenna ht.—910 ft. above average terrain.  
 Operating schedule: Same as AM.

**AGENCY COMMISSION**  
 15% on net time only; no cash discount. Bills pay-  
 able when rendered.

**GENERAL**  
 Rates include music copyright fees.  
 ASCAP, BMI, and SESAC licenses.  
 FM operated in conjunction with AM.  
 The following rates are guaranteed for 6 months  
 from date of 1st broadcast or for 6 months from  
 effective date of any increase in these rates, provid-  
 ing advertising is actually running at time of  
 effective date of increase and providing broadcast  
 continues without interruption.

**TIME RATES**

Rates effective March 1, 1958.

Rates received January 31, 1958.

**ANNOUNCEMENTS**

(6:00 a.m. to 9:00 a.m. and 4:30 p.m. to 6:30  
 p.m. Monday through Saturday)

	Flat	Each	Per wk.
1-minute or less:			
6 weekly, staggered, 1 per day.....	18.00		108.00
Less than 6 weekly, staggered.....	20.00		
Specified position (6:00 a.m. to 9:00 a.m. only).....	25.00		
(9:00 a.m. to 4:30 p.m. Monday through Saturday).....	15.00		90.00
6 weekly, 1 per day.....	15.00		90.00
Less than 6 weekly.....	16.00		
(6:30 p.m. to 6:00 a.m. Monday through Sat- urday; all day Sunday).....	10.00		60.00
6 weekly, 1 per day.....	10.00		60.00
Less than 6 weekly.....	11.00		

**IMPACT PLANS**

(9:00 a.m. to 4:30 p.m. Monday through  
Saturday)

12 announcements weekly.....	12.00	144.00
24 announcements weekly.....	11.00	264.00
48 announcements weekly.....	10.00	480.00
96 announcements weekly.....	8.00	768.00
(6:30 p.m. to 6:00 a.m. Monday through Sat- urday; all day Sunday).....	8.00	96.00
12 announcements weekly.....	8.00	96.00
24 announcements weekly.....	7.00	168.00
48 announcements weekly.....	6.00	288.00
96 announcements weekly.....	5.00	480.00

Portions of Impact Plans may be scheduled in 6:00  
a.m. to 9:00 a.m. and/or 4:30 p.m. to 6:30 p.m.  
Monday through Saturday at the applicable rate for  
these periods. Since these announcements may count  
toward Impact Plan frequency, the balance of the  
schedule will be sold at pro-rata the Impact Plan  
rate.

**ID's**

50% of applicable 1-minute rate. ID's may not be  
combined with other broadcasting service for the pur-  
poses of establishing frequency discounts on either  
the ID's or the other broadcasting service.

**5-MINUTE NEWSCASTS**

(6:00 a.m. to 9:00 a.m. and 4:30 p.m. to 6:30  
p.m. Monday through Saturday)

	Flat	Each	Per wk.
6 weekly, 1 per day.....	30.00		180.00
Less than 6 weekly.....	33.00		
(9:00 a.m. to 4:30 p.m. Monday through Saturday).....	22.00		132.00
6 weekly, 1 per day.....	22.00		132.00
Less than 6 weekly.....	24.00		
(6:30 p.m. to 6:00 a.m. Monday through Sat- urday; all day Sunday).....	15.00		90.00
6 weekly, 1 per day.....	15.00		90.00
Less than 6 weekly.....	17.00		

**PROGRAMS**

Rates on request.  
**COMBINATION RATES**  
 See NBC Radio Network.

**SPECIAL FEATURES**

News Service—AP. Rates on request.  
 Weather Reports and Time Signals—rates on request.

**Participating Programs**

"Fishing" with Bobby Hicks—6:55 a.m. to 7:00 a.m.  
and 6:25 p.m. to 6:30 p.m. Monday through Friday.  
Announcement rates apply.  
"Sports Desk" with Bob Jones—7:25 a.m. to 7:30  
a.m. Monday through Saturday. Regular rates apply.  
"Gulf Coast Serenade"—5:45 a.m. to 10:00 a.m.  
Monday through Saturday. Music, news and service  
featuring Rich Pauley. Regular rates apply.  
"Morning Edition"—7:45 a.m. to 8:20 a.m. Monday  
through Saturday. News, weather, sports. Regular  
rates apply.  
"Triangle Varieties" with Walt Swihart—10:05 a.m.  
to 11:00 a.m. Monday through Friday. Music and  
special features. Regular rates apply.

**AMERICA'S**  
**30TH**  
**RETAIL MARKET**

**WFLA RADIO**  
 TAMPA - ST. PETERSBURG

**AMERICA'S**  
**32nd MARKET**  
**IN**  
**POPULATION**

S.R.D.S.

**WFLA RADIO**  
 TAMPA - ST. PETERSBURG

**MOVED FROM**  
**35th TO 32nd**  
**IN**  
**6 SHORT MONTHS**

S.R.D.S.

**WFLA RADIO**  
 TAMPA - ST. PETERSBURG

**PULSE-RATED #1**  
**MORNING,**  
**AFTERNOON**  
**& NIGHT\***

**WFLA RADIO**  
 TAMPA - ST. PETERSBURG

*Buy the station that  
consistently reaches the  
largest audience in the  
fast growing West Cen-  
tral Area of Florida.*

**wfla radio**  
**TAMPA - ST. PETERSBURG -**  
**CLEARWATER**

REPRESENTED NATIONALLY BY  
**JOHN BLAIR & COMPANY**

\*Pulse: July 1958

**FLORIDA**

"WFLA Farm Hour"—12:05 p.m. to 12:55 p.m. Mon-  
day through Friday. Features Mard Liles, Farm  
Director. Regular announcement rates apply.  
"The Cold War and You" with Dr. Stephen Speronis,  
History Professor—12:55 p.m. to 1:00 p.m. Monday  
through Friday. Regular rates apply.  
"Ed Walker Show," Organ—1:05 p.m. to 1:30 p.m.  
Monday through Friday. Regular announcement rates  
apply.  
"Rhapsody" with Bob Jones—1:30 p.m. to 3:00 p.m.  
Monday through Friday. Regular announcement rates.  
"Music in the Air" with Walt Swihart—4:05 p.m.  
to 5:45 p.m. Monday through Friday; 4:05 p.m. to  
6:00 p.m. Saturday. Regular rates.  
"Special Edition"—5:45 p.m. to 6:30 p.m. Monday  
through Friday. News and sports, Milt Spenser; Flo-  
rida Story, Fred Relter; Fishing, Bobby Hicks. Reg-  
ular rates apply.  
"Saturday Edition"—6:00 p.m. to 6:30 p.m. Satur-  
day. News, sports and business news. Regular an-  
nouncement rates apply.  
"Album of Music"—7:05 p.m. to 7:30 p.m. Monday  
through Friday. Regular rates apply.  
"Silhouettes in Stereo"—11:35 p.m. to midnight  
Monday through Saturday. Broadcasts from binaural  
tapes, using both AM and FM facilities. Regular  
rates.

**CLOSING TIME**

Continuity for programs must be submitted 2 weeks  
before broadcast. Announcements 1 week in advance.

**WGTO**  
**Independent**

City of license, Cypress Gardens, Fla.  
Tampa—W. H. Fritts, Mgr., 3211 Swann Ave., Tam-  
pa, Fla.  
See listing under Cypress Gardens, Fla.

**WHBO**  
**TAMPA**

(Established 1948)

Gateway Broadcasters, Inc., 11011 Florida Ave., Tam-  
pa, Fla. Webster 5-3171.

**PERSONNEL**

President—John A. Boling.  
General Manager—B. A. Martin.

**REPRESENTATIVES**

Charles Bernard Company.  
**MAILING INSTRUCTIONS**  
 Send all correspondence to P. O. Box 8145, Tampa  
 4, Fla.

**FACILITIES**

250 w.; 1030 kc.  
 Operating Schedule: \_\_\_\_\_ to local sunset. EST.  
 Transmitter: 11011 Florida Ave., Tampa.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered  
1st of following month; payable 10 days.

**GENERAL**

Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Rates are for time only.  
 Maximum length of contract 1 year.

**TIME RATES**

Rates received August 22, 1950.

Revisions (ann.) received June 7, 1955.

**ANNOUNCEMENTS**

	(†)	(*)	(†)	(*)
1 time.....	6.00	4.50	104 times.....	5.10
13 times.....	5.70	4.20	156 times.....	4.90
26 times.....	5.50	4.00	260 times.....	4.70
52 times.....	5.30	3.80	312 times.....	4.50

(†) 1 minute (100 words).

(\*) 1/2 minute (50 words).

**SPECIAL FEATURES**

News Service—UPI. No extra charge.  
 Political—regular rates apply, cash in advance.

**CLOSING TIME**

24 hours before broadcast.

**WILZ**

**ST. PETERSBURG**  
 (Established 1957.)



Holiday Isles Broadcasting Co., P. O. Box 6267,  
 7500 Boca Ceiga Dr., St. Petersburg Beach 6,  
 Fla. Phone 23-3001.

**PERSONNEL**

President—Edmund A. Spence.  
 General Manager—Jack Faulkner.  
 Commercial Manager—Ed Paro.

**REPRESENTATIVES**

Jack Masla & Co., Inc.

**FACILITIES**

1,000 w. days; 1590 kc. Directional.  
 Operating schedule: 6:00 a.m. to local sunset Mon-  
 day through Saturday; 7:00 a.m. to local sunset  
 Sundays. EST.  
 Transmitter: 38th Ave. & 38th St. S., St. Peters-  
 burg, Fla.

**AGENCY COMMISSION**

15% on time; no cash discount. Bill payable by 10th  
of month following receipt.

**GENERAL**

Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective September 1, 1958.

Rates received August 18, 1958.

1 minute.....	7.00	6.65	6.30	5.95	5.60	5.25
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**WEEKLY VOLUME RATES**

Per week.....	60.00	85.00	108.00	125.00	200.00
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(This listing continued on next page)

# FLORIDA

## Tampa-St. Petersburg—W I L Z—Continued

### SPECIAL FEATURES

News Service—UPI and local. No extra charge.  
Mobile Unit available. Rates on request.  
Political—Regular rates apply. Payable in advance.  
Transcriptions accepted at regular rates.

### CLOSING TIME

24 hours before broadcast.

## WPIN

ST. PETERSBURG  
(Established 1946)



Florida West Coast Broadcasters, Inc. P. O. Box 12680, 28th St. North at Washington Blvd., St. Petersburg 33, Fla. Hemlock 5-6161.

### PERSONNEL

General Manager—Arthur Mundorff.  
Commercial Manager—Richard L. Marsh.  
Program Director—James F. Carley.

### REPRESENTATIVES

Walker-Rawalt Company, Inc.

### FACILITIES

1,000 w.; 680 kc.  
Operating schedule: 6:00 a.m. to local sunset, EST.  
Transmitter: 28th St and Washington Blvd., St. Petersburg, Fla.

### AGENCY COMMISSION

15%; no cash discount.

### GENERAL

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.

### TIME RATES

Rates effective June 1, 1955.		Rates received May 18, 1955.		Rev. (ann.) rec'd. October 29, 1956.	
1	1	1/2	1/4	10	5
hr.	hr.	hr.	hr.	min.	min.
1 time.....	60.00	36.00	24.00	18.00	12.00
26 times.....	57.00	34.20	22.80	17.10	11.40
52 times.....	54.00	32.40	21.60	16.20	10.80
104 times.....	51.00	30.60	20.40	15.30	10.20
156 times.....	48.00	28.80	19.20	14.40	9.60
260 times.....	45.00	27.00	18.00	13.50	9.00

### Run-of-Schedule Announcements

1-minute announcements on a weekly basis:	12 ti	18 ti	24 ti	30 ti	50 ti
Weekly.....	60.00	85.00	108.00	127.50	200.00

Brand name identifications—8 seconds, each, flat 3.00

Run-of-Schedule Discounts

13-25 weeks.....	5%	52 weeks.....	15%
26-51 weeks.....	10%		

### SPECIAL FEATURES

News Service—AP and local news. Regular rates apply.  
Newscasts—5 minutes every hour on the half-hour.  
Political—regular rates apply.

### Participating Programs

"The Chuck Dewitt Show" with Chuck Dewitt—6:00 a.m. to 10:30 a.m. Monday through Saturday. Variety D.J. Show.  
"Requestfully Yours" with Chuck Dewitt and Herb Anderson—Monday through Saturday. 2-D.J.'s in separate studios with popular music request show.  
"Curtain Time" with Jim Carley—1:00 p.m. to 2:00 p.m. Monday through Saturday. Comedy and light music.  
"Carley Calling" with Jim Carley—3:00 p.m. to sign-off Monday through Saturday. Request pop music show.

## WPKM

— FM —  
TAMPA

(Established 1954)

Owned and operated by Frank Knorr, Jr., Bayshore Royal Hotel, Tampa 6, Fla.

### PERSONNEL

General Manager—Frank Knorr, Jr.

### REPRESENTATIVES

Tampa—Phyllis Lacey Associates, 2308 North Dale Mabry Highway.

### FACILITIES

ERP 10,500 w.; 104.7 mc.  
Antenna ht.—162 ft. above average terrain.  
Operating schedule: 7:30 a.m. to 1:00 a.m. weekdays; 3:00 a.m. to 1:00 a.m. Sundays, EST.  
Transmitter: Bayshore Royal Hotel.

### AGENCY COMMISSION

15%; no cash discount. Bills rendered 1st of month for preceding month; payable 10 days.

### GENERAL

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Except for commercial copy, all program material must be musical in nature and subject to station acceptance.  
6 months' protection to signed customers on rate changes. Cancellations accepted on 2 weeks written notice. Earned rates apply.

### TIME RATES

Rates effective May 1, 1957. (Card AA.)  
Rates received May 20, 1957.

CLASS "A"		CLASS "B"	
1	1	1/2	1/4
hr.	hr.	hr.	hr.
1 time.....	60.00	37.50	20.00
13 times.....	57.00	35.50	19.00
27 times.....	54.00	33.50	18.00
53 times.....	51.00	31.50	17.00
105 times.....	48.00	29.50	16.00
500 or more times.....	45.00	27.50	15.00

CLASS "B"  
(7:30 a.m. to 9:30 a.m. and 8:00 p.m. to 1:00 a.m. weekdays; all day Sunday)

1	1/2	1/4	5	1	30
hr.	hr.	hr.	min.	min.	sec.
1 time.....	37.50	20.00	11.00	5.00	3.50
13 times.....	35.50	19.00	10.45	4.75	3.35
27 times.....	33.50	18.00	9.90	4.50	3.20
53 times.....	31.50	17.00	9.35	4.25	3.05
105 times.....	29.50	16.00	8.80	4.00	2.90
500 or more times.....	27.50	15.00	8.25	3.75	2.75

### PACKAGE RATES

1 minute:	"A"	"B"
100 times (in 30 days).....	398.00	199.00
500 times (in 6 months).....	1,850.00	975.00
1,000 times (in 1 year).....	3,500.00	1,850.00

### SPECIAL FEATURES

Political—1-time rate applies; cash in advance.  
Library Service—Capitol, Standard.

### CLOSING TIME

48 hours before broadcast.

## WSUN

ST. PETERSBURG  
(Established 1927)



Owned and operated by the City of St. Petersburg. Million Dollar Pier, St. Petersburg, Fla. Phone 5-4121. TWX ST PBG 8082.

### PERSONNEL

General Manager—Fred P. Shaw.  
Sales Manager—Jack G. Weldon.  
Program Manager—Harry Williams.  
Promotion Manager—Jerry Baker.  
News Director—Charles Ashley.

### REPRESENTATIVES

Venard, Rintoul & McConnell, Inc.  
Southeastern—James S. Ayres.

### MAILING INSTRUCTIONS

Send commercial copy to Sales Service Department.

### FACILITIES

5,000 w.; 620 kc. Directional—night only.  
Operating schedule: 24 hours daily except 1:00 a.m. to 5:00 a.m. Mondays, EST.  
Transmitter: Gandy Blvd., St. Petersburg.

### AGENCY COMMISSION

15% on net billings; no cash discount.

### GENERAL

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Program units and announcements may not be combined for the purpose of computing frequency discounts. Discounts earned during one year from date of first broadcast are continued into the second year provided broadcasting has continued without interruption.  
Current advertisers are protected for a period of 26 weeks from date of rate increase, provided advertising is actually running at the time and provided the advertising continues without interruption.

### TIME RATES

Rates effective January 1, 1959. (Card No. 14-A.)  
Rates received December 5, 1958.

1	1/2	1/4	10	5	1	10
hr.	hr.	hr.	min.	min.	min.	sec.
1 time.....	120.00	72.00	38.00	25.00	19.00	12.00
26 times.....	108.00	65.00	34.00	23.00	17.00	11.40
52 times.....	102.00	61.00	32.00	22.00	16.00	10.80
104 times.....	96.00	58.00	30.00	21.00	15.00	10.20
156 times.....	90.00	54.00	28.00	20.00	14.00	9.60
260 times.....	84.00	50.00	26.00	19.00	13.00	9.00

### ANNOUNCEMENT SATURATION PLANS

(6:30 a.m. to 6:30 p.m.)		(Midnight to 6:30 a.m.)	
1	13	26	52
Per week	wk.	wks.	wks.
10 announcements	95.00	90.00	85.00
15 announcements	135.00	128.00	120.00
20 announcements	170.00	160.00	150.00
10 announcements	60.00	57.00	54.00
15 announcements	85.00	81.00	76.00
20 announcements	108.00	101.00	95.00
10 announcements	48.00	45.00	42.00
15 announcements	68.00	64.00	60.00
20 announcements	85.00	80.00	75.00

10-second announcements—50% of applicable 1-minute rate.  
Saturation Announcement Plans may be combined to earn the applicable rate.

### COMBINATION RATES

See ABC Radio.

### SPECIAL FEATURES

News Service—AP.  
News, sports, time signals, weather reports—rates on request.  
Promotion and merchandising service.  
Political—Regular rates apply; payable in advance.

### Participating Programs

"Small World"—11:00 a.m. to noon Monday through Friday. Women's show. Strip rates as follows:

Per week:	1-8	9-26	27-52
5 times.....	70.00	60.00	55.00
3 times.....	43.00	40.00	37.00

Announcements in "Small World" are not eligible for package plan rates but may be counted for frequency in package plans.

### Regular rates apply:

"Sun Up"—6:00 a.m. to 9:00 a.m. Monday through Saturday. Music, news, sports, weather.  
"Sun Farmer and Rancher"—12:15 p.m. to 12:30 p.m. Monday through Friday. Market reports and farm information.  
"Home & Highway"—1:30 p.m. to 6:00 p.m. Monday through Friday. Music, news, sports, weather, road reports.  
"Lawrence Welk"—6:45 p.m. to 7:00 p.m. Monday through Friday. Supper music.  
"Sunny Days" with Jack Bland—7:30 p.m. to 8:00 p.m. Monday through Friday. Music, news, interviews.  
"Night Flight"—10:00 p.m. to midnight, Monday through Saturday. Music, news, sports, weather, flight information.  
"Gulfcoast Midnight Sun"—midnight to 6:00 a.m. Monday through Saturday. Music, news, sports, weather, 50% of regular rates.

### CLOSING TIME

48 hours in advance of broadcast.

## WTAN

CLEARWATER  
(Established 1948)



Clearwater Radio, Inc., P. O. Box 1109, 200 Pierce Blvd., Clearwater Fla. Phone 3-3084.

### PERSONNEL

Pres. & Gen'l Mgr.—H. Dennison Parker.  
Program Director—Gene A. Robinson.

### REPRESENTATIVES

Joseph Hershey McGillvra, Inc.

### FACILITIES

250 w.; 1340 kc.  
Operating schedule: 6:00 a.m. to midnight, EST.  
Transmitter: Pierce Blvd. at Clearwater Bay Front.

### AGENCY COMMISSION

15% on net time only; no cash discount. Bills payable when rendered.

### GENERAL

Accepts AAAA copyrighted contract.  
Contract renewals subject to rates in effect at time of renewal. Contracts must be completed in 1 year.  
Alcoholic beverage advertising: beer and wine only.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
No per inquiry accepted.  
Contracts may be signed 90 days before 1st broadcast for duration of 52 consecutive weeks.  
Rates for periods longer than 1 hour are in exact proportion to corresponding 1-hour rate.

Length of commercial copy:	Day & Evening Programs
5 minutes.....	1:45 min.
10 minutes.....	2:00 min.
15 minutes.....	3:00 min.
25 minutes.....	3:30 min.
30 minutes.....	4:00 min.
60 minutes.....	7:00 min.

### TIME RATES

Rates effective January 1, 1958.  
Rates received February 3, 1958.

1	1/2	1/4	10 min.	5 min.
1 time.....	60.00	36.00	24.00	18.00
13 times.....	57.00	34.00	23.00	17.00
26 times.....	54.00	32.00	22.00	16.00
52 times.....	51.00	30.00	21.00	15.00
104 times.....	48.00	28.00	20.00	14.00

ANNOUNCEMENTS  
1-minute or less (100 words), flat..... 6.00  
10-second ID's (15 words), flat..... 2.50

### ANNOUNCEMENT PACKAGES

1-minute or less:	
3 announcements in 1 week, each.....	5.00
5 announcements in 1 week, each.....	4.75
10 announcements in 1 week, each.....	4.50
15 announcements in 1 week, each.....	4.25
25 announcements in 1 week, each.....	4.00

(This listing continued on next page)



Covers West and Central Florida

# BEST!



\* NIELSEN  
COVERAGE MARKET  
AREA

Represented by VENARD, RINTOUL & MCCONNELL  
Southeastern: JAMES S. AYRES

Tampa-St. Petersburg—W T A N—Continued

**SPECIAL FEATURES**

News Service—AP.  
Participating Programs, Weather Reports, Time Signals—rates on request.  
Political—regular rates apply.  
Library Service—RCA, Columbia.  
Instantaneous Reference Recording: 1 recording (up to 15 minutes), 5.00; rates for additional recordings on request.

Foreign Language  
Acceptable only on special arrangements.

**CLOSING TIME**

24 hours before broadcast.

**WTMP**

**TAMPA**

(Established 1954)

**Independent Negro**

A Rounsaville Owned Station

Home Office: Rounsaville Radio Stations, 3165 Mathieson Drive, Atlanta 5, Ga.  
Local Office: P. O. Box 1101, Washington Blvd., Tampa, Fla. Phone 4-1109.

**PERSONNEL**

Pres. & Gen'l Mgr.—Robert W. Rounsaville.  
Station Manager—Jack Everbach.  
Nat'l Sales Mgr.—Harold F. Walker.

**REPRESENTATIVES**

Gill Perma, Inc.  
Southeast—Dora-Clayton Agency, Inc.

**FACILITIES**

5,000 w.; 1150 kc.  
Operating schedule: 5:00 a.m. to local sunset weekdays; 7:00 a.m. to local sunset Sundays. EST.  
Transmitter: Washington Blvd., Tampa.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills payable when rendered.

**GENERAL**

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverage advertising: beer and wine only.  
Rates are for national advertising. For local rates consult station management.

**TIME RATES**

Rates effective January 1, 1959.					
Rates received December 3, 1958.					
1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	
1 time.....	80.00	50.00	30.00	18.00	9.00
50 times.....	76.00	47.50	28.50	17.10	8.50
100 times.....	72.20	45.10	27.00	16.20	8.10
150 times.....	68.60	42.80	25.60	15.40	7.70
250 times.....	63.30	39.40	23.60	14.20	7.00
300 times.....	60.00	37.50	22.40	13.50	6.60
500 times.....	54.00	33.70	20.20	12.10	5.90
750 times.....					5.30
1000 times.....					4.80
1500 times.....					4.30
2000 times.....					3.80

ID's or "flash" announcements, 8/10 seconds, sold at 50% of the 1-minute rate and cannot be combined with 1-minute announcements to earn lower rates.

**COMBINATION RATES**

Affiliated with Rounsaville Radio Stations.  
See listing under Regional Network and groups.

**SPECIAL FEATURES**

News Service—AP and local.  
Political—1 time rate applies; cash in advance.

**Participating Programs**

All programs beamed to Negro market featuring recorded and live rhythm, blue and spiritual music.  
"Early Train" with Billy Williams—5:00 a.m. to 7:00 a.m. Rhythm and blues recordings, time and weather.  
"A Train" with Billy Williams—7:00 a.m. to 8:00 a.m. Rhythm and blues recordings, time and weather.  
"Late Train" with Billy Williams—8:00 a.m. to 9:00 a.m. Rhythm and blues recordings, time and weather.  
"Red, Hot and Blues" with Rip Austin—9:00 a.m. to 10:00 a.m. Rhythm, Blues and pop music.  
"Peace in the Valley" with Goldie Thompson—10:00 a.m. to 11:30 a.m. Recorded Gospel and Spiritual music, requests.  
"Noddin' til Noon" with Billy Williams—11:30 a.m. to 12:00 noon. Popular recordings by Negro artists.  
"The Bouncing Show" with Rip Austin—12:00 noon to 1:00 p.m. Rhythm, blues and rock 'n roll recordings.  
"Old Ship of Zion" with Goldie Thompson—1:00 p.m. to 2:30 p.m. Recorded Gospel and Spiritual music, requests.  
"West Coast Blues Parade" with Tom Hankerson—2:30 p.m. to sign-off. Rhythm, blues and pop recordings by Negro artists.  
All programs sold at regular rates for 1 minute participations. Also available in 1/4 hour and 1/2 hour segments.

**WTNZ**

(C.P. 50,000 w. days, 1010 kc.)

Radio Tampa  
216 W. Jackson Blvd.  
Chicago, Illinois

(C.P. is for Tampa, Fla.)

**WTSP**

**ST. PETERSBURG**

(Established 1939)



WTSP, Inc., P. O. Box 1-1380, 11450 Gandy Blvd., St. Petersburg, Fla. Phone He. 5-2131; Tampa phone 2-1108.

**PERSONNEL**

President—N. Joe Rahall.  
Manager—Marshall S. Cleaver.  
Sales Manager—Tom Underwood.  
Regional Sales Manager—Le Leslie.

**REPRESENTATIVES**

Weed Radio Corporation.

**FACILITIES**

5,000 w.; 1380 kc. Directional—night only.  
Operating schedule: 20 hours daily. EST.  
Transmitter: Gandy Bridge on Tampa Bay.

**AGENCY COMMISSION**

15% on net time only; no cash discount. Bills payable when rendered.

**GENERAL**

Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.  
Length of commercial copy: NAB standards.

**TIME RATES**

Rates effective December 1, 1956.						
Rates received November 5, 1956.						
Rev. received October 18, 1957.						
1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	100.00	60.00	40.00	30.00	20.00	12.00
13 times.....	95.00	57.00	38.00	28.50	19.00	11.40
26 times.....	90.00	54.00	36.00	27.00	18.00	10.80
52 times.....	85.00	51.00	34.00	25.50	17.00	10.20
104 times.....	80.00	48.00	32.00	24.00	16.00	9.60
156 times.....	75.00	45.00	30.00	22.50	15.00	9.00
260 times.....	70.00	42.00	28.00	21.00	14.00	8.40
312 times.....	65.00	39.00	26.00	19.50	13.00	7.80

**PACKAGE RATES**

(Run of schedule)

10 spots weekly.....	1 wk.	6 wks.	13 wks.
15 spots weekly.....	8.00	7.50	7.00
20 spots weekly.....	7.75	7.00	6.50
50 spots weekly.....	7.50	6.75	6.00

**Length of Contract Discounts**

13 weeks.....	2%	39 weeks.....	7-1/2%
26 weeks.....	5%	52 weeks.....	10%

These discounts apply to firm contracts at regular rates and are not applicable to "Weekly Saturation Plan." Renewed contracts receive earned discounts on time period which is covered in such renewal but are not retroactive. Hence, a 13-week contract when renewed for the second 13 weeks, receives the 5% discount on the second 13 weeks. When renewed for an additional 13 or 26 weeks, the 7-1/2% or 10% discounts apply to these time periods. When 10% discount is earned by a contract having been in force for 52 weeks without interruption, the discount applies as long as contract remains continuously in force.

**COMBINATION RATES**

Discounts for using WTSP with any of the following

Rahall Stations:	WKAP—Allentown, Pa.	WVNR—Beekley, W. Va.	WNAR—Norristown, Pa.	WFPA—Manchester, N.H.
2 stations.....	5%	4 stations.....	15%	
3 stations.....	10%	5 stations.....	20%	

Identical schedules must be used. Rates for non-identical schedules on request.  
Discount not applicable to package rates run-of-schedule.

**SPECIAL FEATURES**

News Service—UPI, local coverage.  
Library Service—Standard.  
**Participating Programs**  
"Johnny Simpson Show"—6:00 a.m. to 9:30 a.m. and 12:05 p.m. to 1:30 p.m. Monday through Saturday. Popular music, requests, time signals, weather, news on the hour and half hour.  
"The Bob Newman Show"—9:45 a.m. to 11:45 a.m. Monday through Friday. Musical requests, guest artists, prize give away.  
"Roger Bennett Show"—11:45 a.m. to noon and 6:45 p.m. to 7:00 p.m. Monday through Saturday. Exclusive protection in production representation for 3 or more participations per week, commissionable: (Less than 13 weeks firm)  
13 times..... 19.00 52 times..... 18.00  
26 times..... 18.50 104 times..... 17.50

**Strip Rates**

3 per week.....	13 wks. firm	26 wks. firm
6 per week.....	55.00	50.00
12 per week.....	100.00	95.00
	190.00	180.00

"The Martin Morgan Show"—2:00 p.m. to 4:00 p.m. Monday through Friday. Musical requests, time signals, dedications.  
"Bob Newman Show"—4:30 p.m. to 6:00 p.m. Monday through Friday. Top tunes, news and weather.  
"Newsreel and Sportsreel"—6:00 p.m. to 6:30 p.m. Monday through Saturday. News, weather and sports reports.  
"Suncoast Hit Parade"—8:30 p.m. to 9:00 p.m. Monday through Friday. Top popular records, time, special features.  
"Woody Garcia Show"—9:00 p.m. to 10:00 p.m. Monday through Saturday. Latin American music.  
"Open Mike"—8:05 p.m. to 8:30 p.m. and 11:00 p.m. to 12 midnight. Monday through Friday. George Christie moderates listeners phone calls on issues of the day. Listeners comments broadcast on the air.

**CLOSING TIME**

Final scripts due 1 business day before broadcasts.

**WWTB**

**TAMPA**

(Established 1950)

W. Walter Tison d/ba Tison Broadcasting Company, P. O. Box 1077, 118 E. Lafayette, Tampa, Fla. Phone 2-8024.

**PERSONNEL**

Pres. & Gen'l Mgr.—W. Walter Tison.  
Program Director—Bill Beatty.  
Span. Dir. & Asst. Mgr.—Ruben Fabeio.

**FACILITIES**

5,000 w.; 1300 kc. Directional.  
Operating Schedule: Sunrise to local sunset. EST.  
Transmitter: Road 301 at corner Broadway and Old Plant City Highway, Tampa.

**AGENCY COMMISSION**

15% on time only; no cash discount. Bills rendered 1st of month, payable 10 days.

**GENERAL**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.  
Alcoholic beverage advertising: beer and wine only.

**TIME RATES**

Rates effective February 1, 1957. (Card No. 3N.)  
Card received January 23, 1957.  
Revisions (Sat. Plans) April 30, 1957.

**FLORIDA**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	60.00	38.00	21.60	11.88	7.50	5.00
13 times.....	57.00	34.20	20.52	11.88	7.15	4.75
26 times.....	54.15	32.50	19.50	11.30	6.80	4.55
52 times.....	51.45	30.90	18.53	10.74	6.50	4.35
104 times.....	48.90	29.40	17.61	10.20	6.20	4.15
156 times.....	46.50	27.95	16.73	9.70	5.90	3.95
312 times.....	44.20	26.65	15.90	9.22	5.60	3.80

**SATURATION PLANS**  
(Specified but movable times)

1 minute:	1 wk.	13 wks.	26 wks.
12 spots.....	70.80	68.80	66.60
18 spots.....	101.70	99.70	97.70
24 spots.....	129.60	127.60	125.60
30 spots.....	154.50	152.50	150.50

30 seconds:	1 wk.	13 wks.	26 wks.
12 spots.....	47.40	45.40	43.40
18 spots.....	68.40	66.40	64.40
24 spots.....	87.60	85.60	83.60
30 spots.....	105.00	103.00	101.00

**SPECIAL FEATURES**

News Service—AP.  
Political—regular rates apply; cash in advance.  
Foreign Languages  
Regular rates plus nominal translation fee.  
Spanish Language Program—9:00 a.m. to noon daily; 9:00 a.m. to 11:00 a.m. Sunday.  
Italian Language Program—noon to 2:00 p.m. Sunday.

**CLOSING TIME**

24 hours before broadcast.

**TARPON SPRINGS**

Pinellas County—Map Location E-7

See SRDS consumer market map and data at beginning of the State.

**WDCL**

(Established 1953)

Clearwater Broadcasting Corporation, P. O. Box 1558, Fort Harrison Hotel, Clearwater, Fla., Clearwater 3-7157.

**PERSONNEL**

General Manager—James L. Garrett.  
Commercial Manager—C. Art Roach.

**REPRESENTATIVES**

Rambeau Vance, Hopple, Inc.

**FACILITIES**

5,000 w.; 1470 kc.  
Operating Schedule: 6:00 a.m. to sunset weekdays; 7:00 a.m. to sunset Sunday. EST.  
Transmitter: 2-1/2 miles S. W. of Palm Harbor, Fla.

**AGENCY COMMISSION**

15%; no cash discount.

**GENERAL**

Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.  
Length of commercial copy: NAB standards.  
Rates are for both national and local advertising.

**TIME RATES**

Rates effective June 26, 1957.					
Rates received July 2, 1957.					
1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	
1 time.....	78.00	46.80	31.20	23.40	15.60
13 times.....	74.10	44.46	30.90	22.23	14.82
26 times.....	70.20	42.12	28.08	21.06	14.34
52 times.....	66.30	39.78	26.52	19.82	13.26
104 times.....	54.60	32.76	21.84	16.38	10.92
260 times.....	50.70	30.42	20.28	15.21	10.14
312 times.....	46.80	28.08	18.72	14.32	9.36

**ANNOUNCEMENTS**

1 time.....	7.15	260 times.....	5.20
13 times.....	6.83	312 times.....	4.56
26 times.....	6.50	500 times.....	3.90
52 times.....	6.18	1000 times.....	3.15
104 times.....	5.85		

**SPECIAL FEATURES**

News Service—AP. Market reports, stock quotations, and commodity markets available.  
Newscast sponsorship, news break-ins every 15 minutes throughout the day, rates on request.  
Weather Reports, Time Signals and Classified Ads on request.  
"Local News Special"—7:30 a.m. and 5:45 p.m., per spot, 8.00.  
Political and Religious—regular rates apply.  
Library Service—Thesaurus, World.

**CLOSING TIME**

24 hours before broadcast.

**TITUSVILLE**

Brevard County—Map Location G-7

See SRDS consumer market map and data at beginning of the State.

**WRMF**

(Established 1957)

WRMF, Inc., P. O. Box 666, Titusville, Fla. Phone 1029

**PERSONNEL**

General Manager—Robert L. Bright.

**FACILITIES**

500 w.; 1050 kc. Non-directional.  
Operating schedule: Sunrise to local sunset. EST.  
Transmitter: Titusville, Fla.

**AGENCY COMMISSION**

15% on time only; no cash discount. Talent net not commissionable. Bills payable 1st of month.

**GENERAL**

Rates include music copyright fees.  
Accepts AAAA copyrighted contracts.  
ASCAP, BMI and SESAC licenses.  
No contracts accepted for longer than 1 year.  
First program must be presented in 30 days of contract acceptance.  
Rates guaranteed for 6 months from date of first broadcast or 6 months from effective date of any rate increase.  
Alcoholic beverage advertising: beer and wine only.

(This listing continued on next page)



# FLORIDA

## Titusville—W R M F—Continued

TIME RATES					
Rates effective May 2, 1958. (Card No. 1.)					
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min. or less
1 time.....	30.00	18.00	11.00	7.00	4.00
13 times.....	28.50	17.10	10.45	6.65	.....
26 times.....	27.00	16.20	9.90	6.30	3.75
52 times.....	25.50	15.30	9.35	5.95	3.50
104 times.....	25.00	14.40	8.80	5.60	.....
156 times.....	23.50	13.50	8.25	5.25	3.25
260 times.....	22.00	12.40	7.70	4.85	3.00
312 times.....	.....	.....	.....	.....	2.75
520 times.....	.....	.....	.....	.....	2.25
1,000 times.....	.....	.....	.....	.....	1.75

SATURATION PACKAGES					
Weekly Saturation to be used in 7 days					
	Each	Total	Each	Total	
20 times.....	1.75	35.00	40 times.....	1.30	52.00
30 times.....	1.50	45.00	50 times.....	1.20	60.00

Monthly Saturation to be used in 30 days  
 100 times..... 1.50 150.00 300 times..... 1.20 360.00  
 200 times..... 1.40 280.00  
 Three month Saturation to be used in 90 days.  
 300 times..... 1.45 435.00 500 times..... 1.20 600.00  
 400 times..... 1.35 540.00 600 times..... 1.10 660.00

**SPECIAL FEATURES**  
 News Service—UPI. Talent fee—1.50 per 5-minute news program.  
 Political—regular rates apply. Copy and payment 24 hours before broadcast.

**CLOSING TIME**  
 24 hours before broadcast.

## VALPARAISO

Okaloosa County—Map Location B-3  
 See SRDS consumer market map and data at beginning of the State.

(Call letters not received)  
 (C. P. 250 watts; 1340 kc.)  
 Bay Broadcasting Co.  
 Valparaiso, Florida

## VERO BEACH (2AM)

Indian River County—Map Location H-7  
 See SRDS consumer market map and data at beginning of the State.

## WAXE

(Established—)

WNFM, Inc., P. O. Box 397, Vero Beach, Fla.  
 Jordan 2-5405.

### PERSONNEL

General Manager—David Fleagle.

### REPRESENTATIVES

Burn-Smith Company, Incorporated.

### FACILITIES

1,000 w.; 1370 kc.  
 Operating schedule: Sunrise to local sunset. EST.  
 Transmitter: 1-1/2 mi. south of Vero Beach, Fla.

### AGENCY COMMISSION

15% no cash discount.

### GENERAL

Affiliated with Keystone Network.  
 Rates include music copyright fees.  
 ASCAP, BMI, and SESAC licenses.

### TIME RATES

Rates effective October 1, 1957. (Card No. 4R.)					
Card received October 1, 1957.					
(8:00 a.m. to sign-off)					
	1 hr.	1/2 hr.	1/4 hr.	(*)	(†)
1 time.....	46.00	27.60	18.40	4.03	3.62
13 times.....	43.70	26.22	17.48	3.74	3.34
26 times.....	41.40	24.84	16.56	3.45	3.05
52 times.....	39.10	23.46	15.64	3.16	2.76
104 times.....	36.80	22.08	14.72	2.88	2.47
156 times.....	34.50	20.70	13.80	2.59	2.19
260 times.....	32.20	19.32	12.88	2.30	1.90

(\*) 1-minute, 100 words maximum.  
 (†) 30-seconds, 50 words maximum.

### SPECIAL FEATURES

News Service—UPI. Sports every newscast.  
 5-minute Newscasts:  
 1 time..... 5.41 104 times..... 4.49  
 13 times..... 5.18 156 times..... 4.26  
 26 times..... 4.95 260 times..... 4.03  
 52 times..... 4.72  
 Maximum copy..... 1.20  
 Sportscasts—1-time rate; no frequency discounts.  
 Remote facilities—rates on request.  
 Political—regular rates apply; cash in advance.

### CLOSING TIME

12 hours before broadcast.

## WTTB

(Established 1954)



Tropics, Inc., 1536 20th St., Vero Beach, Fla. Phone 5454.

### PERSONNEL

President—Merrill P. Barber.  
 Manager—Al Stockmeier.

### FACILITIES

250 w.; 1490 kc.  
 Operating schedule: 6:00 a.m. to 10:00 p.m. EST.  
 Transmitter: Rosedale Rd., Vero Beach, Fla.

### AGENCY COMMISSION

15% on time only; no cash discount. Bills payable when rendered.

### GENERAL

Rates include music copyright fees.  
 ASCAP and BMI licenses.  
 Discounts are allowed in advance on volume of time indicated in signed agreement. If agreement is not fulfilled, advertiser is charged short rate for volume broadcast.  
 No broadcasts in foreign languages.  
 Contracts for programs and announcements accepted 30 days before 1st broadcast.  
 Maximum length of contract 52 weeks.  
 No periods sold in bulk for resale.  
 Clients fulfilling 1 year contract may extend or renew at earned frequency discounts provided no interruption or reduction of service occurs. In event of cancellation after 1 year continuous service no short rate is applied.  
 Alcoholic beverage advertising; beer and wine only, none on Sundays.

Length of Commercial Copy:	Programs	News
5 minutes.....	1:00 min.	1:00 min.
10 minutes.....	2:00 min.	1:30 min.
15 minutes.....	2:30 min.	2:00 min.
30 minutes.....	3:00 min.	.....
60 minutes.....	6:00 min.	.....

### TIME RATES

Rates effective July 1, 1956. (Card No. 2.)						
Card received August 16, 1956.						
Rev. (auto rates) rec'd. January 10, 1957.						
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min. 30 sec.
1 time.....	35.00	25.00	20.00	15.00	10.00	5.50 4.50
13 times.....	33.00	23.50	19.00	14.20	9.40	5.20 4.30
26 times.....	31.00	22.00	18.00	13.40	8.80	4.90 4.10
52 times.....	29.00	20.50	17.00	12.60	8.20	4.60 3.90
104 times.....	27.00	19.00	16.00	11.80	7.60	4.30 3.70
156 times.....	25.00	17.50	15.00	11.00	7.00	4.00 3.50
260 times.....	23.00	16.00	14.00	10.20	6.40	3.60 3.30
313 times.....	21.00	14.50	13.00	9.40	5.80	3.30 3.00

### SATURATION PACKAGE PLANS

Rates on request.

### COMBINATION RATES

See Mutual Broadcasting System.

### SPECIAL FEATURES

News Service—AP.  
 Newscasts sponsorship available. Local, state and national; 5- 10- and 15-minute newscasts.  
 Political—regular rates apply, cash in advance.

### CLOSING TIME

24 hours before broadcast.

## WARD RIDGE

(Call letters not received)

(C.P. 240 watts days, 1570 kc.)

Vacationland Broadcasting Co.,  
 P.O. Box 687,  
 Fort Walton Beach, Fla.  
 (C.P. is for Ward Ridge)

## WAUCHULA

Hardee County—Map Location F-7

See SRDS consumer market map and data at beginning of the State.

## WAUC

(Established 1958)

Hardee Broadcasting Company, RFD 2, Cemetery Rd., Wauchula, Fla. Prospect 3-4271.

### PERSONNEL

Pres. & Gen'l Mgr.—Robert S. Taylor.  
 Exec. Vice-Pres.—Ted Covington.  
 Station Manager—Claude White.

### FACILITIES

500 w.; 1310 kc. days. Nondirectional.  
 Operating schedule: local sunrise to sunset EST.  
 Transmitter: Cemetery Rd., Wauchula, Fla.

### AGENCY COMMISSION

15% on time and talent; no cash discount. Bills due and payable when rendered.

### GENERAL

Affiliated with Keystone Network.  
 Accepts AAAA copyrighted contracts.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.

### TIME RATES

Rates effective January 1, 1958.					
Rates received May 12, 1958.					
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	40.00	25.00	17.00	8.00	4.50
13 times.....	38.00	23.75	16.00	7.60	4.30
26 times.....	36.00	22.50	15.00	7.20	4.10
52 times.....	34.00	21.25	14.00	6.80	3.90
104 times.....	32.00	20.00	13.00	6.40	3.70
156 times.....	30.00	18.75	12.00	6.00	3.50
260 times.....	28.00	17.50	11.00	5.60	3.30
312 times.....	26.00	16.25	10.00	5.20	3.00

### SPECIAL FEATURES

News Service—UPI and local. No extra charge.

### Participating Programs

"Country Cousin" with Claude White—1:00 p.m. to 2:00 p.m. Monday through Friday.

### CLOSING TIME

48 hours in advance of broadcast.

## WEST PALM BEACH

(including Palm Beach)  
 (4 AM; 1 PM)

Palm Beach County—Map Location H-8  
 See SRDS consumer market map and data at beginning of the State.

Area stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## WEAT

(Established 1948)

## NBC Radio Network

A Rand Station

Rand Broadcasting Company, P. O. Box 70, West Palm Beach, Fla.

### PERSONNEL

President—Rex Rand.  
 Exec. Vice-Pres.—Bertram Lebar, Jr.  
 Sales Manager—Goff Lebar.  
 Program Director—Peter R. Cole.

### REPRESENTATIVES

Venard, Rintoul & McConnell, Inc.  
 Southeast—James S. Ayers Company.

### FACILITIES

1,000 w.; 850 kc. Directional.  
 Operating Schedule: 24 hours daily. EST.  
 Transmitter: Congress Ave., West Palm Beach.

### AGENCY COMMISSION

15% on net time; no cash discount.

### GENERAL

Accepts AAAA copyrighted contract.

### TIME RATES

Rates effective October 1, 1958. (Card No. 4.)					
Rates received September 5, 1958.					
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	100.00	60.00	40.00	30.00	20.00
26 times.....	95.00	57.00	38.00	28.50	19.00
52 times.....	90.00	54.00	36.00	27.00	18.00
104 times.....	85.00	51.00	34.00	25.50	17.00
156 times.....	80.00	48.00	32.00	24.00	16.00
208 times.....	75.00	45.00	30.00	22.50	15.00
260 times.....	70.00	42.00	28.00	21.00	14.00
312 times.....	65.00	39.00	26.00	19.50	13.00
364 times.....	60.00	36.00	24.00	18.00	12.00

### ANNOUNCEMENTS

	1 min.	30 sec.	15 sec.	15 wds.
1 time.....	10.00	6.00	5.00	4.00
26 times.....	9.50	5.70	4.75	3.80
52 times.....	9.00	5.40	4.50	3.60
104 times.....	8.50	5.10	4.25	3.40
156 times.....	8.00	4.80	4.00	3.20
208 times.....	7.50	4.50	3.75	3.00
260 times.....	7.00	4.20	3.50	2.80
312 times.....	6.50	3.90	3.25	2.60
364 times.....	6.00	3.60	3.00	2.40

### (Run-of schedule)

7 weekly.....	42.00	25.20	21.00	16.80
Each.....	6.00	3.60	3.00	2.40
14 weekly.....	79.80	47.88	39.90	31.92
Each.....	5.70	3.42	2.85	2.28
21 weekly.....	113.40	68.04	56.70	45.36
Each.....	5.40	3.24	2.70	2.16
28 weekly.....	142.80	85.68	71.40	57.12
Each.....	5.10	3.06	2.55	2.04
35 weekly.....	168.00	100.80	84.00	67.20
Each.....	4.80	2.88	2.40	1.92
70 weekly.....	280.00	168.00	140.00	112.00
Each.....	4.00	2.40	2.00	1.60

Times selected by station. Subject to advertisers preference wherever possible. No further discounts.

### COMBINATION RATES

See NBC Radio Network.

### SPECIAL FEATURES

News Service—UPI.  
 Newscasts—5, 10 and 15 minute newscasts. Rates and details on request.  
 Weather Forecasts, Time Signals, Temperature Reports, Markets and Sports—Rates and details on request.  
 Political—regular rates apply.  
 Library Service—Capitol.

## WIRK

(Established 1947)

Ken-Sell, Inc., P. O. Box 2148, 711 S. Flagler Drive, West Palm Beach, Fla. Temple 3-1711.

### PERSONNEL

Owner & Gen'l Mgr.—Joseph S. Field, Jr.  
 Sales & Operations Mgr.—Rome Hartman.

### REPRESENTATIVES

Thomas F. Clark Company, Inc.

### FACILITIES

5,000 w. days; 1,000 w. nights. 1290 kc.  
 Directional—night only.  
 Operating Schedule: 6:00 a.m. to 1:00 a.m. EST.  
 Transmitter: Near Military Trail, West Palm Beach.

### AGENCY COMMISSION

15% on net time; no cash discount. Bills rendered monthly, unless otherwise requested.

(This listing continued on next page)



West Palm Beach—WIRK—Continued

**GENERAL**  
Rates include music copyright fees. BMI, ASCAP and SESAC licenses. Alcoholic beverage advertising: beer and wine only, none on Sunday. 2 or more program units of 15 minutes or more broadcast on same day for same sponsor within same time bracket combine to earn 1/2 hour, 3/4 hour or 1 hour rate, whichever applies. All programs so combined to earn lower rate may be scheduled contiguously at station's option on 28 days' notice. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed 1 year from date of 1st broadcast, with or without interruption. Discounts allowed retroactively in the number of broadcasts given within a year.

**TIME RATES**

Rates effective April 1, 1958.  
Rates received March 24, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	80.00	48.00	32.00	16.00	8.00	6.00
13 times.....	75.00	45.00	30.00	15.00	7.50	5.85
26 times.....	72.50	43.50	29.00	14.50	7.25	5.70
52 times.....	70.00	42.00	28.00	14.00	7.00	5.40
104 times.....	67.50	40.50	27.00	13.50	6.75	5.10
156 times.....	65.00	39.00	26.00	13.00	6.50	4.80
260 times.....	60.00	36.00	24.00	12.00	6.00	4.20
312 times.....	57.50	34.50	23.00	11.50	5.75	3.80

**SPECIAL PACKAGES**

Not subject to further discounts.  
Announcements per week:  
6 times..... 37.50 18 times..... 99.00  
12 times..... 72.00 24 times..... 120.00

**COMBINATION RATES**

See Mutual Broadcasting System.

**SPECIAL FEATURES**

News Service—AP.  
Political—1-time rates apply.  
**Participating Programs**  
"Fred Allen Show"—6:00 a.m. to 9:00 a.m. Monday through Saturday.  
"The Thin Man"—9:05 a.m. to 10:00 a.m. Monday through Saturday.  
"Easy Does It" with Fred Allen—10:05 a.m. to 11:30 a.m. Monday through Saturday.  
"Jaek McCormack Show"—3:30 p.m. to 6:00 p.m. Monday through Saturday.  
"Blue Dreamer" with Travis "Bucky" Johnson—7:35 p.m. to 9:30 p.m. Monday through Saturday.

**CLOSING TIME**

Broadcast copy and program material must be received 48 hours in advance.

**WJNO**

(Established 1936)



WJNO Radio, 1500 N. Flagler Drive, West Palm Beach, Fla. Temple 2-3638.

**PERSONNEL**

General Manager—H. V. McMillan.

**REPRESENTATIVES**

The Meeker Company, Inc.

**MAILING INSTRUCTIONS**

Send all communications to WJNO, P.O. Box 189, West Palm Beach, Fla.

**FACILITIES**

250 w.; 1230 kc.  
Operating schedule: 6:00 a.m. to 1:00 a.m. EST.  
Transmitter: Flagler Drive, West Palm Beach.

**AGENCY COMMISSION**

15% on time only if paid by 15th of month following broadcast. Bills due 10th of month following broadcast. Accounts without station-established credit, payable in advance. No cash discount.

**GENERAL**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
Alcoholic beverage advertising: beer and wine only. Maximum length of contract 1 year. Contracts subject to cancellation if programs do not start in 30 days. Renewals of contracts subject to rates then in effect. Word count of announcements based on actual words spoken. While station does not guarantee announcements position, it will cooperate to maintain preferred schedules when possible.

**TIME RATES**

Rates effective November 15, 1940. (Card No. 6.)  
Card received August 11, 1954.  
Rates revised September 1, 1954.  
(6:30 a.m. to 9:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	50.00	30.00	20.00	10.00
26 times.....	47.50	28.50	19.00	9.50
52 times.....	45.00	27.00	18.00	9.00
104 times.....	42.50	25.50	17.00	8.50
208 times.....	40.00	24.00	16.00	8.00
312 times.....	37.50	22.50	15.00	7.50

10% discount from above rates, all other times.

**ANNOUNCEMENTS**

1 time.....	6.00	156 times.....	4.95
26 times.....	5.70	208 times.....	4.80
52 times.....	5.40	260 times.....	4.65
104 times.....	5.10	312 times.....	4.50

**COMBINATION RATES**

See CBS Radio Network (Florida Group).

**SPECIAL FEATURES**

News—Leased wire service available. Rates on request.  
Political—regular rates apply. Payable in advance. All political speakers must sign waiver form.

**CLOSING TIME**

2 weeks in advance. Talks 48 hours in advance for station approval.

**WQXT**

**PALM BEACH**

(Established 1957)

Palm Beach Radio, Inc., 3000 South Ocean Blvd., Palm Beach, Fla. Ju 2-7401; TWX WP 64.  
West Palm Beach Phone: Ju 2-7402.

**PERSONNEL**

General Manager—David L. Lyndon.  
Sales Manager—Art Rivera.  
Program Director—John Sowers.

**REPRESENTATIVES**

Stars National, Inc.

**FACILITIES**

250 w.; 1340 kc.  
Operating Schedule: 6:00 a.m. to midnight weekdays; 7:00 a.m. to midnight Sundays. EST.  
AM Transmitter: \_\_\_\_\_  
FM FACILITIES  
ERP 22,000 w.; 97.9 mc.  
Antenna ht.—275 ft. above average terrain.

**AGENCY COMMISSION**

15%; 2% cash discount.

**GENERAL**

FM is offered as a bonus but is not guaranteed.  
Two-week mutual cancellation privilege.  
Accepts AAAA copyrighted contract.  
No per inquiry advertising accepted.

**TIME RATES**

Rates received August 5, 1957.

**AM-FM COMBINATION RATE**

(Day or Night)

Per week:	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	100.00	70.00	40.00	20.00
2 times.....	96.00	67.00	38.00	19.00
3, 4 times.....	92.00	64.00	36.00	18.00
5, 6, 7 times.....	84.00	61.00	34.00	17.00

**DISCOUNTS FOR CONSECUTIVE WEEKS**

Applicable to periods of 5 minutes or more.  
13 weeks.....10% 26 weeks.....15% 52 weeks.....25%

**ANNOUNCEMENTS**

(Fixed Position)

	1 min.	30 sec.	10 sec.
1- 49 .....	10.00	7.00	4.00
50- 99 .....	9.50	6.50	3.70
100-299 .....	8.50	6.00	3.00
300 or more.....	8.00	5.50	2.00

**PACKAGE PLANS**

For run-of-schedule announcements scheduled by the station at best times available.  
Per week:

	1 min.	30 sec.	10 sec.
50 times.....	300.00	200.00	85.00
25 times.....	175.00	110.00	45.00
10 times.....	70.00	45.00	18.00

**DISCOUNTS ON PACKAGE PLANS**

13 weeks.....10% 26 weeks.....15% 52 weeks.....25%

**COMBINATION RATES**

See ABC Radio Network.

**SPECIAL FEATURES**

News Service—UPI.  
Special stereophonic broadcasts.  
Political—regular rates apply; cash in advance.  
**Participating Programs**  
Participations in specified programs subject to fixed position announcement rates.

**CLOSING TIME**

Copy and schedule orders must be received 48 hours in advance of broadcast time.

**WINTER GARDEN**

Orange County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

**WGOA**

(Established 1958)

Owned and operated by E. V. Price, P. O. Box 1124, Old Carter Rd., Winter Garden, Fla. Ol. 6-3700.

**PERSONNEL**

Owner & Gen'l Mgr.—E. V. Price.

**FACILITIES**

1,000 w.; 1600 kc. Non-directional.  
Operating schedule: 5:30 a.m. to local sunset. EST.  
Transmitter: Old Carter Rd., Winter Garden, Fla.

**AGENCY COMMISSION**

15% on time only; 2% cash discount. Bills payable by end of the month.

**GENERAL**

Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

**TIME RATES**

Rates effective January 1, 1958.  
Rates received July 3, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	30.48	16.68	9.20	3.45
13 times.....	28.75	15.15	8.05	2.59
100 times.....	26.50	13.75	7.20	2.20

**ANNOUNCEMENTS**

**CLASS "A"**

	1 min.
1 time.....	2.00
13 times.....	1.45
15 times.....	1.40
30 times within 1 month.....	1.40
15 times within 1 week.....	1.25
80 times within 13 weeks.....	1.30
156 times within 26 weeks.....	1.15
156 times within 1 year.....	1.10
256 times within 1 year.....	1.05
500 times within 1 year.....	.96

**FLORIDA**

**CLASS "B"**

	1 min.
1 time.....	1.75
13 times.....	1.15
15 times within 1 week.....	.96
Saturation Announcements	
10 times per day.....	.95
25 times per day.....	.80

**SPECIAL FEATURES**

News Service—UPI. No extra charge.

**CLOSING TIME**

48 hours before broadcast.

**WINTER HAVEN**

Polk County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.

**WSIR**

(Established 1946)



Hundred Lakes Broadcasting Corp., Lake Howard Drive, S. W., Winter Haven, Fla. Cypress 42-144.

**PERSONNEL**

General Manager—Larry Rollins.

**REPRESENTATIVES**

Devney, Incorporated.

**FACILITIES**

250 w.; 1490 kc.  
Operating Schedule: 6:00 a.m. to 10:35 p.m. weekdays; 7:00 a.m. to 10:35 p.m. Sundays. EST.  
Transmitter: Winter Haven, Fla.

**AGENCY COMMISSION**

15% on net time; no cash discount. Bills due 10th of month following broadcast.  
Retail rates (noncommissionable)—on request.

**GENERAL**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Alcoholic beverage advertising: beer and wine only. Rates for periods longer than 1 hour are in exact proportion to the corresponding 1 hour rate.  
Programs and announcements figured separately for discounts earned. Maximum frequency discounts allowed by combining the service used in either time bracket.

**TIME RATES**

Rates effective March 1, 1948. (Card No. 2.)

**CLASS "A"**

(6:00 p.m. to 10:35 p.m.)

	1 3/4 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	30 sec.	10 sec.	(*)
1 time.....	53.60	42.68	32.16	21.44	16.08	10.72	5.36	
26 times.....	50.92	40.55	30.56	20.37	15.28	10.19	5.10	
52 times.....	48.24	38.42	28.95	19.30	14.48	9.65	4.83	
100 times.....	45.56	36.29	27.35	18.23	13.68	9.12	4.57	
156 times.....	42.88	34.14	25.74	17.16	12.88	8.58	4.30	
260 times.....	40.20	32.01	23.02	16.08	12.06	8.04	4.02	

**CLASS "B"**

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

	1 hr.	30 min.	15 min.	10 min.	5 min.	30 sec.	10 sec.
1 time.....	40.00	32.00	24.00	16.00	12.00	8.00	4.00
26 times.....	38.00	30.40	22.80	15.20	11.40	7.60	3.80
52 times.....	36.00	28.80	21.60	14.40	10.80	7.20	3.60
100 times.....	34.00	27.20	20.40	13.60	10.20	6.80	3.40
156 times.....	32.00	25.60	19.20	12.80	9.60	6.40	3.20
260 times.....	30.00	24.00	18.00	12.00	9.00	6.00	3.00

(\*) 100 words live; 60 seconds transcribed; or station breaks 27 seconds or 35 words.

**COMBINATION RATES**

See Mutual Broadcasting System.

**SPECIAL FEATURES**

News Service—AP  
Newscast—1 15-minute program daily; per month:  
Class "A"..... 429.80  
Class "B"..... 337.50  
Time Signals—3 per day, 7 days per week, per month 200.00.  
Temperature and Weather Reports—3 per day, 7 days per week, per month 200.00.  
Commercial on time signals, temperature and weather reports are limited to 25 words or 27 seconds transcribed.  
Political—regular rates apply.  
Remote Control Facilities and Costs—on request.  
Instantaneous Reference Recordings—3.00 per 15-minute program, proportionate amounts for longer or shorter programs.

**CLOSING TIME**

Contracts due 2 weeks in advance for insertion in public listings. Manuscripts due 10 days in advance.

(Call letters not received)

(C.P. 1360 kc.; 1,000 w. days)  
Winter Haven Broadcasting Co.,  
Winter Haven, Florida.

**WINTER PARK**

Orange County—Map Location G-8  
See SRDS consumer market map and data at beginning of the State.

See Orlando