

# 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.

Biloxi—Harrison  
Columbus—Lowndes  
Greenville—Washington

Greenwood—Leflore  
Gulfport—Harrison

Hattiesburg—Forrest  
Jackson—Hinds

Laurel—Jones  
Meridian—Lauderdale

Natchez—Adams  
Vicksburg—Warren

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					Filling Station (\$000)	Farm Popu- lation 1/1/58 (000)	Gross Farm Income 1957 (\$000)	
STATE						Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)			
COUNTY—Map Loc.														
City														
Metropolitan Area														
<b>MISSISSIPPI STATE</b>														
TOTALS	2,230.7	582.01	2,068,824	3,555	1,449,783	348,272	49,462	172,421	87,075	67,481	311,393	146,031	909.7	556,200
ADAMS B-9	37.0	10.45	54,930	5,256	36,302	7,920	1,461	3,478	3,297	2,243	7,497	3,208	4.2	1,428
Natchez	29.2	8.72	49,213	5,644	33,765	7,120	1,461	3,188	3,297	2,118	7,497	2,650		
ALCORN G-2	28.4	8.00	26,231	3,279	22,683	3,954	829	1,413	1,726	1,360	6,496	1,999	10.0	4,192
AMITE C-9	17.6	4.29	10,463	2,439	6,972	1,232	140	1,457	15	6	3,506	458	12.2	4,874
ATTALA E-5	24.2	6.08	18,525	3,047	13,299	3,982	353	1,162	1,260	675	3,253	1,131	13.3	4,789
BENTON E-1	7.7	1.85	4,723	2,553	939	169	39	236		22	325	117	6.6	2,883
BOLIVAR C-4	61.0	15.87	50,021	3,152	33,741	7,830	1,114	2,899	1,594	996	5,207	3,696	28.1	40,196
CALHOUN E-4	16.9	4.43	11,183	2,524	6,234	1,162	303	706	244	152	1,153	826	10.6	4,775
CARROLL D-5	11.7	2.73	6,741	2,469	2,388	1,005	72	569	41	27	319	147	9.1	5,183
CHICKASAW F-4	17.5	4.55	14,776	3,247	7,469	2,347	280	813	490	245	1,135	558	9.9	4,776
CHOCKTAW E-5	9.0	2.28	5,494	2,410	3,020	485	51	836	51	42	669	549	6.8	1,693
CLAIBORNE B-8	11.5	2.98	11,232	3,769	5,941	1,713	192	389	352	324	912	499	5.1	2,596
CLARKE G-8	18.9	4.81	10,971	2,281	8,732	2,013	263	1,114	211	566	2,041	1,087	9.6	2,317
CLAY F-4	17.2	4.49	12,002	2,673	9,059	2,542	428	681	751	401	2,366	786	7.9	3,300
COAHOMA C-3	51.6	14.00	49,283	3,520	34,695	10,150	982	2,853	2,561	1,859	6,293	3,057	21.9	25,739
COPIAH C-8	28.6	7.48	23,681	3,166	14,622	4,752	726	2,212	612	622	2,235	1,142	11.9	3,885
COVINGTON E-8	15.6	3.82	10,865	2,844	5,826	1,379	287	1,496	34	94	1,404	874	9.5	3,591
DE SOTO D-2	23.5	5.77	13,537	2,346	8,885	2,113	100	1,328	26	157	2,714	982	16.8	14,740
FORREST F-10	54.5	15.28	64,516	4,222	52,441	9,446	1,521	8,397	3,013	2,246	11,350	5,556	5.3	2,292
Hattiesburg	36.9	10.70	47,963	4,483	49,474	8,199	1,355	7,829	3,013	2,178	11,350	4,817		
FRANKLIN B-9	9.8	2.62	6,151	2,348	3,996	1,265	222	683		28	782	368	4.7	1,500
GEORGE G-10	11.3	2.88	6,081	2,111	7,151	1,859	174	244	389	237	1,880	780	4.9	1,563
GREENE G-9	7.6	1.85	5,749	3,108	2,569	957	128	386	21	91	549	371	4.7	895
GRENADA D-4	19.2	5.09	16,948	3,330	11,945	3,038	551	812	828	675	2,963	1,497	6.3	3,703
HANCOCK E-11	12.8	3.46	12,882	3,723	7,909	2,599	296	412	181	208	1,360	1,528	2.6	963
HARRISON F-11	116.3	29.69	187,195	6,305	96,385	23,916	3,204	11,150	6,850	5,503	20,456	10,091	3.9	1,212
Biloxi	55.1	12.08	82,798	6,854	41,791	10,040	1,416	3,112	2,897	2,430	9,884	4,197		
Biloxi-Gulfport Metro Area	116.3	29.69	187,195	6,305	96,385	23,916	3,204	11,150	6,850	5,503	20,456	10,091		
Gulfport	32.0	9.21	41,510	4,507	46,128	10,561	1,617	7,715	3,929	2,970	9,845	4,225		
HINDS C-7	171.0	46.20	259,589	5,619	182,209	42,278	6,729	21,472	14,395	9,003	42,425	16,327	18.5	9,260
Jackson	126.1	35.37	218,217	6,170	165,332	35,610	6,147	20,223	14,196	8,694	39,156	13,358		
Jackson Metro Area	171.0	46.20	259,589	5,619	182,209	42,278	6,729	21,472	14,395	9,003	42,425	16,327		
HOLMES D-5	28.9	7.13	19,915	2,793	15,208	3,866	540	1,880	572	469	3,197	1,936	17.9	11,041
HUMPHREYS C-5	21.2	5.25	11,851	2,257	9,215	2,664	354	1,033	149	337	959	2,135	12.8	12,907
ISSAQUENA B-6	3.7	.97	1,658	1,709	517	267		175				75	3.3	5,892
ITAWAMBA G-3	15.4	4.01	10,960	2,733	4,782	874	121	307	229	431	1,652	267	9.8	4,185
JACKSON G-11	40.9	11.16	54,163	4,853	32,564	10,511	1,313	2,257	1,403	1,690	5,428	3,027	3.4	859
JASPER F-8	18.7	4.41	14,094	3,196	7,273	1,345	273	1,020		113	1,314	581	12.2	3,426
JEFFERSON B-8	9.3	2.49	4,828	1,939	4,429	1,016	158	862			1,655	344	7.1	2,246
JEFFERSON														
DAVIS D-9	15.4	3.68	6,852	1,862	5,717	1,375	219	1,587	31	94	1,365	442	11.0	5,983
JONES F-9	65.2	17.34	60,105	3,466	43,649	9,776	1,676	7,957	2,140	2,499	8,814	3,640	15.0	4,987
Laurel	31.1	9.15	36,460	3,985	39,301	7,859	1,489	7,221	1,902	2,417	8,460	3,067		
KEMPER G-6	11.4	2.67	5,713	2,140	3,230	631	111	830	29	139	879	170	10.9	2,472
LAFAYETTE E-3	24.6	5.95	24,052	4,042	9,843	2,235	425	1,653	1,005	379	1,563	988	10.4	4,951
LAMAR E-9	14.6	3.84	12,786	3,330	3,664	1,593	316	466	33	83	366	661	6.6	3,088
LAUDERDALE G-7	70.7	20.41	79,906	3,915	64,284	15,641	2,020	9,757	5,482	2,948	13,460	6,507	10.7	2,507
Meridian	48.3	14.92	61,230	4,104	60,015	14,251	2,020	9,034	5,482	2,852	13,041	5,378		
Meridian Metro Area	70.7	20.41	79,906	3,915	64,284	15,641	2,020	9,757	5,482	2,948	13,460	6,507		
LAWRENCE D-9	12.0	3.03	6,674	2,203	4,822	1,006	260	586	252	84	1,626	608	7.5	2,735
LEAKE E-6	19.7	4.90	11,669	2,381	7,579	1,189	260	1,822	308	443	1,859	261	15.2	7,049
LEE F-3	38.9	10.78	39,095	3,627	38,781	8,354	1,865	3,921	3,025	1,318	8,834	4,213	14.9	8,531
LEFLORE D-4	51.8	13.51	50,236	3,718	40,963	8,566	1,089	3,380	2,496	1,429	7,734	8,250	22.3	19,934
Greenwood	20.1	6.17	29,545	4,788	34,824	6,872	818	2,490	2,331	1,429	7,596	7,540		
LINCOLN C-9	29.2	7.71	25,510	3,309	21,731	5,968	871	1,792	1,722	1,294	4,808	1,487	11.3	3,585
LOWNDES G-5	41.0	10.58	45,676	4,317	26,677	6,631	693	2,378	2,139	2,585	6,582	2,268	10.3	4,344
Columbus	26.7	7.61	33,779	4,439	23,459	5,739	655	1,862	2,139	2,585	5,854	1,458		
MADISON D-6	31.8	7.60	23,212	3,054	17,368	4,108	379	2,286	1,231	896	3,906	1,767	18.6	10,120
MARION D-9	24.5	6.49	18,823	2,900	14,269	3,446	544	3,569	474	633	2,670	1,723	11.4	3,669
MARSHALL E-2	25.2	5.84	18,372	3,146	8,140	2,670	276	1,906	489	277	851	716	15.7	9,620
MONROE G-4	36.5	9.81	32,319	3,294	19,094	6,221	569	1,432	1,212	694	4,159	2,098	15.9	7,659
MONTGOMERY E-4	14.1	3.78	10,594	2,803	8,175	2,192	89	858	395	216	1,581	1,363	6.6	3,117
NESHOBA F-6	24.4	6.22	14,416	2,318	9,592	2,263	408	1,643	642	448	2,091	703	14.8	4,735
NEWTON F-7	22.0	5.66	16,157	2,855	11,290	2,445	371	1,418	180	284	2,377	797	12.2	4,803
NOXUBEE G-5	15.7	3.87	8,609	2,225	7,312	1,561	283	1,552	199	372	1,281	923	12.2	5,394
OKTIBBEHA F-5	27.1	6.49	24,639	3,796	12,604	3,253	493	1,158	722	757	2,238	1,201	9.4	3,626
PANOLA D-3	29.8	7.63	19,867	2,604	16,598	4,892	529	1,397	611	609	4,786	2,267	18.1	11,788
PEARL RIVER E-10	22.2	5.92	19,166	3,238	17,31									

# 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)
TUNICA C-2.....	21.4	5.65	14,499	2,566	10,160	2,834	226	967	368	218	1,654	538	14.5	16,699
UNION F-2.....	19.7	5.51	15,720	2,853	11,142	2,893	402	812	957	562	2,662	900	11.0	5,831
WALTHALL D-10.....	14.4	3.40	7,657	2,252	7,533	1,363	247	941	297	159	1,752	696	11.3	6,065
WARREN C-7.....	40.9	12.67	57,855	4,566	41,644	11,492	905	3,430	2,664	4,322	7,071	4,436	4.6	3,446
Vicksburg.....	32.6	10.30	50,950	4,947	39,158	10,998	905	3,069	2,664	4,322	7,071	4,125	.....	.....
WASHINGTON B-5.....	74.6	20.78	75,584	3,637	68,160	17,479	1,796	7,582	5,267	3,310	12,636	5,843	20.7	25,857
Greenville.....	37.2	11.09	47,804	4,311	52,730	13,201	1,223	6,419	4,538	2,859	11,260	4,025	.....	.....
WAYNE G-9.....	17.5	4.24	10,806	2,549	9,930	1,787	335	798	378	1,016	3,388	1,233	8.2	2,439
WEBSTER E-4.....	9.6	2.56	6,153	2,404	7,741	1,321	232	692	162	245	2,975	872	7.1	3,101
WILKINSON B-10.....	12.9	3.21	7,003	2,182	6,211	1,774	282	1,281	186	71	1,207	952	6.3	2,131
WINSTON F-5.....	22.3	5.51	14,164	2,571	10,724	3,422	413	1,031	301	695	2,411	1,065	11.6	3,426
YALOBUSHA E-3.....	13.0	3.42	9,701	2,837	6,034	1,734	304	1,447	222	357	747	580	7.7	3,610
YAZOO C-6.....	33.0	8.41	24,875	2,958	19,303	4,913	770	1,666	1,511	705	3,660	2,755	17.0	13,951

## 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	582,010	534,460	1.0930
Adams	10,450	9,540	.0195
Alcorn	8,000	7,620	.0156
Amite	4,290	3,830	.0078
Attala	6,080	5,620	.0115
Benton	1,850	1,620	.0033
Bolivar	15,870	14,020	.0287
Calhoun	4,430	4,130	.0084
Carroll	2,730	2,420	.0049
Chickasaw	4,550	4,200	.0086
Choctaw	2,280	2,130	.0044
Claiborne	2,980	2,630	.0054
Clarke	4,810	4,300	.0088
Clay	4,490	4,020	.0082
Coahoma	14,000	12,650	.0259
Copiah	7,480	6,760	.0138
Covington	3,820	3,530	.0072
De Soto	5,770	5,100	.0104
Forrest	15,280	14,550	.0298
Franklin	2,620	2,420	.0049
George	2,880	2,630	.0054
Greene	1,850	1,690	.0035
Grenada	5,090	4,640	.0095
Hancock	3,460	3,230	.0066
Harrison	29,690	28,280	.0578
Hinds	46,200	43,540	.0890
Holmes	7,130	6,240	.0128
Humphreys	5,250	4,690	.0096
Issaquena	970	830	.0017
Itawamba	4,010	3,780	.0077
Jackson	11,160	10,520	.0215
Jasper	4,410	3,990	.0082
Jefferson	2,490	2,180	.0045
Jefferson Davis	3,680	3,330	.0068
Jones	17,340	16,350	.0334
Kemper	2,670	2,360	.0048
Lafayette	5,950	5,550	.0114
Lamar	3,840	3,580	.0073
Lauderdale	20,410	18,840	.0385
Lawrence	3,030	2,800	.0057
Leake	4,900	4,580	.0094
Lee	10,780	10,160	.0208
Leflore	13,510	12,070	.0247
Lincoln	7,710	7,190	.0147
Lowndes	10,580	9,460	.0193
Madison	7,600	6,790	.0139
Marion	6,490	5,930	.0121
Marshall	5,840	5,210	.0107
Monroe	9,810	9,050	.0185
Montgomery	3,780	3,460	.0071
Neshoba	6,220	5,800	.0119
Newton	5,660	5,220	.0107
Noxubee	3,870	3,230	.0066
Okt'bebeha	6,490	5,860	.0120
Panola	7,630	6,890	.0141
Pearl River	5,920	5,580	.0114
Perry	2,290	2,110	.0043
Pike	9,770	9,010	.0184
Pontotoc	4,910	4,620	.0094
Prentiss	5,220	4,920	.0101
Quitman	6,320	5,650	.0116
Rankin	6,350	5,920	.0121
Scott	3,320	4,860	.0099

County	Estimated Total Households 7-1-58	Estimated Households with Radio 7-1-58	% U.S. Total Radio Households 7-1-58
Sharkey	2,860	2,550	.0052
Simpson	5,520	5,200	.0106
Smith	3,660	3,420	.0070
Stone	1,800	1,700	.0035
Sunflower	12,860	11,360	.0232
Tallahatchie	7,080	6,250	.0128
Tate	4,430	3,960	.0081
Tippah	4,190	3,950	.0081
Tishomingo	3,990	3,800	.0078
Tunica	5,650	4,940	.0101
Union	5,510	5,190	.0106
Walthall	3,400	3,140	.0064
Warren	12,670	11,570	.0237
Washington	20,780	18,770	.0384
Wayne	4,240	3,870	.0079
Webster	2,560	2,390	.0049
Wilkinson	3,210	2,940	.0060
Winston	5,510	5,030	.0103
Yalobusha	3,420	3,120	.0064
Yazoo	8,410	7,600	.0155

**SPECIAL FEATURES**  
Dixie Caravan—2:00 p.m. to 3:25 p.m. Popular music.

### Mid-South Network

Rates effective March 1, 1958.  
Rates received February 28, 1958.  
Business Office—c/o Station WCBI, Columbus, Miss.,  
Fairfax 8-7171, 8-7272.  
Personnel  
General Manager—Bob Evans, Tupelo, Miss., WELO.  
Representatives  
Everett-McKinney, Inc.  
Southeast—Dixieland Stations, Inc.

Comprised of:  
WAMY—Amory  
WCBI—Columbus  
WROX—Clarkdale  
WMOX—Meridian  
WNAG—Grenada  
WELO—Tupelo  
WROB—West Point  
WONA—Winona  
Agency Commission  
15% to recognized agencies allowable; no cash discount. Bills payable by 10th of month following.  
General Advertising  
Affiliated with Mutual Broadcasting System.

**PROGRAM RATES**  
See individual station listings.  
**ANNOUNCEMENTS**

1-minute:  
1 time..... 20.00 156 times..... 15.00  
26 times..... 18.00 300 times..... 14.00  
52 times..... 16.00

Group rates apply for purchase of all stations, where schedules are equal in number of announcements used. For application of group rates where schedules are not of equal size, the smallest number of announcements purchased on any station determines the discount which will apply to all schedules.

**LESS THAN ENTIRE NETWORK**  
The following discounts allowed from individual station rates, applicable to spots only:  
Any two stations 5%; any three stations 10%; any four stations 20%; any five stations 25%; six stations and over 30%.

**POLITICAL**  
See individual listings.

### New South Radio Network

Business Office—c/o Radio Station WOKK, P. O. Box 528, Meridian, Miss. Phone 2-6133.  
Personnel  
Co-owners—Ed Holladay and Joe Carson.  
Representatives  
Grant Webb & Company.

Comprised of:  
WNSL—Laurel, Miss.  
WLSM—Louisville, Miss.  
WOKK—Meridian, Miss.  
WACT—Tuscaloosa, Ala.  
Agency Commission  
15%: no cash discount.  
General Advertising  
See individual stations for rates.

**DISCOUNTS**  
2 stations..... 5% 4 stations..... 15%  
3 stations..... 10%

### Skyline Network

Rates effective August 1, 1954. (Card No. 2.)  
Card received October 5, 1955.  
Business Office—c/o Radio Station WBIP, P. O. Box 352, Booneville, Miss. Park 8-5301.  
Personnel  
General Manager—E. O. Roden, Booneville, Miss., WBIP.  
Representatives  
Hil F. Best Company.

Comprised of:  
WBIP—Booneville  
WTUP—Tupelo  
WGCM—Gulfport  
Agency Commission  
15% to recognized agencies; no cash discount.  
(This listing continued on next page)

## MISSISSIPPI

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

### STATE NETWORKS

#### Dixie Broadcasting System

Rates received September 29, 1954.  
Executive Offices—WHSY Bldg., Highway 11 north, Hattiesburg, Miss., Ju 3-1741.  
Personnel  
Pres. & Gen'l Mgr.—Charles W. Holt.  
General Sales Mgr.—Robert N. Robinson.  
Program Director—Don Estes.  
Representatives  
Thomas F. Clark Co., Inc.

Comprised of:  
WABO—Waynesboro, Miss.  
WHNY—McComb, Miss.  
WHSY—Hattiesburg, Miss.  
WHXY—Bogalusa, La.  
WARB—Covington, Ky.  
WNSL—Laurel, Miss.

Agency Commission  
15% to recognized agencies; no cash discount. Bills rendered first of month; payable within 10 days.  
General Advertising

	THREE STATION GROUP					
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	102.00	70.15	38.25	30.60	22.30	11.50
13 times.....	97.00	67.60	35.70	28.70	21.67	10.40
26 times.....	88.00	63.75	35.00	27.40	20.40	10.20
39 times.....	84.15	58.65	33.80	26.15	19.75	9.55
52 times.....	80.35	53.55	32.50	25.50	19.10	9.20
104 times.....	76.50	48.45	30.00	24.20	18.60	8.80
156 times.....	72.70	46.00	28.05	22.95	17.20	8.40
260 times.....	68.85	42.10	26.15	22.30	16.00	8.00
312 times.....	63.75	38.25	25.50	21.70	15.30	7.65

	FOUR STATION GROUP					
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	120.00	82.50	45.00	36.00	26.25	13.50
13 times.....	114.00	79.50	42.00	33.75	25.50	12.75
26 times.....	103.50	75.00	41.25	32.25	24.00	12.00
39 times.....	99.00	69.00	39.75	30.75	23.25	11.25
52 times.....	94.50	63.00	38.25	30.00	22.50	10.80
104 times.....	90.00	57.00	35.25	28.50	21.75	10.35
156 times.....	85.50	54.00	33.00	27.00	20.25	9.90
260 times.....	81.00	49.50	30.75	26.25	18.75	9.45
312 times.....	75.00	45.00	30.00	25.50	18.00	9.00

	FIVE STATION GROUP					
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	135.00	91.50	51.00	40.75	29.50	15.25
13 times.....	128.00	88.00	47.75	38.25	28.50	14.40
26 times.....	115.50	83.00	46.75	37.50	26.90	13.50
39 times.....	110.00	76.50	45.00	34.75	26.05	12.65
52 times.....	104.50	70.00	43.25	33.65	25.15	12.10
104 times.....	99.50	63.50	40.00	32.00	24.25	11.60
156 times.....	94.50	60.00	37.50	30.35	22.65	11.05
260 times.....	89.50	55.00	35.00	29.50	21.00	10.55
312 times.....	83.00	50.00	34.00	28.50	20.00	10.00

Skyline Network—Continued

**General Advertising**  
All stations are inter-connected.  
Any contract may be cancelled upon two weeks' notice.  
Liquor advertising not accepted. Beer and wine advertising accepted in Yazoo City only.  
All program time units 30 seconds less than indicated.  
The following rates are for each station.

	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	3.50
13 times	55.00	32.50	22.00	16.00	11.00	3.40
26 times	50.00	30.00	20.00	14.00	10.00	3.30
52 times	45.00	27.50	18.00	13.00	9.00	3.20
104 times	40.00	25.00	16.00	12.00	8.00	3.10
156 times	35.00	22.50	14.00	11.00	7.00	3.00
208 times	30.00	20.00	13.00	10.00	6.50	2.90
260 times	27.50	18.00	12.00	9.00	6.00	2.80
312 times	25.00	17.00	11.00	8.00	5.50	2.70
520 times	22.50	16.00	10.00	7.00	5.00	2.60
1,000 times	20.00	15.00	9.00	6.00	4.50	2.50

**Additional Discounts**  
2 stations..... 5% 4 stations..... 15%  
3 stations..... 10% 5 stations..... 20%  
Discounts apply to total amount of time purchased.

**SPECIAL FEATURES**

News Service—UPI.  
TRANSCRIPTIONS  
Library Service—World.

**ABERDEEN**

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

**WMPA**

(Established 1952)

Rates received January 23, 1957.  
Owned and operated by Ray Tolar.

**Personnel**  
General Manager—Ray Tolar.  
Program Director—Frances Tolar.

**Representatives**  
Hil F. Best Company.

**Mailing Instructions**  
Business Office, Studio and Transmitter—P. O. Box 402, WMPA Bldg., Aberdeen, Miss., telephone 1049, 1050.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Central Time.  
Operating schedule: 6:00 a.m. to 8:00 p.m.

**Agency Commission**  
15% to recognized advertising agencies on time only; no cash discount. Bills rendered 1st of month payable within 10 days.

**General Advertising**  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Liquor, Beer or wine advertising not accepted.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Ann.
1 time.....	35.00	25.00	15.00	12.00	7.50	4.00
13 times.....	30.00	22.50	13.00	10.00	6.50	3.90
26 times.....	27.50	20.00	10.00	8.00	6.00	3.75
52 times.....	25.00	17.00	9.00	7.25	5.50	3.25
104 times.....	22.50	16.00	8.00	6.50	5.00	3.00
156 times.....	20.00	15.00	7.50	6.00	4.50	2.50

**Automotive rate:**  
1 to 52 spots, each.. 3.00 53 or more spots, ea. 2.50  
**WEEKLY SPOT PACKAGE**  
60 spots within any 7 day period earn lowest rate published.

**SPECIAL FEATURES**

News Service—UPI.  
Weather, time signals, athletic and special events, newscasts, under special contract; rates on request.  
Participating Programs  
"Jam and Jive" (Negro)—4:00 p.m. to 5:00 p.m., rhythm and blues.

**POLITICAL**

Programs—minimum 7.50; per minute 1.00.  
Spots—regular rates and package rates apply; payable in advance.

**Closing Time**  
Contract, one week in advance of broadcast.  
Announcements, 24 hours in advance of broadcast.

**AMORY**

Monroe County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State

**WAMY**

(Established 1955)

Rates effective \_\_\_\_\_  
Rates received March 17, 1958.  
Owned and operated by Charles C. Boren, Jr.

**Personnel**  
Owner—Charles C. Boren, Jr.

**Representatives**  
Everett-McKinney, Inc.

**Mailing Instructions**  
Business Office, Studio and Transmitter—P. O. Box 268, Amory, Miss.

**Wave—Power—Time**  
Operating power—5,000 watts days.  
Frequency—1580 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Standard Time.  
Operating schedule: sunrise to local sunset.

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

**General Advertising**  
Affiliated with Mutual Broadcasting System and Key-stone Network.

	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	34.20	22.80	9.50	-----
26 times.....	54.00	32.40	21.00	9.00	4.50
52 times.....	51.00	30.60	20.40	8.50	4.00
150 times.....	48.00	28.80	19.20	8.00	3.50
300 times.....	45.00	27.00	18.00	7.50	3.00

(\*) 1-minute or station break.

**SPECIAL FEATURES**

Sports, special events, news, weather and time signals; rates on request.

**Participating Programs**

"Sunrise Salute"—5:30 a.m. to 7:00 a.m. Country music.  
"Johnnie Lott's Country Music Time"—9:15 a.m. to 11:30 a.m.  
"Happy Dan's Pop Show"—1:00 p.m. to 4:00 p.m. Pop music.  
"Don Miller's Rock 'n Roll Party"—4:00 p.m. to 6:00 p.m.

**Closing Time**  
One week in advance of first broadcast.

**BATESVILLE**

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

**WBLE**

(Established 1953)

\*rates effective May 1, 1955.  
Rates received April 25, 1955.  
Owned and operated by Panola Broadcasting Co.

**Personnel**  
General Manager—Harold B. McCarley.

**Representatives**  
Hil F. Best Company.

**Mailing Instructions**  
Business Office, Studio and Transmitter—WBLE Bldg., Highway 6 West, Batesville, Miss., telephone 7266.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1290 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Standard Time.  
Operating schedule: 5:30 a.m. to local sunset.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills rendered 1st of month; payable 10 days.

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

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Ann.
1 time.....	55.00	35.00	20.00	15.00	10.00	5.00
13 times.....	49.50	31.50	18.00	13.50	9.00	4.50
26 times.....	44.00	28.00	16.00	12.00	8.00	4.00
52 times.....	38.50	24.50	14.00	10.50	7.00	3.50
104 times.....	33.00	21.00	12.00	9.00	6.00	3.00
208 times.....	30.25	19.25	11.00	8.25	5.50	2.75
312 or more times.....	27.50	17.50	10.00	7.50	5.00	2.50

**SPECIAL FEATURES**

News Service—AP.  
**POLITICAL**  
Regular rates and discounts apply, payable in advance.

**RELIGIOUS**

Regular rates apply.  
**TRANSCRIPTIONS**  
Library Service—Thesaurus.

**Closing Time**  
24 hours in advance of broadcast.

**BILOXI-GULFPORT (4 AM; 1 FM)**

Harrison County—Map Location F-11  
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.

**WGCM**

**GULFPORT**

(Established 1929)

Rates effective June 1, 1958.  
Rates received May 26, 1958.  
Owned and operated by WGCM Broadcasting Co.

**Personnel**  
General Manager—James E. Reese.  
Program Director—Tommie Meek.

**Representatives**  
Bogner & Martin.

**Mailing Instructions**  
Business Office Address—P. O. Box 1032, Gulfport, Miss., Un. 3-3522.

Studios and Offices—WGCM Bldg., 15th Ave. and 22nd St., Gulfport, Miss.  
Transmitter—Arlington Heights, Gulfport, Miss.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Central Time.  
Operating schedule: Sundays 6:55 a.m. to 11:05 p.m.; week days 6:00 a.m. to 12:00 midnight.

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

**General Advertising**  
Affiliated with ABC Radio.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time..	45.00	30.00	18.00	9.00	5.00	4.00
26 times	42.50	27.50	17.00	8.50	4.75	3.75
52 times	40.00	26.00	16.00	8.00	4.50	3.50
104 times	37.50	24.50	15.00	7.50	4.25	3.25
208 times	36.00	23.00	14.00	7.00	4.00	3.00
312 times	35.00	21.50	13.00	6.50	3.75	2.75
1,000 times	35.00	20.00	12.00	6.00	3.50	2.50

**SPECIAL FEATURES**

News Service—AP.  
News every hour at 5 minutes before the hour.  
Complete weather every hour at 25 minutes past the hour.  
**Closing Time**  
Closing date 24 hours in advance.

**WLOX**

**BILOXI**

(Established 1948)



Rates effective December 1, 1947. (Card No. 1.)  
Owned and operated by WLOX Broadcasting Co.

**Personnel**  
General Manager—Ray Butterfield.  
Sales Manager—T. B. Majure.  
Program Director—Mary Migues.

**Representatives**  
Hal Holman Company.  
Southern—Dora-Clayton Agency, Inc.

**Mailing Instructions**  
Business Office and Studio — Buena Vista Hotel, Biloxi, Miss., Biloxi 6-5581—6-5582.  
Transmitter—Biloxi, Miss.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Central Standard Time.  
Operating schedule: 24 hours daily.

**Agency Commission**  
15% to recognized agencies on station time only; no cash discount. Bills due and payable first of month following broadcast.

**General Advertising**  
For combination rates see Mutual Broadcasting System. Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.  
Discounts allowed retroactively on the number of broadcasts given within a year.  
Announcements and programs cannot be combined to earn larger discounts.  
Discounts from gross time cost based on number of broadcasts per year.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Ann.
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	5.76
26 times.....	54.00	32.40	21.60	16.20	10.80	5.40
52 times.....	51.00	30.60	20.40	15.30	10.20	5.10
100 times.....	48.00	28.80	19.20	14.40	9.60	4.80
260 or more times.....	45.00	27.00	18.00	13.50	9.00	4.50

**SPECIAL FEATURES**

News Service—UPI.  
Weather, time signals, athletic and special events, newscasts and all other special features—rates on request.

**Participating Programs**

"Top of the Dial," "Afternoon Melodies," "Records with Redbird," "Platter Party Parade," "Music 'Til Dawn," "What's New in Sports."

**TRANSCRIPTIONS**

Library Service—Standard, World.

**WROA**

**GULFPORT**

(Established 1955)

Rates effective July 1, 1958.  
Card received July 28, 1958.  
Owned and operated by Electronics Research, Inc. of Evansville, Ind.

**Personnel**  
President—John B. Caraway.  
Station Manager—Earl B. Blessey.  
Sales Manager—Hammond H. Hinton.

**Representatives**  
Rambeau, Vance, Hopple, Inc.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 115, 1313 28th Ave., Gulfport, Miss. University 3-7133.  
Transmitter: \_\_\_\_\_

**Wave—Power—Time**  
Operating power—1,000 watts  
Frequency—1390 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:30 a.m. to local sunset.

(This listing continued on next page)



# MISSISSIPPI

## Biloxi-Gulfport—W R O A—Continued

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

**General Advertising**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
No cash rebates.

	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	5.00
13 times.....	57.00	34.20	22.80	17.10	11.40	4.75
26 times.....	54.00	32.40	21.60	16.20	10.80	4.50
52 times.....	51.00	30.60	20.40	15.30	10.20	4.25
130 times.....	48.00	28.80	19.20	14.40	9.60	3.75
260 times.....	45.00	27.00	18.00	13.50	9.40	3.00

### SPECIAL FEATURES

News Service—UPI. Local news staff.

### POLITICAL

Regular rates apply. Copies of scripts required at least one hour prior to broadcast time.

### TRANSCRIPTIONS

Library Service—Standard and Lang-Worth.

## W V M I

### BILOXI

(Established 1950)



Rates effective October 1, 1955.  
Rates received September 27, 1955.  
Revisions ((1/4 hour rates) received May 1, 1957.  
Owned and operated by Radio Associates, Inc.

### Personnel

Managing Dir. & Com'l Mgr.—Odes E. Robinson.  
Program Director—James Van Dees.

### Representatives

New York—National Time Sales.  
Chicago—Sears & Ayer.  
Los Angeles, San Francisco—Harlan G. Oakes & Associates.  
Atlanta—Dixieland Stations, Inc.

### Mailing Instructions

Business Office—P. O. Box 152, Biloxi, Miss., Idlewood 2-7001.  
Transmitter—Ocean Springs, Miss.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—570 kilocycles.  
Non-directional.  
Licensed to operate to local Sunset.  
Operates on Central Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:15 a.m. to local sunset.

### Agency Commission

15% to recognized agencies; cash discount 2%. Bills rendered 5th of month; payable within 10 days.

### General Advertising

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time....	45.00	27.00	12.00	9.00	4.50
26 times..	40.00	24.00	11.50	8.00	4.00
52 times..	35.00	21.50	11.00	7.00	3.25
156 times..	26.00	18.00	10.50	5.25	2.25
260 times..	22.00	13.00	10.00	4.50	2.10

### SPECIAL FEATURES

News Service—UPI.

### POLITICAL

Regular rates apply.

### TRANSCRIPTIONS

Library Service—Thesaurus.

### Closing Time

48 hours in advance of broadcast.

## BELZONI

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

(Call letters not received)  
(C.P. 1460 kc; 1,000 w. days)

Plainview Radio  
P. O. Box 322  
Plainview, Texas

## BOONEVILLE

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

## W B I P

(Established 1950)

Rates received November 1, 1951.  
Owned and operated by Booneville Broadcasting Co.

### Personnel

General Manager—E. O. Roden.

### Representatives

Hil F. Best Company.

### Mailing Instructions

Business Office and Studio—U. S. Highway 45 South, Booneville, Miss., Park 8-5301.  
Transmitter—U. S. Highway 45 South, Booneville, Miss.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Sundays 5:57 a.m. to 8:00 p.m.; week days 5:28 a.m. to 10:00 p.m.

### Agency Commission

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

### General Advertising

For combination rates see Skyline Network.  
Affiliated with Keystone Network.  
ASCAP, BMI and SESAC licenses.  
Time contracted for must be used within one year.  
Programs take precedence over announcements.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	60.00	40.00	25.00	10.00	3.50
13 times..	52.00	28.50	15.25	8.60	3.40
26 times..	49.00	27.00	14.50	8.20	3.30
52 times..	46.00	25.50	13.75	7.80	3.20
104 times..	43.00	24.00	13.00	7.40	3.00
208 times..	40.00	22.50	12.25	7.00	2.75
312 times..	38.00	21.00	11.50	6.60	2.50

### SPECIAL FEATURES

News Service—UPI.

Weather reports, news, sports—rates on request.

### Participating Programs

“Rockin Rhythms”—Rhythm and blues with negro dj.

### POLITICAL AND RELIGIOUS

Political—One time rate, cash in advance.  
Religious—One time rate, cash in advance. No soliciting of funds allowed.

### TRANSCRIPTIONS

Library Service—World.

### Closing Time

24 hours in advance of broadcast.

## BROOKHAVEN (2 AM)

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

## W C H J

(Established 1955)



Rates effective September 1, 1955. (Card No. 1.)  
Rates received September 30, 1955.  
Owned and operated by The Rural Broadcasting Co.

### Personnel

Gen'l & Sales Mgr.—W. M. Jones.  
Traffic Manager—Coralee Smith.  
Program Director—C. D. Mathis, Jr.

### Representatives

Hil F. Best Company.

### Mailing Instructions

Business Office and Studio—Entrican Bldg., Brookhaven, Miss., telephone 1076.  
Transmitter—Old Highway 51 South, Brookhaven, Miss.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1470 kilocycles.  
Non-directional.  
Operates on Central Standard Time.  
Licensed to operate daytime only.  
Operating schedule: 5:30 a.m. to local sunset week days; 7:00 a.m. to local sunset Sundays.

### Agency Commission

15% to recognized agencies on time only; no cash discount. Bills rendered first of month; payable tenth of month.

### General Advertising

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time....	40.00	20.00	10.00	5.00	3.50
13 times..	36.00	18.00	9.00	4.50	3.15
26 times..	32.00	16.00	8.00	4.00	2.80
52 times..	28.00	14.00	7.00	3.50	2.40
156 times..	24.00	12.00	6.00	3.00	2.10
312 or more times.....	20.00	10.00	5.00	2.50	1.75

### SPECIAL FEATURES

News Service—AP. No extra charge.  
Rates on request for time signals, temperature reports, weather forecasts, market quotations and remote broadcasts.

### POLITICAL

Regular rates and discounts apply; cash in advance.

### Closing Time

24 hours in advance of broadcast.

## W J M B

(Established 1948)

Rates effective January 1, 1948. (Card No. 1.)  
Owned and operated by Brookhaven Broadcasting Co.

### Personnel

General Manager—Tullius Brady.

### Representatives

Continental Radio Sales.

### Mailing Instructions

Business Office and Studio—W. Chickasaw St., Brookhaven, Miss., telephone 1298.  
Transmitter—New Highway 51, west of Brookhaven, Miss.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Central Time.  
Daylight Saving Time not observed.  
Operating schedule: Sundays 8:00 a.m. to 11:00 p.m.; week days 6:00 a.m. to 11:00 p.m.

### Agency Commission

15% to recognized agencies on net station time; no cash discount. No commission on talent, lines, remote equipment or operator charges. Bills due and payable on receipt.

### General Advertising

Affiliated with Keystone Network.  
Following rates are for national advertising.  
Time rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Announcement contracts are accepted with the understanding that programs take precedence. Rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration. Discounts, when earned, are retroactive only if contract is extended without interruption. In case of interruption, discounts are allowed based on the total broadcasts used within a year of the first broadcast. Announcements and programs of five minutes or more cannot be combined to earn larger discounts.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	100 wds. (*)
1 time.....	45.50	24.25	14.50	6.15	3.50
13 times.....	43.00	22.75	13.25	5.75	3.30
26 times.....	40.50	21.25	12.05	5.35	3.10
52 times.....	38.00	19.75	10.85	4.95	2.90
104 times.....	35.50	18.25	9.65	4.55	2.70
156 times.....	33.00	16.76	8.45	4.15	2.50
312 or more times.....	30.50	15.25	7.25	3.75	2.30

(\*) 50 words or less.

### SPECIAL FEATURES

News Service—AP.  
Religious programs—regular rates apply.

### POLITICAL

Regular rates apply.

### TRANSCRIPTIONS

Library Service—World. Rates on request.

## CANTON

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

## W D O B

(Established 1953)

Rates effective January 1, 1958.  
Rates received December 9, 1957.  
Owned and operated by the Madison County Broadcasting Co.

### Personnel

President—R. E. Hook.  
General Manager—Ralph B. Mann.

### Representatives

Indie Sales, Inc.

### Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 182, Canton, Miss., telephone 1370.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1370 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Central Time.  
Operating schedule: 5:30 a.m. to local sunset.

### Agency Commission

15% to recognized agencies; no cash discount.

### General Advertising

Affiliated with Keystone Network.

### ANNOUNCEMENTS

(1-minute spots within 1 month)

1 to 30 times.....	2.50
31 to 60 times.....	2.20
61 to 100 times.....	1.80
Over 100 spots per 30-day period—rates on request.	

### PROGRAMS

(1 week)

	1 ti.	5 ti.	7 ti.
1 hour.....	24.00	20.00	18.00
1/2 hour.....	12.00	10.00	8.00
1/4 hour.....	7.50	6.50	5.00
10 minutes.....	7.50	6.50	5.00
5 minutes.....	5.00	4.50	3.50

15-second station break—rates on request.

### SPECIAL FEATURES

News Service—UPI. No extra charge.  
News every hour on the hour, with “split second” news on the half hour. Temperature, weather forecasts, market quotations and remote broadcasts—rates on request.

### POLITICAL

1-time rate; cash in advance.

### Participating Programs

“The Hop Show”—2 hours daily Monday through Saturday, colored DJ.

“Coffee Date With Haze”—Ladies program.

### Closing Time

48 hours in advance of broadcast.

## CENTREVILLE

Amite County—Map Location C-9  
Wilkinson County—Map Location B-10  
See SRDS consumer market map and data at beginning of the State.

## W G L C

(Established 1951)

Rates received May 28, 1951.  
Owned and operated by Southern Broadcasting Co. of Mississippi.

### Personnel

President—Paul D'Antoni.  
Vice-President—Don Partridge.  
Secretary and Treasurer—James Dowdy.  
Co-Managers—Don Partridge, James Dowdy.

(This listing continued on next page)

**Centreville—W G L C—Continued**

**Representatives**  
Continental Radio Sales.

**Mailing Instructions**  
Business Office and Studio—Highway 24, Centreville, Miss., telephone 4001.

**Wave—Power—Time**  
Operating power—250 watts days.  
Frequency—1580 kilocycles.  
Non-directional.  
Licensed to operate daytime on clear channel.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:00 a.m. to 7:00 p.m.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. All bills due and payable when rendered. Bills rendered monthly.

**General Advertising**  
Affiliated with Keystone Network.  
Does not accept copyrighted contract forms, station contract forms available.  
Advertising of alcoholic beverages other than beer and wine not accepted.  
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Length of commercial copy:

5 minutes.....	1:45 minutes
15 minutes.....	3:00 minutes
30 minutes.....	4:15 minutes
60 minutes.....	7:00 minutes

	1	1/2	1/4	5	(*)	(†)
	hr.	hr.	hr.	min.		
1 time.....	50.00	35.00	20.00	12.50	4.00	3.00
13 times.....	45.00	31.50	18.00	11.25	3.80	2.85
26 times.....	42.50	29.75	17.00	10.62	3.60	2.70
52 times.....	40.00	28.00	16.00	10.00	3.40	2.55
104 times.....	35.00	24.50	14.00	8.75	3.20	2.40
156 times.....	32.50	22.75	13.00	8.15	3.00	2.25
312 times.....	30.00	21.00	12.00	7.50	2.80	2.10

(\*) One minute transcription; 125 words live.  
(†) 30 second transcription or 60 words live.

**SPECIAL FEATURES**  
News Service—UPI and local news.  
Special rates apply on the following special features: Athletic Events, "Country Junction", "RFD 1580", "Songs of the Soul", "Breakfast Party", "Platter Party". Auditorium available for live shows.

**POLITICAL**  
Commercial political broadcasts are acceptable. One time rates apply.

**TRANSCRIPTIONS**  
Library Service—Capitol.

**Closing Time**  
Copy should be received 24 hours in advance of scheduled broadcasts.

**CLARKSDALE (2 AM)**

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

**WKDL**

(Established 1955)

Rates effective September 12, 1955.  
Rates received October 4, 1955.  
Revision received October 31, 1955.  
Owned and operated by Coahoma Broadcasting Co.

**Personnel**  
Pres. & Gen'l Mgr.—Jack Craddock.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—1 State St., Clarksdale, Miss. Main 4-4908.  
Transmitter—1/3 mile north of Lyon—Clarksdale Rd., Clarksdale, Miss.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1600 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Standard Time.  
Operating schedule: 5:00 a.m. to local sunset.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills rendered first of each month; payable ten days.

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	60.00	33.75	18.75	10.50	5.25
13 times.....	54.00	30.25	16.65	9.45	4.65
26 times.....	48.60	27.25	14.95	8.55	4.25
52 times.....	43.65	24.65	13.25	7.80	3.90
104 times.....	39.40	22.20	11.75	7.05	3.55
156 times.....	35.65	19.95	10.45	6.30	3.15
260 times.....	33.30	17.95	9.15	5.10	3.00
312 times.....	29.20	16.15	8.15	4.50	2.25

**SPECIAL FEATURES**  
News Service—UPI and local news. No extra charge. News every hour on the hour with emphasis on local news.  
"Slim Douglas Show"; "Housewife Serenade"; "Music for Your Morning"; "Music for Good Listening"; "Coahoma Hymn Time"; "Music for Your Afternoon"; "1600 Club"; "Darkness on the Delta."

**POLITICAL**  
One time rate; cash in advance applies; no discount.  
**Closing Time**  
48 hours in advance of broadcast.

**WROX**

(Established 1944)

Rates effective May 1, 1944. (Card No. 1.)  
Rev. (Annet) rec'd March 26, 1958.  
Owned and operated by Mrs. Eunice T. Imes.

**Personnel**  
General Manager—Bob Evans (Tupelo, Miss.)  
Station Manager—Tom Reardon.

**Representatives**  
Everett-McKinney, Inc.  
Memphis—C. K. Beaver & Associates.

**Mailing Instructions**  
Business Office and Studio—Alcazar Hotel, Clarksdale, Miss., Main 4-4313.  
Transmitter—8 1/10 miles from business district, Clarksdale, Miss.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operating schedule:  
4:45 a.m. to 11:15 p.m. Monday through Friday;  
4:45 a.m. to 10:00 p.m. Saturdays; 5:45 a.m. to 10:00 p.m. Sundays.

**Agency Commission**  
15% to recognized agencies on station time only; no cash discount. Bills due and payable on receipt.

**General Advertising**  
For combination rates see Mid-South Network and Keystone Network. Affiliated with Mutual Broadcasting System.  
Accepts AAAA copyrighted contract.  
The following rates are for national advertising only.

	1 tl.	13 tl.	26 tl.	52 tl.	150 tl.	300 tl.
1 hour.....	60.00	57.00	54.00	51.00	48.00	45.00
1/2 hour.....	36.00	34.20	32.40	30.60	28.80	27.00
1/4 hour.....	24.00	22.80	21.60	20.40	19.20	18.00
5 minutes.....	10.00	9.50	9.00	8.50	8.00	7.50

**ANNOUNCEMENTS**  
1 minute or less..... 5.00 4.75 4.50 4.00 3.50 3.00

**SPECIAL FEATURES**  
News Service—AP.  
Full time local news editor.  
Weathercasts—Agricultural weather forecasts hourly from 6:00 a.m. to 7:00 p.m.  
Participating Programs  
"Early Wright Show"—Negro DJ. 4:45 a.m. to 6:25 a.m. daily; 4:45 a.m. to 7:45 a.m. Saturday; 8:00 p.m. to 10:00 p.m. nightly. Negro audience.  
Monday through Friday:  
"Music with TNT"—7:00 a.m. to 8:30 a.m.  
"Easy Riding"—5:00 p.m. to 6:15 p.m.  
"Coffee Club"—8:30 a.m. to 9:30 a.m. with Helen Sugg.  
"Country Music Time" with Doc Graves—6:45 p.m. to 8:00 p.m.

**POLITICAL**  
Regular rates apply; payable in advance.

**SERVICE FACILITIES**  
Extra charges for services on merchandising expense exceeding 5% of advertising expenditure per year.  
**Closing Time**  
48 hours before broadcast.

**CLEVELAND**

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

**WCLD**

(Established 1949)

Rates effective January 1, 1958.  
Rates received December 30, 1957.  
Owned and operated by The Voice of the Delta, Inc.

**Personnel**  
President—J. R. Denton.  
Vice Pres. & Gen'l Mgr.—George C. Shurden.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—Highway 61 South, Cleveland, Miss., V1 3-4091.  
Transmitter—Cleveland, Miss.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Daylight Saving Time not observed.  
Operating schedule: 5:00 a.m. to 11:00 p.m.

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

**General Advertising**  
Beer advertising accepted.  
No P. I. advertising accepted.

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time.....	45.00	24.00	14.00	6.00	3.50	2.75
13 times.....	43.00	22.50	13.00	5.75	3.30	2.55
26 times.....	40.50	21.00	12.00	5.35	3.10	2.35
52 times.....	38.00	20.00	10.50	4.90	2.90	2.20
104 times.....	35.00	18.00	9.50	4.50	2.70	2.10
156 times.....	33.00	16.50	8.50	4.25	2.50	2.00
312 times.....	30.00	15.00	7.25	3.75	2.25	1.75

**SPECIAL FEATURES**  
News Service—AP.  
Weather, time signals, newscasts, sports and special events all under special contract.

Participating Programs  
"Clock Watcher's Club"—7:00 a.m. to 9:00 a.m.  
"Hillbilly Heaven"—11:00 a.m. to noon.  
"Rock-A-White"—3:00 p.m. to 4:00 p.m.  
"Top 20 Show"—4:00 p.m. to 6:00 p.m.  
"Pete's Platter Party"—7:00 p.m. to 11:00 p.m.

**POLITICAL**  
Regular rates apply.

**MISSISSIPPI**

(Call letters not received)  
(C.P. 1,000 watts, 1410 kc. days)

Lawrence A. Feduccia.  
134 North St.,  
Cleveland, Miss.

**COLUMBIA**

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

**WCJU**

(Established 1946)

Rates effective November 1, 1954.  
Rates received November 1, 1954.  
Owned and operated by WCJU, Inc.

**Personnel**  
General Manager—Lester Williams.  
Program Director—Clifford Chance.

**Representatives**  
None.

**Mailing Instructions**  
Business Office, Studio and Transmitter—Highway 98 West, Columbia, Miss., Republic 6-2616.  
Mailing Address—P. O. Box 472, Columbia, Miss.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Central Standard Time.  
Operating schedule: Sundays 7:00 a.m. to 10:00 p.m.; week days 6:00 a.m. to 10:00 p.m.

**Agency Commission**  
15% on net station charges only to agencies; no cash discount. No commission on talent, lines, remote equipment or operator charges. Bills rendered 1st of month following broadcast; due 10th of month following broadcast.

**General Advertising**  
Affiliated with Keystone Network.  
Following rates are for national advertising.  
Time rates include music copyright fees. BMI, ASCAP and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time.....	60.00	35.00	20.00	8.00	4.00
27 times.....	38.00	22.80	15.40	7.60	3.80
53 times.....	37.00	22.20	15.20	7.40	3.70
105 times.....	36.00	21.60	15.00	7.20	3.60
209 times.....	35.00	21.00	14.80	7.00	3.50
366 or more times.....	34.00	20.40	14.60	6.80	3.40

Announcements cannot be combined with programs to earn frequency discount.

**SPECIAL FEATURES**  
News Service—Leased wire available at no extra charge.

**Closing Time**  
Talent programs and recorded programs and talks two weeks in advance. Announcements close one week in advance. All proposals subject to prior booking of time.

**COLUMBUS (2 AM)**

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

**WACR**

(Established 1950)

Rates effective \_\_\_\_\_.  
Rates received December 30, 1957.  
Owned and operated by James W. Eatherton.

**Personnel**  
Owner and Gen'l Mgr.—J. W. Eatherton.  
Pub. Rel. & Prog. Dir.—Sydney Thweatt.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—WACR Building, Columbus, Miss., Fairfax 8-1050.  
Transmitter—Columbus, Miss.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1050 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Central Standard Time.  
Operating schedule: \_\_\_\_\_.

**Agency Commission**  
15% to recognized advertising agencies. Bills due and payable 10th of month following broadcast.

**General Advertising**  
Rates include music copyright fees.

	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	34.20	22.80	9.50	4.75
26 times.....	54.00	32.40	21.00	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 breaks.

**SPECIAL FEATURES**  
News Service—UPI.  
**POLITICAL**  
1 minute, cash in advance..... 5.00  
(Columbus continued on next page)

# MISSISSIPPI

## Columbia—Continued

### WCBI

(Established 1940)



Rates effective October 1, 1940.

Rev. (Ann'ts) rec'd February 28, 1958.

Owned and operated by Columbus Broadcasting Co., Inc.

#### Personnel

General Manager—Bob Evans.  
Commercial Manager—Ray Crummy.

#### Representatives

Everett-McKinney, Inc.

#### Mailing Instructions

Business Office and Studio—Gilmer Hotel, Columbus, Miss.

Other Studios—Mississippi State College for Women, Transmitter—Highway 12 North, 5 miles from city, Columbus, Miss.

#### Wave—Power—Time

Operating power—1,000 watts days; 500 watts nights. Frequency—550 kilocycles.

Directional—Separate patterns, day and night.

Licensed to operate full time on regional channel.

Operates on Central Time.

Operating schedule: Sundays 6:30 a.m. to 11:00 p.m. week days 5:30 a.m. to 11:00 p.m.

#### Agency Commission

15% to recognized advertising agencies on station time only; no cash discount. Bills rendered 1st of month, due 15th of month.

#### General Advertising

For combination rates see Mutual Broadcasting System, Mid-South Network and Keystone Network. Affiliated with WCBI-TV, Commercial Dispatch.

The following rates are for national advertising.

	1 tl.	13 tl.	26 tl.	52 tl.	150 tl.	300 tl.
1 hour.....	60.00	57.00	54.00	51.00	48.00	45.00
1/2 hour.....	36.00	34.20	32.40	30.60	28.80	27.00
1/4 hour.....	24.00	22.80	21.60	20.40	19.20	18.00
5 minutes	16.00	9.50	9.00	8.50	8.00	7.50
1 minute	6.00	.....	5.50	5.00	4.50	4.00

#### SPECIAL FEATURES

News Service—AP; local and regional.  
Sports—High School and College sports available on local or regional basis.  
Time Signals, Weather Bulletins, Newscasts, etc. available—rates on request.  
Merchandising Service—details on request.

#### Participating Programs

"Housewives' Jackpot", "Dial A Gift Time", "Bolling Home Show", "Cold Cash Calling", "Sports and Music Show", "Show of Shows," "Matinee" and "Night watch."

#### POLITICAL

Regular rates apply; payable in advance.

#### Closing Time

Contracts one week in advance of first broadcast. Announcements copy, transcriptions and talks close 24 hours in advance.

## CORINTH (2 AM)

Alcorn County—Map Location G-2

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

### WCMA

(Established 1945)



Rates effective May 1, 1957.

Rates received May 2, 1957.

Owned and operated by The Corinth Broadcasting Company, Inc.

#### Personnel

President—Aaron B. Robinson.  
General Manager—John E. Bell.  
Commercial Manager—Carl Welch.

#### Representatives

Venard, Rintoul & McConnell, Inc.  
Southern—C. K. Beaver & Associates.

#### Mailing Instructions

Business Office and Studio—Ray Bldg., P. O. Box 471, Corinth, Miss., telephone 5575.  
Transmitter—Highway 72, one mile east of Corinth, Miss.

#### Wave—Power—Time

Operating power—250 watts.

Frequency—1230 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Daylight Saving Time not observed.

#### Agency Commission

15% allowed to recognized advertising agencies on net charges for station time; no cash discount. Bills due and payable 10th of month following service unless otherwise agreed upon.

#### General Advertising

For regional network rates, see Dixie Network.

BMI, ASCAP and SESAC licenses.

Rates include music copyright fees.

	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	30.00	18.00	13.50	9.00	5.00
26 times..	28.50	17.00	12.75	8.50	4.75
52 times..	27.00	16.00	12.00	8.00	4.50
104 times..	25.00	15.00	11.25	7.50	4.25
156 times..	24.00	14.00	10.50	7.00	4.00
260 times..	22.50	13.00	9.75	6.50	3.75
312 times..	21.00	12.00	9.00	6.00	3.50

(\*) One minute or 100 words.

#### Saturation Rates

Per week:  
10 announcements, earned frequency less..... 10%  
15 announcements, earned frequency less..... 15%  
20 announcements, earned frequency less..... 20%  
25 or more announcements, earned frequency less 25%  
10 second announcements—50% of earned minute rate.  
For additional discounts and combination rates, see The Dixie Network, Williams Bldg., Jackson, Tenn.

#### SPECIAL FEATURES

News Service—UPI.

Local and regional news staff.

Weather forecasts, time signals, market quotations, rates on request.

#### POLITICAL AND RELIGIOUS

Regular rates apply.

#### TRANSCRIPTIONS

Library Service—World.

### WCRR

(Established 1956)

Rates effective June 1, 1958.

Rates received May 27, 1958.

Owned and operated by Rebel Radio, Inc.

#### Personnel

President—C. H. Quick.  
General Manager—Glen Carmichael.  
Commercial Manager—Wm. H. Wright.  
Program Director—Quinn Ivy.

#### Representatives

Hil F. Best Company.

#### Mailing Instructions

Business Office and Studio—614-1/2 Waldron St., Corinth, Miss. Phone 6691-2.  
Transmitter—1 mile east of Farmington Rd. Corinth, Miss.

#### Wave—Power—Time

Operating power 500 watts day.

Frequency—1330 kilocycles.

Operating schedule: Local sunrise to sunset.

#### Agency Commission

15% to recognized agencies; 2% cash discount. Bills rendered and payable monthly.

#### General Advertising

All programs and copy must comply with good programming standards.

No liquor, beer or wine advertising accepted.

	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	36.00	20.00	15.00	8.50	5.00	3.50
26 times..	30.00	16.00	10.00	7.00	4.50	3.00
52 times..	25.00	14.00	8.50	6.00	4.00	2.50
156 times..	22.50	12.50	7.00	5.50	3.50	2.00
260 times..	20.00	10.00	6.00	5.00	3.00	1.75

#### Combination Rates

Frequency discount earned by combination purchase with WSOH, Oxford, Mississippi.

#### SPECIAL FEATURES

News Service—AP and local.

Time signals, weather reports, and special features—rates on request.

#### POLITICAL

Regular rates apply; payable in advance.

#### Closing Time

24 hours in advance of broadcasts.

## FOREST

Scott County—Map Location E-7

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

### WMAG

(Established 1955)

Rates effective October 1, 1958. (Card No. 2.)

Rates received November 6, 1958.

Owned and operated by Scott County Broadcasting Company.

#### Personnel

General Manager—Hugh Hughes.  
Station Manager—Willie Weems.  
Commercial Manager—Tom Estes.  
Program Director—Billy Strebeck.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studio—P.O. Box 188, WMAG Bldg., Forest, Miss. Phone 7001.  
Transmitter—Forest, Miss.

#### Wave—Power—Time

Operating power—500 watts days.

Frequency—860 kilocycles.

Non-directional.

Licensed to operate daytime only.

Operates on Central Standard Time.

Operating schedule: Sunrise to local sunset.

#### Agency Commission

15% to recognized agencies; no cash discount. Bills due and payable tenth of month following broadcast.

#### General Advertising

Affiliated with Keystone Network.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	35.00	15.00	7.50	6.00	4.75
13 times..	35.00	15.00	7.50	6.00	4.50
26 times..	35.00	15.00	7.50	6.00	4.25
52 times..	30.00	15.00	7.50	6.00	4.00
150 times..	30.00	15.00	7.50	6.00	3.75
300 times..	30.00	15.00	7.50	6.00	3.50

(\*) 1-minute or station break.

(\*) One minute or station break.

30 announcements per month..... 4.00

25 announcements per week..... 3.00

#### SPECIAL FEATURES

News Service—UPI. No extra charge.

Special events.

7 hours per week Negro DJ show.

#### POLITICAL

Regular rates apply.

## GREENVILLE (3 AM)

Washington County—Map Location B-8

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

### WDDT

(Established 1956)



Rates effective April 1, 1956. (Card No. 1)

Card received March 26, 1956.

Owned and operated by WDDT Radio Company. Affiliated with Delta Democrat-Times.

#### Personnel

General Manager—Ross Charles.  
Sales Manager—W. H. (Bill) Deans.

#### Representatives

Everett-McKinney, Inc.

#### Mailing Instructions

Business Office and Studio—207 Main St., Greenville, Miss., telephone 2-0526.  
Transmitter—4 miles east of downtown Greenville.

#### Wave—Power—Time

Operating power—1,000 watts days.

Frequency—900 kilocycles.

Non-directional.

Licensed to operate daytime only.

Operates on Central Standard Time.

Operating schedule: Sunrise to sunset.

#### Agency Commission

15% to recognized agencies on time; no cash discount.

#### General Advertising

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	50.00	30.00	20.00	10.00	5.00
26 times..	48.50	28.50	19.00	9.50	4.75
52 times..	45.00	27.00	18.00	9.00	4.50
104 times..	42.50	25.50	17.00	8.50	4.25
156 times..	40.00	24.00	16.00	8.00	4.00
260 times..	37.50	22.50	15.00	7.50	.....
312 times..	.....	.....	.....	.....	3.75

(\*) One minute or less.

#### Saturation Package

One minute or less:

25 announcements per month..... 4.00

25 announcements per week..... 3.50

#### SPECIAL FEATURES

News Service—AP and local.

#### POLITICAL AND RELIGIOUS

Regular rates apply.

### WGVM

(Established 1948)



A David M. Segal Station

Rates effective February 1, 1958. (Card No. 1-B.)

Card received December 23, 1957.

Owned and operated by Mid-America Broadcasting Co., Inc.

#### Personnel

Pres. & Gen'l Mgr.—David M. Segal.  
Vice-Pres. & Sta. Mgr.—Edward M. Guss.  
Commercial Manager—Jack Stull.  
Program Manager—Wally Hoy.

#### Representatives

New York, Chicago—Devney, Incorporated.  
Los Angeles—Lee F. O'Connell Company  
San Francisco—F. T. Crennan & Associates.  
Atlanta—Dixieland Stations, Inc.  
Dallas—Clyde Melville, Company.

#### Mailing Instructions

Business Office and Studio—118 South Broadway, Greenville, Miss., telephone 4559.  
Transmitter—North Pickette St., Greenville, Miss.

#### Wave—Power—Time

Operating power—1,000 watts days.

Frequency—1260 kilocycles.

Non-directional.

Licensed to operate daytime only.

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

#### Agency Commission

15% to recognized agencies on net charges for station time; no cash discount. No commission on talent. Lines, remote equipment, or operator charges. Bills rendered 1st of month following broadcast; due 10th of month following broadcast.

#### General Advertising

Available as a package with KOSI, Denver-Aurora, Colo., KOBV, San Francisco, Calif.  
Accepts AAAA copyrighted contract.

#### ANNOUNCEMENTS

1-minute and/or less:

Open rate.....

PROGRAMS

1 time:	Cost per week			
	1 wk.	13 wks.	26 wks.	52 wks.
55 minutes.....	67.50	60.75	57.38	54.00
1/2 hour.....	45.00	40.50	38.25	36.00
25 minutes.....	40.50	36.45	34.25	32.40
1/4 hour.....	27.00	24.30	22.95	21.60
10 minutes.....	26.60	19.44	18.36	17.28
5 minutes.....	16.50	16.00	15.52	15.06
2 times:				
55 minutes.....	121.50	109.36	103.28	97.20
1/2 hour.....	81.00	72.90	68.85	64.80
25 minutes.....	72.90	65.62	61.98	58.32
1/4 hour.....	48.60	43.74	41.32	38.88
10 minutes.....	38.88	35.00	33.06	31.12
5 minutes.....	31.35	30.41	29.50	28.67
3 times:				
55 minutes.....	172.14	154.95	146.34	137.73
1/2 hour.....	114.75	103.29	97.56	91.80
25 minutes.....	103.29	92.92	87.81	82.65
1/4 hour.....	68.85	61.98	58.23	55.08
10 minutes.....	55.08	49.57	46.57	44.07
5 minutes.....	49.69	43.35	42.05	40.73
4 times:				
55 minutes.....	211.00	194.40	183.60	172.80
1/2 hour.....	144.00	129.60	122.40	115.20
25 minutes.....	129.60	116.68	110.16	103.68
1/4 hour.....	86.40	77.76	73.44	69.12
10 minutes.....	69.12	62.24	58.76	55.30
5 minutes.....	56.62	54.93	53.28	51.69
5 times:				
55 minutes.....	236.25	213.65	200.35	189.00
1/2 hour.....	157.50	131.75	123.90	118.80
25 minutes.....	131.75	127.60	120.50	113.40
1/4 hour.....	94.50	85.05	80.35	75.60
10 minutes.....	75.60	73.05	69.30	65.98
5 minutes.....	67.25	65.24	63.28	61.39
6 times:				
55 minutes.....	268.28	236.94	223.80	210.60
1/2 hour.....	175.50	157.98	149.22	140.40
25 minutes.....	157.98	142.20	134.28	126.36
1/4 hour.....	105.30	94.80	89.52	84.24
10 minutes.....	84.24	80.84	77.64	75.44
5 minutes.....	76.68	74.38	72.15	69.99
7 times:				
55 minutes.....	288.50	255.15	241.01	226.80
1/2 hour.....	199.00	170.10	160.65	151.20
25 minutes.....	170.00	153.16	149.62	136.15
1/4 hour.....	113.40	102.13	96.46	90.79
10 minutes.....	90.73	88.19	85.14	82.09
5 minutes.....	85.02	82.47	80.00	77.60

SPECIAL FEATURES

News Service—UPI news on the hour.  
 Participating Programs  
 "Time and Tune"—6:00 a.m. to 9:00 a.m. Time, temperature and weather. Participations available at regular spot rate.  
 "Nelson Street Parade"—9:00 a.m. to 10:30 a.m. Time, temperature. Participations at regular spot rate.  
 "For Ladies Only"—10:30 a.m. to noon. Pop music plus 15-minute quiz show with prizes for wives.  
 "Top Forty Review"—noon to 3:00 p.m. Survey songs. Participations at regular rate.  
 "Spiritual Time"—3:00 p.m. to 4:00 p.m. Spiritual music. Selected participations at regular rate.  
 "Delta Rhythm"—4:00 p.m. to 5:00 p.m. Rhythm and blues and upcoming hits. Regular rates for participation.  
 "Rollin' Home Show"—5:00 p.m. to sign-off. Regular rate for participations.  
 POLITICAL AND RELIGIOUS  
 Regular rates apply.

W J P R

(Established 1939)

Rates effective September 1, 1945.  
 Rev. rec'd January 27, 1958.  
 Owned and operated by Radio Services Company.  
**Personnel**  
 General Manager—Emmet H. McMurry.  
 Sales Manager—Frank W. Baldwin.  
**Representatives**  
 Walker-Rawalt Company, Inc.  
**Mailing Instructions**  
 Business Office and Studios—107 S. Poplar, Greenville, Miss. Phone 9049.  
 Transmitter—Beauchamp Ave., Greenville, Miss.  
**Wave—Power—Time**  
 Operating power—1,000 watts days, 500 watts nights.  
 Frequency—1330 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate unlimited time.  
 Operates on Central Standard Time.  
 Operating schedule: 5:00 a.m. to 12:00 midnight.  
**Agency Commission**  
 15% allowed to recognized advertising agencies; no cash discount. Bills due and payable upon receipt.  
**General Advertising**  
 For combination rates see Mutual Broadcasting System and Keystone Network.  
 Announcement contracts are accepted only with the understanding that programs take schedule preference.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	100 wds.	(*)
1 time.....	60.00	36.00	18.00	10.00	6.50	5.50
13 times.....	57.00	34.20	16.80	9.50	6.00	5.00
26 times.....	54.00	32.40	15.60	9.00	5.50	4.50
52 times.....	51.00	30.60	14.40	8.50	5.00	4.00
104 times.....	48.00	28.80	13.20	8.00	4.50	3.50
156 or more times.....	45.00	27.00	12.00	7.50	4.00	3.00

(\*) 50 words or less.  
**SATURATION ANNOUNCEMENT PLAN**  
 (Run-of-schedule)  
 1-minute or less:  
 10 announcements per week..... 50.00  
 15 announcements per week..... 71.25  
 20 announcements per week..... 100.00  
 25 announcements per week..... 106.25  
 30 announcements per week..... 120.00  
 10-second Brand Name ID's, flat, no frequency discounts, each 2.50.

DISCOUNTS

Discounts when earned are retroactive only if contract is extended without interruption. In case of interruption discounts are based upon the total of broadcasts used within a year of the first broadcast. Announcements and programs of five minutes or more cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption.

SPECIAL FEATURES

Participating Programs  
 "Music from Seven to Eleven"—7:00 p.m. to 11:00 p.m. DJ music and news show.

GREENWOOD (2 AM)

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

W A B G

(Established 1950)

Rates received November 23, 1956.  
 Owned and operated by Greenwood Broadcasting Co., Inc.

**Personnel**  
 General Manager—Cy N. Bahakel.  
 Station Manager—Don Nell.  
**Representatives**  
 Call station direct.  
**Mailing Instructions**  
 Business Office and Studio—206 W. Claiborne St., Greenwood, Miss.  
 Transmitter—2-1/2 miles north of Greenwood, Miss., on Greenwood-Money Road.  
**Wave—Power—Time**  
 Operating power—1,000 watts days; 500 watts nights.  
 Frequency—960 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time.  
 Operates on Central Time.  
 Operating schedule: 5:55 a.m. to 10:30 p.m.  
**Agency Commission**  
 15% to recognized agencies; no cash discount.  
 Bills rendered 1st of month; payable when received.  
**General Advertising**  
 For combination rates see ABC Radio.  
 Combination rates available with WKIN Kingsport Tenn., WKOZ, Kosciusko, Miss., WRIS, Roanoke, Va., WWOD, Lynchburg, Va. and WLBK, Bowling Green, Ky., KXEL, Waterloo, Ia.  
 Rates include music copyright fees.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	100 wds.	20 wds.
1 time.....	45.00	30.00	16.00	11.00	6.50	5.50
13 times.....	42.50	28.50	15.80	10.80	6.30	5.30
18 times.....	40.00	27.00	15.50	10.50	6.00	5.00
26 times.....	40.00	27.00	15.50	10.50	5.50	4.50
52 times.....	38.50	26.50	15.40	10.40	5.25	4.25
104 times.....	36.00	25.50	15.20	10.20	5.00	4.00
156 times.....	34.50	25.00	15.10	10.10	4.75	3.75
208 times.....	34.50	25.00	15.10	10.10	4.50	3.50
260 times.....	34.00	24.50	15.00	10.00	4.50	3.50
312 times.....	34.00	24.50	15.00	10.00	4.00	3.25

SPECIAL FEATURES

News Service—UPI.  
 Cotton quotations direct from exchange, agricultural weather reports, rates and details on request.

W G R M

(Established 1937)

Rates effective October 1, 1939.  
 Owned and operated by P. K. Ewing.

**Personnel**  
 General Manager—F. C. Ewing.  
**Representatives**  
 Call station direct.  
**Mailing Instructions**  
 Business Office and Studio—600 Walnut St., Greenwood, Miss., telephone 1900.  
 Transmitter—600 Walnut St., Greenwood, Miss.  
**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1240 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Operates on Central Time.  
 Operating schedule: 6:00 a.m. to 11:05 p.m.  
**Agency Commission**  
 15% to recognized advertising agencies on station time only; no cash discount. No commission on talent. Invoices mailed 1st and 15th of each month.  
**General Advertising**  
 For combination rates see NBC Radio Network and Keystone Network. Rates include music copyright fees. Maximum time between programs to arrive at rate is one week. Service must be used within one month. Additional discount of 15% applies on rates of each station when WMIS, Natchez, and WGRM are contracted for on similar broadcasts running concurrently for same account or advertiser.

	1 ti.	6 ti.	12 ti.	24 ti.
1 hour.....	75.00	67.50	63.75	60.00
1/2 hour.....	40.00	36.00	34.00	32.00
1/4 hour.....	22.50	20.25	19.13	18.00
5 minutes.....	9.00	8.00	7.00	6.00

DISCOUNTS

3 months..... 10%  
 6 months..... 15%  
 12 months..... 20%

ANNOUNCEMENTS

(Nighttime and Sundays)  
 1 time..... 6.00 12 times..... 5.40  
 6 times..... 5.70 24 times..... 5.10  
 (Before 8:00 p.m.)  
 1 time..... 3.50 12 times..... 3.15  
 6 times..... 3.35 24 times..... 3.00

SPECIAL FEATURES

Weather reports, time signals, temperature reports and special broadcasts—rates on request.

MISSISSIPPI

GRENADA

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

W N A G

(Established 1949)

Rates effective April 1, 1958.  
 Rates received February 28, 1958.  
 Owned and operated by Grenada Broadcasting Co., Inc.

**Personnel**  
 General Manager—Bob Evans (Tupelo, Miss.)  
 Station & Com'l Mgr.—Monroe Looney.  
**Representatives**  
 Everett-McKinney, Inc.  
 Memphis—C. K. Beaver & Associates.

**Mailing Instructions**  
 Business Office and Studio—Barwin Hotel, Grenada, Miss.  
 Transmitter—Barwin Hotel, Grenada, Miss.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1400 kilocycles.  
 Non-directional.  
 Licensed to operate full time on local channel.  
 Operates on Central Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 5:00 a.m. to 11:00 p.m.

**Agency Commission**  
 15% to recognized advertising agencies on station time only; no cash discount. Bills rendered 1st of month, due 10th of month.

**General Advertising**  
 For combination rates see Mutual Broadcasting System and Mid-South Network.  
 Accepts AAAA copyrighted contract.  
 The following rates are for national advertising.

	1 ti.	13 ti.	26 ti.	52 ti.	150 ti.	300 ti.
1 hour.....	40.00	36.00	32.00	30.00	28.00	26.00
1/2 hour.....	25.00	22.50	20.00	18.75	17.50	16.25
1/4 hour.....	15.00	13.50	12.00	11.25	10.50	9.75
5 minutes.....	10.00	9.00	8.00	7.50	7.00	6.50
Ann.....	4.00	3.60	3.20	2.80	2.40	2.00

SPECIAL FEATURES

Time signals, athletic events, special events, newscasts and special talent shows—rates on request.

POLITICAL

Regular rates apply; payable in advance.

GULFPORT

Harrison County—Map Location F-11  
 See SRDS consumer market map and data at beginning of the State.

See Biloxi-Gulfport

HATTIESBURG (4 AM)

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

W B K H

(Established 1954)

Rates effective October 1, 1958.  
 Rates received September 29, 1958.  
 Owned and operated by Deep South Radio, Inc.

**Personnel**  
 Sec.-Treas. & Gen'l Mgr.—F. M. Smith.  
**Representatives**  
 Deyney, Incorporated.  
**Mailing Instructions**  
 Business Office and Studio—P. O. Box 1499, 305 Bay Street, Hattiesburg, Miss. Juniper 2-1986.  
 Transmitter—1-1/2 miles east of Hattiesburg, Miss.

**Wave—Power—Time**  
 Operating power—5,000 watts days.  
 Frequency—950 kilocycles.  
 Non-directional.  
 Licensed to operate daytime only.  
 Operates on Central Standard Time.  
 Operating schedule: 5:00 a.m. to local sunset.

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

**General Advertising**  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 Maximum length of contract is 52 weeks.  
 Programs and announcements may be combined for discount purposes.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time.....	60.00	30.00	15.00	10.00	6.00
13 times.....	50.00	27.00	14.00	9.50	5.75
26 times.....	47.00	25.00	13.00	9.00	5.50
52 times.....	45.00	23.00	12.50	8.50	5.25
104 times.....	42.00	22.00	12.00	8.00	5.00
208 times.....	40.00	21.00	11.50	7.50	4.75
312 times.....	39.00	20.00	11.00	7.00	4.50

Special discounts for spot saturations.  
**SPECIAL FEATURES**  
 News Service—UPI and local. Mobile News Unit.  
 Newscasts, sportscasts, weather reports, time signals, market reports, etc.—rates on request.  
 Disc jockey personalities—Terry Speights, Phil Show, Bob Pilcher and Fred Sands.

POLITICAL

Regular rates apply; fully commissionable to recognized agencies.

(Hattiesburg continued on next page)



# MISSISSIPPI

## Hattiesburg—Continued

### WFOR

(Established 1925)

Rates effective April 1, 1957. (Card No. 7.)  
Card received March 1, 1957.

Owned and operated by Sheridan, Inc.

Personnel  
Vice-Pres. & Gen'l Mgr.—E. M. Jenkins.

Representatives  
Rambau, Vance, Hopple, Inc.

South—Dixieland Stations.

Mailing Instructions  
Business Office and Studio—302 Hemphill St., P. O.

Box 312, Hattiesburg, Miss., Juniper 4-5432.

Transmitter—2-1/2 miles northwest of Hattiesburg, Miss.

Wave—Power—Time  
Operating power—250 watts.

Frequency—1400 kilocycles.

Non-directional.

Licensed to operate full time.

Operates on Central Time.

Daylight Saving Time not observed.

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

Agency Commission  
15% to recognized agencies on station time only; no cash discount. Bills rendered 1st of month following broadcast, due 10th of month following broadcast.

General Advertising  
For combination rates see NBC Radio Network.

Accepts AAAA copyrighted contract.

Following rates are for national advertising.

BMI, ASCAP and SESAC licenses.

Time rates include music copyright fees.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min. or less
1 time....	70.00	35.00	17.50	10.00	5.00
13 times..	66.50	33.25	17.00	9.50	4.75
26 times..	63.00	31.50	16.50	9.00	4.50
52 times..	59.50	29.75	16.00	8.50	4.25
104 times..	56.00	28.00	15.00	8.00	4.00
156 times..	52.50	26.00	14.00	7.50	3.75
312 times..	49.00	24.00	13.00	7.00	3.50

Announcements cannot be combined with programs, nor programs with announcements, to earn frequency discount.

#### SPECIAL FEATURES

News Service—UPI and local.

Special news coverage rates on request.

Closing Time

Talent programs and recorded programs and talks two weeks in advance. Announcements close one week in advance. All proposals subject to prior booking of time.

### WHSY

(Established 1948)

Rates effective June 1, 1955.

Rates received May 11, 1955.

Rev. rec'd October 3, 1957.

Owned and operated by Huh City Broadcasting Co. Inc.

Personnel  
President—Charles W. Holt.

General Manager—Frank B. Zalnoski.

Business Manager—Stanley Lightsey, Jr.

Representatives  
Thomas F. Clark Co., Inc.

Mailing Instructions  
Business Office and Studio—Highway 11, N., P. O.

Box 1008, Hattiesburg, Miss., Juniper 3-1741.

Transmitter—Highway 11, N., Hattiesburg, Miss.

Wave—Power—Time  
Operating power—250 watts.

Frequency—1230 kilocycles.

Non-directional.

Licensed to operate full time.

Operates on Central Standard Time.

Daylight Saving Time not observed.

Operating schedule: 24 hours daily.

Agency Commission  
15% to recognized agencies on time only; no cash discount. Bills rendered between 1st and 5th of month; payable 10 days.

General Advertising  
For combination rates see ABC Radio Network and the Dixie Broadcasting System.

Available as package with WHNY, McComb, Mississippi; WHXY, Bogalusa, Louisiana; WHHY, Montgomery, Alabama, and KOMA, Tulsa, Oklahoma.

Accepts AAAA copyrighted contract.

Rates include music copyright fees.

ASCAP and BMI licenses.

Rates do not include talent or production fees.

Announcements and programs cannot be combined to lower program rates.

Maximum length of contract is one year.

	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	4.00
13 times..	38.00	22.80	15.20	11.40	7.60	3.80
26 times..	36.00	21.60	14.40	10.80	7.20	3.60
39 times..	34.00	20.40	13.60	10.20	6.80	3.40
52 times..	32.00	19.20	12.80	9.60	6.40	3.20
104 times..	30.00	18.00	12.00	9.00	6.00	3.00
156 times..	28.00	16.80	11.20	7.40	5.60	2.80
260 times..	26.00	15.60	10.40	7.80	5.20	2.60
312 times..	23.00	13.80	9.20	6.90	4.60	2.30

#### SPECIAL FEATURES

News Service—AP.

Closing Time  
24 hours in advance.

### WXXX

(Established 1957)

Rates effective September 8, 1957.

Rates received September 16, 1957.

Owned and operated by Broadcast Development Co.

Personnel  
President—Dave A. Matison, Jr.

Vice-President—Joe R. King.

Manager—J. C. Walker.

Program Director—Mel Morris.

#### Representatives

Indle Sales, Inc.

Mailing Instructions

Business Office and Studio—P. O. Box 1492, 1031

Broadway Dr., Hattiesburg, Miss. Ju 2-2591.

Transmitter—Highway 11, North, Hattiesburg, Miss.

Wave—Power—Time

Operating power—1,000 watts days.

Frequency—1310 kilocycles.

Non-directional.

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

Agency Commission

15% on time only; no cash discount. Bills due and payable 1st of month.

General Advertising

Accepts AAAA copyrighted contracts.

Affiliated with WAML, Laurel, Miss. and WABO, Waynesboro, Miss.

Per announcement:

1 time.....	4.00	104 times.....	3.00
52 times.....	3.50	260 times.....	2.50

#### SPOT SATURATION PACKAGES

Per week:	1 wk.	6 wks.	13 wks.	26 wks.
12 spots weekly....	36.00	30.00	24.00	20.00
18 spots weekly....	45.00	36.00	30.00	24.00
24 spots weekly....	51.00	42.00	36.00	30.00
20-second or less spots—	70% of above rates.			

#### SPECIAL FEATURES

News Service—UPI and local.

Closing Time

24 hours in advance of broadcast.

## HAZLEHURST

Copiah County—Map Location C-8

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

### WMDC

(Established 1953)

Rates received May 8, 1953.

Owned and operated by Southwestern Broadcasting Co. of Mississippi.

Personnel

Station Manager—A. M. Smith.

Representatives

None.

Mailing Instructions

Business Office, Studio and Transmitter—Highway 51,

North Hazlehurst, Miss.

Wave—Power—Time

Operating power—250 watts.

Frequency—1220 kilocycles.

Non-directional.

Licensed to operate daytime only.

Operates on Central Standard Time.

Daylight Saving Time not observed.

Operating schedule: Local sunrise to local sunset.

Agency Commission

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

General Advertising

Affiliated with Keystone Network.

Rates include music copyright fees.

Rates are for national advertising.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min. or less
1 time....	60.00	36.00	24.00	10.00	5.00
13 times..	57.00	34.20	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

#### SPECIAL FEATURES

News Service—UPI.

Weather reports, time signals, temperature reports and special broadcasts—rates on request.

## HOUSTON

Chickasaw County—Map Location F-4

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

### WCPC

(Established 1955)

Rates effective November 1, 1958.

Rates received November 17, 1958.

Owned and operated by WCPC Broadcasting Co.

Personnel

Gen'l & Sta. Mgr.—Robin H. Mathis.

Commercial Manager—Ralph C. Mathis.

Representatives

None.

Mailing Instructions

Business Office and Studio—P. O. Box 552, Houston,

Miss., Glenview 8-3428.

Transmitter—2 miles N of Houston, Hwy. 15.

Wave—Power—Time

Operating power—5,000 watts days.

Frequency—1320 kilocycles.

Non-Directional.

Operates on Central Standard Time.

Daylight Saving Time not observed.

Operating schedule: 4:00 a.m. to local sunset.

Agency Commission

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

General Advertising

Affiliated with Keystone Network.

Accepts AAAA copyrighted contracts.

Rates include music copyright fee.

ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time....	60.00	30.00	15.00	10.00	5.00
13 times..	50.00	26.00	13.00	9.00	4.50
26 times..	47.50	25.00	12.50	8.75	4.25
52 times..	46.00	24.00	12.00	8.50	4.10
104 times..	44.50	23.00	11.50	8.25	4.00
208 times..	43.00	22.00	11.00	8.00	3.90
312 times..	40.00	20.00	10.50	7.50	3.75

Special Discount on Spot Saturation.

#### SPECIAL FEATURES

News Service—UPI and local.

Newscasts—4 local newscasts daily.

Participating Programs

"Wake Up Dixie"—4:00 a.m. to 8:00 a.m.

"Pops and Cracks"—8:00 a.m. to 10:00 a.m.

"Country Capers"—10:00 a.m. to 11:00 a.m.

"Dinnerbell Roundup"—11:05 a.m. to 12:30 p.m.

"Hymns of Praise"—1:00 p.m. to 1:30 p.m.

"Curly Brown Show"—2:00 p.m. to 3:00 p.m.

"Ranch 1320"—3:00 p.m. to 4:00 p.m.

"Anything Goes"—4:05 p.m. to 5:00 p.m.

Closing Time

24 hours in advance of broadcast.

## INDIANOLA

Sunflower County—Map Location C-4

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

### WNLA

(Established 1953)



Rates effective November 1, 1954.

Rates received October 25, 1954.

Owned and operated by Central Delta Broadcasting Company, Inc.

Personnel

Owner & Gen'l Mgr.—W. R. Landman.

Representatives  
Hil F. Best Company.

Mailing Instructions

Business Office and Studio—134 Baker St., Indianola,

Mississippi, 500-501.

Transmitter—Highways 82 and 49W, Indianola, Miss.

Wave—Power—Time

Operating power—500 watts.

Frequency—1380 kilocycles.

Non-directional.

Licensed to operate day time only.

Operates on Central Time.

Operating schedule: 6:00 a.m. to local sunset.

Agency Commission

15% to recognized agencies on station time only; no cash discount. No commissions on talent, lines, remote control equipment charges, or operator charges.

Bills rendered 1st of month following broadcast; due 10th of month following broadcast.

General Advertising

Accepts AAAA copyrighted contract.

Rates include music copyright fees, ASCAP and BMI licenses. Maximum length of contract is one year. Announcements and programs cannot be combined to earn frequency discounts.

|--|

Jackson—W J D X—Continued

Blanket contract accepted for the purpose of establishing an advertisers contractual year and the calculating of frequency earned. Not accepted for the purpose of rate protection.

Rates are guaranteed for 26 weeks from the effective date of any rate increase, providing that advertising is actually running at the time of increase and that it runs continuously thereafter. Continuing Discounts—advertisers who have completed 1 year of uninterrupted program or announcement schedule, and who continues this schedule for 1 or more additional weeks will be allowed the same rate. In the event of reduction in schedule, the rate which the schedule projected for 52 weeks would earn, will be allowed.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	60.00	36.00	24.00	15.00	10.00
13 times..	57.00	34.20	22.80	14.25	9.50
26 times..	54.00	32.40	21.60	13.50	9.00
52 times..	51.00	30.60	20.40	12.75	8.50
104 times..	48.00	28.80	19.20	12.00	8.00
156 times..	45.00	27.00	18.00	11.25	7.50
260 times..	42.00	25.20	16.80	10.50	7.00
312 times..	39.00	23.40	15.60	9.75	6.50

(\*) One minute or less.

FREQUENCY IMPACT PLANS

Plans combine with other plans for the same advertiser to earn lower plan rates. Regular announcement schedules may combine with each other or with plans to earn plan rates.

All announcements for the same advertisers are combinable for frequency during an advertiser's contractual year, except ID's.

ID's 50% of regular announcement and plan rates. Announcements, 20-seconds or longer, count for frequency for ID's, but ID's do not count for frequency for longer announcements.

SATURATION PLANS

	Each	Total
10 spots per week.....	7.50	75.00
15 spots per week.....	7.00	105.00
20 spots per week.....	6.50	130.00
30 spots per week.....	6.00	180.00

WEEKEND FREQUENCY IMPACT PLAN

Applies to all announcements from 7:00 p.m. Friday to midnight Sunday. May be combined with all others to earn a frequency discount, but must be used in 1 weekend:

5 spots per week.....	4.00	20.00
10 spots per week.....	3.75	37.50
15 spots per week.....	3.50	52.50
20 spots per week.....	3.25	65.00
30 spots per week.....	3.00	90.00

SPECIAL FEATURES

News and Weather—5:55 a.m. to 6:00 a.m. Opening Stock Market Quotations—11:30 a.m. to 11:40 a.m.

Sports, Early Edition—5:15 p.m. to 5:20 p.m.

Business Review—5:35 p.m. to 5:40 p.m.

Closing Market Quotations—5:40 p.m. to 5:45 p.m.

Local and Regional News—6:00 p.m. to 6:10 p.m.

Sportscast—6:25 p.m. to 6:30 p.m.

Rates on request for any of above.

Participating Programs

- "Farm Patrol"—5:30 a.m. to 5:55 p.m.
- "Record Roundup"—7:15 a.m. to 7:45 a.m.
- "NBC World News Roundup"—8:00 a.m. to 8:15 p.m.
- "Morning Melodies"—8:15 a.m. to 9:00 a.m.
- "NBC Bandstand"—9:00 a.m. to 11:00 a.m.
- "Sammy Kaye"—12:45 p.m. to 1:00 p.m.
- "Sincerely Yours"—2:30 p.m. to 3:00 p.m.
- "Pushbutton 62"—3:00 p.m. to 6:00 p.m.

WJQS

(Established 1947)

CBS Network



Rates received May 10, 1957. Rev. (Announcements) rec'd September 3, 1957.

Owned and operated by Dumas Milner Broadcasting Co.

Personnel

- Chairman of the Board—R. E. Dumas Milner.
- President—Howard Cohoon.
- Gen'l & Sales Mgr.—Lewis Heilbroner.
- Program Director—Bill Slaton.

Representatives

Devney, Incorporated. Atlanta-Charlotte—James S. Ayers Company.

Mailing Instructions

Business Office and Studio—King Edward Hotel, Jackson, Miss., Fleetwood 4-5853; TWX JN 183. Transmitter—1816 Pleasant Ave., Jackson, Miss.

Wave—Power—Time

Operating power—250 watts. Frequency—1400 kilocycles.

Non-directional.

Licensed to operate full time.

Operates on Central Time.

Operating schedule: 5:15 a.m. to midnight daily.

Agency Commission

15% to recognized agencies on station time only; no cash discount. Bills payable by 10th of month following broadcast.

General Advertising

Affiliated with CBS.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

Maximum length of contract one year.

Announcements and programs cannot be combined to earn frequency discount.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	ID's
1 time....	60.00	36.00	24.00	19.20	12.00	9.50	4.75
13 times..	57.00	34.20	22.80	18.24	11.40	9.00	4.50
26 times..	54.00	32.40	21.60	17.28	10.80	8.50	4.25
52 times..	51.00	31.00	20.40	16.22	10.20	8.00	4.00
104 times..	48.00	28.80	19.20	15.26	9.60	7.50	3.75
156 times..	45.00	27.00	18.00	14.40	9.00	7.00	3.50
260 times..	42.00	25.20	16.80	13.44	8.40	6.50	3.25
312 times..	39.00	23.40	15.60	12.48	7.80	6.00	3.00

35-word or 20-second transcribed announcements may be scheduled between network programs, 100-word

or one-minute transcribed announcements may be scheduled in announcement periods or adjacent to network programs provided the other adjacency is of local sustaining origin. Station reserves the right to limit number of announcements in any one day.

SATURATION PACKAGE

12 announcements per week.....	60.00
24 announcements per week.....	108.00

SPECIAL FEATURES

News, sportscasts, weather reports, time signals, etc., rates on request. Merchandising and publicity features available on request.

Participating Programs

- "Cornbread Party"—with Bill Slaton—5:15 a.m. to 7:00 a.m. Music, news and weather.
- "Breakfast With Bill"—with Bill Slaton—7:15 a.m. to 8:00 a.m. and 8:05 a.m. to 9:00 a.m. Music, news, time and weather.
- "Star Spotlight" with Verne Freeman—2:00 p.m. to 3:00 p.m. Pop music.
- "Platter Party" with Verne Freeman—3:00 p.m. to 4:00 p.m. Pop music.
- "Verne Freeman Show" with Verne Freeman—4:20 p.m. to 5:45 p.m. Pop music.
- "Night Time Good Music Show" with John Jay—7:35 p.m. to 10:00 p.m.
- "Land O' Dreams" with John Jay—10:00 p.m. to midnight. Sweet music.

WJXN

(Established 1945)

An Associated Independent Metropolitan Station

rates effective October 1, 1956. (Card No. 7.)

Card received October 29, 1956.

Owned and operated by Jackson Broadcasting Company

Personnel

- President—James T. Ownby.
- General Manager—Gayle Swofford.

Representatives

Jack Masla & Co., Inc.

Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 786 Radio Ranch, corner Moody and Foley Sts., Jackson, Miss., telephone 2-6673.

Wave—Power—Time

Operating power—250 watts. 15% to recognized agencies on station time only.

Frequency—1450 kilocycles.

Non-directional.

Licensed to operate full time.

Operates on Central Time.

Operating schedule: 24 hours daily.

Agency Commission

No cash discount. No commission on talent. Bills payable by 10th of following month. Invoices mailed 1st of month following broadcast.

General Advertising

Rates include charges by owners of music copyrights. Maximum time between programs to arrive at rate is one week. Service must be used within 1 month.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	44.00	27.00	18.00	10.00	7.00
13 times..	40.00	25.00	16.00	9.00	6.00
26 times..	38.00	23.75	14.25	8.55	5.70
52 times..	36.00	22.50	13.50	8.10	5.40
104 times..	34.00	21.25	12.75	7.65	5.10
156 times..	32.00	20.00	12.00	7.20	4.80
260 times..	30.00	18.75	11.25	6.75	4.50
312 times..	28.00	17.50	10.50	6.30	4.20

SATURATION PACKAGE RATES

	1-12 weeks	13-25 weeks	26-51 weeks	52 weeks
12 spots weekly.....	58.80	54.00	49.20	46.80
18 spots weekly.....	79.20	75.60	70.20	67.50
24 spots weekly.....	96.00	93.60	88.80	84.00

SPECIAL FEATURES

Special US weather wire service.

News Service—UPI.

Participating Program

- "Commuters Serenade"—6:00 a.m. to 8:00 a.m.
- "Hits for the Mrs."—8:00 a.m. to 10:00 a.m.
- "The Colonel's Bandwagon"—10:00 a.m. to noon.
- "Disc Capades"—noon to 2:00 p.m.
- "The Twenty on Top"—2:00 p.m. to 4:00 p.m.
- "Colonel's Caravan"—4:00 p.m. to 6:00 p.m.
- "Pop Parade"—7:00 p.m. to 9:00 p.m.
- "With the Colonel's Compliments"—9:00 p.m. to midnight.

WOKJ

(Established 1954)

Independent Negro

A McLendon Ebony Station

Rates effective October 1, 1958.

Rates received September 2, 1958.

Owned and operated by Ebony Radio of Mississippi.

Personnel

- General Manager—John M. McLendon.
- Station Manager—Al Evans.
- Director of National Sales—John M. McLendon, Executive Offices, Suite 500, Lamar Life Bldg., Jackson 5, Miss., Fleetwood 4-1617.

Representatives

John E. Pearson Company.

Mailing Instructions

Business Office and Studio—1017 Lynch St., P.O. Box 2667, Jackson 7, Miss., Fleetwood 3-7830. Transmitter—Jackson, Miss.

Wave—Power—Time

Operating power—5,000 watts day.

Frequency—1590 kilocycles.

Non-directional.

Licensed to operate daytime only.

Operates on Central Standard Time.

Operating schedule: 4:00 a.m. to local sunset.

Agency Commission

15% to recognized agencies on station 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 Advertising

Affiliated with WENN, Birmingham, Ala.; KOKY, Little Rock, Ark.; 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 one 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.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	10 sec.
1 time....	60.00	36.00	24.00	12.00	10.00	5.00
26 times..	57.00	34.20	22.80	11.40	9.50	4.75
52 times..	54.00	32.40	21.60	10.80	9.00	4.50
104 times..	51.00	31.00	20.40	10.20	8.50	4.25
156 times..	48.00	28.80	19.20	9.60	8.00	4.00
260 times..	45.00	27.00	18.00	9.00	7.50	3.75
312 times..	42.00	25.20	16.80	8.40	7.00	3.50
520 times..	.....	.....	.....	.....	6.50	3.25
780 times..	.....	.....	.....	.....	6.00	3.00

SATURATION PACKAGES

1-minute:	Each	25 per week	Each
10 per week.....	8.00	200.00	6.50
15 per week.....	7.50	300.00	6.00
20 per week.....	7.00	400.00	6.00

COMBINATION RATES

Also sold in combination with WENN, Birmingham, Ala.; KOKA, Shreveport, La. and KOKY, Little Rock, Ark. Special combination discounts of 5% for any two stations, 7-1/2% for three stations, and 10% discount for all four stations on earned frequency at each station on its 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 newscast every hour on the hour.

Sports News—7:55 a.m. Monday through Friday.

10-minute sportscast and 5-minute newscast comprise last quarter-hour on the air each day.

(This listing continued on next page)

SELL...



on

WOKJ

5000 WATTS

The NATION'S HIGHEST Hooper-rated Negro station • In Jackson — 48% Negro • Top-rated consistently by Hooper-Pulse-O'Connor • The ONLY way to the 107,000 Negroes of the Jackson Metropolitan Area.

SELL

42%

of BIRMINGHAM on WENN

39%

of SHREVEPORT on KOKA

33%

of LITTLE ROCK on KOKY

THE McLENDON EBONY STATIONS REPRESENTED BY JOHN E. PEARSON

# MISSISSIPPI

## Jackson—W O K J—Continued

**Participating Programs**  
(All Negro Programming)  
Monday through Saturday:  
"King's Highway" with Rev. Newsom—4:00 a.m. to 6:30 a.m. Spiritual.  
"Jobe Martin Show"—6:30 a.m. to 7:55 a.m. Rhythm and blues.  
"Daddy Long Legs Show" with Shelley Stewart—8:05 a.m. to 9:00 a.m. Rhythm and blues.  
"The Gospel Hour" with Bill Spencer—9:05 a.m. to 10:00 a.m. Gospel and spiritual music.  
"Daddy Long Legs Show" with Shelley Stewart—10:05 a.m. to 10:45 a.m. Rhythm and blues.  
"The Pastor's Study" with Itev. L. H. Newsom—10:45 a.m. to 11:00 a.m. Personal advice.  
"The Hallelujah Train" with Rev. L. H. Newsom—11:05 a.m. to noon, Spiritual music.  
"The Noon Flight" with Jobe Martin—12:05 p.m. to 1:00 p.m.  
"West Fortification Street Blues Association" with Shelley Stewart—1:05 p.m. to 1:45 p.m.  
"B. B. King Show" with Shelley Stewart—1:45 p.m. to 2:00 p.m.  
"In the Upper Room" with Rev. L. H. Newsom—2:05 p.m. to 3:00 p.m. Gospel and spiritual music.  
"Bill Spencer Show"—3:05 p.m. to 4:00 p.m. Rhythm and blues.  
"Daddy Long Legs Show" with Shelley Stewart—4:05 p.m. to 5:00 p.m.  
"Jobe Martin Show"—5:00 p.m. to sign-off. Rhythm and blues.

## WRBC

(Established 1947)

Rates effective May 1, 1955. (Card No. 3.)  
Rates received April 28, 1955.  
Owned and operated by Rebel Broadcasting Co.

**Personnel**  
General Manager—W. V. Dubard.  
**Representatives**  
Rambau, Vance, Hopple, Inc.  
Southern—Dixieland Stations, Inc.  
**Mailing Instructions**  
Business Office and Studios—125-1/2 S. Lamar, P. O. Box 986, Jackson 5, Miss., telephone 5-1562.  
Transmitter—U. S. Highway 51, 1-1/2 miles North of city limits, Jackson, Miss.  
**Wave—Power—Time**  
Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—1300 kilocycles.  
Non-directional.  
Licensed to operate full time on regional channel.  
Operates on Central Standard Time.  
Operating schedule: 6:00 a.m. to 11:30 p.m. Monday through Friday; 6:00 a.m. to 11:05 p.m. Saturday and Sunday 6:30 a.m. to 11:00 p.m.

**Agency Commission**  
15% to recognized agencies on net station charges only; no cash discount. Bills rendered monthly.

**General Advertising**  
Affiliated with Alabama Key Market Network.  
For combination rates see Mutual Broadcasting System.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	60.00	36.00	24.00	15.00	10.00
13 times..	47.50	28.50	19.00	9.50	7.50
26 times..	45.00	27.00	17.50	9.00	7.00
52 times..	42.50	25.50	16.00	8.50	6.50
100 times..	40.00	24.00	15.00	8.00	6.00
150 times..	38.50	22.00	14.00	7.50	5.50
250 times..	36.00	21.00	13.00	7.00	5.00
300 times..	34.50	20.00	12.00	6.50	4.20

(\*) 1 minute or less.

**WEEKLY PACKAGE RATES**

10 announcements, each.....	5.50
15 announcements, each.....	5.00
20 announcements, each.....	4.20

**SPECIAL FEATURES**  
News Service—AP.  
News, weather, markets—rates on request.

**POLITICAL**  
Regular rates apply.  
**TRANSCRIPTIONS**  
Instantaneous reference recordings: 15 minute program or fraction thereof, 7:50; 30 minute program, 12.50; per hour 20.00.

## WSLI

(Established 1938)



Rates effective February 1, 1957. (Card No. 8.)  
Card received February 11, 1957.  
Owned and operated by Capitol Broadcasting Co.

**Personnel**  
General Manager—L. M. Sepaugh.  
Station Manager—Richard H. Voorhis.  
**Representatives**  
Weed Radio Corporation.  
**Mailing Instructions**  
Business Office and Studio—Robinson Road Extension, P. O. Box 8155, Jackson, Miss., telephone 4-2512.  
Transmitter—Highway 51 at Tougaloo, Jackson, Miss.  
**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—930 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
Operates on Central Time.  
**Agency Commission**  
15% to recognized agencies on net time; no cash discount. Bills due and payable when rendered.

## General Advertising

Affiliated with ABC Radio.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts. Rates are for convenient reference; they are not to be considered as an offer of facilities and are subject to change without notice. All rates guaranteed for one year from date of first broadcast, with or without interruption.

**CLASS "A"**  
(6:00 a.m. to 9:00 a.m. and 4:30 p.m. to 6:30 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	65.00	40.00	26.00	16.00	12.00
26 times..	62.00	38.00	24.75	15.20	11.40
52 times..	59.00	36.00	23.50	14.40	10.80
104 times..	56.00	34.00	21.25	13.60	10.20
156 times..	53.00	32.00	20.00	12.80	9.60
260 times..	50.00	30.00	18.75	12.00	9.00
312 times..	47.00	28.00	17.50	11.20	8.40

**CLASS "B"**  
(5:30 a.m. to 6:00 a.m.; 9:00 a.m. to 4:30 p.m. and 6:30 p.m. to 11:00 p.m.)

	1 hr.	30 min.	20 min.	15 min.	10 min.
1 time....	50.00	30.00	20.00	13.00	10.00
26 times..	47.50	28.50	19.00	12.40	9.50
52 times..	45.00	27.00	18.00	11.80	9.00
104 times..	42.50	25.50	17.00	11.20	8.50
156 times..	40.00	24.00	16.00	10.60	8.00
260 times..	37.50	22.50	15.00	10.00	7.50
312 times..	35.00	21.00	14.00	9.40	7.00

**SATURATION PLANS**  
(Fixed but not guaranteed.)  
1-minute announcements per week:

	Class "A"	Class "B"	Class "A"	Class "B"
5 times....	8.00	6.50	21 times....	5.60
10 times....	7.20	5.85	28 times....	5.20
15 times....	6.40	5.20	35 times....	4.80
18 times....	6.00	4.90		

10-second "quickies" 50% of 1-minute rate.  
Further discounts on Saturation Plans for consecutive weeks:

7 weeks.....	5%	26 weeks.....	15%
13 weeks.....	10%	52 weeks.....	20%

**POLITICAL**  
Regular rates apply.

## KOSCIUSKO

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

## WKOZ

(Established 1947)

Rates received November 23, 1956.  
Owned and operated by Cy N. Bahakel.

**Personnel**  
General Manager—Cy N. Bahakel.  
Station Manager—Mims Boswell, Jr.  
**Representatives**  
Call station direct.  
**Mailing Instructions**  
Business Office and Studio—109 W. Jefferson St., Kosciusko, Miss.  
Transmitter—Kosciusko, Miss.  
**Wave—Power—Time**  
Operating power—5,000 watts days.  
Frequency—1350 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Time.  
Operating schedule: 5:00 a.m. to local sunset.  
**Agency Commission**  
15% to recognized agencies; no cash discount. Bills due and payable 10th of month following service.

**General Advertising**  
Also sold in combination with WKIN, Kingsport, Tenn., WABG, Greenwood, Miss., and WRIS, Roanoke, Va., KXEL—Waterloo, Iowa, WWOD, Lynchburg, Va., WLB, Bowling Green, Ky.  
Rates include music copyright fees.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	45.00	30.00	16.00	12.50	7.00
12 times..	42.50	28.50	15.80	12.25	6.75
26 times..	40.00	27.00	15.50	12.00	6.50
52 times..	38.50	26.50	15.40	11.75	6.25
104 times..	36.00	25.50	15.20	11.50	5.75
156 times..	34.50	25.00	15.10	11.25	5.50
208 times..	34.00	25.00	15.10	10.75	5.00
260 times..	34.00	24.50	15.00	10.00	4.50

(\*) 100 words or less.

**SPECIAL FEATURES**  
News Service—UPI.  
Sportscasts, participating programs—rates and details on request.

**TRANSCRIPTIONS**  
Library Service—World.

## LAUREL (3 AM)

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

## WAML

(Established 1932)

Rates received June 2, 1947.  
Owned and operated by New Laurel Radio Station, Inc.

**Personnel**  
General Manager—Frank Sumrall.  
Commercial Manager—M. M. Caver.  
**Representatives**  
George P. Hollingbery Company.  
**Mailing Instructions**  
Studio—318-320 Fifth St., Laurel, Miss. Phone 5601.  
Transmitter—two miles south of city.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Central Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:00 a.m. to 11:05 p.m. weekdays; 6:45 a.m. to 11:00 p.m. Sundays.

**Agency Commission**  
15% to recognized agencies on net station charges; no cash discount. No commission on talent, lines, remote equipment or operator charges. Bills rendered and payable 10th of month following. Invoices mailed 1st of month following broadcast.

**General Advertising**  
For combination rates see NBC Radio Network and Keystone Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, SESAC and BMI licenses.  
Discounts allowed retroactively on the number of broadcasts given within one year.

**CLASS "A"**  
(5:30 a.m. to 10:30 p.m. Monday through Sunday)

	1 hr.	1/2 hr.	1/4 hr.	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
100 times..	32.00	19.20	12.80	6.40	3.20
150 times..	30.00	18.00	12.00	6.00	3.00
300 or more times....	28.00	16.80	11.20	5.60	2.80

(\*) One minute or less.

**SPECIAL FEATURES**  
News Service—AP.  
**POLITICAL**  
1 hour..... 40.00  
1/2 hour..... 24.00  
1/4 hour..... 16.00

**TALKS**  
Talks accepted only when subject matter is of genuine public interest in opinion of station management.

## WLAU

(Established 1946)

Rates effective March 1, 1958.  
Rates received February 3, 1958.  
Owned and operated by Southland Broadcasting Co.

**Personnel**  
President—C. T. McCallum.  
General Manager—Norma H. Leggett.  
**Representatives**  
Devney, Incorporated.  
**Mailing Instructions**  
Business Office and Studio—437 N. Magnolia St., Laurel, Miss., telephone 8-7227.  
Transmitter—Hwy. 11, North, Laurel, Miss.  
**Wave—Power—Time**  
Operating power—5,000 watts days.  
Frequency—1600 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:00 to local sunset.

**Agency Commission**  
15% to recognized advertising agencies; no cash discount. Bills due and payable 10th of month following service.

**General Advertising**  
For combination rates see ABC Radio.  
Accepts AAAA copyrighted contract.  
BMI, ASCAP and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	45.00	30.00	18.00	12.00	6.00
13 times..	42.50	28.50	17.20	11.40	5.70
26 times..	40.00	27.00	16.40	10.80	5.40
52 times..	37.50	25.50	15.60	10.20	5.10
104 times..	35.00	24.00	14.80	9.60	4.80
156 times..	32.50	22.50	14.00	9.00	4.50
208 times..	30.00	21.00	13.20	8.40	4.20
260 times..	27.50	19.50	12.40	7.80	3.70

(\*) 1-minute or less.

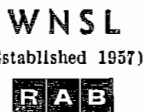
**ANNOUNCEMENT PACKAGES**  
10 per week, each..... 4.00  
20 per week, each..... 3.50  
15 per week, each..... 3.75  
25 per week, each..... 3.25

**SPECIAL FEATURES**  
News Service—UPI.  
Weather forecast, time signals, temperature reports, and market quotations—rates on request.

**POLITICAL**  
Regular rates apply.  
(Laurel continued on next page)



**Laurel—Continued**



Rates effective March 1, 1957. (Card No. 1.)  
Card received February 4, 1957.  
Owned and operated by Voice of the New South, Inc.

**Personnel**

General Manager—Granville Walters.  
Commercial Manager—Teck Jones.

**Representatives**

Grant Webb & Company.

**Mailing Instructions**

Business Office and Studio—160 Beacon St., Laurel, Miss., phone 3182 and 8-7224.  
Transmitter—Rocky Inn Road, Laurel, Miss.

**Wave—Power—Time**

Operating power—1,000 watts.  
Frequency—1260 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Standard Time.  
Operating schedule: 5:00 a.m. to local sunset.

**Agency Commission**

15% to recognized advertising agencies on time only.  
No cash discount. Bills rendered 1st of month, payable in 10 days.

**General Advertising**

Affiliated with New South Radio Group.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

**CLASS "A"**

(5:00 a.m. to 6:00 p.m. weekdays and Sundays)

	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..	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
100 times..	32.00	19.20	12.80	6.40	3.20
150 times..	30.00	18.00	12.00	6.00	3.00
300 or more times..	28.00	16.80	11.20	5.60	2.80

**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

**SPECIAL FEATURES**

News Service—UPI.

**POLITICAL**

Regular rates and discounts apply. Cash in advance.

**LELAND**

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



Rates effective October 16, 1958.  
Rates received October 20, 1958.  
Owned and operated by Miss-Ark Broadcasting Co.

**Personnel**

General Manager—Paul Artman.  
Commercial Manager—Miller Abraham.

**Representatives**

None.

**Mailing Instructions**

Business Office—P. O. Box 5291, Crossroads Station, Greenville, Miss., Phone 1530.  
Studio and Transmitter—2 miles SW Leland, 4 miles E Greenville.

**Wave—Power—Time**

Operating power—1,000 watts.  
Frequency—1580 kilocycles.  
Non-directional.  
Daylight Savings Time not observed.  
Operating schedule—local sunrise to sunset.

**Agency Commission**

15% on station time only; no cash discount.

**General Advertising**

Affiliated with Southeastern Key Market Network.  
Beer advertising accepted.  
No P. I. advertising accepted.

	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..	47.50	28.50	19.00	9.50	4.75
26 times..	45.00	27.00	18.00	9.00	4.50
52 times..	42.50	25.50	17.00	8.50	4.25
104 times..	40.00	24.00	16.00	8.00	4.00
156 times..	37.50	22.50	15.00	7.50	3.75
312 times..	35.00	21.00	14.00	7.00	3.50

20-seconds—75% of 1-minute rate.  
10-seconds—50% of 1-minute rate.

**SPECIAL FEATURES**

News Service—UPI.

Weather, time signals, newscasts, sports and special events all under special contract.  
Entire schedule, Negro programming.

**Participating Programs**

"Gospel Train"—6:00 a.m. to 7:00 a.m.  
"Get Up & Go"—7:15 a.m. to 9:00 a.m.  
"Rock Right"—9:00 a.m. to noon.  
"Spiritual Jubilee"—Noon to 2:00 p.m.  
"Rocking with Eddy"—2:00 p.m. to 5:00 p.m.  
"Gospel Train"—5:00 p.m. to 6:00 p.m.

**POLITICAL**

Regular rates apply.

**LOUISVILLE**

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



Rates effective March 1, 1953. (Card No. 1.)  
Rates received March 7, 1953.  
Owned and operated by Louisville Broadcasting Corp

**Personnel**

Station Manager—Herb Guthrie.  
Program Director—John W. Jenkins.

**Representatives**

Grant Webb & Company.

**Mailing Instructions**

Business Office—Louisville Broadcasting Corp., P. O. Box 111, Louisville, Miss.  
Studio and Transmitter—Two miles East of business district on Mississippi Highway 14, Louisville, Miss.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—1270 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operating schedule: 5:00 a.m. to local sunset.

**Agency Commission**

15% to recognized agencies.

**General Advertising**

Affiliated with New South Radio Group.  
Meridian, Miss.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 hour.....	45.00	40.00	35.00	32.50	30.00
1/2 hour.....	25.00	23.00	21.00	19.00	17.00
1/4 hour.....	15.00	13.50	12.00	11.00	10.00
5 minutes	7.50	7.00	6.50	6.00	5.50
1 minute	3.50	3.25	3.00	2.75	2.50

**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

**SPECIAL FEATURES**

News Service—AP.

**MACON**

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



Rates effective January 1, 1956.  
Rates received December 28, 1955.

Owned and operated by Bob Chisholm.

**Representatives**

Hil F. Best Company.

**Mailing Instructions**

Business Office and Studio—WMBC Bldg., Macon, Miss.  
Transmitter—Macon, Miss.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Central Time.  
Operating schedule: 6:00 a.m. to 12:00 midnight.

**Agency Commission**

15% to recognized advertising agencies. Bills due and payable 10th of month following broadcast.

**General Advertising**

Affiliated with Southeastern Key Market Network and Keystone Network.  
Rates include music copyright fees.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	60.00	40.00	25.00	10.00	3.50
13 times..	52.00	28.50	15.25	8.60	3.40
26 times..	49.00	27.00	14.50	8.20	3.30
52 times..	46.00	25.50	13.75	7.80	3.20
104 times..	43.00	24.00	13.00	7.40	3.00
208 times..	40.00	22.50	12.25	7.00	2.75
312 times..	38.00	21.00	11.50	6.60	2.50

**SPECIAL FEATURES**

News Service—UPI.

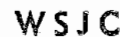
**POLITICAL**

Regular rates apply.

**MISSISSIPPI**

**MAGEE**

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



Rates effective June 1, 1957. (Card No. 1.)  
Rates received November 13, 1958.

Owned and operated by Southeast Mississippi Broadcasting Co.

**Personnel**

General Manager—Marvin L. Mathis.  
Program Director—Jimmy Tugwell.

**Representatives**

None.

**Mailing Instructions**

Business Office, Studio and Transmitter—P. O. Box 426, U. S. Hwy. 49, Magee, Miss. Phone 3513.

**Wave—Power—Time**

Operating power—500 watts, days.  
Frequency—1280 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Central Standard Time.  
Operating schedule: 4:30 a.m. to local sunset.

**Agency Commission**

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

**General Advertising**

Affiliated with Keystone Network.  
Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
National and local rates are the same.  
No liquor or wine advertising accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	24.00	14.00	9.50	4.00	2.50
5 times....	21.00	12.50	8.50	3.50	2.25
10 times....	17.00	10.00	6.50	3.25	2.00
15 times....	16.00	9.50	6.00	2.80	1.80
20 times....	15.00	9.00	5.00	2.60	1.70
30 times....	14.00	8.50	4.70	2.50	1.60
40 times....	13.00	8.00	4.50	2.35	1.50
60 times....	12.00	7.50	4.25	2.20	1.40
90 times....	11.00	7.00	4.00	2.00	1.30

**SPECIAL FEATURES**

News Service—UPI and local. Regular rates apply.

**Participating Programs**

"Swap Shop"—1:05 p.m. daily.  
"Curley Brown Show"—6 hours weekly. Negro.  
"Spiritual Hour"—5 hours weekly. Negro.  
"Country Capers"—5 hours of country music daily.

**POLITICAL**

Payable in advance.

**Closing Time**

24 hours in advance of broadcast.

**McCOMB (2 AM)**

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



(Established 1948)

Rates effective July 15, 1948. (Card No. 2.)  
Owned and operated by Southwestern Broadcasting Co., of Mississippi.

**Personnel**

Co-owners—Phillip Brady, Louis Alford and Mack Smith.

**Representatives**

Joseph Hershey McGillvra, Inc.

**Mailing Instructions**

Business Office and Studio—Hotel Pike, McComb, Miss., telephone 1894.  
Transmitter—Liberty Road, McComb, Miss.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—980 kilocycles.  
Non-directional.  
Operates on Central Standard Time.  
Operating schedule: 5:00 a.m. to local sunset.

**Agency Commission**

15% to recognized agencies on time only; no cash discount. All bills due and payable when rendered. Bills rendered monthly.

**General Advertising**

For combination rates see Keystone Broadcasting System, Inc.  
Accepts AAAA copyrighted contract.  
Advertising of alcoholic beverages other than beer and wine not accepted.  
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

Length of commercial copy:

5 minutes.....	1:45 minutes
15 minutes.....	3:00 minutes
30 minutes.....	4:15 minutes
60 minutes.....	7:00 minutes

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	50.00	35.00	20.00	12.50	4.00	3.00
13 times....	45.00	31.50	18.00	11.25	3.80	2.85
26 times....	42.50	29.75	17.00	10.62	3.60	2.70
52 times....	40.00	28.00	16.00	10.00	3.40	2.55
104 times....	35.00	24.50	14.00	8.75	3.20	2.40
156 times....	32.50	22.75	13.00	8.15	3.00	2.25
312 times....	30.00	21.00	12.00	7.50	2.80	2.10

(\*) One minute transcribed; 170 words live.

(†) 30 seconds transcribed; 80 words live.

(This listing continued on next page)



# MISSISSIPPI

## McComb—W A P F—Continued

**SPECIAL FEATURES**  
Local news at 9:45 a.m., five days a week. Rates on request.  
Mobile unit; rates on request.  
"Boogie Boy Show"—3:15 p.m. to 4:30 p.m., five days a week. Negro program. Sold on spot or program basis. Adlib copy used or transcriptions if desired. Rates on request.

### POLITICAL

Regular rates apply.

### TRANSCRIPTIONS

Library Service—World.

### Closing Time

Copy should be received 24 hours in advance of scheduled broadcast.

## WHNY

(Established 1952)

Rates effective December 1, 1958. (Card No. 2.)  
Card received November 3, 1958.  
Owned and operated by Broadcasters Service, Inc.

### Personnel

President—Charles W. Holt.  
General Manager—Carroll Hines.

### Representatives

Thomas F. Clark Co., Inc.

### Mailing Instructions

Business Office and Studio—Box 111, East McComb, Miss. Phone 2080, 2081.  
Transmitter—Hwy. 570, McComb, Miss.

### Wave—Power—Time

Operating power—5,300 watts days; 500 watts nights.  
Frequency—1250 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
Operates on Central Standard Time.  
Operating schedule: 5:25 a.m. to 11:15 p.m. Monday through Sunday.

### Agency Commission

15% to recognized agencies on time charges only; no cash discounts. Bills due and payable when rendered.

### General Advertising

For combination rates see Dixie Broadcasting System. Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	50.00	35.00	20.00	12.50	4.00
13 times....	45.00	31.50	18.00	11.25	3.80
26 times....	42.50	29.75	17.00	10.60	3.60
52 times....	40.00	28.00	16.00	10.00	3.40
104 times....	35.00	24.50	14.00	8.75	3.20
156 times....	32.50	22.75	13.00	8.15	3.00
312 times....	30.00	21.00	12.00	7.50	2.80

### SPECIAL FEATURES

News Service—AP.

### Participating Programs

"Record Spree with JC"—4:00 p.m. to 5:30 p.m. Monday through Friday. Rhythm and blues. Negro program. Spots on preferred basis only.  
"Joy's Table Talk"—8:30 a.m. to 8:55 a.m. Monday through Friday. Local news.  
"Joy's Workshop"—9:30 a.m. to 9:45 a.m. Monday through Saturday. Woman's program.  
"Tylertown News Reporter"—8:00 a.m. to 8:15 a.m. Monday through Friday. News.

### POLITICAL

Regular rates apply.

## MERIDIAN (5 AM)

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

## WCOC

(Established 1926)

Rates effective May 1, 1957.  
Owned and operated by Mississippi Broadcasting Co., Inc.

### Personnel

Manager—Withers Gavin.

### Representatives

None.

### Mailing Instructions

Business Offices and Main Studios—15th floor, Three-foot Bldg., Meridian, Miss., telephone 2-7714.  
Transmitter—Highway 45, 1-1/2 miles from Meridian.

### Wave—Power—Time

Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—910 kilocycles.  
Non-directional.  
Licensed to operate full time. Operates on Central Time.  
Operating schedule: 5:00 a.m. to 12:00 midnight daily.

### Agency Commission

15% on broadcasting rates to recognized agencies. Bills due and payable 10th of month following broadcast.

### General Advertising

For combination rates see CBS Radio Network (South-central Group).  
Rates include music copyright fees.

## PROGRAMS

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 hour.....	60.00	57.00	54.00	51.00	51.00
1/2 hour.....	36.00	34.20	32.40	30.60	30.60
1/4 hour.....	21.25	20.19	19.13	18.06	18.06
5 minutes.....	10.00	9.50	9.00	8.50	8.50
1 minute.....	5.00	4.75	4.50	4.25	4.25

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 hour.....	42.50	40.38	38.25	36.13	36.13
1/2 hour.....	21.25	20.19	19.13	18.06	18.06
1/4 hour.....	12.75	12.11	11.48	10.84	10.84
5 minutes.....	7.50	7.13	6.75	6.33	6.33
1 minute.....	3.40	3.23	3.06	2.89	2.89

### Closing Time

Closing date one week in advance of service if program is to be included in publicity release.

## WDAL

(Established 1958)

Rates effective February 1, 1958.  
Rates received December 30, 1957.

Owned and operated by Southwestern Broadcasting Co. of Mississippi.

### Personnel

Co-Managers—Dan Hollingsworth & Don Partridge.

### Representatives

Indie Sales, Inc.

### Mailing Instructions

Business Office and Studio—P. O. Box 125, 2211 10th St., Meridian, Miss. Phone 3-4891.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1330 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Standard Time.  
Operating schedule: 5:00 a.m. to local sunset.

### Agency Commission

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

### General Advertising

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	50.00	35.00	20.00	12.50	4.00
13 times....	45.00	31.50	18.00	11.25	3.80
26 times....	42.50	29.75	17.00	10.62	3.60
52 times....	40.00	28.00	16.00	10.00	3.40
104 times....	35.00	24.50	14.00	8.75	3.20
156 times....	32.50	22.75	13.00	8.15	3.00
312 times....	30.00	21.00	12.00	7.50	2.80

### Weekly Saturation Discounts

(Run-of-schedule)

10 spots weekly..... 5% 20 spots weekly..... 15%  
15 spots weekly..... 10% 25 spots weekly..... 20%

### SPECIAL FEATURES

News Service—UPI and local.

News, weather, sport events, time signals—rates on request.

### Participating Programs

"Music Country Style"—5:00 a.m. to 6:00 a.m. Monday through Saturday.  
"Gospel Quartet Time"—6:00 a.m. to 6:30 a.m. Monday through Saturday.  
"All the News"—12:15 p.m. to 12:30 p.m. Monday through Saturday.  
"Lon Smith Country Show"—6:30 a.m. to 9:00 a.m. Saturday.

### POLITICAL

Regular rates apply.

## WMOX

(Established 1945)

Rates effective September 16, 1957.  
Rates received October 7, 1957.  
Owned and operated by Birney Imes, Jr.

### Personnel

Owner—Birney Imes, Jr.  
General Manager—Bob Evans.  
Manager—Kenneth Berryhill.

### Representatives

Everett-McKinney, Inc.  
Memphis—C. K. Beaver & Associates.

### Mailing Instructions

Business Office and Studio—P. O. Box 1511, 3rd Floor, Citizen's National Bank Bldg., Meridian, Miss. Phone 2-0171.  
Transmitter—31st Avenue, one mile from business district, Meridian, Miss.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Daylight Saving Time not observed.  
Operating schedule: 4:45 a.m. to midnight, weekdays; 6:00 a.m. to midnight, Sundays.

### Agency Commission

15% to recognized agencies on station time only. No cash discount. Bills due and payable on receipt.

### General Advertising

Affiliated with Mutual Broadcasting System and Mid-South Network.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	40.00	22.00	13.00	10.50	7.75
13 times....	38.00	20.00	12.50	9.75	7.00
26 times....	36.00	19.00	11.75	9.00	6.25
52 times....	34.00	18.00	11.00	8.25	5.50
104 times....	32.00	17.00	10.25	7.50	4.75
156 times....	30.00	16.00	9.50	6.75	4.00
300 times....	28.00	15.00	8.90	6.00	3.25

## ANNOUNCEMENTS

	1 min.	20 sec.	10 sec.
1 time.....	4.75	3.25	2.30
13 times.....	4.50	3.00	2.10
26 times.....	4.25	2.75	1.90
52 times.....	4.00	2.50	1.70
104 times.....	3.75	2.25	1.50
150 times.....	3.50	2.00	1.30
300 times.....	3.25	1.75	1.10

### SPECIAL FEATURES

Weather, time signals, athletic and special events, newscasts are all under special contract—rates on request. Recording equipment available.

### Participating Programs

"C. B.'s Jamboree"—2:35 p.m. to 3:30 p.m. Saturday.  
"Sing Along"—3:35 p.m. to 4:30 p.m. Saturday.  
Spot rate 1.75.

### POLITICAL

Regular rates apply; payable in advance.

## WOKK

(Established 1946)



Rates effective May 1, 1957.  
Rates received April 22, 1957.

Owned and operated by New South Broadcasting Corp.

### Personnel

Co-owners—Ed Holladay and Joe Carson.

### Representatives

Grant Webb & Company.

### Mailing Instructions

Business Office and Studio—Southern Bldg., P. O. Box 528, Meridian, Miss., phone 2-6133.  
Transmitter—Highway 45, North of Meridian, Miss.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Central Time.  
Operating schedule: 5:15 a.m. to midnight Monday through Saturday and 6:00 a.m. to midnight Sunday.

### Agency Commission

15% on net station charges allowed to regular advertising agencies; no cash discount. No commission on talent, lines, remote equipment or operator charges. Bills payable by 10th of month following invoices mailed 1st of each month following broadcast.

### General Advertising

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
Affiliated with New South Radio Group.  
BMI, ASCAP and SESAC music licenses.

	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.	20 sec.	8 sec.
1 time.....	3.50	2.50	104 times.....	2.75
26 times....	3.25	2.30	156 times.....	2.50
52 times....	3.00	2.10	260 times.....	2.25

### 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

### SPECIAL FEATURES

News Service—UPI and local coverage.  
Newscasts, sportscasts, weather reports, time signals, market quotations—rates and availabilities on request.

### Participating Programs

"The Houserocker" with Lee Arthur Rhodes—9:00 p.m. to 1:00 a.m. Saturday. Negro program.  
"The Sam Keller Show"—6:00 p.m. to 8:00 p.m. Saturday. Western and country music.

### Closing Time

Publicity, one week in advance.

## WQIC

(Established 1957)

# Independent Negro

Rates effective January 1, 1958.  
Rates received March 17, 1958.  
Owned and operated by A. L. Royal.

### Personnel

General Manager—Jack Stewart.  
Program Director—Doyd Royal, Jr.

### Representatives

For Joe & Company, Inc.

### Mailing Instructions

Business Office and Studio—2305 5th St., Meridian, Miss.

### Wave—Power—Time

Operating power—5,000 watts days.  
Frequency—1390 kilocycles.  
Operates on Central Standard Time.  
Operating schedule: 5:00 a.m. to local sunset.

### Agency Commission

15% to recognized agencies on station time only; no cash discount. Bills rendered 1st of month following broadcast, due 10 days.

(This listing continued on next page)

Meridian—WQIC—Continued

General Advertising  
 Programs and announcements cannot be combined to earn frequency discount.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	60.00	36.00	24.00	19.20	12.00	6.00
13 times.....	57.00	34.20	22.80	18.24	11.40	5.70
26 times.....	54.00	32.40	21.60	17.28	10.80	5.40
52 times.....	51.00	31.00	20.40	16.22	10.20	5.10
104 times.....	48.00	28.80	19.20	15.26	9.60	4.80
156 times.....	45.00	27.00	18.00	14.40	9.00	4.50
260 times.....	42.00	25.20	16.80	13.44	8.40	4.20
312 times.....	39.00	23.40	15.60	12.48	7.80	3.90
500 times.....	.....	.....	.....	.....	.....	3.60
750 times.....	.....	.....	.....	.....	.....	3.30
1000 times.....	.....	.....	.....	.....	.....	3.00

SPECIAL FEATURES

News Service—UPI.  
 Newscasts 5 minutes before the hour every hour.  
 All Negro talent.

NATCHEZ (2 AM)

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

WMIS

(Established 1941)

Rates received May 31, 1955.  
 Owned and operated by Natchez Broadcasting Co.

Personnel

President—P. K. Ewing, Jr.

Representatives

Dixieland Stations, Inc.

Mailing Instructions

Business Office and Studio—City Bank Bldg., Natchez, Miss.

Transmitter—Highway 61, one mile south of business district, Natchez, Miss.

Wave—Power—Time

Operating power—250 watts.

Frequency—1240 kilocycles.

Non-directional.

Licensed to operate full time on local channel.

Operates on Central Standard Time.

Operating schedule: Sundays 7:00 a.m. to 11:00 p.m.; week days 6:00 a.m. to 11:30 p.m.; Saturdays 6:00 a.m. to 12:00 midnight.

Agency Commission

15% to recognized agencies on time only unless otherwise agreed; cash discount —. Bills rendered first of month; due tenth of month.

General Advertising

Affiliated with NBC Radio Network and Keystone Network.

Maximum time between programs to arrive at rate is one week. Service must be used within one month. Additional discount of 15% applies on rates of each station when WGRM and WMIS are contracted for on similar broadcasts running concurrently for the same accounts or advertiser.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	75.00	40.00	22.50	9.00
6 times.....	67.50	36.00	20.25	8.00
12 times.....	63.75	34.00	19.13	7.00
24 times.....	60.00	32.00	18.00	6.00

DISCOUNTS

3 months..... 10% 12 months..... 20%  
 6 months..... 15%

ANNOUNCEMENTS

(Nighttime and Sundays)

1 time..... 6.00 12 times..... 5.40

6 times..... 5.70 24 times..... 5.10

(Before 6:00 p.m.)

1 time..... 2.50 12 times..... 3.15

6 times..... 3.35 24 times..... 3.00

SPECIAL FEATURES

Weather reports, time signals, temperature reports, and special broadcasts—rates on request.

POLITICAL

Talks—one time rate applies.  
 Announcements, above announcements rate applies.

Closing Time

Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks close 24 hours in advance.

WNAT

(Established 1949)

Rates effective January 1, 1952.  
 Card issued December 1, 1951.

Card received December 26, 1951.  
 Owned and operated by Old South Broadcasting Co., Inc.

Personnel

President—W. S. Perkins.

General Manager—Erwin Parks, Jr.

Representatives

Dovney, Incorporated.

Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 54, Sgt. Prentiss Dr., Natchez, Miss. Phone 4621.

Wave—Power—Time

Operating power—250 watts.

Frequency—1450 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Central Time.

Operating schedule: Week days 5:30 a.m. to 11:05 p.m.; Sundays 7:00 a.m. to 11:05 p.m.

Agency Commission

15% to recognized agencies on time only; no cash discount.

General Advertising

For combination rates see Mutual Broadcasting System. Additional discount of 25% applies on rates of WNAT and KLEC (Jonesville, La.), when each is contracted for similar broadcasts running concurrently for the same advertiser.

CLASS "A"  
 (Nighttime and all day Sunday)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	60.00	36.00	24.00	18.00	12.00	5.00
13 times.....	57.00	34.20	22.80	17.10	11.40	4.75
26 times.....	54.00	32.40	21.60	16.20	10.80	4.50
52 times.....	51.00	30.60	20.40	15.30	10.20	4.25
100 times.....	48.00	28.80	19.20	14.40	9.60	4.00
260 or more times.....	45.00	27.00	18.00	13.50	9.00	3.75

CLASS "B"

(7:00 a.m. to 6:00 p.m. week days)

	1 time.....	13 times.....	26 times.....	52 times.....	100 times.....	260 or more times.....
1 time.....	35.00	21.00	14.00	10.50	7.00	3.50
13 times.....	33.25	19.95	13.30	9.97	6.65	3.32
26 times.....	31.50	18.90	12.60	9.45	6.30	3.15
52 times.....	29.75	17.85	11.90	8.92	5.95	2.98
100 times.....	28.00	16.80	11.20	8.40	5.60	2.80
260 or more times.....	26.25	15.75	10.50	7.88	5.25	2.63

SPECIAL FEATURES

News Service—AP. No extra charge.

POLITICAL

One time rates apply; cash in advance.

NEW ALBANY

Union County—Map Location F-2

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

WNAU

(Established 1955)



Rates effective July 1, 1955. (Card No. 2.)  
 Card received July 5, 1955.

Owned and operated by the New Albany Broadcasting Co.

Personnel

General Manager—V. Keith Wroten.

Sales Manager—Dan L. Skilton.

Program Manager—Wynez Wroten.

Representatives

None.

Mailing Instructions

Business Office and Studio—202 Bankhead Street, New Albany, Miss. Telephone 4361.

Transmitter—2 miles N. W. of New Albany.

Wave—Power—Time

Operating power—500 watts days.

Frequency—1470 kilocycles.

Non-directional.

Licensed to operate daytime only.

Operates on Central Standard Time.

Operating schedule: —.

Agency Commission

15% to recognized agencies on time only; no cash discount. Bills rendered first of month, payable on or before 10th of month.

General Advertising

Affiliated with Keystone Network.

Rates include music copyright fees.

ASCAP, BMI, SESAC licenses.

	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	3.00
13 times.....	30.00	18.00	11.25	7.50	5.65	2.85
26 times.....	27.00	15.00	9.75	6.25	4.90	2.70
52 times.....	25.50	14.25	9.00	6.00	4.50	2.55
104 times.....	24.00	13.50	7.50	5.65	3.75	2.50
156 times.....	22.50	12.75	7.15	5.25	3.60	2.25
208 times.....	19.50	11.25	6.40	4.50	3.25	1.95
260 times.....	18.00	10.50	6.00	4.15	3.00	1.80
312 times.....	17.50	9.00	5.75	3.75	2.80	1.65

SPECIAL FEATURES

News Service—AP. No extra charge.

POLITICAL

Regular rates apply. Cash in advance.

TRANSCRIPTIONS

Library Service—World.

OXFORD

Lafayette County—Map Location E-3

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

WSUH

(Established 1955)

Rates effective May 1, 1955. (Card No. 2.)  
 Card received June 27, 1955.

Owned and operated by Colonel Rebel Radio.

Personnel

General Manager—C. H. Quick.

Sales Director—C. H. Quick.

Representatives

Hil F. Best Company.

Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 511, University Ave., East, Oxford, Miss. Phone 1134.

Wave—Power—Time

Operating power—1,000 watts days.

Frequency—1420 kilocycles.

Non-directional.

Licensed to operate daytime only.

Operates on Central Time.

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

Agency Commission

15% to recognized agencies; no cash discount.

Bills rendered and payable monthly.

General Advertising

All proposals subject to prior sale

Alcoholic beverage advertising unacceptable.

	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	sec.
1 time.....	36.00	24.00	18.00	12.00	3.50	2.50
13 times.....	32.50	22.00	16.00	11.00	3.40	2.40
26 times.....	30.00	20.00	14.00	10.00	3.30	2.30
52 times.....	27.50	18.00	13.00	9.00	3.20	2.20
156 times.....	22.50	14.00	11.00	7.00	3.00	1.90
260 times.....	18.00	12.00	9.00	6.00	2.80	1.50
312 times.....	17.00	11.00	8.00	5.50	2.70	1.25

Combination Rates

Frequency discount earned by combination purchase with WCRB, Corinth, Miss.

SPECIAL FEATURES

News Service—UPI.  
 Six local newscasts daily, U. of Mississippi events, "Ole Miss Sports," Sunday Concert Hall. Rates on request.

POLITICAL

Regular rates apply; payable in advance.

TRANSCRIPTIONS

Library Service—World

Closing Time

Copy or transcriptions: 24 hours in advance.

PASCAGOULA

Jackson County—Map Location G-11

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

WPMP

(Established 1951)



Rates effective undated.

Rates received December 3, 1953.

Owned and operated by The Crest Broadcasting Co., Inc.

Personnel

President—W. R. Guest, Jr.

General Manager—Walter Smith.

Representatives

Hil F. Best Company.

Mailing Instructions

Business Office and Studio—Midway Apts., Telephone Rd., P. O. Box 391, Pascagoula, Miss., South 2-3113.

Transmitter—Telephone Rd., Pascagoula, Miss.

Wave—Power—Time

Operating power—1,000 watts days.

Frequency—1580 kilocycles.

Non-directional.

Licensed to operate daytime.

Operates on Central Standard Time.

Operating schedule: Sunrise to local sunset.

Agency Commission

15% to recognized agencies on time only; no cash discount. Bills rendered on the first of the month, payable on the 10th.

General Advertising

Affiliated with ABC Radio and Keystone Network.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

GENERAL RATES

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# MISSISSIPPI

## Philadelphia—W H O C—Continued

### Mailing Instructions

Business Office and Studio—Highways 15 and 16 (Beacon St. Extension), P. O. Box 26, Philadelphia, Miss., telephone 740.  
Transmitter—Highways 15 and 16 (Beacon St. Extension), Philadelphia, Miss., telephone 740.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Central Time.  
Daylight Saving Time not observed.  
Operating schedule: (winter) 6:00 a.m. to 10:00 p.m.; (summer) 5:00 a.m. to 10:00 p.m.

### Agency Commission

15% to recognized agencies on net charges for station time; no cash discount. Bills due and payable 10th of month following service, unless otherwise agreed.

### General Advertising

Rates include music copyright fees.  
Does not accept per inquiry accounts.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time...	40.00	24.00	12.00	8.00	4.00
13 times...	38.00	22.80	11.40	7.60	3.80
26 times...	36.00	21.60	10.80	7.20	3.60
52 times...	34.00	20.40	10.20	6.80	3.40
104 times...	32.00	19.20	9.60	6.40	3.20
156 times...	30.00	18.00	9.00	6.00	3.00

(\*) One minute or less.

### SPECIAL FEATURES

News Service—UPI.  
Time signals, athletic events, newscasts and barn dances; rates and details on request.

### POLITICAL

Regular rates apply; payable in advance.

## PICAYUNE

Pearl River County—Map Location E-10  
See SRDS consumer market map and data at beginning of the State.

## WRJW

(Established 1949)



Rates received January 15, 1957.  
Owned and operated by Tung Broadcasting Company.

### Personnel

General Manager—Herb Wittbauer.

### Mailing Instructions

Business Office and Studio—P. O. Box 358, Picayune, Miss., Sycamore 8-4835.  
Transmitter—Two miles East on State Road, Picayune, Miss.

### Wave—Power—Time

Operating power—5,000 watts days.  
Frequency—1320 kilocycles.  
Non-directional.  
Licensed to operate day time.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:30 a.m. to local sunset.

### Agency Commission

15% agency commission; no cash discount.

### General Advertising

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

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time...	65.00	35.00	24.00	15.00	10.00	4.00	3.00
26 times...	55.00	32.00	22.00	13.00	9.00	3.00	2.00
53 times...	50.00	30.00	20.00	12.00	8.00	2.50	1.50
105 times...	48.00	28.00	18.00	11.00	7.00	2.00	1.25
365 times...	45.00	25.00	16.00	9.00	6.00	1.80	1.00

### PACKAGE PLANS

100 announcements within 30 days....	1 min.	30 sec.
	200.00	125.00

### SPECIAL FEATURES

News Service—AP. No extra charge.  
Negro programming—Sundays.

### POLITICAL

Regular rates apply; payable in advance.

## STARKVILLE

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

## WSSO

(Established 1948)



Rates effective August 1, 1948. (Card No. 1.)  
Revisions received July 20, 1953.  
Owned and operated by Starkville Broadcasting Co.

### Personnel

General Manager—Joe Phillips.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—WSSO Bldg., Starkville, Miss., telephone 1239.  
Other Studio—Mississippi State College, State College, Miss.  
Transmitter—WSSO Bldg., Starkville, Miss.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Central Standard Time.  
Operating schedule: Sundays 7:00 a.m. to 11:00 p.m.; week days 5:30 a.m. to 11:00 p.m.

### Agency Commission

15% to recognized agencies on net charges for station time; no cash discount. Bills due and payable 10th of month.

### General Advertising

Affiliated with Keystone Network.  
Rates are for station time. Thirty days' notice required to cancel any contract three months or more. The following rates are for national advertising

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time...	40.00	25.00	15.00	10.00	5.00
13 times...	30.00	18.00	10.00	7.50	4.75
26 times...	27.50	15.00	8.50	6.50	4.50
52 times...	25.00	13.00	7.50	6.00	4.25
150 times...	22.50	12.00	6.50	4.00	4.00
300 times...	20.00	10.00	5.00	3.00	3.75

(\*) One minute announcement or 125 words.

### SPECIAL FEATURES

News Service—AP.  
Weather, time signals, athletic and special events, newscasters and barn dances—rates and details on request.

### POLITICAL

2.00 per minute; payable in advance. Minimum charge 10.00.

### TRANSCRIPTIONS

Library Service—Capitol.

### Closing Time

Contract one week in advance of first broadcast.  
Announcement copy, transcriptions and talks close 24 hours in advance.

## TUPELO (2 AM)

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

## WELO

(Established 1944)



Rates effective May 1, 1944. (Card No. 1.)  
Owned and operated by Tupelo Broadcasting Co., Inc.

### Personnel

President—Birney Imes, Jr.  
General Manager—Bob Evans.  
Station Manager—Ernest Bowen.

### Representatives

Everett-McKinney, Inc.  
Southern—C. K. Beavers & Associates.

### Mailing Instructions

Business Office and Studio—WELO Bldg., 212 S. Spring St., Tupelo, Miss.  
Transmitter—U. S. Highway No. 45, north of Tupelo, Miss.

### Wave—Power—Time

Operating power—1,000 watts days, 500 watts nights.  
Frequency—580 kilocycles.  
Nondirectional.  
Licensed to operate full time on local channel.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Sundays 4:58 a.m. to 11:00 p.m.; week days 4:58 a.m. to 11:00 p.m.

### Agency Commission

15% to recognized agencies on national business only; no cash discount. Bills rendered on 1st of month, payable on 10th.

### General Advertising

For combination rates see Mid-South Network.  
Affiliated with Mutual Broadcasting System and Keystone Network.  
Accepts AAAA copyrighted contract.  
The following rates are for national advertising.

	1 tl.	13 tl.	26 tl.	52 tl.	150 tl.	300 tl.
1 hour.....	60.00	57.00	54.00	51.00	48.00	45.00
1/2 hour.....	36.00	34.20	32.40	30.60	28.80	27.00
1/4 hour.....	24.00	22.80	21.60	20.40	19.20	18.00
5 minutes	10.00	9.50	9.00	8.50	8.00	7.50

### ANNOUNCEMENTS

1 minute or less .....	5.00	4.50	4.00	3.50	3.00
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### SPECIAL FEATURES

News Service—AP.  
Time signals, weather forecasts, newscasts, special events, quiz shows, athletic events, talent shows, etc.—rates on request.

### POLITICAL

Regular rates apply; payable in advance.

### TRANSCRIPTIONS

Library Service—Thesaurus.

### Closing Time

Programs close one week in advance.

## WTUP

(Established 1953)

Rates received July 14, 1954.  
Owned and operated by Lee Broadcasting Co.

### Personnel

General Manager—Tommy Estess.

### Representatives

Hil F. Best Company.

### Mailing Instructions

Business Office, Studio and Transmitter—East Main St., Tupelo, Miss., Vinewood 2-3301.

### Wave—Power—Time

Operating power—1000 watts days.  
Frequency—1380 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Local sunrise to local sunset.

### Agency Commission

15% to recognized agencies on station time only; no cash discount.

### General Advertising

Maximum length of contract is 52 weeks. Programs and announcements may not be combined for discount purposes.

Rates include music copyright fees.

	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	3.50
13 times...	55.00	32.50	22.00	16.00	11.00	3.40
26 times...	50.00	30.00	20.00	14.00	10.00	3.30
52 times...	45.00	27.50	18.00	13.00	9.00	3.20
104 times...	40.00	25.00	16.00	12.00	8.00	3.10
156 times...	35.00	22.50	14.00	11.00	7.00	3.00
208 times...	30.00	20.00	13.00	10.00	6.50	2.90
260 times...	27.50	18.00	12.00	9.00	6.00	2.80
312 times...	25.00	17.00	11.00	8.00	5.50	2.70
520 times...	22.50	16.00	10.00	7.00	5.00	2.60
1,000 times...	20.00	15.00	9.00	6.00	4.50	2.50

### SPECIAL FEATURES

News Service—UPI.  
Weather, time signals, special events, station break rates on request.

### POLITICAL

Regular rates, fully commissionable to recognized agencies.

### TRANSCRIPTIONS

Library Service—World.

## VICKSBURG (2 AM)

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

## WQBC

(Established 1931)



Rates effective January 1, 1957.  
Rates received December 31, 1956.  
Owned and operated by Delta Broadcasting Co., Inc.

### Personnel

Manager—Mary Van Cashman.  
Commercial Manager—L. L. Miller.

### Representatives

Bogner & Martin.

### Mailing Instructions

Business Office and Studio—Post-Herald Bldg., Vicksburg, Miss.  
Transmitter—Two miles east of Vicksburg, Miss.

### Wave—Power—Time

Operating power—1,000 watts days, 500 watts nights.  
Frequency—1420 kilocycles.  
Non-directional.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.

### Agency Commission

15% to recognized advertising agencies; no cash discount. Commissions payable on station time and announcement rates only.

### General Advertising

For combination rates see Mutual Broadcasting System and Keystone Network.  
Accepts AAAA copyrighted contract.

1 hour.....	65.00	10 minutes.....	13.00
1/2 hour.....	38.00	5 minutes.....	9.50
1/4 hour.....	26.00	1 minute or less....	3.00

### DISCOUNTS

1 to 12 times.....	Net	100 to 149 times.....	20%
13 to 25 times.....	5%	150 to 299 times.....	25%
26 to 51 times.....	10%	300 or more times....	30%
52 to 99 times.....	15%		

### SPECIAL FEATURES

News Service—AP.

### TRANSCRIPTIONS

Library Service—Capitol.

## WVIM

(Established 1948)

Rates effective March 1, 1957.  
Rates received December 4, 1957.  
Owned and operated by Radio Mississippi, Inc.

### Personnel

General Manager—John F. Shea.  
Program Director—Monte Jones.

### Representatives

Southeast—Dora-Clayton Agency, Inc.

(This listing continued on next page)

Vicksburg—WVIM—Continued

Mailing Instructions

Business Office and Studio—906 Clay St., Vicksburg, Miss. Phone 3901.  
Transmitter—Within northeast city limits of Vicksburg, Miss.

Wave—Power—Time

Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Central Standard Time.  
Operating schedule: Sundays 7:00 a.m. to 11:00 p.m.; week days 6:00 a.m. to 12:00 midnight.

Agency Commission

15% to recognized advertising agencies on station time only unless otherwise agreed. Bills rendered 1st of month, due 10th of month.

General Advertising

Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available. Rates include music copyright fees. Maximum time between programs to arrive at rate is one week. Service must be used within one month. Rates based on one year; no cash rebates. Rates are for station time only.

Advertising of beer and light wines accepted. Contracts subject to cancellation by four weeks' written notice accompanied by certified check at short rate to date of last program.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Spots
1 tl.....	44.00	22.00	13.00	6.00	3.50
26 tl.....	40.00	20.00	12.00	5.50	3.25
52 tl.....	36.00	18.00	11.00	5.00	3.00
104 tl.....	32.00	16.00	10.00	4.50	2.75
260 tl.....	28.00	14.00	9.00	4.00	2.50
365 tl.....	24.00	12.00	8.00	3.50	2.25
500 tl.....	20.00	10.00	7.00	3.00	2.00
1,000 tl.....	.....	.....	.....	.....	1.75

SPECIAL FEATURES

Weather, time signals, special events and sports. Rates on request.

POLITICAL

Regular rates apply. Fully commissionable to recognized agencies.

TRANSCRIPTIONS

Library Service—World.

Closing Time

Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks close 24 hours in advance.

WAYNESBORO

Wayne County—Map Location G-9

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

WABO

(Established 1954)

Rates effective September 12, 1954.  
Rates received November 15, 1954.

Owned and operated by New Laurel Radio Station, Inc.

Personnel

Manager—Paul Carlisle.

Representatives

Hil F. Best Company.

Mailing Instructions

Business Office—P. O. Box 168, Waynesboro, Miss., telephone 5-4700.  
Studio and Transmitter—Waynesboro, Miss.

Wave—Power—Time

Operating power—250 watts days.  
Frequency—990 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Standard Time.  
Operating schedule: \_\_\_\_\_.

Agency Commission

15% to recognized agencies on time only unless otherwise specified.

General Advertising

Accepts AAAA copyrighted contract.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	30.00	18.00	12.00	9.50	6.50	3.50
13 times.....	28.00	17.00	11.50	9.00	6.00	3.25
26 times.....	25.00	16.00	11.00	8.50	5.75	3.00
39 times.....	22.00	15.00	10.50	8.00	5.50	2.75
52 times.....	20.00	14.00	10.00	7.25	5.25	2.60
104 times.....	18.00	13.00	9.50	7.00	5.00	2.45
156 times.....	18.00	12.00	9.00	6.75	4.75	2.30
260 times.....	17.00	11.00	8.50	6.50	4.50	2.15
312 times.....	16.00	10.00	8.00	6.00	4.00	2.00

News Service—AP.

WEST POINT

Clay County—Map Location F-4

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

WROB

(Established 1947)

Rates effective \_\_\_\_\_.  
Rates received March 4, 1958.

Owned and operated by Bob McRaney, Sr.

Personnel

General Manager—Bob McRaney, Sr.  
Station Manager—Jack King.

Representatives

Everett-McKinney, Inc.

Mailing Instructions

Business Office—Henry Clay Hotel, West Point, Miss., telephone 1250.  
Studio and Transmitter—WROB Bldg., West Point, Miss., telephone 1450.

Wave—Power—Time

Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:30 a.m. to 11:00 p.m. week days; 6:00 a.m. to 11:00 p.m. Saturday and Sunday.

Agency Commission

15% to recognized agencies on station time only; no cash discount. Bills due and payable on receipt.

General Advertising

Affiliated with Mutual Broadcasting System.  
For combination rates see Mid-South Network.

	1 tl.	13 tl.	26 tl.	52 tl.	150 tl.	300 tl.
1 hour.....	40.00	36.00	32.00	30.00	28.00	26.00
1/2 hour.....	25.00	22.50	20.00	18.75	17.50	16.25
1/4 hour.....	15.00	13.50	12.00	11.25	10.50	9.75
5 minutes.....	10.00	9.00	8.00	7.50	7.00	6.50
Ann.....	4.00	.....	3.60	3.20	2.80	2.40

SPECIAL FEATURES

Time signals, athletic events, newscasts, "Man-on-the-Street," "Barn Dance," "Sportscast"—rates on request.

POLITICAL

Regular rates apply; payable in advance.

Closing Time

Contracts close one week in advance of first broadcast. Announcements, copy, transcriptions and talks close 24 hours in advance.

WINONA

Montgomery County—Map Location G-8

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

WONA

(C.P. 1,000 w. days; 1570 kc.)

Southern Electronics Co.  
P. O. Box 826  
Columbus, Miss.

YAZOO CITY

Yazoo County—Map Location C-6

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

WAZF

(Established 1947)

Rates effective May 1, 1951. (Card No. 2.)  
Card received May 28, 1951.

Owned and operated by WAZF, Incorporated.

Personnel

Manager—David B. Highbaugh.  
Program Director—Joel Netherland.  
Chief Engineer—Paul Miller.

Representatives

Hil F. Best Company.

Mailing Instructions

Business Office and Studio—Yazoo City, Miss., telephone 1300.  
Transmitter—1/2 mile north of Yazoo City, Miss.

Wave—Power—Time

Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Central Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:50 a.m. to 10:30 p.m.

Agency Commission

15% to recognized agencies on net station time; no cash discount. Bills due and payable 10th of month following broadcast.

General Advertising

Affiliated with Mutual Broadcasting System.

Accepts AAAA copyrighted contract.

Rates include music copyright fees.

	1 tl.	13 tl.	26 tl.	52 tl.	156 tl.	312 tl.
1 hour.....	60.00	57.00	54.00	51.00	48.00	45.00
1/2 hour.....	36.00	34.20	32.40	30.60	28.80	27.00
1/4 hour.....	24.00	22.80	21.60	20.40	19.20	18.00
5 minutes.....	10.00	9.50	9.00	8.50	8.00	7.50

ANNOUNCEMENTS

	1 minute or less.....	5.00	4.75	4.50	4.25	4.00	3.75
--	-----------------------	------	------	------	------	------	------

SPECIAL FEATURES

News Service—UPI.  
Weather, time signals, special events and sports—rates on request.

POLITICAL

Regular rates apply. Fully commissionable to recognized agencies.

# Media Information Makes Selection Easier for YOU!

Use all the data provided for you in Service-Ads in SRDS!

Outside of calling in a representative and asking the exact questions you want answered, a media Service-Ad is your one best spot to get up-to-date information for your use in your job of media comparison and selection. The Service-Ads are designed to help you . . . to give you the data you need, at the time you need them for efficient media selection.

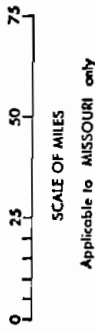
Here's what a media director in New York said about Service-Ads and their value to him: "Of course I read the ads in Standard Rate. We want, and need factual information about all media."

Read, and use, the Service-Ads in SRDS. You'll find, as others have, that using the handy, up-to-date information furnished by media in Service-Ads, you can cut your research time without cutting down on the end total of available media information.

GXF-14



# MISSOURI



### Map Explanations

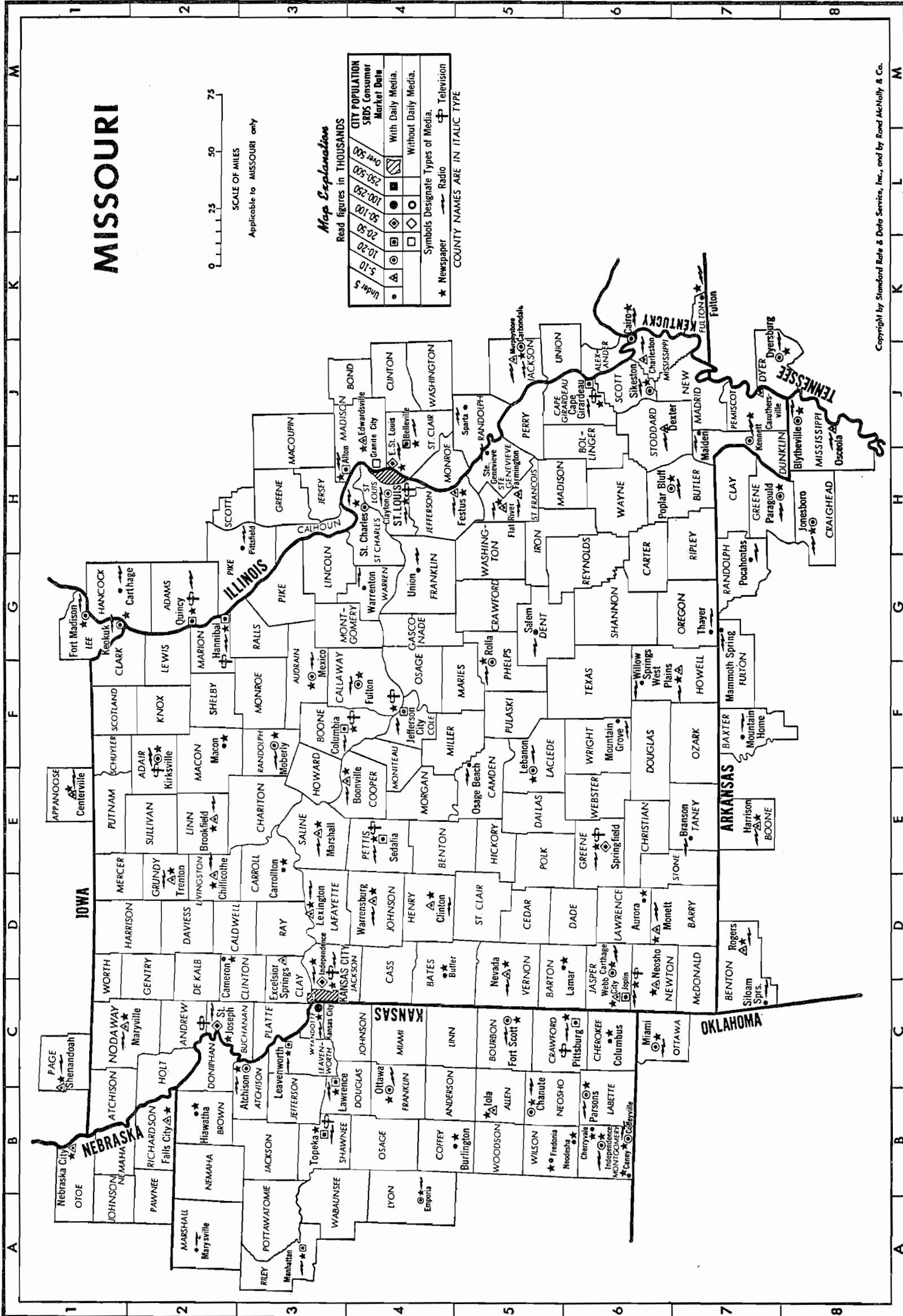
Read figures in THOUSANDS

CITY POPULATION	SRDS Consumer Market Data
Over 500	With Daily Media.
250-500	Without Daily Media.
100-250	
50-100	
20-50	
10-20	
Under 5	

Symbols Designate Types of Media.

- ★ Newspaper
- ⊞ Radio
- ⊞ Television

COUNTY NAMES ARE IN ITALIC TYPE



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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.

Cape Girardeau—Cape Girardeau  
Columbia—Boone  
Hannibal—Marion

Independence—Jackson  
Jefferson City—Cole  
Jennings—St. Louis

Joplin—Jasper  
Kansas City—Jackson  
Kirkwood—St. Louis

St. Joseph—Buchanan  
St. Louis—St. Louis  
Sedalia—Pettis

Springfield—Greene  
University City—St. Louis  
Webster Groves—St. Louis

Estimates for:	Popu-lation	House-holds	C.S.I.	C.S.I.	Total	Retail Sales by Store Type					For the Year	Farm	Gross	
STATE	7/1/58	7/1/58	7/1/57	per	Retail	Food	Drug	General	Apparel	Home	Auto-	Filling	Popu-lation	Farm
COUNTY—Map Loc.	(000)	(000)	to	House-	Sales	(\$000)	(\$000)	Misc.	(\$000)	Furn.	motive	Station	1/1/58	Income
City			7/1/58	hold	7/1/57			(\$000)		(\$000)	(\$000)	(\$000)	(000)	1957
Metropolitan Area			(\$000)	(\$)	to									(\$000)
<b>MISSOURI STATE</b>														
TOTALS.....	4,290.6	1,327.80	7,021,014	5,288	5,179,795	1,120,342	193,116	592,506	254,028	239,810	910,012	419,126	729.9	987,535
ADAIR F-2.....	19.5	6.31	21,776	3,451	19,619	4,630	535	1,954	1,044	1,265	3,751	1,472	5.4	8,127
ANDREW C-2.....	11.3	3.69	13,171	3,569	7,599	1,629	111	549	138	181	1,298	1,101	6.3	10,787
ATCHINSON B-1.....	10.4	3.30	15,749	4,772	9,620	1,624	202	237	246	263	2,069	1,132	4.8	17,179
AUDRAIN F-3.....	25.8	8.37	36,252	4,331	32,438	6,897	949	2,799	953	1,860	7,158	2,779	6.3	15,239
BARRY D-7.....	21.5	6.61	19,485	2,948	21,012	4,164	621	1,093	1,074	611	4,074	1,597	10.7	9,622
BARTON C-5.....	12.3	4.23	14,841	3,509	12,322	2,530	328	550	324	408	2,311	680	5.6	7,735
BATES D-4.....	16.8	6.75	18,830	2,790	15,435	3,482	348	1,877	93	283	3,036	2,303	7.3	12,517
BENTON E-4.....	7.7	2.56	7,226	2,823	7,990	1,103	218	869	.....	786	900	682	5.1	6,490
BOLLINGER J-6.....	10.2	2.82	6,903	2,448	5,199	973	88	1,224	84	611	835	344	6.8	3,459
BOONE F-3.....	54.0	15.03	82,266	5,473	56,455	13,432	1,851	4,726	3,172	2,405	9,883	7,084	8.7	10,415
Columbia.....	46.0	11.77	73,373	6,234	45,095	10,525	1,696	3,483	2,970	1,997	8,260	5,221	.....	.....
Columbia Metro Area.....	54.0	15.03	82,266	5,473	56,455	13,432	1,851	4,726	3,172	2,405	9,883	7,084	.....	.....
BUCHANAN C-3.....	104.0	31.60	177,845	5,628	115,390	26,834	5,001	13,520	7,012	7,102	22,408	7,686	6.8	10,527
St. Joseph.....	83.4	25.26	146,201	5,788	98,749	20,553	4,914	12,114	6,832	6,879	20,525	3,885	.....	.....
St. Joseph Metro Area.....	104.0	31.60	177,845	5,628	115,390	26,834	5,001	13,520	7,012	7,102	22,408	7,686	.....	.....
BUTLER H-7.....	42.5	12.01	38,021	3,166	35,703	7,054	854	3,547	1,480	1,443	7,144	3,488	12.3	7,218
CALDWELL D-2.....	9.2	3.29	12,708	3,863	9,240	1,705	113	564	35	90	2,040	853	4.3	8,816
CALLAWAY F-3.....	24.5	6.55	27,979	4,272	17,742	3,357	550	2,064	449	634	2,822	2,964	8.2	8,490
CAMDEN E-5.....	7.4	2.34	6,946	2,968	8,257	2,167	57	515	166	128	876	1,226	3.6	2,332
CAPE GIRARDEAU J-6.....	40.7	12.06	54,640	4,531	56,559	13,949	1,524	6,877	3,229	3,657	10,298	5,000	8.5	9,550
Cape Girardeau.....	24.4	7.40	39,508	5,339	41,903	8,714	1,388	4,573	2,819	3,119	8,310	3,196	.....	.....
CARROLL E-3.....	14.7	4.87	20,620	4,234	15,292	3,389	363	594	531	668	3,240	1,472	6.3	14,576
CARTER G-6.....	3.9	1.13	2,685	2,376	2,184	428	50	514	28	72	196	606	1.6	556
CASS D-4.....	20.0	6.68	25,303	3,788	23,457	5,440	1,059	333	701	793	3,706	3,609	8.3	11,064
CEDAR D-5.....	10.4	3.55	8,314	2,342	10,766	2,097	176	457	260	394	1,983	908	5.3	4,667
CHARITON E-3.....	13.1	4.31	14,555	3,377	12,563	2,528	275	1,032	312	421	1,859	1,394	7.3	14,927
CHRISTIAN E-6.....	12.1	3.80	10,169	2,676	8,126	1,036	226	1,125	15	65	1,337	904	7.3	6,014
CLARK F-1.....	8.4	2.79	9,645	3,457	6,076	1,151	98	459	39	165	868	1,308	4.1	9,491
CLAY C-3.....	59.5	18.82	133,022	7,068	147,002	22,046	6,325	4,495	4,132	3,100	22,574	10,345	5.0	11,568
CLINTON D-3.....	11.0	3.80	16,493	4,340	16,474	3,809	514	600	600	215	2,854	806	3.5	12,331
COLE F-4.....	37.8	10.15	55,219	5,440	48,158	10,778	1,553	4,508	2,952	2,396	9,795	3,521	5.6	5,233
Jefferson City.....	34.2	9.34	55,015	5,890	45,655	10,465	1,553	4,085	2,952	2,396	9,487	2,959	.....	.....
COOPER E-4.....	16.2	5.02	20,638	4,111	13,719	2,602	525	1,120	496	1,582	2,396	1,567	6.2	12,194
CRAWFORD G-5.....	11.2	3.48	12,465	3,582	9,315	2,220	324	619	154	275	2,030	808	4.9	2,691
DADE D-6.....	8.1	2.74	8,626	3,148	6,058	795	176	816	174	316	551	419	5.4	6,967
DALLAS E-5.....	9.8	3.08	8,929	2,899	8,537	1,298	227	830	73	604	1,710	919	6.5	4,532
DAVISS D-2.....	9.8	3.44	13,312	4,870	7,424	1,261	233	443	112	182	2,036	784	6.0	10,007
DE KALB C-2.....	7.0	2.45	9,109	3,718	6,792	1,473	153	220	148	119	894	1,086	4.4	8,411
DENT G-5.....	10.7	3.34	8,363	2,504	10,623	3,274	229	1,074	493	539	1,306	961	4.9	2,136
DOUGLAS F-6.....	10.9	3.06	8,935	2,920	6,437	934	275	914	250	.....	1,134	872	8.3	4,937
DUNKLIN H-7.....	47.9	13.19	56,696	4,298	36,245	7,240	916	1,851	2,320	1,086	7,909	5,110	15.5	24,748
FRANKLIN G-4.....	39.6	12.08	57,884	4,792	42,153	10,664	1,257	3,080	1,431	1,923	8,211	4,063	10.0	9,743
GASCONADE G-4.....	13.0	4.11	16,556	4,028	12,909	2,793	518	1,089	240	746	1,263	1,327	4.6	4,533
GENTRY C-2.....	9.5	3.30	10,776	3,265	10,257	2,099	332	403	248	78	2,601	878	4.6	8,198
GREENE E-6.....	121.8	39.35	188,643	4,794	155,036	34,958	5,176	18,820	8,879	8,899	30,997	13,310	12.7	11,524
Springfield.....	98.2	33.19	173,849	5,238	138,013	32,442	5,033	16,616	8,675	8,641	28,711	8,375	.....	.....
Springfield Metro Area.....	121.8	39.35	188,643	4,794	155,036	34,958	5,176	18,820	8,879	8,899	30,997	13,310	.....	.....
GRUNDY D-2.....	11.6	4.08	16,721	4,098	14,263	2,501	432	1,290	388	449	2,515	1,281	4.4	7,239
HARRISON D-2.....	13.0	4.29	15,541	3,623	14,761	2,260	305	922	131	497	1,679	4,777	7.0	11,023
HENRY D-4.....	19.2	6.49	22,363	3,446	23,366	5,392	992	1,577	848	570	5,763	1,548	6.6	10,018
HICKORY E-5.....	4.8	1.63	3,384	2,076	2,792	496	98	567	.....	161	217	612	3.3	2,836
HOLT C-2.....	8.1	2.76	12,756	4,622	8,201	1,251	353	69	124	301	1,966	1,186	4.2	10,465
HOWARD E-3.....	11.4	3.60	16,209	4,503	8,318	2,081	509	274	326	252	1,344	1,160	4.2	8,448
HOWELL F-7.....	24.2	7.30	23,754	3,254	24,946	4,428	712	4,267	1,078	909	5,750	2,126	10.2	4,466
IRON H-5.....	9.0	2.45	8,555	3,492	4,013	1,066	182	537	98	53	900	513	3.0	1,212
JACKSON C-3.....	629.4	206.38	1,449,728	7,025	996,244	181,257	50,728	120,049	65,304	42,755	154,832	55,565	6.4	9,752
Independence.....	55.9	18.52	103,348	5,580	66,943	17,303	3,764	6,502	1,734	3,346	17,112	5,556	.....	.....
Kansas City.....	504.0	169.61	1,151,693	6,790	869,119	144,839	45,250	115,702	62,774	38,185	128,463	34,846	.....	.....
Kansas City Metro Area.....	1,029.0	329.43	2,192,471	6,655	1,501,710	314,592	74,684	141,708	83,048	60,718	257,566	96,796	.....	.....
JASPER D-6.....	83.2	28.47	142,420	5,002	108,602	24,051	2,905	11,767	4,454	3,939	22,386	10,622	8.2	8,910
Joplin.....	42.0	14.71	78,540	5,339	71,419	14,964	1,668	9,091	3,246	2,731	16,612	4,991	.....	.....
JEFFERSON H-4.....	44.9	13.46	68,572	5,095	42,508	12,828	1,003	3,015	1,228	1,601	8,230	4,847	7.5	3,263
JOHNSON D-4.....	19.0	6.15	29,620	4,816	20,976	4,974	851	856	776	897	2,992	2,961	8.2	11,966
KNOX F-2.....	6.8	2.36	6,740	2,856	6,880	1,328	178	234	79	271	1,016	689	3.7	9,726
LACLEDE F-5.....	20.2	6.14	23,206	3,779	23,577	3,725	607	1,619	1,037	702	7,335	2,376	7.3	5,630
LAFAYETTE D-3.....	24.3	7.89	32,317	4,096	22,006	4,353	998	1,257	910	1,125	4,206			

# 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 7/1/58 (000)	Gross Farm Income 1957 (\$000)
						Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)			
MORGAN E-4.....	9.9	3.13	8,881	2,837	9,786	2,856	144	386	547	178	1,306	1,249	4.9	4,546
NEW MADRID J-7.....	41.3	10.24	31,880	3,113	17,779	4,063	518	2,036	615	1,004	1,522	2,179	16.7	36,358
NEWTON D-6.....	28.9	9.01	23,763	2,637	32,125	5,051	710	1,311	1,032	710	10,134	4,450	10.7	7,567
NODAWAY C-1.....	23.1	7.22	33,655	4,661	20,485	3,737	536	1,804	487	600	3,814	2,504	9.8	21,486
OREGON G-7.....	11.5	3.40	7,579	2,229	8,401	2,220	325	394	259	51	1,786	670	6.1	2,667
OSAGE F-4.....	10.9	2.99	8,000	2,676	7,986	1,191	12	810	.....	230	2,091	654	6.6	7,303
OZARK F-7.....	7.8	2.17	5,821	2,682	3,591	537	111	867	90	83	226	332	5.7	2,144
PEMISCOT J-7.....	46.7	12.42	41,105	3,310	21,675	5,361	559	2,602	899	1,126	3,966	2,594	18.8	38,384
PERRY J-5.....	15.3	4.16	17,500	4,207	12,317	1,840	268	2,409	73	567	1,276	1,769	6.8	7,326
PETTIS E-4.....	31.8	10.72	55,746	5,200	45,869	8,788	1,224	3,481	2,341	2,095	9,345	3,181	7.3	13,092
Sedalia.....	29.3	10.20	52,059	5,104	39,795	7,674	1,002	2,988	2,341	2,003	9,189	1,992	.....	.....
PHELPS F-5.....	25.8	7.46	29,125	3,904	28,285	6,801	844	1,024	1,070	1,011	6,317	2,332	6.3	2,864
PIKE G-3.....	16.3	5.52	21,363	3,870	18,186	3,291	571	900	323	485	2,392	3,310	6.0	11,527
PLATTE C-3.....	16.3	5.10	21,380	4,192	21,025	4,476	115	300	62	94	1,019	8,862	4.8	9,618
POLK E-5.....	15.7	5.14	15,439	3,004	13,433	1,684	265	445	377	610	2,556	1,008	8.0	9,577
PULASKI F-5.....	10.4	3.28	9,942	3,031	15,955	3,570	872	1,005	29	159	2,024	2,098	3.9	1,966
PUTNAM E-1.....	7.8	2.68	7,003	2,613	5,605	1,000	225	529	194	100	1,314	361	4.7	5,530
RALLS G-3.....	7.9	2.59	9,109	3,517	5,417	1,382	265	275	.....	122	656	425	4.7	7,894
RANDOLPH F-3.....	22.8	7.94	35,915	4,523	27,651	5,466	766	2,753	1,130	1,507	5,621	2,332	4.8	6,026
RAY D-3.....	14.8	5.10	17,790	3,488	13,677	2,912	621	860	422	703	2,699	895	6.3	12,638
REYNOLDS G-6.....	5.4	1.49	3,779	2,536	3,262	579	29	695	30	.....	1,000	268	3.7	944
RIPLEY H-7.....	11.0	3.20	8,267	2,583	7,065	2,337	237	388	288	71	954	314	5.1	1,908
ST. CHARLES H-4.....	37.3	10.87	51,057	4,697	47,612	9,979	1,221	3,132	1,952	1,793	9,853	4,192	6.8	10,887
ST. CLAIR D-5.....	8.7	2.99	6,999	2,341	5,969	838	188	370	84	70	1,685	359	5.4	5,976
ST. FRANCOIS H-5.....	36.6	10.44	42,511	4,072	33,758	11,473	958	2,349	1,312	1,292	6,634	2,914	4.4	2,521
ST. LOUIS <sup>(5)</sup> H-4.....	1,468.7	442.64	2,794,983	6,314	1,922,519	465,173	74,797	288,280	106,442	106,810	328,281	135,139	7.2	8,035
Jennings.....	20.5	5.84	35,742	6,120	15,142	6,510	521	438	458	588	1,334	1,575	.....	.....
Kirkwood.....	25.0	7.26	56,205	7,742	38,595	10,882	1,890	1,514	841	801	12,425	3,858	.....	.....
St. Louis.....	852.0	272.57	1,683,184	6,175	1,373,770	274,518	51,252	257,897	88,291	92,720	235,290	75,531	.....	.....
St. Louis Metro Area.....	1,975.9	593.71	3,763,322	6,339	2,450,020	618,577	90,276	319,699	130,674	132,291	435,817	180,115	.....	.....
University City.....	57.4	17.64	167,116	9,474	48,538	18,434	3,327	471	867	1,962	3,985	3,272	.....	.....
Webster Groves.....	28.6	8.30	79,103	9,530	38,240	14,903	1,907	2,107	368	720	6,324	3,112	.....	.....
STE. GENEVIEVE H-5.....	12.0	3.23	12,821	3,969	9,516	2,102	19	958	160	228	1,460	837	3.5	3,262
SALINE E-3.....	25.7	8.00	38,372	4,797	30,924	4,907	778	2,194	931	1,137	5,423	2,027	7.0	18,345
SCHUYLER F-1.....	5.4	1.86	6,642	3,571	8,101	1,868	349	156	45	.....	2,149	688	2.8	4,226
SCOTLAND F-1.....	6.6	2.34	7,402	3,163	5,883	1,149	230	510	96	459	1,264	698	3.6	7,876
SCOTT J-6.....	36.4	10.46	39,592	3,785	37,595	8,223	777	1,886	1,676	1,452	5,838	4,833	6.3	13,752
SHANNON G-6.....	6.0	1.70	3,491	2,054	2,921	865	139	535	.....	31	519	264	4.6	1,445
SHELBY F-2.....	9.0	3.27	10,988	3,360	9,815	1,908	214	463	484	335	1,341	1,356	4.2	10,865
STODDARD J-6.....	35.6	9.76	32,481	3,328	23,211	5,015	394	1,680	706	1,207	4,911	1,848	15.0	25,813
STONE E-7.....	9.0	2.68	9,914	3,699	4,977	845	65	576	71	78	789	434	5.7	4,450
SULLIVAN E-2.....	9.9	3.32	12,875	3,878	7,522	1,386	261	763	118	259	1,359	1,101	6.0	7,993
TANEY E-7.....	10.0	3.04	8,396	2,762	9,971	1,795	342	1,386	393	175	1,238	1,070	3.9	1,675
TEXAS F-6.....	19.3	5.78	15,271	2,642	13,226	3,266	359	1,354	248	297	3,674	1,152	10.8	5,957
VERNON D-5.....	21.5	6.56	28,351	4,322	20,063	3,991	527	1,433	527	968	2,810	1,850	8.2	9,464
WARREN G-4.....	8.0	2.53	7,948	3,142	8,111	1,718	157	506	75	39	1,268	593	3.3	4,500
WASHINGTON H-5.....	13.0	3.52	10,166	2,888	10,432	2,740	142	783	160	143	2,089	1,323	4.6	1,632
WAYNE H-6.....	9.0	2.53	6,255	2,472	4,509	1,099	113	669	120	136	1,150	672	4.5	1,657
WEBSTER E-6.....	14.2	4.37	12,251	2,803	8,577	1,401	220	546	479	276	2,172	807	8.8	6,622
WORTH C-1.....	4.4	1.47	5,044	3,431	3,599	478	66	262	81	454	937	369	2.5	3,871
WRIGHT F-6.....	14.9	4.59	12,287	2,677	13,936	2,097	298	1,982	322	389	2,272	975	8.1	4,876

(2) Includes portion in Clay County.  
 (3) Includes portion in Newton County.  
 (4) Includes portion in Ralls County.  
 (5) St. Louis County data includes Independent City of St. Louis data.

# 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>1,327,800</b>	<b>1,274,200</b>	<b>2,6063</b>
Adair	6,310	6,010	.0123
Andrew	3,690	3,520	.0072
Atchison	3,300	3,210	.0066
Audrain	8,370	7,970	.0163
Barry	6,610	6,290	.0129
Barton	4,230	4,070	.0083
Bates	6,750	6,430	.0132
Benton	2,560	2,390	.0049
Bollinger	2,820	2,630	.0054
Boone	15,030	14,460	.0296
Buchanan	31,600	30,410	.0622
Butler	12,010	11,090	.0227
Caldwell	3,290	3,160	.0065
Callaway	6,550	6,180	.0126
Camden	2,340	2,210	.0045
Cape Girardeau	12,060	11,610	.0237
Carroll	4,870	4,630	.0095
Carter	1,130	1,050	.0021
Cass	6,680	6,360	.0130
Cedar	3,550	3,350	.0069
Chariton	4,310	4,100	.0084
Christian	3,800	3,620	.0074
Clark	2,790	2,660	.0054
Clay	18,820	18,290	.0374
Clinton	3,800	3,580	.0073
Cole	10,150	9,770	.0200
Cooper	5,020	4,780	.0098
Crawford	3,480	3,180	.0065
Dade	2,740	2,530	.0052
Dallas	3,080	2,910	.0060
Daviess	3,440	3,240	.0066
De Kalb	2,450	2,360	.0048
Dent	3,340	3,110	.0064
Douglas	3,060	2,890	.0059
Dunklin	13,190	12,430	.0254
Franklin	12,080	11,510	.0235
Gasconade	4,110	3,920	.0080
Gentry	3,300	3,140	.0064
Greene	39,350	37,860	.0774
Grundy	4,080	3,890	.0080
Harrison	4,290	4,080	.0083
Henry	6,490	6,120	.0125
Hickory	1,630	1,530	.0031
Holt	2,760	2,600	.0053
Howard	3,600	3,430	.0070
Howell	7,300	6,740	.0138
Iron	2,450	2,260	.0046
Jackson	206,380	200,660	.4104
Jasper	28,470	27,120	.0555
Jefferson	13,460	12,950	.0265
Johnson	6,150	5,860	.0120
Knox	2,360	2,180	.0045
Laclede	6,140	5,780	.0118
Lafayette	7,890	7,510	.0154
Lawrence	7,640	7,280	.0149
Lewis	3,530	3,400	.0070
Lincoln	4,520	4,260	.0087
Linn	6,150	5,920	.0121
Livingston	5,230	4,930	.0101
McDonald	4,090	3,820	.0078
Macon	5,740	5,470	.0112
Madison	3,460	3,230	.0066
Maries	1,950	1,840	.0038
Marion	9,880	9,500	.0194
Mercer	2,160	2,080	.0043
Miller	4,080	3,810	.0078
Mississippi	6,090	5,560	.0114
Moniteau	3,480	3,280	.0067
Monroe	3,570	3,400	.0070
Montgomery	3,810	3,630	.0074
Morgan	3,130	2,920	.0060
New Madrid	10,240	9,350	.0191
Newton	9,010	8,490	.0174
Nodaway	7,220	6,950	.0142
Oregon	3,400	3,140	.0064
Osage	2,990	2,820	.0058
Ozark	2,170	1,980	.0040
Pemiscot	12,420	11,220	.0229
Perry	4,160	3,970	.0081
Pettis	10,720	10,320	.0211
Phelps	7,460	7,030	.0144
Pike	5,520	5,200	.0106
Platte	5,100	4,810	.0098
Polk	5,140	4,900	.0100
Pufaski	3,280	3,090	.0063
Putnam	2,680	2,550	.0052
Ralls	2,590	2,460	.0050
Randolph	7,940	7,480	.0153
Ray	5,100	4,910	.0100
Reynolds	1,490	1,360	.0028
Ripley	3,200	2,890	.0059
St. Charles	10,870	10,350	.0212
St. Clair	2,990	2,820	.0058
St. Francois	10,440	10,040	.0205
St. Louis	442,640	430,280	.8800
Ste. Genevieve	3,230	3,110	.0064

County	Estimated Total Households 7-1-58	Estimated Households with Radio 7-1-58	% U.S. Total Radio Households 7-1-58
Saline	8,000	7,620	.0156
Schuyler	1,860	1,760	.0036
Scotland	2,340	2,230	.0046
Scott	10,460	9,860	.0202
Shannon	1,700	1,590	.0033
Shelby	3,270	3,110	.0064
Stoddard	9,760	8,920	.0182
Stone	2,680	2,430	.0050
Sullivan	3,320	3,160	.0065
Taney	3,040	2,840	.0058
Texas	5,780	5,390	.0110
Vernon	6,560	6,240	.0128
Warren	2,530	2,360	.0048
Washington	3,520	3,110	.0064
Wayne	2,530	2,260	.0046
Webster	4,370	4,160	.0085
Worth	1,470	1,410	.0029
Wright	4,590	4,280	.0087

## MISSOURI

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

### STATE NETWORKS

### Kansas City Trade Area Team



(This is a duplicate of the listing appearing under KANSAS.)

**Personnel**  
 President—Don Davis.  
 Vice-Pres. & Gen'l. Mgr.—John T. Schilling.  
 Vice-Pres. & Sales Mgr.—George J. Higgins.  
 Vice-President—Edwin L. Dennis.  
 Manager of Radio—Dick Smith.

**Representatives**  
 Peters, Griffin, Woodward, Inc.

**Mailing Instructions**  
 Send continuity, transcriptions, etc. to Radio Operations Desk.  
 Business Studio and Offices—KMBC Bldg., 11th and Central, Kansas City 5, Mo. Harrison 1-2650, TVX KC 549.

Comprised of:  
 KMBC—Kansas City, Mo. KFRM—Concordia, Kans.  
**Agency Commission**  
 15% to recognized agencies on net station time; no cash discount. Invoices rendered monthly and payable not later than 10th day of each month following completion of broadcast month unless other arrangements are made prior to signing of contract.

**General Advertising**  
 Affiliated with ABC Radio and Mutual Broadcasting System.

**KMBC-KFRM CLASS "A"**  
 (7:00 a.m. to 9:00 a.m., noon to 1:00 p.m., 4:30 p.m. to KFRM sign-off)

	1/4 hr.	10 min.	5 min.	1 min.	20 sec.
1 time..	70.00	60.00	50.00	45.00	26.00
26 times	65.00	57.00	47.00	41.00	24.00
52 times	61.00	53.00	44.00	38.00	22.00
156 times	57.00	49.00	40.00	34.00	20.00
260 times	53.00	45.00	36.00	31.00	18.00
500 times	49.00	42.00	33.00	28.00	16.00
1,000 times	45.00	39.00	30.00	25.00	14.00

**CLASS "B"**  
 (9:00 a.m. to noon, 1:00 p.m. to 4:30 p.m.)

	1 time..	26 times	52 times	156 times	260 times	500 times	1,000 times
55.00	45.00	40.00	35.00	30.00	25.00	22.00	19.00
51.00	41.00	38.00	33.00	28.00	24.00	21.00	18.00
48.00	38.00	36.00	31.00	26.00	22.00	19.00	16.00
44.00	34.00	33.00	28.00	24.00	20.00	17.00	15.00
41.00	31.00	30.00	25.00	21.00	18.00	15.00	14.00
38.00	28.00	27.00	22.00	18.00	15.00	13.00	13.00

**CLASS "C"**  
 (KFRM sign-on to 7:00 a.m.)

	1 time..	26 times	52 times	156 times	260 times	500 times	1,000 times
36.00	30.00	26.00	23.00	20.00	17.00	15.00	13.00
34.00	29.00	24.00	22.00	19.00	16.00	14.00	12.00
32.00	28.00	22.00	21.00	18.00	15.00	13.00	11.00
29.00	26.00	20.00	19.00	16.00	14.00	12.00	10.00
27.00	24.00	18.00	17.00	14.00	12.00	10.00	9.00
25.00	22.00	16.00	15.00	12.00	10.00	8.00	8.00
23.00	20.00	14.00	13.00	10.00	8.00	7.00	7.00

**IMPACT PACKAGES (Fixed Position)**  
**CLASS "A"**  
 (7:00 a.m. to 9:00 a.m., noon to 1:00 p.m., 4:30 p.m. to KFRM sign-off)

	1	Station break
3 per week	99.00	60.00
6 per week	180.00	108.00
12 per week	300.00	180.00
18 per week	396.00	234.00

**CLASS "B"**  
 (9:00 a.m. to noon, 1:00 p.m. to 4:30 p.m.)

	6 per week	12 per week	18 per week	24 per week
120.00	216.00	288.00	336.00	
72.00	132.00	180.00	216.00	

**CLASS "C"**  
 (KFRM sign-on to 7:00 a.m.)

	6 per week	12 per week	18 per week	24 per week
90.00	168.00	234.00	288.00	
54.00	96.00	126.00	144.00	

"Big Sixty"—60 one-minute announcements within 30 days, floating time, sign-on to sign-off, each 15.00. Package price, 900.00. No further discounts. Scheduled strictly at station discretion.  
 15% floating discount from all earned announcement  
 (This listing continued on next page)

# SRDS . . .

## ALWAYS AT HAND

## WITH WHAT YOU WANT

## WHEN YOU WANT IT...

SRDS is a reliable and trustworthy assistant, a statistician of the first order. It is your aide in conferences that helps you emphasize the point you want to make. SRDS publications are your barometer indicating immediate costs, circulations, coverages, and area availabilities, and working for you in a thousand and one other ways.

SRDS publications represent a statistical department the equal of which cannot be estimated in dollars alone; the confidence, ease, and effectiveness afforded you are priceless.

### SERVICE-ADS HELP YOU, TOO

Service-Ads highlight usable, pertinent information for anyone interested in the selection of media. Using factual, accurate data displayed in an easy-to-read fashion in an SRDS Service-Ad saves you time, guesswork and endless statistical research.

Designed to give you added information while amplifying the listing, SRDS Service-Ads help you perform your job more effectively—more efficiently.



# MISSOURI

## Kansas City Trade Area Team—Continued

rates on both regular rates and Impact Package plans. Scheduled strictly at station discretion within specified time brackets.

Total number of Impact Package announcements governs per broadcast rate of each announcement in accordance with each time classification used. (e.i., 12 Class "B" and 6 Class "A" earn 18-time rate for all.) Announcements bought at straight rate can apply to total to earn package rate discounts on packages, but announcements at package rates cannot be combined with announcements at regular rate to earn greater quantity discounts on regular rate announcements. Weekend Package—6:00 p.m. Friday through Midnight Sunday, (fixed position). 10 one-minute announcements, each 18.00. 15 station breaks, each 15.00.

Quickies—10 seconds or 20 words, 50% of earned station break rate. Not combinable with other announcements. Announcement scheduled at the break between 2 time classifications is at rate of the time classification that follows announcement. 1-minute announcements may be scheduled at firm time rates within sustaining news, weather and sports programs, subject to pre-emption by program sponsors. Commercials transcribed or live by staff announcer.

Participating Farm Programs

"Farm Facts"—6:05 a.m. to 6:10 a.m. Monday through Saturday. For 3 days, commissionable, 99.00.

"Your Farm and Ours"—6:20 a.m. to 6:25 a.m. Monday through Saturday. For 3 days, commissionable, 99.00.

"Livestock Markets"—6:30 a.m. to 6:35 a.m. Monday through Friday. 5 days, 150.00; 3 days, 99.00. Commissionable.

"On the Farm Front"—6:35 a.m. to 6:43 a.m. Monday through Saturday. For 3 days, commissionable, 165; 5 days, commissionable, 250.00.

"Better Farming"—6:45 a.m. to 6:50 a.m. Monday through Saturday. For 6 days, 180.00. For 5 days, commissionable, 155.00.

"Farm Counselor Talks"—6:50 a.m. to 6:55 a.m. Monday through Friday. For 3 days, commissionable, 99.00. 5 days commissionable, 150.00.

"Feed Lot Chat"—12:10 p.m. to 12:15 p.m. Monday through Friday. For 5 days, commissionable, 220.00.

"Poultry and Grain Markets"—12:15 p.m. to 12:55 p.m. Monday through Saturday. For 3 days, commissionable, 155.00.

"This Livestock Business"—12:15 p.m. to 12:25 p.m. Saturday, commissionable, 90.00.

### POLITICAL

Regular rates apply.

(D)

## Mid-Continent Group

Rates effective January 1, 1958.  
Rates received July 25, 1958.  
Business Office—324 Broadway, Cape Girardeau, Mo.  
Edgewater 5-5511.

Personnel  
Co-Ordinator—Oscar C. Hirsch.  
Representatives  
Headley Reed Company.

Comprised of:

KFVS, Cape Girardeau, Mo.  
KSIM, Sikeston, Mo. KFMO, Flat River, Mo.  
WKRO, Cairo, Ill. WHCO, Sparta, Ill.

Agency Commission  
15% on time only; no cash discount.

General Advertising  
Discounts apply only when identical schedules are placed on more than one station in combination with KFVS. Discounts apply only to the station or stations used with KFVS. Only frequency discounts apply to KFVS.

### COMBINATION DISCOUNTS

KFVS and one other station.....10% discount  
KFVS and two other stations.....15% discount  
KFVS and three other stations.....20% discount  
KFVS and four other stations.....25% discount

### ANNOUNCEMENT RATES

	KFVS	KFMO	KSIM	WKRO	WHCO
1 time.....	8.50	6.00	6.00	6.00	6.00
26 times.....	8.00	5.75	5.75	5.75	5.75
52 times.....	7.75	5.50	5.50	5.50	5.50
104 times.....	7.50	5.00	5.00	5.00	5.00
156 times.....	7.25	4.50	4.50	4.50	4.50
312 times.....	7.00	4.00	4.00	4.00	4.00

## Ozark Network, The

Rates received June 15, 1956.  
Mailing address: P. O. Box 2181, National Sta., Springfield, Mo.  
Business Office and Studio—1037 South Glenstone, Springfield, Mo., telephone 5-4201.

Personnel  
General Manager—Richard Bradley.  
Representatives  
Hil F. Best Company.

Comprised of:

KICK, Springfield, Mo. KALM, Thayer, Mo.  
KMDO, Fort Scott, Kans. KLRM, Mountain Grove,  
KBTN, Neosho, Mo. Mo.  
KRMQ, Monett, Mo. KBHM, Branson, Mo.  
KWFM, West Plains, Mo.

Agency Commission  
15% to recognized agencies on time only; no cash discount. Bills rendered by representative and due 10th of month. No cash rebates.

General Advertising  
Combination rates apply only when order is placed through representative and must be bought as a combination and be identical for three or more stations. All time schedules placed on three or more network stations may be combined for frequency discount purposes. For example, any advertiser who purchases 26 spots on KICK, KMDO, KBTN and KRMQ is entitled to the 104-time rate.  
Rates are for full network.

### STATION TIME ONLY ANNOUNCEMENTS

One minute or less:			
1 time.....	17.00	156 times.....	14.30
52 times.....	16.10	260 times.....	13.40
104 times.....	15.20	312 times.....	12.50

Less 10% for each station not used. Example: If 5 stations not used, rate is 50% of published rate.  
For rates on programs consult representative.  
Closing Time  
48 hours in advance of broadcast.

## BOONVILLE

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

### KWRT

(Established 1953)



Rates effective June 1, 1953. (Card No. N-1.)  
Card received August 31, 1953.  
Owned and operated by William R. Tedrick.

Personnel  
Owner & Gen'l Mgr.—William R. Tedrick.  
Representatives Indie Sales, Inc.  
Mailing Instructions  
Business Office, Studio and Transmitter—KWRT Bldg., Junction Highways 40 and 5, Boonville, Mo. Tuxedo 2-6505.  
Other Studios—Fayette, Mo., telephone 779.  
Wave—Power—Time  
Operating power—1,000 watts days.  
Frequency—1370 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Central Standard Time.  
Operating schedule: 5:00 a.m. to local sunset, daily and Sunday.  
Agency Commission  
15% to recognized agencies on time only; no cash discount. Bills rendered 1st of month; payable in 10 days.  
General Advertising  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
No contract accepted for longer than one year. Announcements and programs may be used within one year from starting date of contract to earn discounts.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	50.00	32.00	18.00	9.00	6.00
26 times....	47.50	30.00	17.00	8.50	5.85
52 times....	45.00	28.00	16.00	8.00	5.70
104 times....	42.50	26.00	15.00	7.50	5.40
156 times....	40.00	24.00	14.00	7.00	5.10
260 times....	37.50	22.00	13.00	6.50	4.80
312 times....	35.00	20.00	12.00	6.00	4.50

### SATURATION SPOTS

10 or more used in one day, 25% discount.

### SPECIAL FEATURES

News Service—AP. News service charge, none.  
"Over The Back Fence"—10:15 a.m. to 10:45 a.m. Monday through Friday. Regular rates apply.  
Rates for special programs quoted on request.

### POLITICAL AND RELIGIOUS

Regular rates apply.

### TRANSCRIPTIONS

Library Service—Standard.  
Closing Time 24 hours in advance of broadcast.

## BRANSON

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

### KBHM

(Established 1956)

Rates effective November 15, 1956. (Card No. 1.)  
Card received October 29, 1956.

Owned and operated by Shepherd of the Hills Broadcasting Co.  
Personnel  
Station Manager—Orville Barton.  
Sales Manager—Clotis Barker.

Representatives  
Hil F. Best Company.  
Regional—M. Richard Bradley.  
Mailing Instructions  
Business Office and Studio—111 Pacific, Branson, Mo. Edison 4-3133. TWX AP.  
Transmitter—Branson, Mo.

Wave—Power—Time  
Operating power—1,000 watts days.  
Frequency—1220 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Standard Time.  
Operating schedule: 6:00 a.m. to local sunset.

Agency Commission  
15% to recognized agencies on time only; no cash discount. Bills rendered 1st of month; payable 10th of month.

General Advertising  
Affiliated with the Ozark Network. See beginning of State.  
Light wine and beer advertisements accepted.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	30.00	17.50	10.00	5.00	3.00
13 times....	26.00	15.00	8.00	4.00	2.50
26 times....	25.00	14.00	7.50	3.75	2.40
52 times....	24.00	13.00	7.00	3.50	2.30
104 times....	22.00	12.00	6.00	3.25	2.20
156 times....	20.00	10.00	5.00	3.00	2.15
260 times....	18.00	9.00	4.50	2.75	2.10
312 times....	16.00	8.50	4.25	2.60	2.05
365 times....	15.00	8.00	4.00	2.50	2.00

### PACKAGE RATES

(Run-of-schedule)

10 announcements, within 2 days.....	19.50
20 announcements, within 3 days.....	35.00
30 announcements, within 5 days.....	45.00

### SPECIAL FEATURES

News Service—AP. Rates on request.  
"Traveler's Mike"—5 minutes every hour on the hour.  
Fishing and Tourist programs mostly live and remote.  
Sportscast—play by play.

### POLITICAL

Regular rates apply.

## BROOKFIELD

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

### KGHM

(Established 1955)

Rates effective March 1, 1958. (Card No. N-2.)  
Card received January 30, 1958.  
Owned and operated by Green Hills Broadcasting Co.

Personnel  
General Manager—George Williams.  
Program Director—C. L. Mitchell.  
Commercial Manager—Carole Williams.

Representatives  
Indie Sales, Inc.  
Mailing Instructions  
Business Office and Studio—308 N. Main, Brookfield, Mo., telephone 1800.  
Transmitter—Brookfield, Mo.

Wave—Power—Time  
Operating power—500 watts days.  
Frequency—1470 kilocycles.  
Directional.  
Operates on Central Standard Time.  
Licensed to operate daytime only.  
Operating schedule: 6:00 a.m. to local sunset weekdays; 8:00 a.m. to local sunset Sunday.

Agency Commission  
15%; no cash discount. Bills rendered 1st of month; payable 25th. If not paid by 25th, all discounts are revoked and the 1-time rate applies.

General Advertising  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Beer and wine advertising accepted.  
All rates based on monthly use during calendar month.

Rates guaranteed by contract to recognized agencies for 1 year from date of contract. Multiple products by same corporation may not combine for monthly rate discounts. Each product takes own rate for amount of spots and/or programs used during each period.

No contracts accepted for longer than one year.  
Announcements and programs may be used anytime within one year from starting date of contract to earn discounts.

Per month:	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1-3 times....	50.00	32.00	18.00	14.00	9.00
4-7 times....	40.00	26.00	16.00	13.25	8.50
8-11 times....	37.50	24.00	15.00	12.50	8.00
12-15 times....	35.00	22.00	14.00	11.75	7.50
16-19 times....	32.50	20.00	13.00	11.00	7.00
20-23 times....	30.00	19.00	12.00	10.25	6.50
24-27 times....	27.50	18.00	11.00	9.50	6.00
28 or more ti.	25.00	16.00	10.00	8.75	5.50

### ANNOUNCEMENTS

(1-minute or less)

Per month:	Each	Each
1-4 times.....	6.00	20-49 times..... 5.00
5-9 times.....	5.70	50-99 times..... 4.50
10-19 times.....	5.40	100 or more times.... 4.00

### SPOT PACKAGES

10-seconds transcribed or 20 words live:  
Each ..... 3.50  
50 spots in a 5-day period..... 125.00  
100 spots in a 12-day period..... 187.50  
200 spots in a calendar month..... 300.00

### SPECIAL FEATURES

News Service—AP.  
5-minute newscasts—5 minutes before the hour every hour. Regular rates apply.

"Social Calendar"—9:25 a.m. Monday through Friday. 5-minute rates apply.  
Farm Markets—5 minutes at 6:15 a.m. and 12:25 p.m. Monday through Saturday. Regular rates apply.

Weather—5 minutes at 6:30 a.m., 12:30 p.m., 5:10 p.m. Monday through Saturday. Regular rates apply.  
"Church Bulletin of the Air"—11:00 a.m. to 11:15 a.m. Monday through Saturday.

Sports—7:45 a.m. to 7:55 a.m. and 5:00 p.m. to 5:05 p.m. Monday through Saturday. Regular rates apply.  
Missouri University Football available on spot basis—rates on request.

Sportcasts, play by play—available in all categories.  
Participating Programs  
"Chore Chatter"—6:00 a.m. to 7:30 a.m.  
"Hi, Neighbor"—8:00 a.m. to 8:30 a.m.  
"Mid-Morning Music"—9:00 a.m. to 11:00 a.m.  
"KGHM Matinee"—1:00 p.m. to 3:00 p.m.  
"Western Request"—3:30 p.m. to 4:30 p.m.  
"Discapades"—4:30 p.m. to 6:00 p.m. Pop request.

POLITICAL AND RELIGIOUS  
Regular rates apply; payable in advance for political broadcasts.

### TRANSCRIPTIONS

Library Service—Thesaurus.  
Closing Time 24 hours in advance of broadcast.

## CAPE GIRARDEAU (2 AM)

Cape Girardeau County—Map Location J-8  
See SRDS consumer market map and data at beginning of the State.

### KGMO

(Established 1952)

Rates received July 7, 1952.  
Owned and operated by KGMO Radio-Television, Inc.  
Representatives Grant Webb & Company.

Mailing Instructions  
Business Office and Studio—Highways 61 & 74, Cape Girardeau, Mo.  
Transmitter: \_\_\_\_\_

(This listing continued on next page)

**Cape Girardeau—K G M O—Continued**

**Wave—Power—Time**  
 Operating power—250 watts days.  
 Frequency—1220 kilocycles.  
 Non-directional.  
 Licensed to operate daytime.  
 Operates on Central Standard Time.  
 Operating schedule: \_\_\_\_\_  
**Agency Commission**  
 15% to recognized agencies; no cash discount.  
**General Advertising**  
 Accepts AAAA copyrighted contract.  
 The following rates apply to one minute less than indicated for the one hour, 1/2 hour and 1/4 hour rates and 30 seconds less for the 10 minute rates.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	75.00	45.00	26.25	20.25	13.50	7.50
13 times.....	45.00	23.25	20.00	16.00	10.00	5.50
26 times.....	43.50	22.50	19.00	15.00	9.50	5.20
52 times.....	42.00	21.75	18.00	14.00	9.00	5.00
104 times.....	40.50	21.00	17.00	13.00	8.50	4.80
156 times.....	39.00	20.25	16.00	12.00	8.00	4.40
260 times.....	37.50	19.50	15.00	11.00	7.50	4.20
312 times.....	36.00	18.76	14.00	10.00	7.00	4.00

(\*) 100 words or less.

**KFVS**

(Established 1925)



Rates effective \_\_\_\_\_  
 Rates received June 12, 1958.  
 Owned and operated by Hirsch Broadcasting Co.  
**Personnel**  
 President—Oscar C. Hirsch.  
**Representatives**  
 Headley Reed Company.  
**Mailing Instructions**  
 Business Office and Studio—KFVS Radio-Television Bldg., 324 Broadway, Cape Girardeau, Mo. Edge-water 5-5511.  
 Transmitter: East Cape Girardeau, Ill.  
**Wave—Power—Time**  
 Operating power—1,000 watts days; 500 watts nights.  
 Frequency—960 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time.  
 Operates on Central Standard Time.  
 Daylight Saving Time not observed.  
 Operating schedule: Sundays 6:30 a.m. to 12:00 mid-night; week days 6:00 a.m. to 12:00 midnight.  
**Agency Commission**  
 15%; no cash discount. Invoices rendered 1st of month; payable in 10 days.  
**General Advertising**

	59-1/2 min.	29-1/2 min.	14-1/2 min.	9-1/2 min.	5 min.	100 words
1 time.....	80.00	50.00	35.00	31.00	17.50	8.50
26 times.....	75.00	47.50	34.00	30.00	17.25	8.00
52 times.....	70.00	45.00	33.00	29.00	17.00	7.75
104 times.....	64.00	40.00	30.00	26.00	15.00	7.50
156 times.....	62.00	39.00	27.50	23.50	14.00	7.25
312 times.....	56.00	35.00	25.00	21.00	12.50	7.00

**SPECIAL FEATURES**  
 News Service—UPI, AP. Rates on request.  
 Sports Events—Availabilities and rates on request.  
**POLITICAL**  
 Regular rates apply.  
**Closing Time**  
 Talent programs close one week in advance of broadcast. Political and announcements close 24 hours in advance of broadcast.

**CARROLLTON**

Carroll County—Map Location D-6  
 See SRDS consumer market map and data at beginning of the State.  
 (Call letters not received)  
 (C.P. 500 w. days, 1430 kc.)  
 Homeland Enterprises, Inc.  
 215 S. Main St.  
 Carrollton, Mo.

**CARTHAGE**

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

**KDMO**

(Established 1947)



Rates effective June 1, 1958. (Card No. 2.)  
 Owned and operated by Carthage Broadcasting Co.  
**Personnel**  
 Owner and Gen'l Mgr.—J. J. Daly.  
**Representatives**  
 Continental Radio Sales.  
**Mailing Instructions**  
 Business Office and Studio—The Radio House, 1201 E. Chestnut, Carthage, Mo., telephone 2648.  
**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1490 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Operates on Central Standard Time.  
 Operating schedule: 6:00 a.m. to 11:00 p.m.  
**Agency Commission**  
 15% on station time charges allowed to recognized agencies. No commission on talent, service or line charges. No cash discount. Bills due and payable 10th of following month.  
**General Advertising**  
 Affiliated with Keystone Network.  
 Discounts allowed retroactively on total number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	40.00	20.00	10.00	7.00	4.00
13 times...	38.00	19.00	9.50	6.75	3.80
26 times...	36.00	18.00	9.00	6.50	3.60
52 times...	34.00	17.00	8.50	6.25	3.40
104 times...	32.00	16.00	8.00	6.00	3.20
156 times...	31.00	15.50	7.75	5.75	3.00
260 times...	30.00	15.00	7.50	5.50	2.80
312 times...	29.00	14.50	7.25	5.25	2.60
624 times...	28.00	14.00	7.00	5.00	2.40

(\*) One minute transcription or 100 words.

**SPECIAL FEATURES**

News Service—AP. Rates on request.

**CARUTHERSVILLE**

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

**KCRV**

(Established 1950)

Rates effective November 15, 1957. (Card No. 6.)  
 Card received November 13, 1957.  
 Owned and operated by Pemiscot Broadcasting Co.  
**Personnel**  
 General Manager—Ed Dyer.  
 Program Director—Harry Moreland.  
**Representatives**  
 George T. Hopewell, Inc.  
**Mailing Instructions**  
 Business Office and Studio—106 W. Third, Caruthersville, Mo., telephone 965.  
**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—1370 kilocycles.  
 Non-directional.  
 Licensed to operate daytime only.  
 Operates on Central Standard Time.  
 Daylight Saving Time not observed.  
 Operating schedule: weekdays 5:30 a.m. to local sunset; Sundays 6:30 a.m. to local sunset.  
**Agency Commission**  
 15% to recognized agencies on time only; no cash discount. Bills rendered 1st days of month; payable within 10 days.  
**General Advertising**  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	46.65	28.00	18.65	14.00	9.35	4.65
13 times.....	44.65	26.80	17.35	13.00	8.65	4.20
26 times.....	42.65	25.60	16.15	12.00	8.00	3.80
52 times.....	42.00	24.40	15.00	11.00	7.35	3.40
104 times.....	40.00	23.20	13.75	10.00	6.65	3.05
156 times.....	38.00	22.05	12.45	9.00	6.00	2.75
260 times.....	36.00	20.80	11.20	8.05	5.40	2.45
312 times.....	34.00	19.55	10.00	7.20	4.80	2.20
624 times.....	.....	.....	.....	.....	.....	2.00

(\*) 1-minute or less.

**PACKAGE PLANS**

To be used in 1 week:  
 15 spots..... 33.35 20 spots..... 40.00  
 25 spots..... 46.65

**SPECIAL FEATURES**

News Service—UPI. No extra charge.  
 New Orleans market quotations 3 times daily Monday through Friday.  
 "Jimmy Fidler in Hollywood" (transcribed) Monday through Saturday.  
 "Pemiscot County Agent Speaks" 12:30 p.m. to 12:45 p.m. Monday through Friday.  
 "Sgt. George Montgomery" (Missouri State Highway Patrol Safety Officer) 12:30 p.m. to 12:45 p.m. Sunday.  
**POLITICAL**  
 Regular rates apply; cash in advance.  
**TRANSCRIPTIONS**  
 Library Service—Thesaurus.  
 Closing time 24 hours in advance of broadcast.

**CHARLESTON**

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

**KCHR**

(Established 1953)



Rates effective September 1, 1953. (Card No. 2.)  
 Rates received September 25, 1953.  
 Owned and operated by South Missouri Broadcasting Company, Inc.  
**Personnel**  
 General Manager—Kermit Barker.  
 Program Manager—James L. Byrd, III.  
**Representatives**  
 Continental Radio Sales.  
**Mailing Instructions**  
 Business Office and Studio—South Main St., Charleston, Mo.  
 Transmitter—Charleston, Mo.  
**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—1350 kilocycles.  
 Non-directional.  
 Licensed to operate daytime.  
 Operates on Central Standard Time.  
**Agency Commission**  
 15% to recognized agencies on time only; no cash discount.  
 Bills rendered 1st of month; payable within 10 days.  
**General Advertising**  
 Affiliated with the Keystone Network.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Maximum length of contract one year.  
 Discounts in case of cancellation allowed only as earned.

**MISSOURI**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	33.75	22.50	15.00	7.50	4.50
13 times...	28.87	20.25	13.50	6.75	4.13
26 times...	27.00	18.00	12.00	6.00	3.75
52 times...	25.13	15.75	10.50	5.25	3.37
104 times...	20.25	13.50	9.00	4.50	3.00
156 times...	18.75	12.38	8.25	4.13	2.53
311 or more times	16.88	11.25	7.50	3.75	2.25

(\*) Announcements—100 words or less.

**SPECIAL FEATURES**

News Service—AP.  
**POLITICAL**  
 Regular rates apply.  
**TRANSCRIPTIONS**  
 Library Service—Thesaurus.  
**Closing Time**  
 24 hours in advance of broadcast.

**CHILLICOTHE**

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

**KCHI**

(Established 1950)

Rates effective March 1, 1950.  
 Owned and operated by Cecil W. Roberts and Jane Roberts, Inc.  
**Personnel**  
 General Manager—Howard G. Rion.  
 Commercial Manager—Vernon Gastineau.  
**Representatives**  
 Hil F. Best Company.  
**Mailing Instructions**  
 Business Office and Studio—Chillicothe, Mo.  
 Transmitter—Highways 36 and 65, one mile southwest of Chillicothe, Mo.  
**Wave—Power—Time**  
 Operating power—250 watts days.  
 Frequency—1010 kilocycles.  
 Non-directional.  
 Licensed to operate daytime.  
 Operates on Central Time.  
 Operating schedule: Sunrise to sunset.  
**Agency Commission**  
 15% to recognized agencies; no cash discount.  
**General Advertising**  
 Affiliated with Midwest Broadcasting System.  
 Accepts AAAA copyrighted contract.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	100 wds.	50 wds.
1 time.....	60.75	36.30	21.30	12.00	7.50	6.00
13 times.....	51.00	30.45	18.00	10.50	6.30	5.10
26 times.....	42.45	23.25	15.00	8.40	5.25	4.50
52 times.....	38.70	23.10	13.65	7.65	4.80	4.26
104 times.....	35.55	20.40	12.00	6.75	4.20	3.60
156 times.....	30.60	17.40	10.25	5.75	3.60	3.00
312 times.....	27.00	14.25	8.40	4.80	3.00	2.40

**SPECIAL FEATURES**

News Service—AP.  
 Livestock and grain markets.  
 "It Pays To Listen"—telephone jackpot program, daily. Regular rates apply.  
 Other programs submitted on request.  
**POLITICAL**  
 Regular rates apply.  
**Closing Time**  
 Program copy must be in one week before broadcast. Spot copy must be in one day before broadcast.

**CLAYTON**

St. Louis County—Map Location H-4  
 See SRDS consumer market map and data at beginning of the State.

**See St. Louis**

**CLINTON**

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

**KDKD**

(Established 1951)

Rates effective April 1, 1951. (Card No. 1.)  
 Owned and operated by Osage Broadcasting Co.  
**Personnel**  
 General Manager—William R. Tedrick.  
 Station Manager—Gene Humphries.  
**Representatives**  
 Indie Sales, Inc.  
**Mailing Instructions**  
 Business Office and Studio—P. O. Box 113, Highway 13 north, Clinton, Mo., telephone 233.  
 Transmitter—Highway 13 North, Clinton, Mo.  
**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—1280 kilocycles.  
 Non-directional.  
 Licensed to operate daytime.  
 Daylight Saving Time not observed.  
 Operates on Central Time.  
 Operating schedule:  
 Jan. 6:00 a.m.-5:15 p.m. July 6:00 a.m.-7:00 p.m.  
 Feb. 6:00 a.m.-5:45 p.m. Aug. 6:00 a.m.-7:00 p.m.  
 Mar. 6:00 a.m.-6:15 p.m. Sept. 6:00 a.m.-6:15 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.-7:00 p.m. Nov. 6:00 a.m.-5:00 p.m.  
 June 6:00 a.m.-7:00 p.m. Dec. 6:00 a.m.-5:00 p.m.  
**Agency Commission**  
 15% to recognized agencies on net charges for station time; no cash discount. No commission on talent, lines, remote equipment or operator charges. Bills rendered 1st of month following broadcast; due 10th of month following broadcast.  
**General Advertising**  
 Accepts AAAA copyrighted contract.  
 (This listing continued on next page)

# MISSOURI

## Clinton—K D K D—Continued

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	50.00	32.00	18.00	9.00	6.00
26 times....	47.50	30.00	17.00	8.50	5.85
52 times....	45.00	28.00	16.00	8.00	5.70
104 times....	42.50	26.00	15.00	7.50	5.40
156 times....	40.00	24.00	14.00	7.00	5.40
260 times....	37.50	22.00	13.00	6.50	4.80
312 times....	35.00	20.00	12.00	6.00	4.50

(\*) One minute or less.

### SATURATION PACKAGE

10 or more spots used in one day. discount..... 25%

### SPECIAL FEATURES

News Service—UPI, on the hour. Regular rates apply.

### POLITICAL

Regular rates apply; payments in advance.

### RELIGIOUS

Regular rates apply.

## COLUMBIA (2AM)

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

### KBIA

(Established 1955)

Rates effective September 1, 1957.

Rates received August 7, 1957.

Owned and operated by Midwest Broadcasting System

### Personnel

General Manager—Robert H. Coddington.

Commercial Manager—Fred W. Morse.

### Representatives

Hil F. Best Company.

### Mailing Instructions

Business Office, Studio & Transmitter—Mexico Gravel Road, Columbia, Mo., Gibson 2-4401.

### Mailing Instructions

Send all correspondence to KBIA, P. O. Box 412, Columbia, Mo.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1580 kilocycles.

Non-directional.

Operates on Central Standard Time.

Licensed to operate daytime only.

Operating schedule: 6:00 a.m. to local sunset.

### Agency Commission

15% to recognized agencies on time only; no cash discount. Bills rendered first of month; payable ten days.

### General Advertising

Rates include music copyright fees.

No contracts accepted for more than one year.

No cash rebates.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time....	45.00	27.00	18.00	13.50	9.00	5.00
26 times....	40.50	24.30	16.20	12.15	8.10	4.50
52 times....	36.00	21.60	14.40	10.80	7.20	4.00
104 times....	31.50	18.90	12.60	8.45	6.30	3.50
156 times....	27.00	16.20	10.80	7.10	5.40	3.00
260 times....	22.50	13.50	9.00	5.75	4.50	2.50

Rates on request.

### PACKAGE PLANS

### SPECIAL FEATURES

News Service—UPI, World-wide and regional news; local news through coverage facilities of the Columbia Missourian.

### POLITICAL

Regular rates apply. Cash in advance.

### Closing Time

Programs one week prior to broadcast. Announcements one day prior to broadcast.

### KFRU

(Established 1925)

## ABC Radio Network



Rates effective September 1, 1957. (Card No. 9.)

Card received October 3, 1957.

Owned and operated by KFRU, Inc.

### Personnel

President—H. J. Walters, Jr.

Station Manager—Mahlon R. Aldridge.

Sales Manager—Gregory Reeser.

### Representatives

Grant Webb & Company.

### Mailing Instructions

Note: Address all inquiries to KFRU, Inc., P. O. Box 89, Columbia, Mo., telephone 4141, TWX CLBA 356.

Studio and Transmitter—U. S. 40 east at Junction U. S. 63 (Southbound), Columbia, Mo.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1400 kilocycles.

Non-directional.

Licensed to operate on local channel.

Operates on Central Time.

Operating schedule: Sunday 7:00 a.m. to 1:00 a.m. week days 6:00 a.m. to 1:00 a.m.

### Agency Commission

15% to recognized agencies on time only; no cash discount.

### General Advertising

For KMBC combination rates see ABC radio.

Rates quoted are for station time only and based on number of programs and/or announcements used within one year from starting date. Announcements and programs cannot be grouped for discount purposes.

### ANNOUNCEMENTS

1-minute or less:	6.00	156 times.....	4.25
1 time.....	6.00	260 times.....	3.75
26 times....	5.25	312 times.....	3.50
52 times....	5.00	500 times.....	3.25
100 times....	4.75		

### PROGRAMS

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	60.00	45.00	20.00	13.00
13 times....	55.00	40.00	18.50	11.50
26 times....	50.00	35.00	16.25	10.50
52 times....	45.00	30.00	13.75	9.75
104 times....	40.00	28.50	12.75	8.75
156 times....	35.00	22.50	10.50	7.75
260 times....	27.50	16.00	8.50	6.50

### COMBINATION DISCOUNTS

10% additional discount when purchased in combination with KWOS, Jefferson City, Mo.

### SPECIAL FEATURES

Newscasts, spots and market—Add 10% to time rates for service charge for feature.

### Participating Programs

Monday through Friday:

"Party Line"—10:15 a.m. to 11:00 a.m.

"Shirley Mason Show"—11:15 a.m. to 11:30 a.m.

"Synceopation for Susie"—1:15 p.m. to 2:00 p.m.

"Record Van"—3:30 p.m. to 5:00 p.m.

"Kampus Korner"—10:15 p.m. to 11:00 p.m.

### POLITICAL

Regular rates apply. Payment in advance.

### Closing Time

Closing time for programs, one week in advance; for announcements, 48 hours in advance.

## DEXTER

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

### KDEX

(Established 1955)

Rates effective February 1, 1956. (Card No. 1.)

Card received November 16, 1956.

Owned and operated by Stoddard County Broadcasting Co.

### Personnel

General Manager—Jerome B. Zimmer.

Station Manager—Lionel D. Spedel.

### Representatives

Sears & Ayer, Inc.

### Mailing Instructions

Business Office—P. O. Box 232, Dexter, Mo. Phone 1400, 1401.

Transmitter and Studio—2-1/2 miles east of Dexter, Mo., on U. S. Highway 60.

### Wave—Power—Time

Operating power—1,000 watts.

Frequency—1590 kilocycles.

Licensed to operate to local sunset.

Operates on Central Standard Time.

Operating schedule—5:30 a.m. to sunset weekdays; 6:30 a.m. to sunset Sundays.

### Agency Commission

15% to recognized agencies on time only; no cash discount. Bills rendered 1st of month; payable 10 days.

### General Advertising

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

### PROGRAMS

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	75.00	45.00	32.00	15.50	6.00
13 times....	70.00	43.50	31.00	15.25	5.75
26 times....	65.00	40.00	30.00	15.00	5.50
52 times....	59.00	36.00	27.00	13.00	5.25
104 times....	57.00	35.00	24.50	12.00	5.00
156 times....	51.00	31.00	22.00	10.50	4.75
260 times....	43.00	28.00	17.00	8.00	4.50
312 times....	40.00	23.50	15.50	7.00	4.00

### SPECIAL FEATURES

News Service—UPI. No extra charge. Mobile Radio News unit coverage.

Newscasts every hour on the hour with major coverage of local news from noon to 12:30 p.m. on the "Noon Journal." Remote broadcast console.

### POLITICAL

Regular rates apply. Cash in advance.

## FARMINGTON

St. Francois County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

### KREI

(Established 1947)

Rates effective November 1, 1947. (Card No. 1.)

Revisions received October 19, 1956.

Owned and operated by Midwest Broadcasting System.

### Personnel

General Manager—Robert D. Rapp.

Sales Manager—Ernie Jones.

### Representatives

Hil F. Best Company.

### Mailing Instructions

Address all correspondence to: P. O. Box 270, Farmington, Missouri, Plateau 6-5125.

Transmitter—One mile northeast of Farmington.

### Wave—Power—Time

Operating power—1,000 watts days.

Frequency—800 kilocycles.

Non-directional.

Licensed to operate daytime.

Daylight Saving Time not observed.

Operating schedule: Sunrise to local sunset.

### Agency Commission

15% to recognized agencies; no cash discount.

### General Advertising

Affiliated with Midwest Broadcasting System.

Accepts AAAA copyrighted contract.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	60.00	37.50	18.75	7.50	4.50
13 times....	56.25	34.50	17.25	6.75	4.20
26 times....	52.50	31.50	15.75	6.00	3.90
52 times....	48.75	28.50	14.25	5.25	3.60
104 times....	45.00	25.50	12.75	4.50	3.30
156 times....	41.25	22.50	11.25	4.15	3.00

(\*) 1 minute or less.

Package plans available on request.

### SPECIAL FEATURES

News Service—UPI.

### Participating Programs

"It Pays to Listen"—Telephone jackpot program, 11:15 a.m. to 12:00 noon daily. Regular rates apply. Other programs submitted on request.

### POLITICAL

Regular rates apply; payment in advance.

### Closing Time

Programs—one week prior to broadcast.

Announcements—one day prior to broadcast.

## FESTUS

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

### KJCF

(Established 1951)

Rates effective September 1, 1954.

Rates received September 23, 1954.

Owned and operated by The Jefferson County Radio and Television Co.

### Personnel

Manager—Donald M. Donze.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—P. O. Box 192, KJCF Bldg., N. Mill St., Festus, Mo., Yellowstone 7-3810.

Transmitter—N. Mill St., Festus, Mo.

### Wave—Power—Time

Operating power—250 watts days.

Frequency—1010 kilocycles.

Non-directional.

Licensed to operate daytime only.

Daylight Saving Time observed.

Operating schedule: Local sunrise to local sunset.

### Agency Commission

15% to recognized agencies; no cash discount.

### General Advertising

Accepts AAAA copyrighted contract.

Rates include music copyright fees.

BMI, ASCAP and SESAC licenses.

The following rates are for national advertising.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	(*)
1 time....	60.00	35.00	20.00	16.00	12.00	6.00	



# FULTON

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

## KFAL

(Established 1950)



Rates effective May 1, 1958. (Card No. 3.)  
Card received April 3, 1958.  
Owned and operated by Robert W. Nickles.

### Personnel

General Manager—Robert W. Nickles.  
Commercial Manager—L. Reed Holt.  
Nat'l & Reg'l Sales—Warren Stout.

### Representatives

John E. Pearson Company.

### Mailing Instructions

Business Office and Studio—Palace Hotel Bldg., 5th & Market, Fulton, Mo. Phones 1400, 1401, 1402.  
Transmitter—North Earl Road, Fulton, Mo.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—900 kilocycles.

### Non-directional.

Licensed to operate to local sunset.  
Operates on Central Standard Time.

Operating schedule: 6:00 a.m. to local sunset.

### Agency Commission

15% to recognized agencies on time only; no cash discount.

### General Advertising

Rates include BMI, ASCAP and SESAC licenses.  
Rates shown include all discounts.  
Copy length per NAB standards.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	65.00	39.00	26.00	19.50	13.00
13 times..	61.75	37.50	24.70	18.55	12.35
26 times..	58.50	35.10	23.40	17.55	11.70
52 times..	55.25	33.15	22.10	16.60	11.05
104 times..	52.00	31.20	20.80	15.60	10.40
156 times..	45.50	27.30	18.20	13.65	9.10
260 times..	39.00	23.40	15.60	11.70	7.80

### ANNOUNCEMENTS

	1 min.	30 sec.	20 sec.	10 sec.
1 time.....	9.00	6.00	4.50	3.00
13 times.....	8.55	5.70	4.30	2.85
26 times.....	8.10	5.40	4.05	2.70
52 times.....	7.65	5.10	3.85	2.55
104 times.....	7.20	4.80	3.60	2.40
156 times.....	6.30	4.20	3.15	2.25
260 times.....	5.40	3.60	2.90	2.10
500 times.....	4.90	3.20	2.75	2.00

### RUN OF SCHEDULE SPOTS

1-minute:  
10 per week..... 70.00 20 per week..... 120.00  
15 per week..... 100.00 25 per week..... 140.00  
Run-of-schedule packages may not be combined with regular rates for earned discount.

### SPECIAL FEATURES

News-casts—17 news-casts, weekdays; 9 news-casts Sundays.  
Weather-casts: 7:10 a.m., 8:10 a.m., 12:10 p.m. and 5:10 p.m.  
Farm interest: KFAL Experimental Farm. Experienced farm editor and farm director. 6:00 a.m. to 8:00 a.m. and 11:45 a.m. to 1:00 p.m. Monday through Saturday. Participating and sections.

### Participating Programs

"Music to Milk By"—6:35 a.m. to 7:00 a.m. Monday through Friday.  
"Over The Coffee Cups"—7:35 a.m. to 8:00 a.m. Monday through Saturday. Music, news, weather.  
"World Concert Hall"—8:30 a.m. to 9:00 a.m. Sunday.  
"In The Know"—9:05 a.m. to 10:00 a.m. Monday through Fridays.  
"Top of the Morning"—11:30 a.m. to noon Monday through Saturday. Music show.  
"Ron's Ranch"—1:00 p.m. to 1:30 p.m.  
"Cousin Ron's Kiddy Show"—1:30 p.m. to 2:00 p.m. Monday through Friday.  
"Bob Hamilton Show"—3:00 p.m. to 5:00 p.m. Sunday through Friday. Music show.  
"The Evening Beat"—5:15 p.m. to sign-off.  
"4H Time"—12:30 p.m. to 1:00 p.m. Saturday. Quiz show.

### TRANSCRIPTIONS

Library Service—World, Standard.

### Closing Time

All orders should be closed as far in advance of initial broadcast as possible to facilitate adequate promotion.

# HANNIBAL

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

## KHMO

(Established 1941)



Revisions received August 16, 1957.  
Owned and operated by Mark Twain Broadcasting Company.

### Personnel

President—Jerrell A. Shepherd.  
Vice-Pres. & Gen'l Mgr.—A. E. Dahl.  
Station Manager—James F. Jae, Jr.  
Sales Manager—Bill Stephenson.

### Representatives

George P. Hollingsbery Company.

### Mailing Instructions

Business Office and Studio—413 Broadway, Hannibal, Mo., telephone 3450.  
Transmitter—6-1/2 miles south of Hannibal, Mo.

### Wave—Power—Time

Operating power—5,000 watts days; 1,000 watts nights.

Frequency—1070 kilocycles.

Directional—separate patterns, day and night.

Licensed to operate full time.

Operates on Central Standard Time.

Daylight Saving Time not observed.

Operating schedule: Sundays 7:00 a.m. to 10:15 p.m. week days 5:30 a.m. to 10:15 p.m.

### Agency Commission

15% to recognized advertising agencies on time only; no cash discount. Bills rendered monthly following broadcast.

### General Advertising

Accepts AAAA copyrighted contract.

ASCAP, BMI and SESAC licenses.

Rates include music copyright fees.

All program times 30 seconds less than indicated.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time....	100.00	55.00	37.50	31.25	25.00	15.00	7.00
13 times..	96.00	54.00	35.00	28.75	22.50	14.00	6.50
26 times..	93.00	53.00	32.50	26.25	20.00	13.00	6.25
52 times..	90.00	53.00	30.00	23.75	17.50	12.00	6.00
104 times..	85.00	52.50	25.50	21.75	16.00	10.00	5.75
156 times..	75.00	45.00	25.00	20.00	15.00	9.00	5.50
260 times..	65.00	37.50	22.50	18.15	13.75	8.00	5.00
312 times..	60.00	35.00	20.00	16.25	12.50	7.20	4.75

(\* ) Discount package rates do not apply to 30-seconds or less.

### RUN-OF-SCHEDULE SPOTS

Package Spots, Run-of-Schedule—10% discount.

### SPECIAL FEATURES

News-casts: Every hour on the hour, 6:00 a.m. through 10:00 p.m.

Farm—12 hours per week. Regular rates apply.

## WGEM

QUINCY, ILLINOIS

City of license, Quincy, Ill.  
Considered by ABC Radio as their Quincy, Ill.—Hannibal, Mo. outlet. See listing under Quincy, Ill.

## WTAD

QUINCY, ILLINOIS

City of license, Quincy, Ill.  
Considered by CBS Radio Network as their Quincy—Hannibal outlet.

See listing under Quincy, Ill.

# INDEPENDENCE

Jackson County—Map Location C-3

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

## See Kansas City

# JEFFERSON CITY (2AM)

Cole County—Map Location F-4

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

## KLIK

(Established 1953)



Rates effective October 15, 1953. (Card No. 1.)

Rates received October 9, 1953.

Card received August 12, 1954.

Owned and operated by Empire Broadcasting Co.

Personnel President—Jerrell A. Shepherd.

Vice-Pres. & Gen'l Mgr.—A. E. Dahl.

Sales Manager—Stan Grieve.

### Representatives

George P. Hollingsbery Company.

### Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 414, 410 E. Capital, Jefferson City, Mo., telephone 6-3191, 6-3192.

### Wave—Power—Time

Operating power—5,000 watts days.

Frequency—950 kilocycles.

Non-directional.

Licensed to operate daytime only.

Operates on Central Standard Time.

Operating schedule:

Jan. 5:30 a.m.-5:15 p.m.	July 5:30 a.m.-7:30 p.m.
Feb. 5:30 a.m.-5:45 p.m.	Aug. 5:30 a.m.-7:00 p.m.
Mar. 5:30 a.m.-6:15 p.m.	Sept. 5:30 a.m.-6:15 p.m.
Apr. 5:30 a.m.-6:45 p.m.	Oct. 5:30 a.m.-5:30 p.m.
May 5:30 a.m.-7:15 p.m.	Nov. 5:30 a.m.-5:00 p.m.
June 5:30 a.m.-7:30 p.m.	Dec. 5:30 a.m.-4:45 p.m.

### Agency Commission

15% to recognized agencies; no cash discount.

### General Advertising

Accepts AAAA copyrighted contract.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

All program time units 30 seconds less than indicated.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time....	100.00	55.00	37.50	31.25	25.00	15.00	7.00
13 times..	96.00	54.00	35.00	28.75	22.50	14.00	6.50
26 times..	93.00	53.00	32.50	26.25	20.00	13.00	6.25
52 times..	90.00	53.00	30.00	23.75	17.50	12.00	6.00
104 times..	85.00	52.50	25.50	21.75	16.00	10.00	5.75
156 times..	75.00	45.00	25.00	20.00	15.00	9.00	5.50
260 times..	65.00	37.50	22.50	18.15	13.75	8.00	5.00
312 times..	60.00	35.00	20.00	16.25	12.50	7.20	4.75

(\* ) Discount package rates do not apply to 30-seconds or less.

### RUN-OF-SCHEDULE SPOTS

Package Spots, Run-of-Schedule—10% discount.

### SPECIAL FEATURES

News-casts:

Every hour on the hour (except noon—Markets) at the following rates:

	6 days	3 days
5 minutes, each.....	75.00	45.00
7:00 a.m. (15 min.).....	120.00	75.00
12:15 p.m. (3 five-min. sections)		
5 minutes, each.....	75.00	45.00

# MISSOURI

Agriculture—Farm director, two farm specialists, 6:00 a.m. to 7:00 a.m. Monday through Saturday. Participations or specific sections available.

	Per week—	
	6 days	3 days
5 minutes (Farm weather).....	75.00	45.00
15 minutes (Farm Director).....	120.00	75.00
15 minutes, Tuesday and Thursday (3 five minute sections, 5 minutes, each).....		55.00

### Market Reports:

Livestock Markets—		
6:45 a.m. (10 minutes).....	97.50	60.00
10:00 a.m. (5 minutes).....	75.00	45.00
12:00 noon (10 minutes).....	97.50	60.00
Grain, Poultry, Produce Markets—		
12:00 noon (10 minutes).....	97.50	60.00

### TRANSCRIPTIONS

Library Service—Standard, World.

## KWOS

(Established 1937)

Rates effective September 1, 1957.

Rates received October 30, 1957.

Owned and operated by the Capital Broadcasting Company.

### Personnel

President—Mrs. Lenore R. Goshorn.

General Manager—R. L. Rose.

### Representatives

Grant Webb & Company.

### Mailing Instructions

Business Office and Studio—Monroe at Capital, Jefferson City, Mo. Phone 6-3137.

Transmitter—St. Mary's Blvd., Jefferson City, Mo.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1240 kilocycles.

Non-directional.

Licensed to operate unlimited time. Operates on Central Time.

Daylight Saving Time not observed.

Operating schedule: Sundays 8:00 a.m. to 11:00 p.m.; weekdays 5:30 a.m. to midnight.

### Agency Commission

15% to recognized agencies; no cash discounts. Bills rendered 1st of month, due and payable 10th of month.

### General Advertising

For combination rates see Mutual Broadcasting System. Affiliated with Keystone Network.

Accepts AAAA copyrighted contract.

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

ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	5 min.
1 time.....	60.00	45.00	20.00
13 times.....	55.00	40.00	18.50
26 times.....	50.00	35.00	16.25
52 times.....	45.00	30.00	13.75
104 times.....	40.00	26.50	12.75
156 times.....	35.00	22.50	10.50
260 times.....	27.50	16.00	8.50

### ANNOUNCEMENTS

1 time.....	6.00	156 times.....	4.25
26 times.....	5.25	260 times.....	3.75
52 times.....	5.00	312 times.....	3.50
100 times.....	4.75	500 times.....	3.25

Combination Discounts

An additional 10% discount allowed when purchased in combination with KFRR, Columbia, Mo.

### SPECIAL FEATURES



**MISSOURI**

**Joplin—KFSB—Continued**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time..	110.00	65.00	40.00	25.00	15.00
13 times	100.00	60.00	37.50	24.00	14.00
26 times	95.00	55.00	35.00	23.00	13.00
52 times	90.00	50.00	32.50	22.00	12.00
104 times	85.00	45.00	30.00	19.00	11.00
156 times	80.00	42.50	27.50	17.50	9.00
260 times	75.00	40.00	25.00	15.00	8.00

10-second announcements:

1 time.....	6.00	104 times.....	4.75
13 times.....	5.75	156 times.....	4.75
26 times.....	5.25	260 times.....	4.50
52 times.....	5.00		

Do not combine for frequency discount with minutes or programs.

**MULTI-SPOT PLAN**

10 one-min. ann., per week.....	95.00
(11-14 announcements per week take the pro-rata 10 per week rate.)	
15 one-min. ann., per week.....	127.50
(16-19 announcements per week take the pro-rata 15 per week rate.)	
20 one-min. ann., per week.....	160.00
(20-29 announcements per week take the pro-rata 20 per week rate.)	
30 one-min. ann., per week.....	210.00
(Additional announcements per week take the pro-rata 30 per week rate.)	

Multi-Spot Plan announcements are subject to no further discount and do not combine with other announcements to earn frequency discounts.

**SPECIAL FEATURES**

News Service—UPI and local news. St. Louis Cardinal Baseball Network.

Complete regional sports coverage. Rates and details for play-by-play football, basketball and other sports on request. Complete farm and market news and service features at 6:00 a.m. and 12:00 noon daily.

**POLITICAL**

Earned rate applies. Cash in advance.

**Closing Time**

48 hours in advance of broadcast.

**KODE**

(Established 1946)

**CBS Radio Network**



**A Friendly Group Station**

Rates effective May 15, 1957. (Card No. 3.)  
Card received October 31, 1957.  
Rev. rec'd October 1, 1958.

Owned and operated by WSTV, Inc.

**Personnel**

President—Jack N. Berkman.  
Executive Vice-President—John J. Laux.  
Vice-Pres. & Gen'l Mgr.—Harry D. Burke.  
Program Director—Jay Corrington.  
Sales Manager—Merle Dunn.

**Representatives**

Rambeau, Vance, Hoppie, Inc.

**Mailing Instructions**

Business Office and Studio—1928 W. 13th St., Joplin, Mo., Mayfair 3-7260. TWX JO 8235.  
Transmitter—1928 W. 13th St., Joplin, Mo.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Central Standard Time.  
Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

**Agency Commission**

15% to recognized advertising agencies; no cash discount. Bills due and payable 10th of month following performance.

**General Advertising**

For combination rates see CBS Radio Network.  
Accepts AAAA copyrighted contracts.  
ASCAP, BMI and SESAC licenses.  
Light wine and beer advertising accepted.  
Rates include music copyright fees.

The following rates are for station time only.

	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	38.00	25.00	20.00	15.00
13 times.....	36.10	23.75	19.00	14.25
26 times.....	34.20	22.50	18.00	13.50
52 times.....	32.30	21.25	17.00	12.75
104 times.....	30.40	20.00	16.00	12.00
156 times.....	28.50	18.75	15.00	11.25
260 times.....	27.40	17.50	14.00	10.50
312 times.....	26.60	16.25	13.00	9.75

**ANNOUNCEMENTS**

	125 wds.	60 wds.	30 wds.	15 wds.
1 time.....	8.50	6.40	4.25	3.25
13 times.....	8.10	6.10	4.05	3.05
26 times.....	7.65	5.80	3.85	2.90
52 times.....	7.25	5.45	3.65	2.75
104 times.....	6.80	5.10	3.40	2.55
156 times.....	6.40	4.80	3.20	2.40
260 times.....	5.95	4.50	3.00	2.25
312 times.....	5.50	4.15	2.75	2.05
500 times.....	5.00	3.75	2.50	1.90

**PACKAGE RATES**

Per week:	Each	Total
10 announcements.....	7.50	75.00
15 announcements.....	6.50	97.50
25 announcements.....	5.50	137.50
50 announcements.....	4.50	225.00
75 announcements.....	3.50	262.00
Within 30 days:		
25 announcements.....	7.00	175.00
50 announcements.....	6.30	315.00
75 announcements.....	5.60	420.00
100 announcements.....	4.95	495.00
150 announcements.....	3.95	595.00

**SPECIAL FEATURES**

News Service—UPI. No extra charge.  
Weather and time signals available at regular rates.

**WMBH**

(Established 1927)

Rates received January 2, 1957.

Owned and operated by O'Brien and Associates, Inc.

**Personnel**

Pres. & Gen'l Mgr.—Don O'Brien.  
Sales Manager—Obcd Borgen.

**Representatives**

Sears and Ayer, Inc.  
Southern—Dora-Clayton Agency, Inc.

**Mailing Instructions**

Business Office and Studio—Frisco Bldg., Joplin, Mo., Mayfair 4-4330.  
Transmitter—15th & Monroe, Joplin, Mo.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Central Time.  
Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

**Agency Commission**

15% on net charges for station facilities to recognized agencies. Bills due and payable 10th of month following service.

**General Advertising**

For combination rates see Mutual Broadcasting System. Rates include music copyright fees.  
Rates include simultaneous broadcast with WMBH-FM.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	60.00	38.00	25.00	15.00	7.50
13 times.....	57.00	36.10	23.75	14.25	7.13
26 times.....	54.00	34.20	22.50	13.50	6.75
52 times.....	51.00	32.30	21.25	12.75	6.38
104 times.....	48.00	30.40	20.00	12.00	6.00
156 times.....	45.00	28.50	18.75	11.25	5.65
260 times.....	42.00	26.60	17.50	10.50	5.30

**SPOT SATURATION PLANS**

Weekly Packages—one minute announcements:	Per week	Per week	
10 spots.....	67.50	20 spots.....	120.00
15 spots.....	95.70	30 spots.....	169.50

Monthly Packages—one minute announcements:	Per month	Per month	
26 spots.....	152.10	104 spots.....	504.40
52 spots.....	296.40	130 spots.....	546.00
78 spots.....	429.00		

Station breaks—One minute rate applies. Copy limited to 40 words or less except by special arrangement.

**SPECIAL FEATURES**

News Service—AP. Rates on request.

**WMBH-FM**

(Established 1946)

Rates effective May 1, 1947. (Temporary Card No. 1.)

Owned and operated by O'Brien and Associates, Inc.

**Mailing Instructions**

Business Office and Studio—6th & Main Sts., Joplin, Mo.  
Transmitter—15th & Monroe Sts., Joplin, Mo.

**Wave—Power—Time**

Effective radiated power—70,000 watts.  
Frequency—96.1 megacycles; Class B.  
Antenna height—400 feet above average terrain.  
Operates on Central Time.  
Operating schedule: Sunday 7:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

**Agency Commission**

15% to recognized agencies on time only; 2% cash discount. Bills rendered 1st of month; payable 10 days.

**General Advertising**

ASCAP, BMI and SESAC licenses.

CLASS "A"  
(11:00 a.m. to 1:00 p.m. and 5:00 p.m. to 9:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	(*)
1 time.....	50.00	28.00	17.00	5.00
13 times.....	45.00	27.00	16.00	4.00
26 times.....	43.00	26.00	15.00	3.00
52 times.....	42.00	25.00	14.00	2.75
78 times.....	40.00	24.00	13.00	2.50
156 times.....	38.00	20.00	12.00	2.25

CLASS "B"  
(7:00 a.m. to 11:00 a.m. and 1:00 p.m. to 6:00 p.m.)

1 time.....	45.00	24.00	15.00	4.00
13 times.....	42.50	22.00	14.00	3.00
26 times.....	40.00	20.00	12.00	2.50
52 times.....	38.00	18.00	11.00	2.25
78 times.....	36.00	15.00	10.00	2.00
156 times.....	34.40	14.00	9.00	2.00

(\*) Announcements.

**SPECIAL FEATURES**

News Service—AP. No extra charge.

**POLITICAL**

General rates apply; cash in advance.

**Closing Time** Five days in advance of broadcast.

**KANSAS CITY (9 AM; 1 FM)**

(including Independence, Mo., Kansas City, Kans., Mission, Kans.)

Kansas City, Mo., Jackson County—Map Location C-3.

Kansas City, Kans., Wyandotte County—Map Location C-3.

Mission, Kans., Johnson County—Map Location C-3

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.

**KBKC**

(Established 1957)

MISSION, KANSAS

(Established 1957)

**Independent**



Rates effective June 1, 1957. (Card No. 1.)  
Rates received February 5, 1958.

Owned and operated by Mission Broadcasters, Inc.

**Personnel**

Pres. & Gen'l Mgr.—Tom E. Beal.  
Program Director—Jerry Fullerton.  
Station Manager—Roy Stanley.

**Representatives**

George P. Hollingbery Company.

**Mailing Instructions**

Business Office and Studio—5913 Woodson Rd., Mission, Kans.  
Transmitter—Turner, Kansas.

**Wave—Power—Time**

Operating power—500 watts days.  
Frequency—1480 kilocycles.  
Directional.  
Operates on Central Standard Time.  
Operating schedule: 5:50 a.m. to local sunset weekdays; 7:00 a.m. to local sunset Sunday.

**Agency Commission**

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

**General Advertising**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Advertising of beer and wine accepted.  
No per inquiry advertising accepted.  
10-second ID's, 20-second and 1-minute announcements may be confined in total number for maximum discount.

Announcements and programs may not be combined to earn a greater frequency discount. Rates to which advertiser is entitled is determined by total number of broadcast used within one year from date of initial broadcast. Rates quoted herein are guaranteed for a period of one year from date of first broadcast providing broadcasts are without interruption of contract.

	55 min.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	165.00	105.00	58.00	45.00	31.00
26 times.....	154.00	98.00	55.00	42.00	28.00
52 times.....	143.00	91.00	52.00	39.00	26.00
156 times.....	132.00	84.00	48.00	36.00	24.00
260 times.....	121.00	77.00	44.00	33.00	22.00
365 times.....	110.00	70.00	40.00	30.00	20.00

**ANNOUNCEMENTS**

	1 min.	20 sec.	1 min.	20 sec.
1 time.....	17.00	13.00	156 times.....	12.00
26 times.....	15.00	12.00	260 times.....	11.00
52 times.....	14.00	11.00	365 times.....	10.00
104 times.....	13.00	10.00	600 times.....	9.00

**Frequency Impact Plans**

	Each	Per wk.
5 times.....	12.00	60.00
10 times.....	11.00	110.00
15 times.....	10.00	150.00
20 times.....	9.00	180.00
30 times.....	8.00	240.00
50 times.....	7.00	350.00

ID's—50% of regular announcements and plan rates.  
Announcements, 20 seconds, count for frequency for ID's, but ID's do not count for frequency for longer announcements.

**SPECIAL FEATURES**

News Service—AP and local.  
5-minute news—25 minutes past the hour daily.  
News Desk—10 minutes at 7:20 a.m., 12:20 p.m. and 5:20 p.m. daily. Regular 10-minute rate applies.  
Sports Report—5 minutes at 7:50 a.m. Monday through Saturday.

**Participating Programs**

"Day of the Week Show"—6:50 a.m. to 7:30 p.m. Monday through Thursday.  
"Weekend"—6:50 a.m. to 7:30 p.m. Friday through Sunday.

**POLITICAL**

Regular rates apply; payable in advance.

**TRANSCRIPTIONS**

Library Service—Thesaurus, Standard.

**Closing Time** 24 hours in advance of broadcast.

**KCKN**

KANSAS CITY, KANS.

(Established 1925)

Rates effective April 1, 1958. (Card No. 2.)

Card received April 2, 1958.

Owned and operated by Cy Blumenthal.

**Personnel**

President—Cy Blumenthal.  
Executive Director—Ray Armand.  
General Manager—Ed Charles.  
Assistant Manager—Dai Stallard.  
Technical Director—Marvin Bredemeier.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	120.00	72.00	48.00	36.00	24.00
25 times	114.00	68.40	45.60	34.20	22.80
50 times	108.00	64.80	43.20	32.40	21.60
100 times	102.00	61.20	40.80	30.60	20.40
150 times	96.00	57.60	38.40	28.80	19.20
200 times	90.00	54.00	36.00	27.00	18.00
250 times	84.00	50.40	33.60	26.20	16.80
300 times	78.00	46.80	31.20	24.40	15.60

**ANNOUNCEMENTS**

	1 min.	20 sec.	8 sec.
1 time.....	15.00	10.00	7.50
25 times.....	14.25	9.50	7.15
50 times.....	13.50	9.00	6.75
100 times.....	12.75	8.50	6.40
150 times.....	12.00	8.00	6.00
200 times.....	11.25	7.50	5.65
250 times.....	10.50	7.00	5.25
300 times.....	9.75	6.50	4.90
400 times.....	9.00	6.00	4.50
500 times.....	8.25	5.50	4.15
1000 times.....	7.50	5.00	3.75

**PACKAGE RATES**

18 times.....	202.50	135.00	101.70
24 times.....	252.00	168.00	126.00
36 times.....	351.00	234.00	176.40
48 times.....	432.00	288.00	216.00
60 times.....	495.00	330.00	249.00
70 times.....	525.00	350.00	262.50

**SPECIAL FEATURES**

Newscasts: 5 minutes only.

Per week:

6 times.....	135.00	24 times.....	432.00
12 times.....	252.00	30 times.....	495.00
18 times.....	351.00		

**Participating Programs**

"Bruce Lee Show"—7:00 p.m. to 10:00 p.m. "Steve-O Show"—10:00 p.m. to 1:00 a.m. Per participation:

1 min.	20 sec.	1 min.	20 sec.		
1 time..	10.00	7.00	250 times..	7.00	4.90
25 times	9.50	6.65	300 times..	6.50	4.55
50 times	9.00	6.30	400 times..	6.00	4.20
100 times	8.50	5.95	500 times..	5.50	3.85
150 times	8.00	5.60	1000 times..	5.00	3.50
200 times	7.50	5.25			

**POLITICAL AND RELIGIOUS**  
Regular rates apply.

**TRANSCRIPTIONS**  
Library Service—Standard.  
Closing Time  
48 hours in advance.

**KCMO**  
(Established 1936)  
**Basic CBS Network**  
A Meredith Owned Station



Rates effective June 1, 1957.  
Card received May 3, 1957.  
Owned and operated by KCMO Broadcasting, Division  
Meredith Engineering Co.

**Personnel**  
General Manager—E. K. (Joe) Hartenbower.  
Assistant Manager—Clarence E. Breazeal.  
Commercial Manager—R. W. Evans.

**Representatives**  
The Katz Agency, Inc.

**Mailing Instructions**  
Business Office and Studio—125 E. 31st St., Kansas  
City 8, Mo., Jefferson 1-6789, TWX KC 165.  
Transmitter—Nashua, Mo.

**Wave—Power—Time**  
Operating power—50,000 watts days; 10,000 watts  
nights.  
Frequency—810 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
Operates on Central Standard Time.  
Operating schedule: 24 hours daily except Monday,  
12:00 midnight to 5:00 a.m.

**FM Facilities—KCMO-FM**  
See separate listing.

**Agency Commission**  
15% to recognized agencies on net charges for sta-  
tion time; 15% on program charges; no cash dis-  
counts. Bills due and payable 10th of the month  
following date of broadcast.

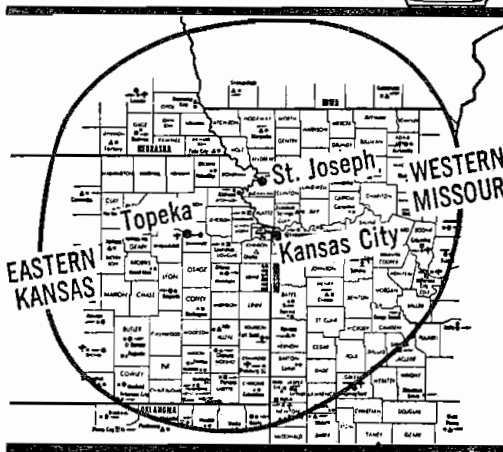
**General Advertising**  
For combination rates see CBS Radio Network (Basic).  
Accepts AAAA copyrighted contract.  
Rates for periods longer than one hour are in exact  
proportion to the corresponding one hour rate.  
Discounts from gross time costs based on number of  
broadcasts per year.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Two or more program units of 5 minutes or more  
broadcast on the same day for the same sponsor may  
be combined to earn the 10-minute, 1/4 hour, 3/4  
hour or 1 hour rate, whichever applies.  
Frequency discounts will be based on number of con-  
tiguous periods used.  
All programs so combined to earn a lower rate may  
be scheduled contiguously at the station's option on  
28 days' notice.  
Maximum length of contracts 52 weeks.  
Announcements and programs cannot be combined to  
earn larger discounts.  
10-second shorties, station break announcements, one-  
minute announcements and participating features can  
be combined in number for maximum discounts.  
Announcements or program frequency rates are based  
on the number used during a 12 month period from  
date of first broadcast and billing will be continued  
at the rate earned so long as the schedule is not  
reduced and the contract is not lapsed.  
If an advertiser uses time periods set aside for net-  
work use his schedule is subject to change to other  
time periods on 28 days' notice in order to accommo-  
date network broadcasts. Announcements and station  
breaks may be moved to other periods, if available,  
as arranged by station management upon 24 hours  
notice.  
Rates shown, unless specified, are for station time  
only and do not include talent. No periods are sold  
in bulk for resale. Advertisers cooperating in group

# KANSAS CITY

## KCMO RADIO

### Strongest Voice of the New Million-Population Market

Now Metropolitan Kansas City leaps into the company of the million-population markets. And now KCMO radio delivers more buyers than ever before. Not just from Kansas City's million plus. But also from the 6 million persons KCMO radio reaches in 213 counties in Western Missouri, eastern Kansas, southeast-ern Nebraska and southwestern Iowa. Here's new opportunity for you to feel the sales pulse of a new million metropolitan market and to experience the response of the golden Midwest. Here's a new reason to choose the strongest voice in Greater Kansas City—KCMO radio!



### the Market

Total population	6,091,300
Total households	1,926,840
Farm Population	1,218,600
Consumer spendable income	\$9,819,498,000
Gross farm income	\$2,955,910,000
Total retail sales	\$7,588,572,000
Food sales	\$1,546,175,000
Drug sales	\$ 263,660,000
Gen. merchandise sales	\$ 694,207,000
Home furnishing sales	\$ 351,109,000
Automotive sales	\$1,533,519,000
Filling station sales	\$ 625,599,000
Apparel sales	\$ 347,541,000

Source: Standard Rate & Data Service,  
July, 1957

### the Station

50,000 watts day—10,000 night.  
Serving the 10-billion-dollar-plus Mid-America market.  
Affiliated with the publishers of Better Homes & Gardens and Successful Farming magazines.  
E. K. Hartenbower, General Manager  
R. W. Evans, Commercial Manager  
The Katz Agency—National Representatives  
125 E. 31st Street  
Kansas City 8, Missouri  
Jefferson 1-6789

**KCMO RADIO**  
BASIC CBS • Kansas City, Mo. 810 KC

broadcasts are required to make individual contracts, subject to card rates and regulations. All programs must conform to station's standards. All copy must have station's advance approval. The above rates are for convenient reference. They are not to be considered as an offer of facilities and are subject to change without notice.

Rate protection—station reserves the right to change its rates effective on such date as it may announce. Changes which increase rates will not apply to advertisers on the air at the time the increase is announced until 6 months after the effective date of any new rates. One year contracts, however, will be accepted only for the purpose of determining frequency.

**Length of commercial copy:**

5 minutes.....	1:15 min.	25 minutes.....	4:00 min.
10 minutes.....	2:10 min.	30 minutes.....	4:15 min.
15 minutes.....	3:00 min.	60 minutes.....	7:00 min.

**ANNOUNCEMENTS**

Class "A"—6:30 a.m. to 9:00 a.m., noon to 1:00 p.m. and 4:00 p.m. to 7:00 p.m. Monday through Friday.  
Class "B"—6:00 a.m. to 6:30 a.m., 9:00 a.m. to noon and 1:00 p.m. to 4:00 p.m. Monday through Friday; 6:00 a.m. to 7:00 p.m. Saturday and Sunday.  
Class "C"—7:00 p.m. to 10:30 p.m. Sunday through Saturday.  
Class "D"—10:30 p.m. to 6:00 a.m. Sunday through Saturday.

One minute (150 words):	Class "A"	Class "B"	Class "C"	Class "D"
1 time.....	40.00	30.00	20.00	16.00
26 times.....	38.00	29.00	19.00	15.00
52 times.....	36.00	27.00	18.00	14.00
104 times.....	34.00	26.00	17.00	13.00
156 times.....	32.00	24.00	16.00	12.00
260 times.....	30.00	23.00	15.00	11.00
500 times.....	28.00	21.00	14.00	10.00
1,000 times.....	26.00	20.00	13.00	9.00
Station break (20 seconds or 50 words):				
1 time.....	30.00	23.00	16.00	12.00
26 times.....	29.00	21.00	15.00	11.00
52 times.....	27.00	20.00	14.00	10.00
104 times.....	26.00	19.00	13.00	9.00
156 times.....	24.00	18.00	12.00	8.00
260 times.....	23.00	17.00	11.00	7.00
500 times.....	21.00	16.00	10.00	6.00
1,000 times.....	20.00	15.00	9.00	5.00

**10-second "shorties":**

1 time.....	16.00	14.00	12.00	12.00
26 times.....	15.00	13.00	11.00	11.00
52 times.....	14.00	12.00	10.00	10.00
104 times.....	13.00	11.00	9.00	9.00
156 times.....	12.00	10.00	8.00	8.00
260 times.....	11.00	9.00	7.00	7.00
500 times.....	10.00	8.00	6.00	6.00
1,000 times.....	9.00	7.00	5.00	5.00

An advertiser using 500 or more run-of-schedule announcements within a 52 week period may earn the following discounts:  
500-999 announcements..... \*20%  
1,000 or more announcements..... \*30%  
(\* From earned frequency in time classification used.)

Announcements subject to this discount may be combined with other announcements for frequency discounts. Announcements eligible for either this run-of-schedule discount or Multi-Spot Plan rates may qualify for one or the other, but not for both.

### MULTI-SPOT ANNOUNCEMENT PLAN

**CLASS "A"**  
(6:30 a.m. to 9:00 a.m., noon to 1:00 p.m. and 4:00 p.m. to 7:00 p.m. Monday through Friday)

	Per week			
	7 tl.	12 tl.	24 tl.	36 tl.
Min. (150 words).....	210.00	312.00	558.00	729.00
Sta. brk. (20 sec. or 50 words).....	161.00	237.00	426.00	558.00
10-sec. "shorties".....	77.00	120.00	216.00	288.00

**CLASS "B"**  
(6:00 a.m. to 6:30 a.m., 9:00 a.m. to noon and 1:00 p.m. to 4:00 p.m. Monday through Friday; 6:00 a.m. to 7:00 p.m. Saturday and Sunday)

Min. (150 words).....	161.00	237.90	426.00	558.00
Sta. brk. (20 sec. or 50 words).....	119.00	171.00	300.00	387.00
10-sec. "shorties".....	63.00	90.00	162.00	207.00

**CLASS "C"**  
(7:00 p.m. to 10:30 p.m. Sunday through Saturday)

Min. (150 words).....	105.00	162.00	294.00	387.00
Sta. brk. (20 sec. or 50 words).....	77.00	114.00	204.00	261.00
10-sec. "shorties".....	49.00	72.00	120.00	162.00

**CLASS "D"**  
(10:30 p.m. to 6:00 a.m. Sunday through Saturday)

Min. (150 words).....	77.00	114.00	204.00	261.00
Sta. brk. (20 sec. or 50 words).....	49.00	72.00	120.00	162.00
10-sec. "shorties".....	29.00	42.00	72.00	90.00

Multi-Spot Plan announcements may be combined with other announcements for frequency discounts on other announcements. Announcements bought at Multi-Spot Plan rates do not qualify for any additional discounts. Announcements scheduled between two time classifications take the rate of the higher classification.

### PROGRAMS

**CLASS "A"**  
(6:30 a.m. to 7:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	300.00	180.00	108.00	81.00	65.00
26 times	240.00	144.00	86.00	65.00	52.00
52 times	210.00	126.00	76.00	57.00	45.00
104 times	180.00	108.00	65.00	49.00	39.00
156 times	165.00	99.00	60.00	44.00	36.00
260 times	150.00	90.00	54.00	40.00	32.00

**CLASS "B"**  
(5:30 a.m. to 6:30 a.m.; 7:00 p.m. to 10:30 p.m.)

1 time..	200.00	120.00	72.00	54.00	44.00
26 times	160.00	96.00	58.00	43.00	35.00
52 times	140.00	84.00	50.00	38.00	31.00
104 times	120.00	72.00	43.00	32.00	26.00
156 times	110.00	66.00	40.00	30.00	24.00
260 times	100.00	60.00	36.00	27.00	22.00

(This listing continued on next page)

# MISSOURI

## Kansas City—KCMO—Continued

CLASS "C"					
(10:30 p.m. to 5:30 a.m.)					
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	150.00	90.00	54.00	41.00	33.00
26 times	120.00	72.00	43.00	33.00	26.00
52 times	105.00	63.00	38.00	29.00	23.00
104 times	90.00	54.00	33.00	25.00	20.00
156 times	83.00	50.00	30.00	22.00	18.00
260 times	75.00	45.00	27.00	20.00	16.00

Rates for periods longer than one hour are in exact proportion to the corresponding one-hour rate. Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor may be combined to earn the 1/2 hour, 3/4 hour or 1 hour rate, whichever applies.

### SPECIAL FEATURES

News Service—AP and local news staff.  
 News-Sports-Weather-Agriculture  
 All-inclusive (covering time and talent) fully commissionable:

		Cost per week	
		6 days	3 days
<b>Newscaasts:</b>			
6:00 a.m., 5 minutes	165.00	90.00	
7:00 a.m., 10 minutes	365.00	217.00	
7:45 a.m., 15 minutes	415.00	247.00	
8:55 a.m., 10 minutes	365.00	215.00	
9:55 a.m., 5 minutes	270.00	160.00	
12:00 noon, 10 minutes	365.00	217.00	
12:55 p.m., 5 minutes	240.00	142.00	
3:00 p.m., 5 minutes	270.00	160.00	
3:55 p.m., 10 minutes	350.00	210.00	
4:55 p.m., 5 minutes	270.00	160.00	
6:00 p.m., 10 minutes	350.00	210.00	
9:30 p.m., 10 minutes	250.00	135.00	
10:00 p.m., 5 minutes	165.00	90.00	
11:00 p.m., 5 minutes	126.00	69.00	
<b>Sportscasts</b>			
4:30 p.m., 5 minutes	240.00	142.00	
5:30 p.m., 5 minutes	240.00	142.00	
6:10 p.m., 5 minutes	240.00	142.00	
9:40 p.m., 5 minutes	165.00	90.00	
<b>Weather</b>			
7:25 a.m., 5 minutes	240.00	140.00	
12:30 p.m., 5 minutes	240.00	140.00	
<b>Markets</b>			
<b>Livestock Markets Summary</b>			
6:15 a.m., 5 minutes	180.00	96.00	
<b>Livestock Market Final</b>			
12:20 p.m., 5 minutes	240.00	142.00	
<b>Grain, Poultry and Produce Markets</b>			
12:35 p.m., 5 minutes (5 days)	200.00	120.00	
<b>Agriculture</b>			
<b>Farm Editor: Length</b>			
6:20 a.m., 10 minutes	288.00	156.00	
<b>Farm Topics:</b>			
12:10 p.m., 10 minutes	365.00	217.00	
<b>What's New in Agriculture:</b>			
12:25 p.m., 5 minutes (5 days)	212.00	142.00	
Contract minimum 13 weeks; cancellable on 28 days' notice prior to end of any 13 week cycle. Three-a-week advertisers are subject to pre-emption on 28 days' notice by six-a-week sponsors.			

### POLITICAL

Regular rates apply. Cash in advance.

### TRANSCRIPTIONS

Library Service—Thesaurus, Associated. Rates on request.  
 Instantaneous reference recordings: 5 minute programs or longer, one recording for each 13 week series or one recording of program change during series, no charge. Additional recordings 5, 10 or 15 minute program, 7.50 each; 30 minute programs 12.50 each. Equipped to record programs off the line for delayed broadcasts—rates on request.

## KCMO-FM

Rates effective November 1, 1955. (Card No. 5.)  
 Rates received April 30, 1956.  
 Owned and operated by KCMO Broadcasting, Division—Meredith Engineering Co.

### Personnel

Commercial Manager—Stanley Lange.

### Representatives

FM Unlimited, Inc.

### Wave—Power—Time

Effective radiated power—56,000 watts.  
 Frequency—94.9 megacycles.  
 Antenna height—396 feet above average terrain.  
 Operating schedule: 3:30 p.m. to 11:00 p.m.

### General Advertising

	1 hr.	1/2 hr.
7 days weekly	200.00	120.00
6 days weekly	186.00	111.00
5 days weekly	167.50	100.00
4 days weekly	144.00	86.00
3 days weekly	115.50	69.00
2 days weekly	82.00	49.00
1 day weekly	43.50	26.00

For general information see KCMO-AM listing.

## KIMO

INDEPENDENCE, MO.

(Established 1947)



Rates effective \_\_\_\_\_.  
 Rates received May 23, 1958.  
 Owned and operated by KIMO, Inc.

### Personnel

Manager—Leo R. Morris.

### Representatives

Simmons Associates, Inc.

### Mailing Instructions

Business Office and Studio—310 N. Osage St., P. O. Box 178, Independence, Mo.—Clifton 4-6300.  
 Transmitter—Midway between Independence and Kansas City, Mo.

### Wave—Power—Time

Operating power—1,000 watts days.  
 Frequency—1510 kilocycles.  
 Non-directional.

Licensed to operate from sunrise to sunset on cleared channel. Operates on Central Standard Time.  
 Operating schedule: \_\_\_\_\_.

### Agency Commission

15% on station time; no cash discount. Bills due and payable monthly following service unless otherwise arranged.

### General Advertising

Rates are for station time only; cost of talent and special facilities additional.

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

Beer advertising accepted.

Time discounts may be earned only when minimum announcement per week is used. Announcement rates may not be combined to earn frequency discounts.

	1 min.	30 sec.	20 sec.	10 sec.
1 time	6.00	4.50	4.00	3.50
52 times	5.70	4.25	3.80	3.20
104 times	5.40	4.05	3.60	3.00
260 times	5.10	3.80	3.40	2.80
520 times	4.80	3.60	3.20	2.20
1,000 times	4.20	3.15	2.80	1.80
2,000 times	3.60	2.70	2.40	1.40
3,000 times	3.00	2.25	2.00	1.20

### PENETRATION PACKAGES

	1 min.	30 sec.	20 sec.	10 sec.
12 spots per week	63.00	45.96	41.00	33.60
20 spots per week	96.00	72.00	64.00	44.00
30 spots per week	135.00	101.10	90.00	54.00
40 spots per week	168.00	126.00	112.00	64.00
50 spots per week	180.00	125.00	120.00	70.00
100 spots per week	300.00	225.00	200.00	120.00

### SPECIAL FEATURES

News Service—AP.  
 Mobile Unit for spot news coverage. Time signals and temperature reports—rates on request.

### Participating Programs

"The Key-Mo Question of the Week"; "The Key-Mo News Feature"; "The Key-Mo TV Guide"; "The Key-Mo Hollywood Report"; "Ask the Doctor"; "The Key-Mo Soapbox"; "The Key-Mo Sports Shorts"; "The Key-Mo Bulletin Board."

# To Insure Speedier On-Time Delivery— ZONE Your Mail!

Zoning mail implies more than just the placing of a zone number between city and state on the address line. The Post Office Department requests that every one cooperate in segregating, bundling and tying of mail already zoned—this applies to First, Second and Third Class Mail.

To expedite handling and delivery, the Post Office has divided 106 U. S. Cities into postal zones . . . users in these cities may have their mailing lists zoned free of charge. For full information, contact your local Postal Department. They will supply a complete set of booklets showing the zoning schemes for each of the 106 cities.

For speedier service and on-time delivery—include the zone number, after the city, before the state, on every piece of mail. Join with all other users of the mails by zoning your lists.

3G-18

## KMBC-KFRM

KANSAS CITY, MO. CONCORDIA, KANS.

(KMBC established 1921)  
 (KFRM established 1947)

# Kansas City Trade Area Team ABC Radio Network



Rates effective August 1, 1956. (Card No. 30.)  
 Card received July 11, 1956.

Owned and operated by KMBC Broadcasting Co.

### Personnel

President—Don Davis.  
 Vice-Pres. & Gen'l Mgr.—John T. Schilling.  
 Vice-Pres. & Sales Mgr.—George J. Higgins.  
 Manager of Radio—Dick Smith.

### Representatives

Peters, Griffin, Woodward, Inc.

### Mailing Instructions

Send continuity, transcriptions, etc. to Radio Operations Desk.

Business, Studio and Offices—KMBC Bldg., 11th and Central, Kansas City 5, Mo., Harrison 1-2650, TWX, KC 549.

Transmitter—50th and Belinder Road, Johnson County, Kans.

KFRM transmitter—Located north of Salina, Kans., and nine miles south of Concordia, Kans., in Cloud County, Kans., served by broadcast circuits from main studios in Kansas City, Mo.; teamed with KMBC and offered as a bonus. Also see listing under Concordia, Kans.

### Wave—Power—Time

Operating power—5,000 watts.

Frequency—980 kilocycles.

Directional—nighttime only.

Licensed to operate unlimited time.

Operates on Central Standard Time.

Daylight Saving Time not observed.

Operating schedule: 5:30 a.m. to 12:30.

### Agency Commission

15% to recognized agencies on net station time; No cash discount. Invoices rendered monthly and payable not later than 10th day of each month following completion of broadcast month unless other arrangements are made prior to signing of contract.

### General Advertising

For KMBC combination rates see ABC and MBS.

The rates in contracts in force are guaranteed only for term of contract which may not exceed one year.

Renewal contracts beyond one year not decreasing the number of broadcasts weekly, without interruption, may be at the time rates earned and current at end of contract year, but in event of a rate increase such earned rates shall apply for a maximum of six months from the effective date of such rate increase and thereafter the new increased rates apply. Any client may, prior to a rate increase, enter into a superceding contract at time rates in old contract for a maximum of six months; the new rates to apply after six months, such superceding contract to become effective prior to the effective date of such rate increase. Rates shown are for broadcasts from station's studios and do not necessarily include copyright charges for music or any other broadcast material. Arrangements for copyright material for each program series will be made before buyer's order is accepted.

Commercial copy will conform to NAB standards unless indicated otherwise on rate card or face of contract.

Prices shown do not constitute an offer of facilities and are subject to change without notice.

### KMBC-KFRM

#### CLASS "A"

(7:00 a.m. to 9:00 a.m., noon to 1:00 p.m., 4:30 p.m. to 7:00 p.m.)

	1/4 hr.	10 min.	5 min.	1 min.	20 sec.
1 time	70.00	60.00	50.00	45.00	26.00
26 times	65.00	57.00	47.00	41.00	24.00
52 times	61.00	53.00	44.00	38.00	22.00
156 times	57.00	49.00	40.00	34.00	20.00
260 times	53.00	45.00	36.00	31.00	18.00
500 times	49.00	42.00	33.00	28.00	16.00
1,000 times	45.00	39.00	30.00	25.00	14.00

#### CLASS "B"

(9:00 a.m. to noon, 1:00 p.m. to 4:30 p.m.)

1 time	55.00	45.00	40.00	35.00	20.00
26 times	51.00	41.00	38.00	33.00	19.00
52 times	48.00	38.00	36.00	31.00	18.00
156 times	44.00	34.00	33.00	28.00	16.00
260 times	41.00	31.00	30.00	25.00	15.00
500 times	38.00	28.00	27.00	22.00	14.00
1,000 times	35.00	25.00	24.00	19.00	13.00

#### CLASS "C"

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

1 time	36.00	30.00	26.00	23.00	13.00
26 times	34.00	29.00	24.00	22.00	12.00
52 times	32.00	28.00	22.00	21.00	11.00
156 times	29.00	26.00	20.00	19.00	10.00
260 times	27.00	24.00	18.00	17.00	9.00
500 times	25.00	22.00	16.00	15.00	8.00
1,000 times	23.00	20.00	14.00	13.00	7.00

### IMPACT PACKAGES

(Fixed Position)

#### CLASS "A"

(7:00 a.m. to 9:00 a.m., noon to 1:00 p.m., 4:30 p.m. to 7:00 p.m.)

	1 min.	Station break
3 per week	99.00	60.00
6 per week	180.00	108.00
12 per week	300.00	180.00
18 per week	396.00	234.00

#### CLASS "B"

(9:00 a.m. to noon, 1:00 p.m. to 4:30 p.m.)

6 per week	120.00	72.00
12 per week	216.00	132.00
18 per week	288.00	180.00
24 per week	336.00	216.00

(This listing continued on next page)



**CLASS "C"**  
(7:00 p.m. to 7:00 a.m.)

	1 min.	Station break
6 per week.....	90.00	54.00
12 per week.....	168.00	96.00
18 per week.....	234.00	126.00
24 per week.....	288.00	144.00

Announcements within "Time For Torey" rotate between 7:00 a.m. and 9:00 a.m.  
"Big Sixty"—60 one-minute announcements within 30 days, floating time, sign-on to sign-off, each 15.00. Package price, 900.00. No further discounts. Scheduled strictly at station discretion.

15% floating discount from all earned announcement rates on both regular rates and Impact Package plans. Scheduled strictly at station discretion within specified time brackets.

Total number of Impact Package announcements governs per broadcast rate of each announcement in accordance with each time classification used. (i.e., 12 Class "B" and 6 Class "A" earn 18-time rate for all.) Announcements bought at straight rate can apply to total to earn package rate discounts on packages, but announcements at package rates cannot be combined with announcements at regular rate to earn greater quantity discounts on regular rate announcements. Weekend Package—6:00 p.m. Friday through Midnight Sunday, (fixed position). 10 one-minute announcements, each 18.00. 15 station breaks, each 15.00.

Quickies—10 seconds or 20 words live. 50% of earned station break rate. Not combinable with other announcements. Announcement scheduled at the break between 2 time classifications is at rate of the time classification that follows announcement. 1-minute announcements may be scheduled at firm time rates within sustaining news, weather and sports programs, subject to pre-emption by program sponsors. Commercials transcribed or live by staff announcer.

**SPECIAL FEATURES**

	Class A		Class B		Class C	
	5 min.	10 min.	5 min.	5 min.	5 min.	5 min.
<b>News:</b>						
3 per week.....	180.00	225.00	150.00	110.00		
6 per week.....	324.00	420.00	270.00	210.00		
<b>Weather:</b>						
3 per week.....	142.00	120.00				
6 per week.....	267.00	220.00				
<b>Sports:</b>						
3 per week.....	180.00	150.00				
5 per week.....	270.00	220.00				
6 per week.....	324.00	270.00				

**Participating Announcement Programs**

"Time For Torey" with Torey Southwick—Class "A."  
"Tune Time" with Buckley Walters—Class "B."  
"Dinnerbell Roundup" with Dave Andrews mc, Texas Rangers, Phil Evans, Jim Leathers & Claude Dorsey Class "A."  
"Bucky Walters Matinee"—Class "B."  
"Torey Southwick Show"—2:30 p.m. to 4:30 p.m.—Class "B," 4:30 p.m. to 5:00 p.m.—Class "A."  
"Just Fine Music"—5:00 p.m. to 6:00 p.m. Class "A".  
"Show Time"—Class "A."

**Participating Farm Programs**

"Farm Facts"—6:05 a.m. to 6:10 a.m. Monday through Saturday. For 3 days, commissionable, 99.00.  
"Your Farm and Ours"—6:20 a.m. to 6:25 a.m. Monday through Saturday. For 3 days, commissionable, 99.00.  
"Livestock Markets"—6:30 a.m. to 6:35 Monday through Friday. 5 days, 150.00; 3 days, 99.00. Commissionable.  
"On the Farm Front"—6:35 a.m. to 6:43 a.m. Monday through Saturday. For 3 days, commissionable, 165.00; 5 days, commissionable, 250.00.  
"Better Farming"—6:45 a.m. to 6:50 a.m. Monday through Saturday. For 6 days, 180.00. For 5 days, commissionable, 155.00.  
"Farm Counselor Talks"—6:50 a.m. to 6:55 a.m. Monday through Friday. For 3 days, commissionable, 99.00; 5 days, commissionable, 150.00.  
"Feed Lot Chat"—12:10 p.m. to 12:15 p.m. Monday through Friday. For 5 days, commissionable, 220.00.  
"Poultry And Grain Markets"—12:15 p.m. to 12:55 p.m. Monday through Saturday. For 3 days, commissionable, 155.00.  
"This Livestock Business"—12:15 p.m. to 12:25 p.m. Saturday, commissionable 90.00.

**POLITICAL**

Regular rates apply.

**K P R S**

(Established 1949)

**Independent Negro**

Rates received December 1, 1952.

Owned and operated by Twin City Advertising Agency, Inc.

**Personnel**

General Manager—Edward H. Pate.  
Commercial Manager—Andrew Carter.  
Program Director—Eugenia Pate.

**Representatives**

John E. Pearson.

**Mailing Instructions**

Business Office and Studio—2814 E. 23rd St., Kansas City, Mo., Humbolt 3-3100.  
Transmitter—Kansas City, Mo.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—1590 kilocycles.

Non-directional.

Licensed to operate to local sunset.

Operates on Central Standard Time.

Daylight Saving Time not observed.

Operating schedule: 6:36 a.m. to local sunset.

**Agency Commission**

15% to recognized agencies on time and talent; 2% cash discount. Bills rendered last of month; payable within 10 days.

**General Advertising**

Entirely programmed for Negro Market.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	100.00	60.00	40.00	20.00	13.50	10.00
13 times.....	95.00	57.00	38.00	19.00	12.82	9.50
26 times.....	90.00	54.00	36.00	18.00	12.15	8.43
52 times.....	85.00	51.00	34.00	17.00	11.47	7.95
104 times.....	80.00	48.00	32.00	16.00	10.50	7.43
156 times.....	75.00	45.00	30.00	15.00	10.12	7.00
260 times.....	72.00	42.00	28.00	14.00	9.34	6.51

**SPECIAL FEATURES**

News Service—AP. No extra charge.

On-the-spot news by short wave remote pick-up units. Rates on request.

Special promotions and point-of-sale tie-ins.

**Negro Market**

All programming on KPRS is directed toward this specialized market. Participating programs and rates on request.

**Mexican Market**

"The Fatima Rosary Hour" and "South of The Border".

No extra cost for spot adjacencies.

**KUDL**

(Established 1953)

A Tele-Broadcasters Station

Rates effective January 15, 1956.

Card received January 12, 1956.

Revisions received July 6, 1956.

Owned and operated by Heart of America Broadcasters, Inc.

**Personnel**

President—H. Scott Killgore.  
General Manager—Irving Schwartz.

**Representatives**

Weed Radio Corporation.

**Mailing Instructions**

Business Office and Studio—9th floor, 1012 Baltimore Bldg., Kansas City, Mo., Baltimore 1-0077.  
Transmitter—8200 Independence Ave.

**Wave—Power—Time**

Operating power—1,000 watts days.

Frequency—1380 kilocycles.

Non-directional.

Operating schedule: Monday through Saturday sign-on to 5:00 a.m. and Sunday sign-on to 6:00 a.m.

**SPECIALIZED NEGRO PROGRAMMING**

With 100% Negro programming personnel, KPRS is effectively directing the buying habits of its vast, faithful audience. Your sales message wastes neither time nor money in reaching the heart of its "preferred" market. Buying time on KPRS is like buying the only radio station in a community of 128,357 active prospects.

1,000 W. 1590 KC.

**KPRS**

KANSAS CITY, MISSOURI

For availabilities call Humboldt 3-3100

Represented Nationally by—  
John E. Pearson Company

**Agency Commission**

15% to recognized agencies on net charges for station time; no cash discount. No commission on talent, lines, remote equipment, or operator charges. Bills rendered 1st of month following broadcast; due 10th of month following broadcast.

**General Advertising**

Accepts AAAA copyrighted contract. Advertising of beer and wines accepted. No per inquiry advertising accepted.

**PROGRAM RATES**

	1/2 hr.	25 min.	1/4 hr.	10 min.	5 min.
1 time.....	56.00	48.00	34.00	24.00	16.00
26 times.....	52.50	45.00	31.50	22.50	15.00
52 times.....	49.00	42.00	29.00	21.00	14.00
104 times.....	45.50	39.00	26.50	19.50	13.00
156 times.....	42.00	36.00	24.50	18.00	12.00
260 times.....	38.50	33.00	22.50	16.50	11.00

**ANNOUNCEMENTS**

**CLASS "A"**

(7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m.)

1 minute:			
1 time.....	14.00	156 times.....	10.00
26 times.....	13.00	260 times.....	9.00
52 times.....	12.00	500 times.....	8.00
104 times.....	11.00		

**CLASS "B"**  
(All other times)

1 minute:			
1 time.....	10.00	156 times.....	6.50
26 times.....	9.00	260 times.....	6.00
52 times.....	8.00	500 times.....	5.00
104 times.....	7.00		

All times guaranteed. No double spotting of one-minute announcements.

16-second announcements—50% of 1-minute rate.

**ANNOUNCEMENT PACKAGES**

2 minute spots:	Each	Per wk.	13 wks.
20 times per week.....	5.00	100.00	1,300.00
15 times per week.....	5.50	82.50	1,072.50
10 times per week.....	6.00	60.00	780.00
<b>10-second spots:</b>			
40 times per week.....	2.50	100.00	1,300.00
30 times per week.....	2.75	82.50	1,072.50
20 times per week.....	3.00	60.00	780.00
Per month: —1-minute—			—10-seconds—
Each Total	Each Total		
104 times 5.00	520.00	208 times.....	2.50 520.00
52 times 6.00	312.00	104 times.....	3.00 312.00
26 times 7.00	182.00	52 times.....	3.50 182.00
Per week:			
48 times.. 5.00	240.00	96 times.....	2.50 240.00
24 times.. 6.00	144.00	48 times.....	3.00 144.00
12 times.. 7.00	84.00	24 times.....	3.50 84.00

**SPECIAL FEATURES**

News Service—UPI. Five minutes, every hour on the 1/2 hour. No extra charge.

5-Minute Newscasts  
3 per day, Monday through Friday, 15 per week for 13 weeks, per week, 150.00; total, 1,950.00.

2 per day, Monday through Friday, 10 per week for 13 weeks, per week, 110.00; total, 1,430.00.

Complete weather reports every hour, 5 minutes before the hour.

Sports—5:55 p.m. daily.

**Participating Programs**

(Regular rates apply)

"Early Bird Show" with John Argo—5:00 a.m. to 9:00 a.m. Monday through Friday.

"Jack Barr Show"—9:00 a.m. to noon Monday through Friday.

"Top 50 Show" with Don Warnock—noon to 3:00 p.m. Monday through Friday.

"Rollin' Home Show" with Vic Kearns—3:00 p.m. to 5:00 p.m. Monday through Friday.

"John Argo Saturday Show"—5:00 a.m. to 11:00 a.m. Saturday.

"Saturday Top 50 Show" with Vic Kearns—11:00 a.m. to 5:00 p.m. Saturday.

**POLITICAL**

Regular rates apply. Payable in advance by certified check or equivalent.

**RELIGIOUS**

Regular rates apply. Religious broadcasts accepted only on Sunday mornings.

**W D A F**

(Established 1922)



Rates effective November 15, 1958. (Card No. 23.)

Rates received October 13, 1958.

Owned and operated by National Missouri T-V, Inc.

**Personnel**

General Manager—William A. Bates.  
Sales Manager—E. Manne Russo.  
Program Manager—George F. Moore.  
Promotion Director—Jud Woods.

**Representatives**

Henry I. Christal Co., Inc.

**Mailing Instructions**

Business Office and Studio—3030 Summit, Signal Hill, Kansas City 8, Mo. Plaza 3-4567.

Transmitter—82nd and Mission Road, Johnson County, Kans.

**Wave—Power—Time**

Operating power—5,000 watts.

Frequency—610 kilocycles.

Non-directional.

Operates on Central Standard Time.

Daylight Saving Time not observed.

Operating schedule: 5:00 a.m. to 1:00 a.m. Monday through Saturday; 7:00 a.m. to midnight, Sunday.

(This listing continued on next page)



# MISSOURI

## Kansas City—W D A F—Continued

Agency Commission  
15% on time only; no cash discount. Bills payable when rendered.

### General Advertising

For combination rates see NBC Network. Rates are the same for national and local advertisers. Rates include music copyright fees, ASCAP, BMI, and SESAC licenses. All programs are subject to cancellation to broadcast programs of significant public events. Contracts accepted 30 days in advance of initial broadcast. Maximum length of contract 1 year. 29 days cancellation notice on programs; 14 days on announcements. Frequency discounts allowed retroactively on the number of broadcasts used within contract year. Programs and announcements may not be combined to earn frequency discounts. In event of rate increase current advertisers will be protected for a period of 26 weeks from the date of increase, provided broadcasting is continued without interruption. Length of commercial copy must conform with NAB standards.

CLASS "A" (6:30 a.m. to 7:00 p.m.)					
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	240.00	144.00	96.00	80.00	48.00
26 times	228.00	136.80	91.20	76.00	45.60
52 times	216.00	129.60	86.40	72.00	43.20
104 times	204.00	122.40	81.60	68.00	40.80
156 times	192.00	115.20	76.80	64.00	38.40
260 times	180.00	108.00	72.00	60.00	36.00
312 times	168.00	100.80	67.20	56.00	33.60

CLASS "B" (All other times)					
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	180.00	108.00	72.00	60.00	36.00
26 times	171.00	102.60	68.40	57.00	34.20
52 times	162.00	97.20	64.80	54.00	32.40
104 times	153.00	91.80	61.20	51.00	30.60
156 times	144.00	86.40	57.60	48.00	28.80
260 times	135.00	81.00	54.00	45.00	27.00
312 times	126.00	75.60	50.40	42.00	25.20

### ANNOUNCEMENTS

CLASS "A"					
	1 min.	30 sec.	20 sec.	10 sec.	
1 time..	40.00	30.00	25.00	12.50	
26 times	38.00	28.50	23.75	11.88	
52 times	36.00	27.00	22.50	11.25	
104 times	34.00	25.50	21.25	10.63	
156 times	32.00	24.00	20.00	10.00	
260 times	30.00	22.50	18.75	9.38	
312 times	28.00	21.00	17.50	8.75	

### CLASS "B"

1 time..	30.00	22.50	18.75	9.38
26 times	28.50	21.38	17.81	8.92
52 times	27.00	20.25	16.88	8.44
104 times	25.50	19.13	15.94	7.97
156 times	24.00	18.00	15.00	7.50
260 times	22.50	16.87	14.06	7.03
312 times	21.00	15.75	13.13	6.57

### Additional Weekly Discounts

Per week:			
10 announcements..	10%	25 announcements.....	25%
15 announcements..	15%	30 announcements.....	30%
20 announcements..	20%		

### SPECIAL FEATURES

News Service—AP and UPI news services.  
Newscasts—Availability and rates on request.

### POLITICAL

Regular rates apply. Cash with order.

### Closing Time

All program content must be made from manuscript and delivered to the station for approval 24 hours before broadcast.

## W H B

(Established 1922)

## THE JOHN BLAIR STATION

## Independent

A Storz Owned Station



Rates effective August 1, 1958.  
Rates received July 3, 1958.

Owned and operated by Storz Broadcasting Co.

### Personnel

President—Todd Storz.  
Exec. Vice-Pres. & Gen'l Mgr.—Geo. W. Armstrong.  
Program Director—C. E. Clark.  
Sales Prom. Mgr.—Donald A. Loughnane.

### Representatives

John Blair & Company.

### Mailing Instructions

Business Office and Studio—11th Floor, Pickwick Hotel, 10th and McGee, Kansas City 6, Mo., Baltimore 1-8300.  
Transmitter—Liberty, Mo.

### Wave—Power—Time

Operating power—10,000 watts days; 5,000 watts nights.  
Frequency—710 kilocycles.

Directional—separate patterns, day and night.

Licensed to operate unlimited time.

Operates on Central Time.

Operating schedule: 24 hours daily.

### Agency Commission

15% to recognized agencies on net charges for station time; no cash discount. Bills due and payable when rendered.

# 96

county coverage. Area Pulse shows WHB first in every quarter hour. WHB is first by far on latest Area Nielsen.

# 40

percent audiences. WHB is first in Metro Pulse, Nielsen, Trendex, Hooper—with all-day averages as high as 48.5% (Nielsen).

# 50.2

percent of men and women who listen to the top 4 Kansas City radio stations . . . listen to WHB. WHB reaches more men and women than the next 3 stations combined. (Nielsen Audience Composition analysis, 6 a.m.-7 p.m. average.)

# W H B

10,000 watts . . . 710 kc.

## KANSAS CITY, MISSOURI

Gen. Mgr.: George W. Armstrong  
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

### General Advertising

Rates include music copyright fees. ASCAP and BMI licenses. Maximum length of contract 52 weeks. Rates to which advertiser is entitled is determined by total number of broadcasts used within one year from date of initial broadcast. Announcements and programs may not be combined to earn a greater frequency discount. Rates are guaranteed for a period of six months from date of 1st broadcast, providing advertising is actually running at the time of effective date of increase and providing that broadcasts continue without interruption.

### ANNOUNCEMENTS

(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)

	Flat	Each	Per wk.
Specified position (6 a.m. to 9:00 a.m. only) .....	75.00		
Less than 6 days weekly, staggered.....	57.00		
6 days weekly, staggered.....	50.00	300.00	
(9:00 a.m. to 4:00 p.m. Monday through Saturday)			
Less than 6 days weekly.....	45.00		
6 days weekly.....	40.00	240.00	

Impact Plans			
12 announcements weekly.....	35.00	420.00	
24 announcements weekly.....	32.00	768.00	
48 announcements weekly.....	29.00	1,392.00	
96 announcements weekly.....	25.00	2,400.00	

(After 7:00 p.m. Monday through Saturday and all day Sunday)			
Less than 6 weekly.....	35.00		
6 weekly .....	30.00	180.00	

Impact Plans			
12 announcements weekly.....	23.00	276.00	
24 announcements weekly.....	22.00	528.00	
48 announcements weekly.....	21.00	1,008.00	
96 announcements weekly.....	20.00	1,920.00	

Portions of Impact Plans may be scheduled in 6:00 a.m. to 9:00 a.m. and/or 4:00 p.m. to 7:00 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-rate the Impact Plan rate.

Station breaks—80% applicable minute rate. Combinable with minutes for maximum frequency.

ID's—50% applicable minute rate. Combinable with other announcements for frequency on the ID's, but not on the other announcements.

### NEWSCASTS

(5 minutes)  
(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)

	Each	Per wk.
Less than 6 weekly.....	30.00	
6 per week, 1 per day.....	30.00	480.00
(9:00 a.m. to 4:00 p.m. Monday through Saturday)		
Less than 6 weekly.....	60.00	
6 per week, 1 per day.....	50.00	300.00
(After 7:00 p.m. Monday through Saturday and all day Sunday)		
Less than 7 weekly.....	40.00	
6 per week.....	35.00	210.00

### PROGRAMS

CLASS "A"  
(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday.)

	Per week			
	1 wk.	13 wks.	26 wks.	52 wks.
1 time:				
60 minutes.....	312.00	304.00	296.00	289.00
55 minutes.....	289.00	281.00	274.00	267.00
30 minutes.....	195.00	190.00	185.00	180.00
25 minutes.....	176.00	171.00	167.00	162.00
15 minutes.....	133.00	129.00	126.00	123.00
10 minutes.....	109.00	107.00	104.00	101.00
5 minutes.....	86.00	84.00	82.00	79.00
2 times:				
60 minutes.....	599.00	583.00	568.00	552.00
55 minutes.....	554.00	540.00	525.00	511.00
30 minutes.....	365.00	356.00	347.00	337.00
25 minutes.....	329.00	320.00	312.00	303.00
15 minutes.....	246.00	239.00	233.00	226.00
10 minutes.....	204.00	199.00	193.00	188.00
5 minutes.....	162.00	158.00	154.00	149.00
3 times:				
60 minutes.....	861.00	838.00	814.00	791.00
55 minutes.....	797.00	775.00	753.00	732.00
30 minutes.....	512.00	499.00	485.00	471.00
25 minutes.....	461.00	449.00	436.00	424.00
15 minutes.....	349.00	339.00	330.00	320.00
10 minutes.....	293.00	285.00	277.00	269.00
5 minutes.....	237.00	231.00	224.00	218.00
4 times:				
60 minutes.....	1,098.00	1,067.00	1,036.00	1,005.00
55 minutes.....	1,016.00	987.00	958.00	929.00
30 minutes.....	637.00	619.00	601.00	583.00
25 minutes.....	573.00	557.00	541.00	525.00
15 minutes.....	439.00	427.00	414.00	402.00
10 minutes.....	374.00	363.00	352.00	342.00
5 minutes.....	308.00	299.00	290.00	281.00
5 times:				
60 minutes.....	1,310.00	1,271.00	1,232.00	1,193.00
55 minutes.....	1,212.00	1,176.00	1,140.00	1,104.00
30 minutes.....	747.00	725.00	702.00	680.00
25 minutes.....	672.00	652.00	632.00	612.00
15 minutes.....	518.00	502.00	487.00	471.00
10 minutes.....	445.00	432.00	419.00	405.00
5 minutes.....	373.00	362.00	351.00	339.00
6 times:				
60 minutes.....	1,498.00	1,451.00	1,404.00	1,357.00
55 minutes.....	1,385.00	1,342.00	1,299.00	1,255.00
30 minutes.....	839.00	813.00	786.00	760.00
25 minutes.....	755.00	731.00	708.00	684.00
15 minutes.....	584.00	566.00	548.00	529.00
10 minutes.....	508.00	492.00	477.00	461.00
5 minutes.....	432.00	419.00	405.00	392.00

(This listing continued on next page)

Kansas City—W H B—Continued

	Per week			
	1 wk.	13 wks.	26 wks.	52 wks.
7 times:				
60 minutes.....	1,660.00	1,605.00	1,551.00	1,496.00
55 minutes.....	1,535.00	1,485.00	1,434.00	1,384.00
30 minutes.....	913.00	883.00	853.00	823.00
25 minutes.....	822.00	795.00	768.00	741.00
15 minutes.....	631.00	610.00	589.00	569.00
10 minutes.....	552.00	534.00	516.00	497.00
5 minutes.....	473.00	458.00	442.00	426.00

CLASS "B"  
(9:00 a.m. to 4:00 p.m. Monday through Sat-  
urday; 7:00 a.m. to 7:00 p.m. Sunday)

1 time:				
60 minutes.....	240.00	234.00	228.00	222.00
55 minutes.....	222.00	216.00	211.00	205.00
30 minutes.....	150.00	146.00	143.00	139.00
25 minutes.....	135.00	132.00	128.00	125.00
15 minutes.....	102.00	99.00	97.00	94.00
10 minutes.....	84.00	82.00	80.00	78.00
5 minutes.....	66.00	64.00	63.00	61.00

2 times:				
60 minutes.....	461.00	449.00	437.00	425.00
55 minutes.....	426.00	415.00	404.00	393.00
30 minutes.....	281.00	274.00	267.00	259.00
25 minutes.....	253.00	246.00	240.00	233.00
15 minutes.....	189.00	184.00	179.00	174.00
10 minutes.....	157.00	153.00	149.00	145.00
5 minutes.....	125.00	121.00	118.00	115.00

3 times:				
60 minutes.....	662.00	644.00	626.00	608.00
55 minutes.....	613.00	596.00	579.00	563.00
30 minutes.....	394.00	384.00	373.00	362.00
25 minutes.....	355.00	346.00	336.00	326.00
15 minutes.....	268.00	261.00	254.00	246.00
10 minutes.....	225.00	219.00	213.00	207.00
5 minutes.....	182.00	177.00	173.00	168.00

4 times:				
60 minutes.....	845.00	821.00	797.00	773.00
55 minutes.....	781.00	759.00	737.00	715.00
30 minutes.....	490.00	476.00	462.00	448.00
25 minutes.....	441.00	429.00	416.00	404.00
15 minutes.....	338.00	328.00	319.00	309.00
10 minutes.....	287.00	279.00	271.00	263.00
5 minutes.....	237.00	230.00	223.00	216.00

5 times:				
60 minutes.....	1,008.00	978.00	948.00	918.00
55 minutes.....	932.00	905.00	877.00	849.00
30 minutes.....	575.00	557.00	540.00	523.00
25 minutes.....	517.00	502.00	486.00	471.00
15 minutes.....	398.00	386.00	375.00	363.00
10 minutes.....	342.00	332.00	322.00	307.00
5 minutes.....	287.00	278.00	270.00	261.00

6 times:				
60 minutes.....	1,152.00	1,116.00	1,080.00	1,044.00
55 minutes.....	1,066.00	1,032.00	999.00	966.00
30 minutes.....	645.00	625.00	605.00	585.00
25 minutes.....	581.00	563.00	544.00	526.00
15 minutes.....	449.00	435.00	421.00	407.00
10 minutes.....	391.00	379.00	366.00	354.00
5 minutes.....	332.00	322.00	312.00	301.00

7 times:				
60 minutes.....	1,277.00	1,235.00	1,193.00	1,151.00
55 minutes.....	1,181.00	1,142.00	1,103.00	1,064.00
30 minutes.....	702.00	679.00	656.00	633.00
25 minutes.....	632.00	611.00	590.00	570.00
15 minutes.....	485.00	469.00	453.00	437.00
10 minutes.....	425.00	411.00	397.00	383.00
5 minutes.....	364.00	352.00	340.00	328.00

CLASS "C"  
(After 7:00 p.m. daily)

1 time:				
60 minutes.....	156.00	152.00	148.00	144.00
55 minutes.....	144.00	141.00	137.00	134.00
30 minutes.....	98.00	95.00	93.00	90.00
25 minutes.....	88.00	86.00	83.00	81.00
15 minutes.....	66.00	65.00	63.00	61.00
10 minutes.....	55.00	53.00	52.00	51.00
5 minutes.....	43.00	42.00	41.00	40.00

2 times:				
60 minutes.....	300.00	292.00	284.00	276.00
55 minutes.....	277.00	270.00	263.00	255.00
30 minutes.....	183.00	178.00	173.00	168.00
25 minutes.....	164.00	160.00	156.00	152.00
15 minutes.....	123.00	120.00	116.00	113.00
10 minutes.....	102.00	99.00	97.00	94.00
5 minutes.....	81.00	79.00	77.00	75.00

3 times:				
60 minutes.....	431.00	419.00	407.00	395.00
55 minutes.....	398.00	387.00	377.00	366.00
30 minutes.....	260.00	250.00	242.00	235.00
25 minutes.....	231.00	225.00	218.00	212.00
15 minutes.....	174.00	170.00	165.00	160.00
10 minutes.....	147.00	143.00	139.00	135.00
5 minutes.....	119.00	115.00	112.00	109.00

4 times:				
60 minutes.....	549.00	534.00	518.00	502.00
55 minutes.....	508.00	494.00	479.00	465.00
30 minutes.....	318.00	309.00	300.00	291.00
25 minutes.....	287.00	279.00	270.00	262.00
15 minutes.....	220.00	213.00	207.00	201.00
10 minutes.....	187.00	181.00	176.00	171.00
5 minutes.....	154.00	149.00	145.00	141.00

5 times:				
60 minutes.....	655.00	636.00	616.00	597.00
55 minutes.....	606.00	588.00	570.00	552.00
30 minutes.....	374.00	362.00	351.00	340.00
25 minutes.....	336.00	326.00	316.00	306.00
15 minutes.....	259.00	251.00	243.00	236.00
10 minutes.....	223.00	215.00	209.00	203.00
5 minutes.....	186.00	181.00	175.00	170.00

6 times:				
60 minutes.....	749.00	725.00	702.00	679.00
55 minutes.....	693.00	671.00	649.00	628.00
30 minutes.....	419.00	406.00	393.00	380.00
25 minutes.....	377.00	366.00	354.00	342.00
15 minutes.....	292.00	283.00	274.00	265.00
10 minutes.....	254.00	246.00	238.00	230.00
5 minutes.....	216.00	209.00	203.00	196.00

7 times:				
60 minutes.....	830.00	803.00	775.00	748.00
55 minutes.....	768.00	742.00	709.00	682.00
30 minutes.....	456.00	441.00	426.00	411.00
25 minutes.....	411.00	397.00	384.00	370.00
15 minutes.....	315.00	305.00	295.00	284.00
10 minutes.....	276.00	267.00	258.00	249.00
5 minutes.....	237.00	229.00	221.00	213.00

The 5 minute time rates in Classes "A", "B" and "C" do not apply to five minute newscasts. See listing following Announcements for newscast rates. Talent—talent charges included in time costs and are 20% thereof.

SPECIAL FEATURES

News Service—AP, and UPI, local news department. News service fee, commissionable:  
1/2 hour..... 3.00  
5 minutes..... 2.00

POLITICAL

Political advertising will be billed at the earned rate. Cash or certified check required with order.

Closing Time

Closing date for general printed and station publicity is 14 days in advance of starting date. Minimum closing is 48 hours.

KENNETT

Dunklin County—Map Location H-7

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

KBOA

(Established 1947)

Rates effective January 1, 1949. (Card No. 2.) Owned and operated by Kennett Broadcasting Corp.

Personnel

General Manager—Paul C. Jones.  
Station Manager—John T. Reeder.  
Commercial Manager—Joe Bankhead.

Representatives

C. K. Beaver & Associates.

Mailing Instructions

Business Office, Studio and Transmitter—Kennett, Mo., Tuxedo 8-4616.

Wave—Power—Time

Operating power—1,000 watts days.

Frequency—830 kilocycles.

Non-directional.

Licensed to operate daytime only.

Daylight Saving Time not observed.

F M Facilities

Effective radiated power—6,900 watts.

Frequency—98.9 megacycles; Class B.

Antenna height—320 feet above average terrain.

Operating schedule: Sunday noon to sunset; week days local sunrise to 10:15 p.m.

Agency Commission

15% to recognized agencies; no cash discount.

General Advertising

Accepts AAAA copyrighted contract.

KBOA-FM on simultaneously with AM from sun-up to sun-down. FM operation continues until 10:15 p.m., with advertising rates 1/2 of AM rates shown below.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	75.00	45.00	25.00	15.00	6.00	4.50
13 times.....	70.00	42.50	24.00	14.50	5.75	4.25
26 times.....	67.50	40.00	23.00	14.00	5.50	4.00
52 times.....	65.00	37.50	22.00	13.50	5.25	3.75
104 times.....	62.50	35.00	21.00	13.00	5.00	3.50
156 times.....	60.00	32.50	20.00	12.50	4.75	3.25
260 times.....	50.00	30.00	18.00	10.00	4.00	3.00

DISCOUNTS

Three or more programs per week, 10% discount. Discount does not apply to one minute or station break announcements.

SPECIAL FEATURES

News Service—AP and local.

KIRKSVILLE

Adair County—Map Location F-2

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

KIRX

(Established 1947)

Rates effective August 1, 1958. (Card No. 5.) Card received July 3, 1958.

Owned and operated by North Missouri Broadcasting Company.

Personnel

General Manager—S. A. Burk.  
Commercial Manager—J. J. Dougherty.

Representatives

Bogner & Martin.

Mailing Instructions

Business Office, Studio and Transmitter—KIRX Bldg., Kirksville, Mo., Mohawk 5-3781.

Wave—Power—Time

Operating power—250 watts.

Frequency—1450 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Daylight Saving Time not observed.

Operating schedule: 6:00 a.m. to 11:00 p.m. week days; 7:00 a.m. to 10:00 p.m. Sunday.

Agency Commission

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

General Advertising

Affiliated with ABC Radio and Keystone Network. Rates are for facilities of station only. If for any reason the advertiser does not use number of programs specified in contract within allotted time, he agrees to pay the schedule or rates in effect on that date of his contract for the number of programs broadcast. No contract accepted for longer than one year. Announcements not restricted in any certain hour. ASCAP, BMI and SESAC performance licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	or less
1 time.....	40.00	29.00	17.00	8.50	6.00	
13 times.....						

# MISSOURI

## Lexington—K L E X—Continued

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	45.00	24.00	12.75	6.75	3.75
13 times..	42.00	22.50	12.00	6.35	3.45
26 times..	39.00	21.00	11.25	6.00	3.15
52 times..	36.00	19.50	10.50	5.65	2.85
78 times..	33.00	18.00	9.75	5.25	2.65
104 times..	30.00	16.50	9.00	4.85	2.40
156 times..	27.00	15.00	8.25	4.50	2.30
260 times..	24.00	13.50	7.50	4.15	2.20
312 times..	22.50	12.00	6.75	3.75	2.10

### SPECIAL FEATURES

News Service—UPI; local correspondents.  
 Newscasts: 5 minutes every hour, next higher rate applies.  
 Headlines on the half-hour; weather every 15 minutes.

### POLITICAL

Regular rates apply; cash in advance.

### TRANSCRIPTIONS

Library Service—Thesaurus.  
 Closing Time  
 48 hours in advance of broadcast.

## MALDEN

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

### KTCB

(Established 1954)

Rates effective October 1, 1955. (Card No. 3.)  
 Card received October 5, 1955.  
 Owned and operated by Tri-County Broadcasting Co.

### Personnel

General Manager—Dick Wiethan.

Representatives None.

### Mailing Instructions

Business Office and Studio—North Highway 25, Malden, Mo.

Transmitter—Douglass Rd., Malden, Mo.

### Wave—Power—Time

Operating power—1,000 watts days.

Frequency—1470 kilocycles.

Non-directional.

Licensed to operate daytime only.

Operates on Central Standard Time.

Operating schedule: 6:00 a.m. to local sunset.

### Agency Commission

15% to recognized agencies on time only; no cash discount. Bills rendered monthly; payable within 10 days.

### General Advertising

Affiliated with Keystone Network.  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Announcements and programs may be used any time within one year of effective date of contract. In event contract is not fulfilled times used rate will apply.

	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

Class "A" time, 11:59 a.m. until 1:01 p.m. No frequency discounts.  
 (\*) 100 words or less.

### SPECIAL FEATURES

News Service—UPI.

### POLITICAL

Regular rates apply.

### TRANSCRIPTIONS

Library Service—Thesaurus, World.

### Closing Time

Two days in advance of broadcast.

## MARSHALL

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

### KMMO

(Established 1949)



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

Owned and operated by KMMO, Inc.

### Personnel

Manager—Harold Douglas.

### Representatives

Missouri—Mid-Missouri Spot Sales.

### Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 513, U. S. Hwy. 65, one mile northwest of Marshall, Mo., telephone 40.

### Wave—Power—Time

Operating power—1,000 watts days.

Frequency—1300 kilocycles.

Non-directional.

Licensed to operate daytime.

Daylight Saving Time not observed.

Operating schedule: 6:00 a.m. to local sunset week days; 7:30 a.m. to local sunset Sundays.

### Agency Commission

15% to recognized agencies on time charges only. No commission on talent or line charges. No cash discount.

### General Advertising

Accepts AAAA copyrighted contract.

ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time....	50.00	30.00	20.00	15.00	10.00	6.00
26 times..	47.50	28.50	19.00	14.25	9.50	5.70
52 times..	45.00	27.00	18.00	13.50	9.00	5.40
156 times..	42.50	25.50	17.00	12.75	8.50	5.10
260 times..	40.00	24.00	16.00	12.00	8.00	4.80
312 times..	37.50	22.50	15.00	11.25	7.50	4.50

(\*) One minute or less.

### SPECIAL FEATURES

News Service—UPI.

### POLITICAL

Copy must be filed 24 hours in advance of broadcast.

Regular rates apply.

### Closing Time

One full day before date of broadcast.

## MARYVILLE

Nodaway County—Map Location C-1

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

### KNIM

(Established 1953)

Rates effective March 1, 1958.

Rates received February 28, 1958.

Owned and operated by KNIM, Inc.

### Personnel

President—Les Ware.

Vice-Pres. & Gen'l Mgr.—Gil Poese.

### Representatives

W. Donald Roberts.

### Mailing Instructions

Business Office, Studio and Transmitter—Maryville, Mo. Phone 730.

### Wave—Power—Time

Operating power—250 watts days.

Frequency—1580 kilocycles.

Non-directional.

Licensed to operate daytime.

Operates on Central Standard Time.

Daylight Saving Time not observed.

Operating schedule: sunrise to sunset.

### Agency Commission

15%; no cash discount.

### General Advertising

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	39.00	23.00	11.00	10.00	6.00
26 times..	35.00	20.00	10.50	9.50	5.50
52 times..	32.00	18.00	10.00	9.00	5.00
78 times..	30.00	15.00	9.00	8.00	4.50
156 times..	25.00	11.00	7.00	6.00	4.00
312 times..	20.00	10.00	6.00	5.00	3.00

(\*) 1-minute or less.

### 1580 SATURATION PLANS

Plan "A".....	(*)	Total
Plan "B".....	5	15.00
Plan "C".....	10	25.00
Plan "D".....	20	40.00
Plan "E".....	50	75.00

(\*) Units used within a 7-day period.

### Combination Rates

Sold in combination with KOKO, Warrensburg, Mo., and KLPW, Union, Mo. All 3 stations, double any of above rates.

### SPECIAL FEATURES

News Service—AP.

Merchandising service—details on request.

## MEXICO

Audrain County—Map Location F-3

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

### KXEO

(Established 1947)



Rates effective March 1, 1957.

Rates received March 4, 1957.

Owned and operated by Audrain Broadcasting Corp.

### Personnel

General Manager—W. Earl Dougherty.

### Representatives

None.

### Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 260, Mexico, Mo., Ju. 1-2340.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1340 kilocycles.

Non-directional.

Licensed to operate full time on local channel.

Operates on Central Standard Time.

Daylight Saving Time not observed.

Operating schedule: Sundays 8:00 a.m. to 12:00 mid-night; weekdays 5:30 a.m. to midnight.

### Agency Commission

15% to recognized agencies on station time only; no cash discount. Invoices payable 10 days from invoice date.

### General Advertising

For combination rates see Mutual Broadcasting System. Rates include music copyright fees, as licensed.

### ASCAP, BMI and SESAC licenses.

Advertising for alcoholic beverages other than light wines and beer not accepted.  
 Short rate will apply if contract is cancelled by buyer, but if station moves schedule and cannot supply acceptable time, short rate will apply only beyond the frequency classification then current.  
 Maximum length of contract one year. No periods are sold in bulk for resale. Rates are based upon one or more units for consecutive weeks within a period of one year of first broadcast. Rebates will be allowed for entire schedule and will be retroactive if lower rate is earned than that contracted for, provided lower rate is earned within one year of first broadcast.

Length of commercial copy:	6:00 p.m. to 11:00 p.m.	All other hours
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.	4:15 min.
60 minutes.....	6:00 min.	7:00 min.

	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..	45.00	29.00	18.75	14.00	9.50	5.70
26 times..	40.00	27.00	17.25	13.00	9.00	5.40
39 times..	37.00	25.00	15.75	12.00	8.50	5.10
52 times..	35.00	23.25	14.50	11.00	8.00	4.80
104 times..	33.00	20.50	13.25	10.50	7.50	4.50
156 times..	30.00	19.00	12.25	10.00	7.00	4.20
260 times..	27.00	17.00	11.25	9.50	6.50	3.90
312 times..	.....	.....	.....	.....	.....	3.60
365 times..	.....	.....	.....	.....	.....	3.30
730 times..	.....	.....	.....	.....	.....	3.00
1250 times..	.....	.....	.....	.....	.....	2.70

### SATURATION PLANS

(Run-of-schedule)

Per month:	Per day:
50 announcements 175.00	5 announcements.... 17.50
100 announcements 270.00	7 announcements.... 22.75
150 announcements 390.00	10 announcements.... 30.00
200 announcements 500.00	15 announcements.... 31.25

### SPECIAL FEATURES

News Service—AP and local. Rates on request.  
 Shopper Stoppers, 25 words or less, 10 or more times, each, 1.25; less than 10 times, each, 1.50.

### POLITICAL

Regular rates apply; payable in advance. Copy must be submitted 24 hours in advance.

### TRANSCRIPTIONS

Library Service—Thesaurus.  
 Instantaneous Reference Recordings: One reference recording free of charge for a program advertiser. Additional recordings: 7.50 per 15 minutes or less, net. No recording of programs involving members of American Federation of Musicians.

### Closing Time

All contracts should be closed as far in advance of initial broadcast as possible to facilitate adequate promotion.

## MOBERLY

Randolph County—Map Location F-3

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

### KNCM

(Established 1950)



Rates effective May 1, 1956. (Card No. 3.)

Card received May 28, 1956.

Owned and operated by Moberly Broadcasting Co.

### Personnel

Owner—Jerrold A. Shepherd.

Manager—Jim Lipsey.

Sales Manager—Bob Benedict.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—KNCM Bldg., Moberly, Mo., telephone 1600.

Transmitter—KNCM Bldg., Moberly, Mo.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1230 kilocycles.

Non-directional.

Licensed to operate full time.

Daylight Saving Time not observed.

Operating schedule: 6:00 a.m. to 10:15 p.m. Monday through Sunday.

### Agency Commission

15%



# MONETT

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

## KRMO

(Established 1950)

Rates effective February 28, 1955.  
Rates received February 28, 1955.

Owned and operated by Monett Broadcasting Co.

### Personnel

Owner—L. C. McKenney.  
Manager—Floyd V. Stewart.  
Sales Manager—Marlon J. Pilant.

### Representatives

Hil F. Best Company.  
Springfield, Mo.—M. Richard Bradley, 1037 Glenstone.

### Mailing Instructions

Business Office and Studio—KRMO Building, P.O. Box 270, Monett, Mo. Belmont 5-5220.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—990 kilocycles.  
Non-directional.  
Licensed to operate day time.  
Daylight Saving Time not observed.  
Operating schedule: Sunrise to local sunset.

### Agency Commission

15% on station time charge allowed to recognize agencies. No commission on talent, service or line charges. No cash discount. Bills due and payable 10th of following month.

### General Advertising

See listing of The Ozark Network at beginning of the State.  
Light wine and beer advertising accepted.  
No cash rebates.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	30.00	17.50	10.00	5.00	3.00
13 times..	26.00	15.00	8.00	4.00	2.50
26 times..	25.00	14.00	7.50	3.75	2.40
52 times..	24.00	13.00	7.00	3.50	2.30
104 times..	22.00	12.00	6.00	3.25	2.20
156 times..	20.00	10.00	5.00	3.00	2.15
260 times..	18.00	9.00	4.50	2.75	2.10
312 times..	16.00	8.50	4.25	2.60	2.05
365 times..	15.00	8.00	4.00	2.50	2.00

**Package Rates**  
(Run-of-Schedule)

10 announcements, to be used within 2 days.....	19.50
20 announcements, to be used within 3 days.....	35.00
30 announcements, to be used within 5 days.....	45.00

### SPECIAL FEATURES

News Service—AP. Rates on request.

### POLITICAL

Political broadcasts not subject to frequency discount.

# MOUNTAIN GROVE

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

## KLRS

(Established 1954)

Rates effective November 16, 1954. (Card No. 1.)  
Card received November 15, 1954.

Owned and operated by Kickapoo Prairie Broadcasting Co., Inc.

### Personnel

General Manager—John W. Billingsley.  
Sales Manager—S. Chester Sieloff.

### Representatives

Hil F. Best Company.  
Springfield, Mo.—M. Richard Bradley, 1037 Glenstone.

### Mailing Instructions

Business Office, Studio and Transmitter—Mountain Grove, Mo.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1360 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Time.  
Operating schedule: 6:00 a.m. to local sunset.

### Agency Commission

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

### General Advertising

See listing of The Ozark Network at beginning of the State.  
Light wine and beer advertising accepted.  
No cash rebates.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	30.00	17.50	10.00	5.00	3.00
13 times..	26.00	15.00	8.00	4.00	2.50
26 times..	25.00	14.00	7.50	3.75	2.40
52 times..	24.00	13.00	7.00	3.50	2.30
104 times..	22.00	12.00	6.00	3.25	2.20
156 times..	20.00	10.00	5.00	3.00	2.15
260 times..	18.00	9.00	4.50	2.75	2.10
312 times..	16.00	8.50	4.25	2.60	2.05
365 times..	15.00	8.00	4.00	2.50	2.00

**PACKAGE RATES**  
(Run-of-schedule)

10 announcements, to be used within 2 days.....	19.50
20 announcements, to be used within 3 days.....	35.00
30 announcements, to be used within 5 days.....	45.00

### SPECIAL FEATURES

News Service—UPI. News charge—25% of rate.

### POLITICAL

Regular rates apply.

### TRANSCRIPTIONS

Library Service—Lang-Worth.

# NEOSHO

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

## KBTN

(Established 1954)

Rates effective November 16, 1955.  
Rates received December 27, 1955.

Owned and operated by Neosho Broadcasting Co.

### Personnel

Gen'l & Com'l Mgr.—Robert R. Stoner.

### Representatives

Hil F. Best Company.  
Springfield, Mo.—M. Richard Bradley, 1037 Glenstone St.

### Mailing Instructions

Mailing address—P. O. Box 408, Neosho, Mo.  
Business Office and Studio—212-1/2 E. Main St., Neosho, Mo., phone 1666, 1667. TWX 7760.  
Transmitter—Reid Road, Neosho, Mo.

### Wave—Power—Time

Operating power—500 watts days.  
Frequency—1420 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Standard Time.  
Operating schedule: 6:00 a.m. to local sunset.

### Agency Commission

15% to recognized agencies on time only; no cash discount. Bills rendered 1st of month; payable 10th of month.  
No commission on talent, service or line charges.

### General Advertising

See listing of The Ozark Network at beginning of the State.  
Affiliated with Magic Circle Network.  
Light wine and beer advertising accepted.  
No cash rebates.

ASCAP, BMI, SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	30.00	17.50	10.00	5.00	3.00
13 times..	26.00	15.00	8.00	4.00	2.50
26 times..	25.00	14.00	7.50	3.75	2.40
52 times..	24.00	13.00	7.00	3.50	2.30
104 times..	22.00	12.00	6.00	3.25	2.20
156 times..	20.00	10.00	5.00	3.00	2.15
260 times..	18.00	9.00	4.50	2.75	2.10
312 times..	16.00	8.50	4.25	2.60	2.05
365 times..	15.00	8.00	4.00	2.50	2.00

### PACKAGE RATES

(Run-of-schedule)

10 announcements, to be used within 2 days.....	19.50
20 announcements, to be used within 3 days.....	35.00
30 announcements, to be used within 5 days.....	45.00

### SPECIAL FEATURES

News Service—AP. Rates on request.

### POLITICAL

Regular rates apply; cash in advance.

### Closing Time

All contracts should be closed as far in advance as possible to facilitate promotion.

# NEVADA

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

## KNEM

(Established 1949)

Rates effective March 1, 1950. (Card No. N-2.)  
Rates received March 28, 1950.

Owned and operated by Radio KNEM, Inc.

### Personnel

General Manager—Kenneth E. White.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—P. O. Box 15, Nevada, Mo., telephone 13.

Transmitter—Third and Smelter, Nevada, Mo.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Central Standard Time.  
Operating schedule: 6:00 a.m. to 10:00 p.m.

### Agency Commission

15% on station time only; no cash discount. No commission on production costs. Bills due and payable 10th of month following broadcast.

### General Advertising

Affiliated with Keystone Broadcasting System.  
Accepts AAAA copyrighted contract.  
The following rates are for national advertising and include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
No contract accepted for longer than 1 year.  
Announcements and programs may be used any time within one year from starting date of contract to earn discounts. Special programs—rates on request.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	48.75	29.20	17.25	9.75	5.40
13 times..	46.20	27.60	16.45	9.25	5.10
26 times..	43.70	26.25	15.50	8.75	4.85
52 times..	41.30	24.80	14.70	8.25	4.55
104 times..	38.85	23.25	13.80	7.80	4.35
156 times..	36.45	21.90	13.00	7.35	4.05
312 times..	29.20	17.55	11.35	5.85	3.25

### SPECIAL FEATURES

News Service—UPI, and local news coverage.  
Sports—Rates and details on request.  
Women's features—Details on request.

### POLITICAL AND RELIGIOUS

Political—Regular rates apply. Cash in advance.  
Religious—Regular rates apply.

# MISSOURI

# OSAGE BEACH

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

## KRMS

(Established 1952)



rates received April 25, 1955.

Owned and operated by Lawrence Broadcasting Co., Inc.

### Personnel

General Manager—Arden Booth.  
Station Manager—Jim Risner.  
News Director—Bob Guest.

### Representatives

None.

### Mailing Instructions

Business Office & Studio—Highway 54, Osage Beach, Mo., Fl. 8-2411, Fl. 8-3611.

Transmitter—Three miles west of Osage Beach, Mo.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1150 kilocycles.  
Non-directional.

Licensed to operate daytime only.

Operates on Central Standard Time.

Daylight Saving Time not observed.

Operating schedule: 6:00 a.m. to local sunset.

### Agency Commission

15% to recognized agencies on time only; no cash discount.  
Bills rendered end of month; payable by the 10th of month.

### General Advertising

Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.  
Advertising for alcoholic beverages accepted.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Spot
1 time.....	60.00	35.10	24.35	20.00	12.60	5.75
26 times....	57.50	33.30	23.00	18.75	11.75	5.30
52 times....	53.75	31.50	21.75	17.50	10.90	4.95
104 times....	50.50	29.70	20.40	16.25	10.05	4.60
156 times....	47.25	27.90	19.05	15.00	9.20	4.25
260 times....	40.75	24.30	16.35	12.50	8.35	3.55
312 times....	37.50	22.50	15.00	11.25	7.50	3.20

### SPECIAL FEATURES

News Service—AP. Rates on request.

### POLITICAL

Regular rates apply; cash in advance.

### Closing Time

Contracts should be closed as far in advance as possible to facilitate promotion.

# POPLAR BLUFF

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

## KWOC

(Established 1938)

Rates effective November 1, 1958.

Rates received August 26, 1958.

Owned and operated by Poplar Bluff Broadcasting Corp.

### Personnel

General Manager—A. L. McCarthy.  
Program Director—Ronald Kaiser.  
Commercial Manager—Edwin Zoch.

### Representatives

John E. Pearson Company.

### Mailing Instructions

Business Office—428 Vine St., Poplar Bluff, Mo., telephone SU 5-3922.

Studio—McCarthy Bldg., 428 Vine, Poplar Bluff, Mo.

Transmitter—Hiway 53 South, Poplar Bluff, Mo.

### Wave—Power—Time

Operating power—1,000 watts days; 500 watts nights.  
Frequency—930 kilocycles.

Directional—separate patterns, day and night.

Licensed to operate unlimited time.

Operates on Central Standard Time.

Daylight Saving Time not observed.

Operating schedule: 6:00 a.m. to 10:00 p.m.

### FM Facilities

Effective radiated power—16,000 watts.

Frequency—94.5 megacycles; Class "B".

Antenna height—225 feet above average terrain.

### Agency Commission

15% to recognized agencies on net time; no cash discount. No discount on talent unless otherwise arranged.

### General Advertising

FM operated in conjunction with AM.

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

ASCAP, BMI and SESAC performance licenses.

CLASS "A"

(6:59 a.m. to 8:00 a.m. and 11:59 p.m. to 1:00 p.m.)

1 time rates apply, no frequency discounts.

CLASS "B"

(All other times)

	1 hr.	1/2 hr.	1/4 hr.	5
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# MISSOURI

## ROLLA

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

### KTTR

(Established 1947)



Rates effective December 1, 1954.  
Rates received October 28, 1954.  
Owned and operated by "Show-Me" Broadcasting Co.

#### Personnel

General Manager—Luther W. Martin.  
Sales Manager—Ward C. Rinehart.  
Promotion Director—Muri Nash.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studio—Soest Road, P. O. Box 567, Rolla, Mo.  
Transmitter—1/2 mile S.E. of Rolla, Mo.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1490 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Daylight Saving Time observed.

Operating schedule: 5:30 a.m. to 12:00 midnight.

#### Agency Commission

15% to recognized agencies; no cash discount. Accounts due and payable first day of month following broadcast date. Statements rendered monthly.

#### General Advertising

All rates subject to change without notice. In accordance with broadcast practice, 30 seconds prior to the end of each program period is reserved to the station for its own use.

Maximum contract term one year.

ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time...	50.00	30.00	20.00	8.00	5.00
13 times...	47.50	28.50	19.00	7.50	4.75
26 times...	45.00	27.00	18.00	7.00	4.50
52 times...	42.50	25.50	17.00	6.50	4.25
104 times...	40.00	24.00	16.00	6.00	4.00
156 times...	37.50	22.50	14.00	5.50	3.75
260 times...	35.00	21.00	12.00	5.00	3.50
312 times...	32.50	19.50	11.00	4.50	3.25

(\*) One minute or less.

#### SPECIAL FEATURES

News Service—AP.

Weather, market, temperature, sports events and time signals—rates on request.

#### POLITICAL

Regular rates apply. Specific information on request.

#### Closing Time

Copy and program material must be received by station at least 24 hours in advance of broadcast.

## STE. GENEVIEVE

Ste. Genevieve County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

### KSGM

(Established 1947)



Rates effective November 1, 1952.  
Rates received November 5, 1952.  
Owned and operated by Donze Enterprises, Inc.

#### Personnel

General Manager—Elmer L. Donze.

#### Representatives

None.

#### Mailing Instructions

Business Office and Central Studio—410 Merchants St., P. O. Box 352, Ste. Genevieve, Mo.  
Other Offices and Studios—First National Bank Bldg., Room 301, Chester, Ill.

Monitor Bldg.—E. North Spring St., Perryville, Mo.

#### Wave—Power—Time

Operating power—500 watts.  
Frequency—980 kilocycles.

Directional—nighttime only.

Licensed to operate full time on local channel.

Daylight Saving Time not observed.

Operating schedule: Week days 6:00 a.m. to 10:00 p.m.; Sunday 7:00 a.m. to 10:00 p.m.

#### Agency Commission

15% to recognized agencies; no cash discount.

#### General Advertising

Accepts AAAA copyrighted contract.

Rates include music copyright fees.

BMI and ASCAP licenses.

Advertising of alcoholic beverages accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time...	70.00	50.00	26.00	11.00	6.25
13 times...	67.50	47.50	25.00	10.50	6.00
26 times...	65.00	45.00	24.00	10.00	5.75
52 times...	62.50	42.50	23.00	9.50	5.50
104 times...	60.00	40.00	22.00	9.00	5.25
156 times...	57.50	37.50	21.00	8.50	5.00
260 times...	55.00	35.00	19.00	8.00	4.75
312 times...	52.50	32.50	17.00	7.50	4.50

Station break, 4.25.

#### SPECIAL FEATURES

News Service—UPI.

Time signals and weather reports—rates on request. Sports events and broadcasts where more than one broadcast period will be necessary—rates on request.

#### POLITICAL

One time rate applies; no frequency discount.

#### TRANSCRIPTIONS

Library Service—Lang-Worth.

#### Closing Time

Talent programs close one week in advance. Transcriptions, recorded programs and announcements close 24 hours in advance. Program and announcement continuity must be submitted 72 hours in advance.

## ST. CHARLES

St. Charles County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

## See St. Louis

## ST. JOSEPH (3 AM)

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

### KFEQ

(Established 1923)



Rates effective March 1, 1957. (Card No. 11.)  
Card received February 4, 1957.

Owned and operated by KFEQ Broadcasting Co.

#### Personnel

General Manager—Ted Nelson.  
Sales Manager—Ted Griffin.  
Program Director—Gene Milsteen

#### Representatives

Yenard, Rintoul & McConnell, Inc.

#### Mailing Instructions

Business Office and Studio—40th & Faraon Sts., St. Joseph, Mo., Adams 3-2528, TWX ZJ 8396.  
Transmitter—5-1/2 miles northeast of St. Joseph, Mo.

#### Wave—Power—Time

Operating power—5,000 watts.  
Frequency—680 kilocycles.

Directional—separate patterns, day and night.

Licensed to operate full time.

Operates on Central Time.

Daylight Saving Time not observed.

Operating schedule: Sundays 7:00 a.m. to midnight; week days 5:30 a.m. to midnight.

#### Agency Commission

15% to recognized advertising agencies on station time charges only. No commission on line charges. 2% cash discount for payment by 20th of the month following service unless otherwise specified.

#### General Advertising

Rates include charges by owners of music copyrights. ASCAP, BMI and SESAC licenses.

Accepts AAAA copyrighted contract.

Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for 6 months from date of first broadcasts, without interruption.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min. or less
1 time...	100.00	60.00	40.00	25.00	15.00
52 times...	95.00	57.00	38.00	23.75	14.00
156 times...	90.00	54.00	36.00	22.50	13.00
260 times...	85.00	51.00	34.00	21.25	12.00

#### WEEKLY STRIP RATES

	Per week			
	13 wks.	26 wks.	39 wks.	52 wks.
One-half hour:	13 wks.	26 wks.	39 wks.	52 wks.
3 times.....	144.00	135.00	126.00	117.00
5 times.....	225.00	210.00	195.00	180.00
6 times.....	252.00	234.00	216.00	198.00

#### One-quarter hour:

3 times.....	96.00	90.00	84.00	78.00
5 times.....	150.00	140.00	130.00	120.00
6 times.....	168.00	156.00	144.00	132.00

#### Five minutes:

3 times.....	48.00	45.00	42.00	39.00
5 times.....	75.00	70.00	65.00	60.00
6 times.....	84.00	78.00	72.00	66.00

#### WEEKLY SPOT PACKAGES

12 per week.....	1 min.	30 sec.	10 sec.
18 per week.....	130.00	97.50	65.00
24 per week.....	190.00	142.50	95.00
36 per week.....	240.00	180.00	120.00
48 per week.....	325.00	244.00	162.50

Fixed position not guaranteed. Packages may not be combined with regular rates for earned rates.

#### SPECIAL FEATURES

News Service—AP and local.

#### Participating Programs

"680 Party Line" with Dee Denver—5:30 a.m. to 5:55 a.m. Monday through Saturday.

"Town and Country Pops"—10:30 a.m. to 10:55 a.m. Monday through Friday.

"Swing House" with Don Burley—2:00 p.m. to 4:00 p.m. Monday through Friday.

"Club 680"—2:00 p.m. to 6:00 p.m. Saturday.

"Sunday Showcase"—1:00 p.m. to 6:00 p.m. Sunday.

#### POLITICAL

Copy must be filed 24 hours in advance of broadcast. Regular rates apply.

#### Closing Time

One full business day before scheduled broadcast time.

### KRES

(Established 1946)

Rates effective April 1, 1954.  
Rates received February 26, 1954.  
Owned and operated by KRES Radio Corp.

#### Personnel

Pres. & Gen'l Mgr.—Tee Casper.  
Program Director—Helen Neese.

#### Representatives

Thomas F. Clark Company, Inc.

#### Mailing Instructions

Mailing address: 404 S. 8th, St. Joseph, Mo., telephone Adams 4-6346.  
Studio and Transmitter—Highway 169, S. E. of St. Joseph, Mo.

#### Wave—Power—Time

Operating power—5,000 watts.  
Frequency—1550 kilocycles.

Directional—nighttime only.

Licensed to operate unlimited time.

Operates on Central Standard Time.

Operating schedule: 6:00 a.m. to midnight Monday through Saturday; 7:00 a.m. to 10:30 p.m. Sunday.

#### Agency Commission

15% to recognized agencies on station time charges only; no cash discount.

#### General Advertising

Affiliated with Mutual Broadcasting System and Keystone Network.

Rates include music copyright fees.

The following rates apply to national advertising. For local advertising rates, consult station management.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time....	50.00	30.00	20.00	10.00	7.00
13 times..	48.25	28.95	19.30	9.65	6.75
26 times..	46.50	27.90	18.60	9.30	6.50
52 times..	44.75	26.85	17.90	8.95	6.25
104 times..	43.00	25.80	17.20	8.60	6.00
156 times..	41.25	24.75	16.50	8.25	5.75
260 times..	39.50	23.70	15.80	7.90	5.50
312 times..	37.75	22.65	15.10	7.55	5.25

One minute transcription or less takes announcement rate.

#### SPECIAL FEATURES

News Service—AP.

Sports and special events quoted on request.

High School and Junior College Football and basketball games.

#### Participating Programs

Monday through Friday:

"Back to School" and "Back to Work" with Wally Johnson—5:30 a.m. to 9:30 a.m. Music, news and weather.

"Pays to Listen"—with Rex Hall—9:00 a.m. to 11:00 a.m.

"Queen for a Day"—11:00 a.m. to 11:30 a.m.

"Platter Parade" with Don O'Brien—11:30 a.m. to 2:00 p.m.

"Preview Tune Time" with Rex Hall—2:00 p.m. to 4:00 p.m.

"Teen Time" with Greg Everett—4:00 p.m. to 5:30 p.m.

"National Regional, Local News, Weather and Markets"—5:30 p.m. to 6:00 p.m.

"Dinner Music"—6:00 p.m. to 7:00 p.m.

"Dance Date" with Bob Martin—7:00 p.m. to 9:00 p.m.

"Dixie Don's Country and Western Music"—9:00 p.m. to midnight.

#### POLITICAL

Regular rates apply. Cash and copy 24 hours in advance.

#### Closing Time

24 hours in advance.

## KUSN

(Established 1955)

Rates effective March 1, 1957. (Card No. 4.)  
Card received February 8, 1957.

Owned and operated by KUSN, Incorporated.

#### Personnel

General Manager—Charles (Chuck) Norman.

#### Representatives

John E. Pearson Company.

#### Mailing Instructions

Business Office and Studio—Robidoux Hotel, St. Joseph, Mo., telephone 3-2577.  
Transmitter—On Leonard Road, 1-1/2 miles east of St. Joseph, Mo.

#### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1270 kilocycles.

Non-directional.

Operates on Central Standard Time.

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

#### Agency Commission

15% to recognized agencies; no cash discount.

#### General Advertising

1 hour, flat..... 36.00  
Other rates on request.

	5 min.
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# ST. LOUIS

(including Clayton, East St. Louis, Ill., St. Charles)  
(11 AM; 1 PM)

St. Louis, Clayton, St. Charles, St. Louis County—  
Map Location H-4  
East St. Louis, St. Clair County, Ill.—Map Location D-9 (Ill.)

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.

## KADY

ST. CHARLES, MO.  
(Established 1958)



Rates effective March 10, 1958. (Card No. 1.)  
Rates received March 12, 1958.  
Rev. (Wkly Sat.) rec'd November 24, 1958.

Owned and operated by KADY, Inc.

### Personnel

Pres. & Gen'l Mgr.—William R. Cady, Jr.  
Vice-President—Jack A. Chenoweth.

### Representatives

Broadcast Time Sales.

### Mailing Instructions

Business Office and Studio—P. O. Box 6155, St. Louis 21, Mo. Harrison 8-1460.  
Transmitter—Hwy. 94 near route B, St. Charles County, Mo.

### Wave—Power—Time

Operating power—5,000 watts days.  
Frequency—1460 kilocycles.

### Directional

Operates on Central Standard Time.

Daylight Saving Time observed.

Operating schedule: Sign-on at 5:30 a.m. Monday through Saturday; 7:00 a.m. to Sunday. Sign-off times as follows—(CST):

January	5:00 p.m.	July	7:30 p.m.
February	5:45 p.m.	August	7:00 p.m.
March	6:00 p.m.	September	6:15 p.m.
April	6:30 p.m.	October	5:30 p.m.
May	7:00 p.m.	November	4:45 p.m.
June	7:30 p.m.	December	4:45 p.m.

### Agency Commission

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

### General Advertising

Accepts AAAA copyrighted contract.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

National and local rates same.

Maximum length of contract 52 weeks.

Rates are subject to change without notice, however, they are guaranteed for 6 months from date of first broadcast or for 6 months from the effective date of any increase, providing the advertising is running at the time of the increase and is to continue running without interruption.

All broadcasts placed within 6 months from the date of first broadcast shall be combined for the purpose of calculating the total amount of frequency earned, but announcements cannot be combined with Weekly Saturation Announcement Plan nor programs of any length to obtain discounts.

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.		

### CLASS "A"

(7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m. Monday through Saturday; 10:00 a.m. to 6:00 p.m. Sunday)

5 min.	1 min.	5 min.	1 min.
1 time.. 18.00	12.00	364 times.. 14.15	9.80
26 times.. 17.55	11.70	416 times.. 13.70	9.55
52 times.. 17.10	11.40	468 times.. 13.25	9.30
104 times.. 16.65	11.10	520 times.. 12.80	9.05
156 times.. 16.20	10.80	572 times.. 12.35	8.85
208 times.. 15.75	10.55	624 times.. 11.90	.....
260 times.. 15.25	10.30	676 times.. 11.45	.....
312 times.. 14.60	10.05		

### CLASS "B"

(6:00 a.m. to 7:00 a.m. and 9:00 a.m. to 4:00 p.m. Monday through Saturday; sign-on to 10:00 a.m. Sunday)

1 time.. 16.50	11.00	364 times.. 13.20	9.00
26 times.. 16.10	10.75	416 times.. 12.80	8.75
52 times.. 15.70	10.50	468 times.. 12.40	8.50
104 times.. 15.30	10.25	520 times.. 12.00	8.25
156 times.. 14.85	10.00	572 times.. 11.55	8.00
208 times.. 14.45	9.75	624 times.. 11.15	.....
260 times.. 14.05	9.50	676 times.. 10.75	.....
312 times.. 13.65	9.25		

### CLASS "C"

(All other times)

1 time.. 15.00	10.00	364 times.. 12.00	8.10
26 times.. 14.65	9.75	416 times.. 11.65	7.90
52 times.. 14.30	9.50	468 times.. 11.30	7.70
104 times.. 13.95	9.25	520 times.. 10.95	7.50
156 times.. 13.50	9.00	572 times.. 10.50	7.30
208 times.. 13.05	8.75	624 times.. 10.15	.....
260 times.. 12.70	8.50	676 times.. 9.80	.....
312 times.. 12.35	8.30		

(\*) These rates apply to announcements scheduled at guaranteed times and all news adjacencies. Length of announcement shall not exceed 60 seconds and delivery rate must not be greater than 2.4 words per second.

Announcements less than 30 seconds and more than 10 seconds—70% of applicable rate.  
Less than 10 seconds—45% of applicable rate.

Programs longer than 5 minutes:  
5-10 minutes—1.624 times the applicable 5-minute rate.  
10-15 minutes—2.0 times the applicable 5-minute rate.  
15-30 minutes—3.0 times the applicable 5-minute rate.  
30-60 minutes—5.0 times the applicable 5-minute rate.

### WEEKLY SATURATION ANNOUNCEMENT PLAN

	Plan I		8 sec. ID's
	1 min.	20/30 sec.	
1 week:			
12 announcements.....	120.00	84.00	48.00
18 announcements.....	171.00	119.70	68.40
24 announcements.....	216.00	151.20	86.40
36 announcements.....	306.00	214.20	122.40
13 weeks:			
12 announcements.....	114.00	79.80	45.60
18 announcements.....	162.00	113.40	64.80
24 announcements.....	204.00	142.80	81.60
36 announcements.....	288.00	201.60	115.20
26 weeks:			
12 announcements.....	108.00	75.60	43.20
18 announcements.....	153.00	107.10	61.20
24 announcements.....	192.00	134.40	76.80
36 announcements.....	270.00	189.00	108.00
39 weeks:			
12 announcements.....	102.00	71.40	40.80
18 announcements.....	144.00	100.08	57.60
24 announcements.....	180.00	126.00	72.00
36 announcements.....	252.00	176.40	100.80

Rates for Weekly Saturation Announcement Plan I do not permit scheduling at definite times except that 1/2 of the weekly announcements will be broadcast in "Class A" time and 1/2 will be broadcast in "Class B" time.

	Plan II		8 sec. ID's
	1 min.	20/30 sec.	
1 week:			
12 announcements.....	114.00	79.80	45.60
18 announcements.....	162.00	113.40	64.80
24 announcements.....	204.00	142.80	81.60
36 announcements.....	288.00	201.60	115.20
13 weeks:			
12 announcements.....	108.00	75.60	43.20
18 announcements.....	153.00	107.10	61.20
24 announcements.....	192.00	134.40	76.80
36 announcements.....	270.00	189.00	108.00
26 weeks:			
12 announcements.....	102.00	71.40	40.80
18 announcements.....	144.00	100.08	57.60
24 announcements.....	180.00	126.00	72.00
36 announcements.....	252.00	176.40	100.80
39 weeks:			
12 announcements.....	96.00	67.20	38.40
18 announcements.....	135.00	94.50	54.00
24 announcements.....	168.00	117.60	67.20
36 announcements.....	234.00	163.80	93.60

Rates for Weekly Saturation Announcement Plan II do not permit scheduling at definite times except that 1/6 of weekly announcements will be broadcast in "Class A" time, 2/3 will be broadcast in "Class B" time, 1/6 will be broadcast in "Class C" time.

	Plan III		8 sec. ID's
	1 min.	20/30 sec.	
1 week:			
12 announcements.....	108.00	75.60	43.20
18 announcements.....	153.00	107.10	61.20
24 announcements.....	192.00	134.40	76.80
36 announcements.....	270.00	189.00	108.00
13 weeks:			
12 announcements.....	102.00	71.40	40.80
18 announcements.....	144.00	100.08	57.60
24 announcements.....	180.00	126.00	72.00
36 announcements.....	252.00	176.40	100.80
26 weeks:			
12 announcements.....	96.00	67.20	38.40
18 announcements.....	135.00	94.50	54.00
24 announcements.....	168.00	117.60	67.20
36 announcements.....	234.00	163.80	93.60
39 weeks:			
12 announcements.....	90.00	63.00	36.00
18 announcements.....	126.00	88.20	50.40
24 announcements.....	156.00	109.20	62.40
36 announcements.....	216.00	151.20	86.40

Rates for Weekly Saturation Announcement Plan III do not permit scheduling at definite times except that 1/6 of weekly announcements will be broadcast in "Class A" time, 2/3 will be broadcast in "Class B" time, 1/6 will be broadcast in "Class C" time.

	Plan III		8 sec. ID's
	1 min.	20/30 sec.	
1 week:			
12 announcements.....	108.00	75.60	43.20
18 announcements.....	153.00	107.10	61.20
24 announcements.....	192.00	134.40	76.80
36 announcements.....	270.00	189.00	108.00
13 weeks:			
12 announcements.....	102.00	71.40	40.80
18 announcements.....	144.00	100.08	57.60
24 announcements.....	180.00	126.00	72.00
36 announcements.....	252.00	176.40	100.80
26 weeks:			
12 announcements.....	96.00	67.20	38.40
18 announcements.....	135.00	94.50	54.00
24 announcements.....	168.00	117.60	67.20
36 announcements.....	234.00	163.80	93.60
39 weeks:			
12 announcements.....	90.00	63.00	36.00
18 announcements.....	126.00	88.20	50.40
24 announcements.....	156.00	109.20	62.40
36 announcements.....	216.00	151.20	86.40

### Plan III (Best times available)

	Plan III		8 sec. ID's
	1 min.	20/30 sec.	
1 week:			
12 announcements.....	108.00	75.60	43.20
18 announcements.....	153.00	107.10	61.20
24 announcements.....	192.00	134.40	76.80
36 announcements.....	270.00	189.00	108.00
13 weeks:			
12 announcements.....	102.00	71.40	40.80
18 announcements.....	144.00	100.08	57.60
24 announcements.....	180.00	126.00	72.00
36 announcements.....	252.00	176.40	100.80
26 weeks:			
12 announcements.....	96.00	67.20	38.40
18 announcements.....	135.00	94.50	54.00
24 announcements.....	168.00	117.60	67.20
36 announcements.....	234.00	163.80	93.60
39 weeks:			
12 announcements.....	90.00	63.00	36.00
18 announcements.....	126.00	88.20	50.40
24 announcements.....	156.00	109.20	62.40
36 announcements.....	216.00	151.20	86.40

### SPECIAL FEATURES

News Service—AP and local.  
Remote broadcasts and talent—rates on request.

### Closing Time

All material must be received 48 hours before broadcast; material for Saturday, Sunday and Monday must be received on Thursday preceding broadcast.

## KATZ

(Established 1954)  
A Rollins Owned Station

Rates effective May 14, 1957.  
Rates received May 27, 1957.  
Owned and operated by Rollins Broadcasting, Inc.  
For other Rollins owned stations see Rollins Broadcasting, Inc., listing.

### Personnel

President—O. Wayne Rollins.  
Vice-Pres. & Gen'l Mgr.—Robert Lyons.

### Representatives

Rollins Broadcasting, Inc.  
San Francisco—W. S. Grant Company, Inc.

### Mailing Instructions

Business Office and Studio—Arcade Bldg., 812 Olive St., St. Louis 1, Mo., Chestnut 1-6000.  
Transmitter—East St. Louis, Ill.

### Wave—Power—Time

Operating power—5,000 watts.  
Frequency—1600 kilocycles.

Directional—nighttime only.

Licensed to operate unlimited time.

Operates on Central Standard Time.

Daylight Saving Time observed.

Operating schedule: 6:00 a.m. to midnight Monday through Saturday; 7:00 a.m. to 11:00 p.m. Sunday.

### Agency Commission

15% to recognized advertising agencies; no cash discount. Bills rendered monthly.

# MISSOURI

### General Advertising

Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available.  
Rates include music copyright fees.

Rates are for station time only.

To earn rates quoted contracts must be completed within 12 months. Announcements and programs cannot be grouped for discount purposes. Short rate is billed when frequency rate is not earned.

Entire schedule devoted to Negro market.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time..	100.00	67.50	42.00	33.00	20.00	14.50	11.50
26 times	95.00	63.00	40.00	31.50	19.00	13.50	10.75
52 times	90.00	58.50	38.00	30.00	18.00	12.50	10.00
104 times	85.00	54.00	36.00	28.50	17.00	11.50	9.25
156 times	80.00	49.50	34.00	27.00	16.00	10.50	8.50
260 times	75.00	45.00	32.00	25.50	15.00	9	

# MISSOURI

St. Louis—Continued

## KMOX

(Established 1925)

### CBS Owned

NAB

RAB

Rates effective December 1, 1957. (Card No. 24.)  
Card received October 22, 1957.  
Owned and operated by CBS Radio, a division of  
Columbia Broadcasting System, Inc.

#### Personnel

General Manager—Robert Hyland.  
Sales Manager—Foster Brown, Jr.  
Director of Sales Promotion—Alice Koch.

#### Representatives

CBS Radio Spot Sales.

#### Mailing Instructions

Business Office and Studio—9th and Sidney Sts., St. Louis 4, Mo., Prospect 3-1120.  
Address all program and advertising copy to:  
Operations Desk, KMOX Radio, Ninth and Sidney Sts., St. Louis 4, Mo.  
Transmitter—10 miles northeast of St. Louis.

#### Wave—Power—Time

Operating power—50,000 watts.  
Frequency—1120 kilocycles.

Non-directional.

Licensed to operate full time on clear channel.  
Operates on Central Time (observes Daylight Saving).  
Operating schedule: 24 hours daily except 1:00 a.m. to 5:00 a.m. Monday.

#### 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 Advertising

ASCAP, SESAC and BMI licenses.  
Rates include music copyright fees as licensed.  
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 week 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.....7:00 minutes  
30 minutes.....4:15 minutes  
15 minutes.....3:00 minutes  
10 minutes.....2:10 minutes  
5 minutes.....1:15 minutes

#### Announcements:

1 minute.....60 seconds  
Station Breaks.....20 seconds  
ID's.....10 seconds  
ID's.....8 seconds or less

#### 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 10:00 p.m. Sunday through Saturday.  
Class "C"—10:00 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 10:00 p.m. Sunday through Saturday.  
Class "C"—10:00 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.

##### 1-25 Consecutive Weeks

hour:	Days per week						
	1 day	2 days	3 days	4 days	5 days	6 days	7 days
A.....	400.	384.	368.	352.	336.	320.	304.
B.....	340.	325.	313.	299.	286.	272.	258.
C.....	300.	288.	276.	264.	252.	240.	228.

1/2 hour:							
A.....	240.	230.	221.	211.	202.	192.	182.
B.....	210.	202.	193.	185.	176.	168.	160.
C.....	180.	173.	166.	158.	151.	144.	137.

1/4 hour:							
A.....	160.	154.	147.	141.	134.	128.	122.
B.....	130.	125.	120.	114.	109.	104.	99.
C.....	120.	115.	110.	106.	101.	96.	91.

10 minutes:							
A.....	130.	125.	120.	114.	109.	104.	99.
B.....	100.	96.	92.	88.	84.	80.	76.
C.....	90.	86.	83.	79.	76.	72.	68.

5 minutes:							
A.....	80.	78.	74.	71.	67.	64.	61.
B.....	70.	67.	64.	62.	59.	56.	53.
C.....	55.	53.	51.	48.	46.	44.	42.

##### 26-51 Consecutive Weeks

1 hour:							
A.....	388.	372.	356.	340.	324.	308.	292.
B.....	330.	316.	303.	289.	275.	262.	248.
C.....	291.	279.	267.	255.	243.	231.	219.

1/2 hour:							
A.....	233.	223.	214.	204.	194.	185.	175.
B.....	204.	195.	187.	179.	170.	162.	153.
C.....	175.	167.	160.	153.	146.	139.	131.

1/4 hour:							
A.....	155.	149.	142.	136.	130.	123.	117.
B.....	126.	121.	116.	111.	105.	100.	95.
C.....	116.	112.	107.	102.	97.	92.	88.

10 minutes:							
A.....	126.	121.	116.	111.	105.	100.	95.
B.....	97.	93.	89.	85.	81.	77.	73.
C.....	87.	84.	80.	77.	73.	69.	66.

5 minutes:							
A.....	78.	75.	72.	68.	65.	61.	59.
B.....	68.	65.	62.	60.	57.	54.	51.
C.....	54.	51.	49.	46.	45.	42.	40.

##### 52 or more Consecutive Weeks

1 hour:							
A.....	364.	348.	332.	316.	300.	284.	268.
B.....	309.	296.	282.	269.	255.	241.	228.
C.....	273.	261.	249.	237.	225.	213.	201.

1/2 hour:							
A.....	218.	209.	199.	190.	180.	170.	161.
B.....	191.	183.	174.	166.	158.	149.	141.
C.....	164.	157.	149.	142.	135.	128.	121.

1/4 hour:							
A.....	146.	139.	133.	126.	120.	114.	107.
B.....	118.	113.	108.	103.	98.	92.	87.
C.....	109.	104.	100.	95.	90.	85.	80.

10 minutes:							
A.....	118.	113.	108.	103.	98.	92.	87.
B.....	91.	87.	83.	79.	75.	71.	67.
C.....	82.	78.	75.	71.	68.	64.	60.

5 minutes:							
A.....	74.	70.	67.	63.	60.	57.	54.
B.....	64.	61.	58.	55.	53.	50.	47.
C.....	50.	48.	46.	44.	42.	39.	36.

#### SECTION II

(All rates quoted are net dollar cost per unit)  
ANNOUNCEMENTS AND PARTICIPATIONS

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 announcements do not combine with any other announcements or participations.

#### A. — ANNOUNCEMENTS

(Not in package)

##### 1-25 Consecutive Weeks

	Days per week						
	1 day	2 days	3 days	4 days	5 days	6 days	7 days
1 min:							
A.....	90.	86.	83.	79.	76.	72.	68.
B.....	75.	72.	69.	66.	63.	60.	57.
C.....	65.	62.	60.	57.	55.	52.	49.
Station breaks, 20 seconds:							
A.....	65.	62.	60.	57.	55.	52.	49.
B.....	55.	53.	51.	48.	46.	44.	42.
C.....	45.	43.	41.	40.	38.	36.	34.

ID's, 10 seconds:							
A.....	50.	48.	46.	44.	42.	40.	38.
B.....	40.	38.	37.	35.	34.	32.	30.
C.....	30.	29.	28.	26.	25.	24.	23.

8 seconds:							
A.....	40.	38.	37.	35.	34.	32.	30.
B.....	30.	29.	28.	26.	25.	24.	23.
C.....	25.	24.	23.	22.	21.	20.	19.

##### 26-51 Consecutive Weeks

1 minute:							
A.....	87.	84.	80.	77.	73.	69.	66.
B.....	73.	70.	67.	64.	61.	58.	55.
C.....	63.	60.	58.	55.	53.	50.	47.
Station breaks, 20 seconds:							
A.....	63.	60.	58.	55.	53.	50.	47.
B.....	53.	51.	49.	47.	45.	42.	40.
C.....	44.	42.	40.	38.	36.	35.	33.

ID's, 10 seconds:							
A.....	49.	47.	45.	43.	41.	39.	37.
B.....	39.	37.	36.	34.	32.	31.	29.
C.....	29.	28.	27.	26.	24.	23.	22.

8 seconds:							
A.....	39.	37.	36.	34.	32.	31.	29.
B.....	29.	28.	27.	26.	24.	23.	22.
C.....	24.	23.	22.	21.	20.	19.	18.

##### 52 or more Consecutive Weeks

1 minute:							
A.....	82.	78.	75.	71.	68.	64.	60.
B.....	68.	65.	62.	59.	56.	53.	50.
C.....	59.	57.	54.	51.	49.	46.	44.
Station breaks, 20 seconds:							
A.....	59.	57.	54.	51.	49.	46.	44.
B.....	50.	48.	46.	43.	41.	39.	37.
C.....	41.	39.	37.	36.	34.	32.	30.

ID's, 10 seconds:							
A.....	46.	44.	42.	40.	38.	36.	34.
B.....	36.	35.	33.	32.	30.	28.	27.
C.....	27.	26.	25.	24.	23.	21.	20.

8 seconds:							
A.....	36.	35.	33.	32.	30.	28.	27.
B.....	27.	26.	25.	24.	23.	21.	20.
C.....	23.	22.	21.	20.	19.	18.	17.

#### B. — ANNOUNCEMENT PACKAGES

##### Fixed Position Packages

##### Run-of-Schedule Packages (ROS)

Announcements per week:

1 min.	1-25 consec. weeks				26-51 consec. weeks				52+ consec. weeks				
	1	12	21	35+	12	21	35+	12	21	35+	12	21	35+
A.....	47.	42.	40.	42.	38.	36.	40.	36.	34.	40.	36.	34.	30.
B.....	41.	37.	35.	37.	33.	31.	35.	31.	30.	35.	31.	30.	26.
C.....	35.	31.	30.	31.	28.	26.	29.	27.	26.	29.	27.	26.	22.
ROS..	40.	36.	34.	36.	32.	31.	34.	31.	30.	34.	31.	30.	26.

Station breaks, 20 seconds:												
A.....	36.	32.	31.	32.	29.	27.	31.	28.	26.	31.	28.	26.
B.....	31.	28.	26.	28.	25.	24.	26.	23.	22.	26.	23.</	



**SECTION III**  
**B. — KMOX Country Journal**  
 5:30 a.m. to 6:00 a.m. Monday through Saturday. Combines with other time purchases in Section I for lower rates. One week or more:

Days per week						
1	2	3	4	5	6	7
day	days	days	days	days	days	days
1/4 hour.....	67.	65.	63.	61.	59.	57.
5 minutes	40.	38.	36.	34.	32.	30.

**C. — Weekend Saturation Plan**  
 (Minutes or stationbreaks)  
 6:00 p.m. Friday to midnight Sunday. Run-of-schedule; not subject to any combination or numerical count toward packages:

—Announcements per weekend—

Minutes	4 tl.	8 tl.	12 tl.	20 tl.
.....	40.	35.	30.	25.
Breaks	35.	30.	25.	20.

**SERVICE FACILITIES**  
 News Service—AP and UPI.  
 Instantaneous Reference Recordings: Available at a charge of 20.00 net, each, per 15 minute unit or less, plus shipping charges.

**POLITICAL**  
 Accepted according to provisions for broadcasts established by the station. Details available on request; regular rates apply.

**TRANSCRIPTIONS**  
 Library Service—Associated. Rates on request. Instantaneous reference recordings: 20.00 net, per 15 minute unit or less (plus shipping charge).

**Closing Time**  
 Program content and advertising copy must be received 48 hours (exclusive of Saturdays, Sundays and holiday) prior to broadcast.

**KSD**

(Established 1922)

**Basic NBC Affiliate**



Rates effective September 1, 1958. (Card No. 27.)  
 Card received July 3, 1958.  
 Owned and operated by the St. Louis Post-Dispatch.

**Personnel**  
 General Manager—Harold Grams.  
 Director of Radio Sales—Arthur J. Casey.  
 Sales Manager—Guy E. Yeldell.  
 Promotion Manager—Fred J. Mueller.

**Representatives**  
 NBC Spot Sales.

**Mailing Instructions**  
 Business Office—1111 Olive St., St. Louis 1, Mo., Main 1-1111.  
 Office and Studio—Post-Dispatch Bldg., St. Louis 1, Mo. Main 1-1111.

**Transmitter**—Granite City, Ill.

**Wave—Power—Time**  
 Operating power—5,000 watts.  
 Frequency—550 kilocycles.  
 Directional—nighttime only.

Licensed to operate full time on cleared regional channel.  
 Operates on Central Time (Daylight Saving Time observed).

Operating schedule: 5:45 a.m. to midnight Monday through Saturday; 7:00 a.m. to midnight Sunday.

**Agency Commission**  
 15% in station time charges to recognized agencies; no cash discount.

**General Advertising**  
 For combination rates see NBC Radio Network. Accepts AAAA copyrighted contract.

Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Basic rates include charges for time only. Discounts will apply to announcements as well as regular broadcasting periods, but must be on a separate contract.

Rates listed are for time charges only. The rates quoted are for the facilities of the station only; musical, dramatic, and other talent charges are in addition to the time rates.

If for any reason the advertiser fails to use the number of programs or announcements contracted for within the time specified, he agrees to pay the schedule of rates in effect on the date of his contract for the number of programs or announcements actually used.

In no event are contracts to exceed one year from date of first broadcast nor is a rate or regulation protection given beyond a period of six months from the date of first broadcast.

All announcements or programs ordered by the advertiser or his agent during a period of one year from the date of contract are to earn discounts as shown on the rate card in effect at the date of the contract. All broadcasting programs or announcements are subject to the approval of the station management and any program or announcement may be revised or rejected, and any contract for broadcasting may be cancelled by the management of station upon written notice without incurring any liability therefor.

Advertisers must furnish two weeks' written notice in event of cancellation of program contracts.

In the event any broadcasting period contracted for is not used, the Pulitzer Publishing Company reserves the right to provide a program at the expense of the advertiser and the advertiser agrees to accept the substitute and to pay on demand the regular rates for such periods the same as if the program had been duly supplied and given.

If no broadcast is used on a KSD contract within 30 days from its date it will be cancelled.

All programs must conform to the present or future standards of the station and be in compliance with the laws of the United States and the rules and regulations of the Federal Communications Commission.

Station reserves the right to cancel, advance the time of, or postpone the program of any advertiser without any liability against the station for talent engaged if it interferes with the broadcasting of public messages or announcements which the station management may decide to be of sectional or national importance.

**CLASS "A"**

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

	1/4 hr.	5 min.	10 min.	5 min.
1 time.....	100.00	75.00	45.00	
13 times.....	95.00	71.25	42.75	
26 times.....	90.00	67.50	40.50	
52 times.....	85.00	63.75	38.25	
100 times.....	80.00	60.00	36.00	
200 times.....	75.00	56.25	33.75	

**CLASS "B"**

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

1 time.....	60.00	45.00	27.00
13 times.....	57.00	42.75	25.65
26 times.....	54.00	40.50	24.30
52 times.....	51.00	38.25	22.95
100 times.....	48.00	36.00	21.60
200 times.....	45.00	33.75	20.25

**ANNOUNCEMENTS**

**CLASS "A"**

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

	1 min.	40 sec.	20 sec.	10 sec.
1 time.....	42.00	37.50	30.00	18.00
13 times.....	39.90	35.63	28.50	17.10
26 times.....	37.80	33.75	27.00	16.20
52 times.....	35.70	31.88	25.50	15.30
100 times.....	33.60	30.00	24.00	14.40
200 times.....	31.50	28.13	22.50	13.50

**CLASS "B"**

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

1 time.....	25.00	22.00	18.00	10.80
13 times.....	23.75	20.90	17.10	10.26
26 times.....	22.50	19.80	16.20	9.72
52 times.....	21.25	18.70	15.30	9.18
100 times.....	20.00	17.60	14.40	8.64
200 times.....	18.75	16.50	13.50	8.10

**MISSOURI**

**SATURATION RATES**

(Sunday through Saturday)

	1 min.	40 sec.	20 sec.	10 sec.
10 per week.....	280.00	250.00	190.00	115.00
15 per week.....	390.00	350.00	260.00	160.00
20 per week.....	485.00	430.00	325.00	195.00
30 per week.....	665.00	595.00	445.00	270.00
40 per week.....	775.00	690.00	515.00	315.00

Advertiser has privilege of combining announcements of different lengths at pro rata costs under this plan.

**MONITOR RATES**

(7:00 p.m. to midnight Friday and all day Saturday and Sunday)

"150 Plan"—5 one minute and 5 20-second announcements or 12 20-second announcements..... 150.00

"250 Plan"—10 one minute and 10 20-second announcements or 24 20-second announcements or 16 one minute announcements..... 250.00 (12:00 midnight Saturday to 8:00 a.m. Sunday)

Monitor may not be combined with other schedules for frequency purposes.

**SPECIAL FEATURES**

News Service—AP, PA. Other features and special program rates on request. Participating Programs

"The John Roedel Show"—6:00 a.m. to 8:45 a.m. Monday through Friday.

"Russ David's Playhouse Party"—12:15 p.m. to 1:30 p.m. Monday through Friday.

"Ed Wilson Show"—8:45 a.m. to 11:00 a.m.; 3:30 p.m. to 4:55 p.m. Monday through Friday; 11:00 a.m. to 1:00 p.m. Saturday.

**Closing Time**  
 The advertiser agrees to submit his entire program in detail for approval at least 24 hours in advance.

(St. Louis continued on next page)

**KSD**

(Established 1922)

**Basic NBC Affiliate**



**Representatives**  
 NBC Spot Sales  
**Wave—Power—Time**  
 Operating power—5,000 watts.  
 Frequency—550 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time on cleared regional channel.

**PROGRAMS**

**CLASS "A"** (7:00 a.m. to 10:15 p.m.)

	1/4 hr.	5 min.	10 min.	5 min.
1 time.....	\$100.00	\$45.00	52 times.....	\$35.00
13 times.....	95.00	42.75	100 times.....	30.00
26 times.....	90.00	40.50	200 times.....	25.00

**CLASS "B"** (10:15 p.m. to 7:00 a.m.)

	1/4 hr.	5 min.	10 min.	5 min.
1 time.....	\$60.00	\$27.00	52 times.....	\$51.00
13 times.....	57.00	25.65	100 times.....	48.00
26 times.....	54.00	24.30	200 times.....	45.00

News Service charges on NEWS programs: \$10.00 per 15-minute or 10-minute newscast; \$50.00 per 5-minute newscast. Service charge does not apply to sports or weathercasts.

**ANNOUNCEMENTS**

**CLASS "A"** (7:00 a.m. to 7:00 p.m.)

	1 min.	40 sec.	20 sec.	10 sec.
1 time.....	\$42.00	\$37.50	\$30.00	\$18.00
13 times.....	39.90	35.63	28.50	17.10
26 times.....	37.80	33.75	27.00	16.20
52 times.....	35.70	31.88	25.50	15.30
100 times.....	33.60	30.00	24.00	14.40
200 times.....	31.50	28.13	22.50	13.50

**CLASS "B"** (7:00 p.m. to 7:00 a.m.)

1 time.....	\$25.00	\$22.00	\$18.00	\$10.80
13 times.....	23.75	20.90	17.10	10.26
26 times.....	22.50	19.80	16.20	9.72
52 times.....	21.25	18.70	15.30	9.18
100 times.....	20.00	17.60	14.40	8.64
200 times.....	18.75	16.50	13.50	8.10

Announcements between time classifications take the lower rate.

**SATURATION RATES\***

(Sunday through Saturday)

	1 min.	40 sec.	20 sec.	10 sec.
Rate per week.....	(150 wds.)	(100 wds.)	(50 wds.)	(22 wds.)
10 per week.....	\$280.00	\$250.00	\$190.00	\$115.00
15 per week.....	390.00	350.00	260.00	160.00
20 per week.....	485.00	430.00	325.00	195.00
30 per week.....	665.00	595.00	445.00	270.00
40 per week.....	775.00	690.00	515.00	315.00

\*Rates apply Sunday through Saturday to all programs, special and personality features regardless of time classification.

Advertiser has privilege of combining announcements of different lengths at pro rata costs under this plan.

**MONITOR RATES**

(Friday evenings 7:00 p.m. to 12:00 midnight and all day Saturdays and Sundays.)

\$150.00 Plans	\$250.00 Plans
1. 8 1-minutes	1. 16 1-minutes
2. 5 1-minutes and 5 20-seconds	2. 10 1-minutes and 10 20-seconds
3. 12 20-seconds	3. 24 20-seconds

Announcements in above Monitor plans may not be combined with other KSD schedules for frequency discounts.

**SPECIAL FEATURES**

News Service—AP, PA. Other features and special program rates on request. Participating Programs

The John Roedel Show  
 6:00 a.m. to 8:45 a.m., Mon. thru Fri.

Ed Wilson Shows  
 8:45 to 11:00 a.m., Mon. thru Fri.; 3:30 to 5:00 p.m., Mon. thru Fri.; 11:00 a.m. to 1:00 p.m. Sat.

Russ David's "Playhouse Party"  
 12:15 to 1:30 p.m., Mon. thru Fri.

*The station for the news in St. Louis. Largest staff, 30 newscasts daily.*

*Top network news every hour on the hour. Means attentive, quality audience BELIEVABILITY!!*

*First on the dial. Covers more than 1 1/2 million radio homes, 72 counties, in Missouri and Illinois*

*Saturation schedules can include spots on personality shows, at no premium.*

*Bob Hope, George Gobel and other top network talents!*

*St. Louis' top air salesman now on KSD*



*FOR AN AUDIENCE THAT REALLY LISTENS, PUT KSD ON YOUR LIST*

**THE ST. LOUIS POST-DISPATCH STATION**





# KWK

OFF TO  
A GREAT  
NEW  
YEAR

With A  
**90%**

INCREASE  
IN  
RATINGS\*  
THE  
TALK  
OF THE  
TOWN  
IN  
ST. LOUIS

\*OCT.-NOV. '58  
HOOPER

## NEW

Management • WM. L. JONES, JR., GEN'L MGR.

**KWK**  
5000 WATTS AT 1380  
*the station with the personality*  
HEADLEY-REED COMPANY • REPRESENTATIVES

IN MILWAUKEE — IT'S  
**WEMP** 5000 WATTS AT  
1250

## MISSOURI

### St. Louis—Continued

#### KSTL

(Established 1948)



Rates effective July 1, 1951. (Card No. 4.)  
Card received July 11, 1951.  
Owned and operated by Radio St. Louis, Inc

**Personnel**  
Pres. & Gen'l Mgr.—Diek J. Kasten.  
Commercial Manager—Art Ford.  
Local Sales Manager—Joseph Voss.  
Program Director—Tony Glenn.  
Publicity Director—Doris Jennemann.

**Representatives**  
Forjoe & Company, Inc.  
**Mailing Instructions**  
Business Office, Studio and Transmitter—P. O. Box 690, St. Louis 88, Mo.; 999 S. Sixth St., East St. Louis, Ill., Bridge 1-6090.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—690 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Daylight Saving Time.  
Operating schedule: Sunrise to local sunset.

**Agency Commission**  
15% to recognized advertising agencies; no cash discount. Bills rendered monthly.  
**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, SESAC and BMI licenses.  
Spiritous liquor advertising not accepted.  
Contracts may be signed for 52 weeks, within 90 days of starting date.

Rates shown after deduction of all applicable discounts.

	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)	(†)
1 time.....	60.00	36.00	24.00	18.00	15.60	12.00
13 times.....	57.00	34.20	22.80	17.10	14.82	11.40
26 times.....	54.00	32.40	21.60	16.20	14.04	10.80
52 times.....	51.00	30.60	20.40	15.30	13.26	10.20
104 times.....	48.00	28.80	19.20	14.40	12.48	9.60
156 times.....	45.00	27.00	18.00	13.50	11.70	9.00
260 times.....	42.00	25.20	16.80	12.60	10.92	8.40

(\*) One minute transcription or 100 words.  
(†) 50 words live; 30 seconds transcribed.

**SPECIAL FEATURES**  
News Service—UPI.  
Weather Reports—Direct from U. S. Weather Bureau, 5 minutes, Monday through Saturday, 8:00 a.m. and 12:25 p.m.  
Market Reports—Live stock and grain market reports, 9:45 a.m. to 10:00 a.m., 11:55 a.m. to 12:15 p.m. and 1:05 p.m. to 1:20 p.m. Monday through Saturday.

**Participating Programs**  
"Spider Burks Show"—2:00 p.m. to 4:30 p.m.  
"Frankie Yankovic Show"—10:30 a.m. to 11:30 a.m.  
"Farm Hour"—11:30 a.m. to 11:55 a.m.

**POLITICAL**  
Regular rates apply.  
**Closing Time**  
Copy and program material must be received by station at least 24 hours in advance of broadcast.

#### KWK

(Established 1927)



#### A KWK Inc. Station

Rates effective November 1, 1958. (Card No. 31.)  
Card received November 7, 1958.  
Owned and operated by KWK Radio, Incorporated.

**Personnel**  
General Manager—Hugh Boice, Jr.  
General Sales Manager—William L. Jones, Jr.  
Program Director—Gil Newsome.  
Circulation Director—Michael Ruppe, Jr.

**Representatives**  
Headley Reed Company.  
**Mailing Instructions**  
Business Office and Studio—Robert Bldg., 800 N. 12th St., St. Louis 1, Mo. Main 1-1380.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—1380 kilocycles.  
Directional—nighttime only.  
Licensed to operate on regional channel full time.  
Operates on Central Time.  
Daylight Saving Time observed.  
Operating schedule: Sundays 7:00 a.m. to midnight; weekdays 5:00 a.m. to 2:00 a.m.

**Agency Commission**  
15% on station time only to advertising agencies recognized by station; no cash discount. Bills payable 10th of month following service. When credit is not definitely established, cash weekly or monthly in advance.

**General Advertising**  
Consult station on products unacceptable. Alcoholic beverage restricted to beer and wine.  
Station reserves right to change its rates effective on such date as it may announce. Changes which increase rates will not apply to advertisers on air at time increase is announced until six months after effective date of any new rates provided there is no interruption in schedule. One year contracts, however, will be accepted only for purpose of determining frequency.

Rates are subject to change without prior notice. Advertisers on the air guaranteed 13 weeks protection.

**PROGRAM RATES**  
Contact station management or representatives.

**ANNOUNCEMENTS**

	1 min.	30 sec.
(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m. Monday through Saturday)	25.00	20.00
Less than 6 weekly.....	25.00	20.00
6 weekly.....	22.00	18.00
12 weekly.....	20.00	16.00

	1 min.	30 sec.
(9:00 a.m. to 4:00 p.m. and 6:00 p.m. to 7:00 p.m. Monday through Saturday)	20.00	15.00
Less than 6 weekly.....	20.00	15.00
6 weekly.....	18.00	13.00
(After 7:00 p.m. Monday through Saturday and all day Sunday)	15.00	13.00
Less than 6 weekly.....	15.00	13.00
6 weekly.....	13.00	11.00

**IMPACT PLANS**  
(9:00 a.m. to 4:00 p.m. and 6:00 p.m. to 7:00 p.m. Monday through Saturday)

	1 min.	30 sec.
10 weekly.....	16.00	12.00
20 weekly.....	15.00	11.00
30 weekly.....	14.00	10.00
40 weekly.....	13.00	9.00
(After 7:00 p.m. Monday through Saturday and all day Sunday)	12.00	9.00
10 weekly.....	12.00	9.00
20 weekly.....	11.00	8.00
30 weekly.....	10.00	7.00
40 weekly.....	9.00	6.00

**IDENTIFICATIONS**  
10-second ID's 50% of applicable 1-minute rate.  
5-Minute News, Sports and Weather (6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m. Monday through Saturday)

	13 wks.	26 wks.	52 wks.
Each.....	190.00	180.00	160.00
(9:00 a.m. to 4:00 p.m. and 6:00 p.m. to midnight Monday through Saturday)	150.00	140.00	120.00

**SPECIAL FEATURES**  
**Participating Programs**  
"The Jack Donnell Show"—5:00 a.m. to 6:00 a.m. Monday through Friday.  
"Coffee Club" with Mort Crowley—6:00 a.m. to 10:00 a.m. Monday through Saturday.  
"The Gil Newsome Show"—10:00 a.m. to noon; 2:00 p.m. to 5:00 p.m. Monday through Friday and 10:00 a.m. to 1:00 p.m. Saturday.  
"The Reed Farrell Show"—noon to 2:00 p.m.; 5:00 p.m. to 7:00 p.m. Monday through Friday and 5:00 p.m. to 9:00 p.m. Saturday.  
"The King Richard Show"—7:00 p.m. to 11:30 p.m. Monday through Friday and 1:00 p.m. to 5:00 p.m. Saturday.  
"The Jerry Brown Show"—11:30 p.m. to 2:00 a.m. Monday through Friday and 9:00 p.m. to 2:00 a.m. Saturday.

**POLITICAL**  
Regular rates apply. Details on request.  
**Closing Time**  
All commercial copy subject to station approval and must be received 48 hours in advance of broadcast time, exclusive of Saturday and Sunday. Contracts accepted 30 days in advance of starting date. Advertisers protected on Rate Card No. 29 for 26 weeks.

#### KXLW

CLAYTON, MO.

(Established 1946)

## Independent Negro

Rates effective December 1, 1956. (Card No. 7.)  
Rates received October 4, 1956.  
Owned and operated by Big Signal Radio Broadcasting Co., Inc.

**Personnel**  
President—Richard J. Miller.  
Secretary Treasurer—George Eng.  
Vice-Pres. & Gen'l Mgr.—B. M. Hetherington.  
Sales Manager—Wm. Don Herman.

**Representatives**  
Stars National, Inc.  
**Mailing Instructions**  
Business Office and Studio—8614 Manchester Rd., St. Louis 17, Mo., Woodland 1-1320.  
Transmitter—St. Louis (Brentwood) 17, Mo.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1320 kilocycles.  
Non-directional.  
Licensed to operate daytime, non-directional.  
Operates on Central Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 6:00 a.m. to local sunset weekdays; 8:00 a.m. to local sunset Sundays.

**Agency Commission**  
15% on time only; no cash discount. Commission on program costs, production, line charges or talent if agreed upon in advance. Bills payable by 10th of the month following broadcast.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Programs and announcements may not be combined for frequency discount.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	100.00	60.00	35.00	30.00	20.00	15.00	10.00
13 times.....	95.00	57.00	33.00	28.50	19.00	14.25	9.50
26 times.....	90.00	54.00	31.00	27.00	18.00	13.50	9.00
52 times.....	85.00	51.00	29.00	25.50	17.00	12.75	8.50
104 times.....	80.00	48.00	27.00	24.00	16.00	12.00	8.00
156 times.....	75.00	45.00	25.00	22.50	15.00	11.25	7.50
260 times.....	70.00	42.00	23.00	21.00	14.00	10.50	7.00
312 times.....	65.00	39.00	21.00	19.50	13.00	9.75	6.50

**SATURATION PACKAGES**  
12 announcements per week..... 108.00  
18 announcements per week..... 153.00  
24 announcements per week..... 192.00  
30 announcements per week..... 225.00  
36 announcements per week..... 252.00

**SPECIAL FEATURES**  
News Service—UPI and local.  
Newscasts—5-minute newscasts 5 minutes before the hour. News headlines on the 1/2 hour from 6:00 a.m. to 9:00 a.m.

**Participating Programs**  
(Negro Market)  
Monday through Friday:  
"George Johnson Jr."—6:00 a.m. to 8:00 a.m.  
"Amos Doston"—8:00 a.m. to 10:00 a.m.  
"Earl Rodney Jones"—10:00 a.m. to noon.  
"Your Panyo"—noon to 2:30 p.m.  
(This listing continued on next page)

**St. Louis—KXLW—Continued**

"Rodney's Juke Box"—2:30 p.m. to sign-off.  
Sundays:  
"Sunday Spirituals"—10:00 a.m. to 11:30 a.m.  
"St. Louis Blues Show"—1:30 p.m. to sign-off.  
**POLITICAL**

Regular rates apply.  
**Closing Time**  
Copy and program material must be received at least 24 hours, exclusive of Saturdays, Sundays and holidays, prior to broadcast.

**KXOK**

(Established 1938)

**THE JOHN BLAIR STATION**



Rates effective January 1, 1958. (Card No. 13.)  
Card received November 20, 1958.

Owned and operated by KXOK Broadcasting, Inc.  
**Personnel**  
President—E. M. Roberts, Jr.  
Vice-President—C. L. (Chet) Thomas.  
Sales Manager—William C. O'Donnell.  
**Representatives**  
John Blair & Company.  
**Mailing Instructions**  
Business Office and Studio—Radio Park, St. Louis 13, Mo., Forest 7-6000, TWX—St. Louis 44.  
Transmitter—Madison, Ill.  
**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—630 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate full time on regional channel.  
Operates on Central Time.  
Daylight Saving Time observed.  
Operating schedule: 24 hours daily.  
**Agency Commission**  
15% on station time to advertising agencies recognized by station; no cash discount. Commission on program costs, production, line charges or talent if agreed upon.  
**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees as licensed. BMI, ASCAP and SESAC licenses.  
All rates subject to change without notice.  
Rates listed herein are for informative purposes only and do not constitute an offer on the part of the station.  
Rates are guaranteed for a period of 6 months from date of first broadcast or for 6 months from the effective date of any increase in these rates, providing advertising is actually running at the time of the effective date of the increase and providing that the broadcasts continue without interruption. All broadcasts placed with the station for the advertiser within 6 months from date of first broadcast shall be combined for the purpose of calculating the total amount of frequency discounts earned provided, however, that

announcements cannot be so combined with saturation plans, five minute or longer broadcasts. Saturation Plans are not combinable with other broadcasting to earn frequency discounts on the other broadcasting. Announcements and/or programs immediately preceding any change in rate classification take the rate in the proper time class. To all intent, programs start on the hour, quarter-hour, half-hour or three-quarter hour time segment and end 30 seconds before the next time period.

**ANNOUNCEMENTS**

**CLASS "AA"**  
(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)

	Per announcement —		
	1 min.	20 sec.	10 sec.
Fixed position.....	45.00	34.00	22.50
Less than 6 per week.....	40.00	30.00	20.00
6 per week, 1 per day.....	38.00	29.00	19.00
<b>Impact Plans</b>			
12 per week.....	432.00	324.00	216.00
18 per week.....	630.00	468.00	315.00
24 per week.....	816.00	600.00	408.00
36 per week.....	1,188.00	864.00	594.00
48 per week.....	1,536.00	1,104.00	768.00

**CLASS "A"**  
(9:00 a.m. to 4:00 p.m. Monday through Saturday)

Less than 6 per week.....	36.00	27.00	18.00
6 per week, 1 per day.....	34.00	26.00	17.00
<b>Impact Plans</b>			
12 per week.....	336.00	252.00	168.00
18 per week.....	486.00	360.00	243.00
24 per week.....	624.00	456.00	312.00
36 per week.....	900.00	648.00	450.00
48 per week.....	1,152.00	816.00	576.00
96 per week.....	2,112.00	1,440.00	1,056.00

**CLASS "B"**  
(7:00 p.m. to midnight Monday through Saturday; 6:00 a.m. to midnight Sunday)

Less than 6 per week.....	18.00	16.00	9.00
6 per week, 1 per day.....	17.00	15.00	8.50
<b>Impact Plans</b>			
12 per week.....	180.00	144.00	90.00
18 per week.....	252.00	198.00	126.00
24 per week.....	312.00	240.00	156.00
36 per week.....	432.00	324.00	216.00
48 per week.....	528.00	384.00	264.00
96 per week.....	864.00	576.00	432.00

**CLASS "C"**  
(Midnight to 6:00 a.m. Tuesday through Sunday)

Less than 6 per week.....	9.00	6.00	4.50
6 per week, 1 per day.....	8.00	5.00	4.00
<b>Impact Plans</b>			
12 per week.....	84.00	60.00	42.00
18 per week.....	117.00	81.00	58.50
24 per week.....	144.00	96.00	72.00
36 per week.....	198.00	126.00	99.00
48 per week.....	240.00	144.00	120.00
96 per week.....	384.00	240.00	192.00

**PROGRAMS**  
(6:00 a.m. to 10:00 a.m. Sunday only)  
1/2 hour..... 165.00 1/4 hour..... 90.00  
Rates from midnight to 6:00 a.m. are on request.

**MISSOURI**

**NEWSCASTS**

	"AA"	"A"	"B"
5-minutes:			
Less than 6 per week, each....	60.00	50.00	30.00
6 per week, 1 per day, each	55.00	45.00	25.00
12 per week, 2 per day, each	50.00	40.00	20.00
Rates from midnight to 6:00 a.m. on request.			

**SPECIAL FEATURES**  
News Service—UPI and local.  
Participating Programs  
"The Jack Elliott Show"—6:00 a.m. to 9:00 a.m. Monday through Saturday; noon to 3:00 p.m. Saturday.  
"The Bill Crable Show"—11:00 a.m. to noon, Monday through Friday.  
"Gentleman Jim Bradley Shows"—9:00 a.m. to 11:00 a.m.; noon to 3:00 p.m. Monday through Friday, and noon to 5:00 p.m. Sunday.  
"Buddy MacGregor Show"—3:00 p.m. to 7:00 p.m. Monday through Saturday, and 9:00 a.m. to noon Saturday.  
"The Peter Martin Show"—7:00 p.m. to 10:00 p.m. Monday through Saturday.  
"Top 30"—9:30 a.m. to noon Sunday.  
"Top 30 Review" with Peter Martin—5:00 p.m. to 9:00 p.m. Sunday.  
"Cloud Club" (Sunday night edition)—10:00 p.m. to midnight.  
"Open Line" with Roger Bell—10:00 p.m. to midnight weekdays.  
"Night Owl Club" with Art Rice—midnight to 6:00 a.m. weekdays.

**POLITICAL**  
Card rates apply. Details on request.  
**Closing Time**  
Two copies of talks must be filed with station 72 hours prior to broadcast date.  
All continuity for announcements and/or programs supplied by advertiser or his agent must be submitted to station not less than 72 hours prior to broadcast date.

**WAMV**  
EAST ST. LOUIS, ILL.

(Established 1935)



Rates effective November 1, 1957. (Card No. 16.)  
Card received October 4, 1957.  
Owned and operated by Radio Missouri Corp.  
**Personnel**  
President—Robert W. Day.  
Vice President—Donald H. Richardson.  
General Manager—James E. Goldsmith.  
Sales Manager—Elmer F. Willich.  
Program Director—Dan Stengel.  
**Representatives**  
Weed Radio Corporation.  
**Mailing Instructions**  
Business Office and Studio—Hotel Broadview, Fifth and Broadway, East St. Louis, Ill. Bridge 1-4625 and Upton 4-4390.  
Transmitter—Hotel Broadview, East St. Louis, Ill.  
**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Central Time.  
Daylight Savings Time observed.  
Operating schedule: 6:00 a.m. to midnight weekdays; 8:00 a.m. to 11:30 p.m. Sunday.  
**Agency Commission**  
15% to recognized agencies on time only; no cash discount. All bills due and payable on first of week for programs broadcast during previous week unless monthly credit has been established.  
**General Advertising**  
ASCAP, BMI and SESAC licenses.  
Accepts AAAA copyrighted contract.  
Advertising of beer and wine accepted.  
No per inquiry advertising accepted.

**BASIC RATES**

	1/2 hr.	25 min.	1/4 hr.	10 min.	5 min.
1 time.....	56.00	48.00	34.00	24.00	16.00
26 times.....	52.50	45.00	31.50	22.50	15.00
52 times.....	49.00	42.00	29.00	21.00	14.00
104 times.....	45.50	39.00	26.50	19.50	13.00
156 times.....	42.00	36.00	24.50	18.00	12.00
260 times.....	38.50	33.00	22.50	16.50	11.00

**ANNOUNCEMENTS**  
**CLASS "A"**  
(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m.)

1-minute:			
1 time.....	14.00	156 times.....	10.00
26 times.....	13.00	260 times.....	9.00
52 times.....	12.00	500 times.....	8.00
104 times.....	11.00		

**CLASS "B"**  
(All other times)

1 time.....	10.00	156 times.....	6.50
26 times.....	9.00	260 times.....	6.00
52 times.....	8.00	500 times.....	5.00
104 times.....	7.00		

All times guaranteed. 10-second announcements—50% of 1-minute rate.

**ANNOUNCEMENT PACKAGES**

	Total
1-minute Spots	
20 times per week for 13 weeks.....	1,300.00
30-second Spots	
104 times per month.....	520.00
52 times per month.....	312.00
26 times per month.....	182.00
Combination	
(1-minute spot—30-second spot)	
52 times per week.....	260.00
26 times per week.....	156.00
13 times per week.....	91.00
10-second Spots	
40 times per week for 13 weeks.....	1,300.00
260 times per month.....	650.00
156 times per month.....	468.00
52 times per month.....	182.00
104 times per week.....	260.00
52 times per week.....	156.00
26 times per week.....	91.00

(This listing continued on next page)

**From KXLW:**

**AN OPEN LETTER TO ALL AGENCIES, TIME BUYERS, ACCOUNT EXECUTIVES AND ADVERTISING MANAGERS.**

**Re: Negro Radio**

Only **INTEGRITY** and **QUALITY** in Negro Emphasis Radio Broadcasting can give your product the respect you want.

St. Louis Negroes respect and value KXLW's high standards, program content and public service. They have confidence in KXLW . . . depend on it regularly. This confidence carries over to your commercial announcements adding a Big Bonus dimension to an already effective selling medium for your product.

Richard J. Miller, President  
R. M. Hetherington, Vice-Pres. & G. Mgr.

**Serving over 300,000 Negroes.**

**KXLW** 1000 watts in St. Louis

Represented by **STARS NATIONAL, INC.**

# MISSOURI

## St. Louis—W A M V—Continued

**SPECIAL FEATURES**  
 News Service—AP. No extra charge.  
 Weather Reports—no extra charge.  
**Participating Programs**  
 "Dan Stengel Show"—6:00 a.m. to 9:00 a.m. Monday through Saturday; noon to 2:00 p.m. Monday through Friday; 9:30 a.m. to 2:00 p.m. Saturdays.  
 "Jim Hummel Show"—2:00 p.m. to 8:00 p.m. Monday through Saturday.  
 "Robert B. Q. Show"—8:00 p.m. to midnight Monday through Saturday.  
 "Anita Newsome Show"—10:00 a.m. to 11:30 a.m. Monday through Friday.  
**POLITICAL AND RELIGIOUS**  
 Regular rates apply; cash in advance.

### WEW

(Established 1921)



Rates effective April 1, 1954.  
 Rates received March 22, 1954.  
 Revisions (Ann.) received June 27, 1955.  
 Owned and operated by The Barrington Co.  
**Personnel**  
 General Manager—Bruce Barrington.  
**Representatives**  
 The Bolling Company, Inc.  
**Mailing Instructions**  
 Business Office and Studio—220 N. Fourth St., St. Louis 2, Mo. Chestnut 1-1921.  
 Transmitter—7000 Bunkum Road, E. St. Louis, Ill.  
**Wave—Power—Time**  
 Operating power—1,000 watts.  
 Frequency—770 kilocycles.  
 Non-directional.  
 Operates on Central Time.  
 Daylight Saving Time observed.  
 Operating schedule: 6:00 a.m. to local sunset.  
**Agency Commission**  
 15% on gross charges for station facilities to recognized agencies; no cash discount. No commission on production charges or talent.  
**General Advertising**  
 ASCAP, BMI and SESAC licenses.  
 Affiliated with MBS.

	1	1/2	1/4	10	5	1	1/2
	hr.	hr.	hr.	min.	min.	min.	min.
1 time..	100.00	60.00	35.00	30.00	20.00	12.00	10.00
13 times	95.00	57.00	33.00	28.50	19.00	11.40	9.50
26 times	90.00	54.00	31.50	27.10	18.00	10.80	9.00
52 times	80.00	51.50	30.00	25.70	17.10	10.20	8.50
104 times	81.00	49.00	28.50	24.40	16.30	9.60	8.00
156 times	77.00	46.50	27.00	23.60	15.50	9.00	7.50
260 times	73.00	44.00	25.50	22.40	14.70	8.40	7.00
312 times	69.00	42.00	24.50	21.30	14.00	7.80	6.50

### PACKAGE RATES (\*)

12 announcements, per week.....	108.00	86.40
18 announcements, per week.....	153.00	122.40
24 announcements, per week.....	192.00	153.60
30 announcements, per week.....	225.00	180.00
36 announcements, per week.....	252.00	198.00
42 announcements, per week.....	273.00	210.00
48 announcements, per week.....	288.00	216.00

(\*) One-minute announcements.  
 (†) Station break announcements, 50 words.

### SPECIAL FEATURES

News Service—UPI. News hourly, 5 minutes before "Capsule Comments"—every hour on the half hour.  
**Participating Programs**  
 "Morgan in the Morning" with Bill Morgan—6:00 a.m. to 9:00 a.m.  
 "Dwight Gordon"—10:00 a.m. to noon and 2:00 p.m. to 4:00 p.m.  
 "Morgan Express"—with Bill Morgan—noon to 2:00 p.m.  
 "Sleepy Eyed John"—4:00 p.m. to 6:00 p.m.  
**Closing Time**  
 All copy and transcriptions must be received at least 48 hours in advance of broadcast.

### WIL

(Established 1922)

### A Balaban Station



Rates effective August 1, 1958. (Card No. 9.)  
 Card received July 3, 1958.  
 Owned and operated by Radio Station WIL.  
**Personnel**  
 Exec. Vice-Pres. & Managing Dir.—John F. Box, Jr.  
 Ass'ts to Vice-Pres.—William L. Armstrong, William T. McKibben.  
 Sales Manager—Stanley N. Kaplan.  
 Program Director—Jack Carney.  
**Representatives**  
 Robert E. Eastman & Co., Inc.  
**Mailing Instructions**  
 Executive Offices—Coronado Hotel, 3715 Lindell Blvd., St. Louis 8, Mo. Olive 2-4500. TWX SL 787.  
 Transmitter—North Dupo, Ill.  
**Wave—Power—Time**  
 Operating power—5,000 watts.  
 Frequency—1430 kilocycles.  
 Directional—separate patterns, day and night.  
 Licensed to operate full time. Operates on Central Time.  
 Daylight Saving Time observed.  
 Operating schedule: 24 hours daily.  
**Agency Commission**  
 15% on net charges for time only is allowed to advertising agencies recognized by station providing payment is made before the 15th of the month following broadcast; no cash discount. Statements rendered monthly, payable at race when rendered. Short rate billing rendered when frequency rate is not earned.  
**General Advertising**  
 Accepts AAAA copyrighted contract.  
 ASCAP, BMI and SESAC licenses.

Rates are guaranteed for a period of 6 months from date of first broadcast or for 6 months from the effective date of any increase in these rates, providing advertising is actually running at time of effective date of increase and providing that broadcasts continue without interruption. All broadcasts placed with the station for the advertiser within 6 months from date of first broadcast shall be combined for the purpose of calculating the total amount of frequency discounts earned provided, however, that announcements cannot be so combined with saturation plans, 5 minute or longer broadcasts. Saturation Plans are not combinable with other broadcasting to earn frequency discounts on the other broadcasting.

### ANNOUNCEMENTS AND PROGRAMS

**Captive Housewife Times**  
 (9:00 a.m. to 4:00 p.m. Monday through Friday)

1 time.....	53.00	35.00	25.00	18.00
52 times.....	51.00	34.00	24.00	17.00
156 times.....	49.00	33.00	23.00	16.00
260 times.....	47.00	32.00	22.00	15.00

**Drive Times**  
 (6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)

1 time.....	60.00	40.00	30.00	20.00
52 times.....	58.00	39.00	29.00	19.00
156 times.....	56.00	38.00	28.00	18.00
260 times.....	54.00	37.00	27.00	17.00

**Week-End**  
 (9:00 a.m. to 4:00 p.m. and 7:00 p.m. to 10:00 p.m. Saturday; 10:00 a.m. to 6:00 p.m. Sunday)

1 time.....	38.00	25.00	18.00	13.00
52 times.....	36.00	24.00	17.00	12.00
156 times.....	34.00	23.00	16.00	11.00
260 times.....	32.00	22.00	15.00	10.00

**Nighttime**  
 (7:00 p.m. to midnight Sunday through Saturday)

1 time.....	30.00	20.00	15.00	10.00
52 times.....	28.00	19.00	14.00	9.00
156 times.....	26.00	18.00	13.00	8.00
260 times.....	24.00	17.00	12.00	7.00

**(All other times)**  
 (Midnight to 6:00 a.m. Sunday through Saturday; 6:00 a.m. to 10:00 a.m. Sunday)

1 time.....	16.00	10.00	8.00	6.00
52 times.....	14.00	9.00	7.00	5.00
156 times.....	12.00	8.00	6.00	4.00
260 times.....	10.00	7.00	5.00	3.00

**Captive Housewife Plan**  
 (9:00 a.m. to 4:00 p.m. Monday through Friday)

	1 wk.	26 wks.	52 wks.
1 minute:			
12 times.....	312.00	300.00	288.00
18 times.....	450.00	432.00	414.00
24 times.....	576.00	552.00	528.00
36 times.....	828.00	792.00	756.00
48 times.....	1,056.00	1,008.00	960.00
60 times.....	1,260.00	1,200.00	1,140.00
72 times.....	1,440.00	1,368.00	1,296.00
84 times.....	1,596.00	1,512.00	1,428.00
96 times.....	1,728.00	1,632.00	1,536.00

**20 seconds:**

12 times.....	240.00	228.00	216.00
18 times.....	342.00	324.00	306.00
24 times.....	450.00	408.00	384.00
36 times.....	612.00	576.00	540.00
48 times.....	768.00	720.00	672.00
60 times.....	900.00	840.00	780.00
72 times.....	1,008.00	936.00	864.00
84 times.....	1,092.00	1,008.00	924.00
96 times.....	1,152.00	1,056.00	960.00

**10 seconds:**

12 times.....	180.00	168.00	156.00
18 times.....	252.00	234.00	216.00
24 times.....	312.00	288.00	264.00
36 times.....	432.00	396.00	360.00
48 times.....	528.00	480.00	432.00
60 times.....	600.00	540.00	480.00
72 times.....	648.00	576.00	504.00
84 times.....	672.00	576.00	504.00
96 times.....	672.00	588.00	480.00

**Drive Time Special**  
 (6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)

1 minute:			
12 times.....	420.00	408.00	396.00
18 times.....	612.00	594.00	576.00
24 times.....	792.00	768.00	744.00
36 times.....	1,152.00	1,116.00	1,080.00
48 times.....	1,488.00	1,440.00	1,392.00
60 times.....	1,800.00	1,740.00	1,680.00
72 times.....	2,088.00	2,016.00	1,944.00
84 times.....	2,352.00	2,268.00	2,184.00
96 times.....	2,592.00	2,496.00	2,400.00

**20 seconds:**

12 times.....	360.00	348.00	336.00
18 times.....	522.00	504.00	486.00
24 times.....	672.00	648.00	624.00
36 times.....	972.00	936.00	900.00
48 times.....	1,248.00	1,200.00	1,152.00
60 times.....	1,500.00	1,440.00	1,380.00
72 times.....	1,728.00	1,656.00	1,584.00
84 times.....	1,932.00	1,848.00	1,764.00
96 times.....	2,112.00	2,016.00	1,920.00

**10 seconds:**

12 times.....	216.00	204.00	192.00
18 times.....	306.00	288.00	270.00
24 times.....	384.00	360.00	336.00
36 times.....	540.00	504.00	468.00
48 times.....	672.00	624.00	576.00
60 times.....	780.00	720.00	660.00
72 times.....	864.00	792.00	720.00
84 times.....	924.00	840.00	756.00
96 times.....	960.00	864.00	768.00

**5 seconds:**

12 times.....	96.00	84.00	72.00
18 times.....	139.50	121.50	103.50
24 times.....	180.00	156.00	132.00
36 times.....	261.00	225.00	189.00
48 times.....	336.00	288.00	240.00
60 times.....	405.00	345.00	285.00
72 times.....	468.00	386.00	324.00
84 times.....	525.00	441.00	357.00
96 times.....	576.00	480.00	384.00

**Personality Package**  
 One 1-minute sales message per day, 7 days a week, in each of the 5 WIL personalities. Live copy recommended. (Rate refers to all personalities under Participating Programs.)

1 minute:	1 wk.	13 wks.	26 wks.	52 wks.
7 times.....	245.00	238.00	231.00	224.00
14 times.....	476.00	462.00	448.00	434.00
21 times.....	693.00	672.00	651.00	630.00
28 times.....	896.00	868.00	840.00	812.00
35 times.....	1,085.00	1,050.00	1,015.00	980.00

Thirty-five 1-minute sales messages. Per week, flat, 525.00.

**Wonderful Week-End**  
 (9:00 a.m. to 4:00 p.m. and 7:00 p.m. to 10:00 p.m. Saturday; 10:00 a.m. to 6:00 p.m. Sunday)

	1 wk.	26 wks.	52 wks.
1 minute:			
12 times.....	240.00	228.00	216.00
18 times.....	342.00	324.00	306.00
24 times.....	432.00	408.00	384.00
36 times.....	612.00	576.00	540.00
48 times.....	768.00	720.00	672.00

**20 seconds:**

12 times.....	180.00	168.00	156.00
18 times.....	252.00	234.00	216.00
24 times.....	312.00	288.00	264.00
36 times.....	432.00	396.00	360.00
48 times.....	528.00	480.00	432.00

**10 seconds:**

12 times.....	120.00	108.00	96.00
18 times.....	162.00	144.00	126.00
24 times.....	192.00	168.00	144.00
36 times.....	252.00	216.00	180.00
48 times.....	288.00	240.00	192.00

**Family Plan**  
 Twenty-four 1-minute sales messages per week, distributed as follows:  
 6 spots in 6:00 a.m. to 9:00 a.m. Monday through Saturday.  
 6 spots in 4:00 p.m. to 8:00 p.m. Monday through Saturday.  
 4 spots in 8:00 p.m. to 10:00 p.m. Monday through Saturday.  
 4 spots in 9:00 a.m. to 4:00 p.m. Saturday.  
 4 spots in 10:00 a.m. to 6:00 p.m. Sunday.  
 Per week, flat, 480.00.

**Nighttime Special**  
 2 sales messages per night, 7 nights a week, to provide a family audience at a very economical cost. 1 announcement nightly, 7:00 p.m. to 10:00 p.m. and 10:00 p.m. to midnight.  
 14 1-minute—per week, flat..... 182.00  
 14 20-seconds—per week, flat..... 140.00  
 14 10-seconds—per week, flat..... 105.00

**Day-Night Circulation Extender**  
 (9:00 a.m. to 4:00 p.m. and 7:00 p.m. to 10:00 p.m. Monday through Friday)

	1 wk.	26 wks.	52 wks.
1 minute:			
12 times.....	240.00	228.00	216.00
18 times.....	342.00	324.00	306.00
24 times.....	432.00	408.00	384.00
36 times.....	612.00	576.00	540.00
48 times.....	768.00	720.00	672.00
60 times.....	900.00	840.00	780.00
72 times.....	1,008.00	936.00	864.00
84 times.....	1,092.00	1,008.00	924.00
96 times.....	1,152.00	1,056.00	960.00

**20 seconds:**

12 times.....	180.00	168.00	156.00
18 times.....	252.00	234.00	216.00
24 times.....	312.00	288.00	264.00
36 times.....	432.00	396.00	360.00
48 times.....	528.00	480.00	432.00
60 times.....	600.00	540.00	480.00
72 times.....	648.00	576.00	504.00
84 times.....	672.00	576.00	504.00
96 times.....	672.00	588.00	



St. Louis—W I L—Continued

20 seconds:	1 wk.	13 wks.	26 wks.	52 wks.
7 times.....	210.00	203.00	196.00	189.00
14 times.....	406.00	392.00	378.00	364.00
21 times.....	588.00	567.00	546.00	525.00
28 times.....	756.00	728.00	700.00	672.00
35 times.....	910.00	875.00	840.00	805.00

10 seconds:  
 7 times..... 126.00 119.00 112.00 105.00  
 14 times..... 238.00 224.00 210.00 196.00  
 21 times..... 336.00 315.00 294.00 273.00  
 28 times..... 420.00 392.00 364.00 336.00  
 35 times..... 490.00 455.00 420.00 385.00

Drive Carefully  
 (6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday; 8:00 a.m. to 8:00 p.m. Saturday; 9:00 a.m. to 9:00 p.m. Sunday)

1 minute:	7 times.....	238.00	231.00	224.00	217.00
	14 times.....	462.00	448.00	434.00	420.00
	21 times.....	672.00	651.00	630.00	609.00
	28 times.....	868.00	840.00	812.00	784.00
	35 times.....	1,050.00	1,015.00	980.00	945.00

20 seconds:	7 times.....	203.00	196.00	189.00	182.00
	14 times.....	392.00	378.00	364.00	350.00
	21 times.....	567.00	546.00	525.00	504.00
	28 times.....	728.00	700.00	672.00	644.00
	35 times.....	875.00	840.00	805.00	770.00

10 seconds:	7 times.....	119.00	112.00	105.00	98.00
	14 times.....	224.00	210.00	196.00	182.00
	21 times.....	315.00	294.00	273.00	252.00
	28 times.....	392.00	364.00	336.00	308.00
	35 times.....	455.00	420.00	385.00	350.00

St. Louis Clock  
 (6:00 a.m. to 8:00 p.m. Monday through Friday; 8:00 a.m. to 8:00 p.m. Saturday; 9:00 a.m. to 6:00 p.m. Sunday)

Identifications:	7 times.....	119.00	112.00	105.00	98.00
	14 times.....	224.00	210.00	196.00	182.00
	21 times.....	315.00	294.00	273.00	252.00
	28 times.....	392.00	364.00	336.00	308.00
	35 times.....	455.00	420.00	385.00	350.00

Action Central News Plans

"AM/PM News Package"—15 and 45 minutes after 6:00, 7:00 and 8:00 a.m.; 4:00, 5:00 and 6:00 p.m., Monday through Saturday—Spots divided on AM and PM schedules:

Per week:	1 wk.	13 wks.	26 wks.	52 wks.
6 newscasts.....	360.00	330.00	300.00	270.00
12 newscasts.....	660.00	600.00	540.00	480.00

"Day News Package"—15 and 45 minutes after 9:00, 10:00 and 11:00 a.m.; noon, 1:00, 2:00 and 3:00 p.m., Monday through Sunday—Spots divided on AM and PM schedules:

Per week:	1 wk.	13 wks.	26 wks.	52 wks.
7 newscasts.....	371.00	336.00	301.00	266.00
14 newscasts.....	672.00	602.00	532.00	462.00

W I L Scoreboard  
 (Monday through Sunday)

Per week:	1 min.	1 min.
14 ti. 2 per day	420.00	49 ti. 7 per day 1,225.00
21 ti. 3 per day	609.00	56 ti. 8 per day 1,344.00
28 ti. 4 per day	784.00	63 ti. 9 per day 1,449.00
35 ti. 5 per day	945.00	70 ti. 10 per day 1,540.00
42 ti. 6 per day	1,092.00	

Full package of approximately 125 per week	1,875.00
20 sec.	
14 ti. 2 per day	350.00
21 ti. 3 per day	504.00
28 ti. 4 per day	644.00
35 ti. 5 per day	770.00
42 ti. 6 per day	882.00

Full package of approximately 125 per week	1,500.00
10 sec.	
14 ti. 2 per day	210.00
21 ti. 3 per day	304.50
28 ti. 4 per day	392.00
35 ti. 5 per day	472.50
42 ti. 6 per day	546.00

"W I L Scoreboard" is used during baseball and football season.

SPECIAL FEATURES

News Service—UPI, Western Union sports wire, 3 mobile units.  
 "Action Central"—news at 15 minutes before and 15 minutes after the hour, 48 times per day.

Participating Programs

"Gary Owens"—5:30 a.m. to 9:00 a.m. Monday through Sunday.  
 "Sam Holman"—9:00 a.m. to noon Monday through Sunday.  
 "Dick Clayton"—noon to 4:00 p.m. Monday through Sunday.  
 "Jack Carney"—4:00 p.m. to 8:00 p.m. Monday through Sunday.  
 "Bob Osborne"—8:00 p.m. to midnight Monday through Sunday.  
 "Bill Wells"—midnight through Sunday.

Regular rates apply to all programs.

POLITICAL

Regular rates apply.  
 Closing Time  
 Copy and contracts must be submitted to station 24 hours before broadcast time.

SALEM

Dent County—Map Location G-5

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

K S M O  
 (Established 1953)

Card received October 4, 1954.  
 Owned and operated by "Zola" Broadcasting Co.

Personnel  
 Owner-Manager—William B. Smith.  
 Prog. & Women's Dir.—Irene Smith.

Representatives  
 None.

Mailing Instructions  
 Business Office and Studio—P. O. Box 71, Salem, Mo.  
 Transmitter—on Hwy. 19 South of Salem.

Wave—Power—Time  
 Operating power—250 watts.  
 Frequency—1340 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time.

Operates on Central Time.

Operating schedule: 6:00 a.m. to 10:00 p.m. Monday through Saturday; 7:00 a.m. to 10:00 p.m. Sunday.

Agency Commission  
 15%; no cash discount. Bills due and payable 10th of month.

General Advertising  
 Accepts AAAA copyrighted contract.  
 ASCAP, BMI and SESAC licenses.  
 Rates include music copyright fees.  
 Beer advertising accepted.  
 Maximum contract one year.

	1 hr.	1/2 hr.	1/4 hr.	1 min.	50 wds.
1 time.....	40.00	21.00	12.00	4.00	3.20
13 times.....	38.00	20.00	11.00	3.70	3.00
26 times.....	36.00	19.00	10.50	3.40	2.80
52 times.....	34.00	18.00	10.00	3.20	2.60
104 times.....	32.00	17.00	9.50	3.00	2.50
156 times.....	30.00	16.00	9.00	2.80	2.30
260 times.....	28.00	15.00	8.50	2.60	2.20
312 times.....	26.00	14.00	8.00	2.40	2.00

PACKAGE RATES  
 30 1-minute or less spots, used in 1 week..... 75.00

SPECIAL FEATURES

News Service—AP.

Participating Programs

"Good Morning Show"—6:00 a.m. to 7:00 a.m.  
 "Coffee Time"—10:00 a.m. to 10:15 a.m.  
 "45 Club"—10:15 a.m. to 11:00 a.m.  
 "Hickory Holler Time"—2:30 p.m. to 4:00 p.m.  
 "Platter Party"—6:15 p.m. to sign-off.

Regular rates apply; sold in 15-minute segments on a minimum 13 week contract, 5 days per week.

Closing Time  
 All copy must be submitted to station at least 24 hours before broadcast time.

SEDALIA (2 AM)

Pettis County—Map Location E-4

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

K D R O  
 (Established 1939)

Rates effective June 1, 1946.  
 Owned and operated by Sedalia Broadcasting Corp.

Personnel  
 Pres. & Sales Mgr.—James F. Glenn.  
 Vice-Pres. & Gen'l Mgr.—Herbert W. Brandes.  
 Women's Director—Sandra Gihson.  
 News Director—Fred Bennett.

Representatives  
 John E. Pearson Company.

Mailing Instructions  
 Business Office—2100 W. Broadway, Sedalia, Mo.  
 Studio—Broadway and State Fair Blvd., Sedalia, Mo., Ta 6-5005.  
 Transmitter—2100 W. Broadway, Sedalia, Mo.

Wave—Power—Time  
 Operating power—250 watts.  
 Frequency—1490 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time.  
 Operates on Central Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 6:00 a.m. to 11:00 p.m. Monday through Saturday and 7:30 a.m. to 11:00 p.m. Sunday.

Agency Commission  
 15% to recognized agencies on station time only; no cash discount. No commissions paid on production costs including talent. Accounts payable 10th of month following broadcast.

General Advertising  
 Affiliated with Keystone Network.  
 Rates are for both local and national advertising and include music copyright fees.

CLASS "A"	
(6:45 a.m. to 8:30 a.m., 12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)	
1 hr.	55.00
1/2 hr.	30.00
1/4 hr.	17.50
10 minutes	12.50
5 minutes	10.00

CLASS "B"	
(All other times)	
1 hr.	40.00
1/2 hr.	22.50
1/4 hr.	12.50
10 minutes	10.00
5 minutes	7.00

FREQUENCY DISCOUNTS  
 Six programs per week, additional discount..... 10%

ANNOUNCEMENTS  
 Day and night

1 time.....	4.00	78 times.....	3.25
13 times.....	3.75	150 times.....	3.15
26 times.....	3.60	250 times.....	3.00
52 times.....	3.45		

10% additional discount on spot expenditures of 50.00 or more per week.

SATURATION PLAN

10 spots per day, each.....	2.75
8 spots per day, each.....	2.85
5 spots per day, each.....	3.00

SPECIAL FEATURES

News Service—AP. Leased wire services available—rates and details on request.

News—every hour before the hour.

Package plan: 5-minute news programs, per day (3 daily) 20.00 on a minimum 13 week contract, 5 days per week.

Participating Programs

"County Journal Program"—6:00 a.m. to 6:55 a.m.  
 "Top Forty Time"—7:00 a.m. to noon and 1:00 p.m. to 11:00 p.m.

POLITICAL  
 Regular rates apply.

MISSOURI

K S I S

(Established 1953)



Rates effective July 1, 1953. (Card No. 1.)  
 Rates received July 13, 1953.

Owned and operated by Yates Broadcasting Co.

Personnel  
 Pres. & Gen'l Mgr.—Carl W. Yates, Jr.  
 Program & Women's Dir.—Bettie Baldwin,  
 News Director—Harlan Snow.

Representatives  
 Thomas F. Clark Co.

Mailing Instructions  
 Business Office and Studio—KSIS Bldg., Highway 65,  
 P. O. Box 207, N. Sedalia, Mo. Taylor 6-1050.  
 Transmitter—4 miles north on Highway 65.

Wave—Power—Time  
 Operating power—1,000 watts.  
 Frequency—1050 kilocycles.  
 Non-directional.  
 Licensed to operate to local sunset.  
 Operates on Central Time.  
 Operating schedule: 6:00 a.m. to local sunset week days; 7:30 a.m. to local sunset Sundays.

Agency Commission  
 15% to recognized agencies on time only; no cash discount. Bills rendered monthly; payable 10 days.

General Advertising  
 Accepts AAAA copyrighted contract.  
 ASCAP, BMI and SESAC licenses.  
 Rates include music copyright fees.  
 Beer advertising accepted.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	50.00	30.00	20.00	16.00	12.00	6.50
13 times.....	47.00	27.75	18.75	15.00	10.75	6.25
26 times.....	44.00	25.75	17.50	14.00	9.75	6.00
52 times.....	41.00	23.75	16.25	13.00	9.00	5.50
104 times.....	38.00	21.75	15.00	12.00	8.25	5.00
156 times.....	35.00	19.50	13.75	11.00	7.50	4.50
260 times.....	32.00	17.50	12.50	10.00	6.75	4.00

ANNOUNCEMENTS  
 Not restricted to any certain hours.

PACKAGE RATES  
 Twenty spots, one-minute or less, used in one week ..... 75.00

SPECIAL FEATURES

News Service—AP and local. 3 mobile units.  
 No extra charge.

Participating Programs

"Daybreaker Show"—7:10 a.m. to 8:00 a.m. and 8:15 a.m. to 9:00 a.m. Popular music, time, temperature.  
 "Western Jambolies" with "The Old Cotton Picker"—1:00 p.m. to 2:00 p.m. Monday through Saturday.  
 Country and Western music.  
 "Record Rack"—2:05 p.m. to 5:00 p.m. Monday through Saturday. Popular music.

POLITICAL  
 Regular rates apply. Payable in advance.

Closing Time  
 24 hours in advance of broadcast.

SIKESTON

Scott County—Map Location J-6

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

K S I M

(Established 1948)

Rates effective .....  
 Rates received June 16, 1958.

Owned and operated by the Sikeston Community Broadcasting Co., Inc.

Personnel  
 Manager—R. L. Watkins, Jr.

Representatives  
 Headley Reed Company.

Mailing Instructions  
 Business Office and Studio—KSIM Bldg., Highway 60 W., Sikeston, Mo.  
 Transmitter—One mile west on Highway 60 W., Sikeston, Mo.

Wave—Power—Time  
 Operating power—250 watts.  
 Frequency—1400 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time.  
 Operates on Central Time.  
 Daylight Saving Time not observed.  
 Operating schedule: Sundays 6:30 a.m. to 11:00 p.m.; week days 6:15 a.m. to 11:00 p.m.

Agency Commission  
 15% to recognized advertising agencies on time only  
 No cash discount.

General Advertising  
 Accepts AAAA copyrighted contract.  
 The following rates are for national advertising.

	1 hr.	26 ti.	52 ti.	104 ti.	156 ti.	312 ti.
1 hour.....	60.00	57.00	54.00	48.75	44.00	39.50
1/2 hour.....	36.00	34.50	32.75	29.50	26.50	23.75
1/4 hour.....	24.00	22.75	21.00	18.75	16.75	15.00
5 minutes	12.00	11.50	10.75	9.50	8.00	7.00
100 words.....	6.00	5.75	5.50	5.00	4.50	4.00

SPECIAL FEATURES  
 News Service—AP and local.

POLITICAL  
 Regular rates apply.

Closing Time  
 Talent programs and talks close two weeks in advance of broadcast. Recorded programs close one week in advance of broadcast. Announcements close 12 to 24 hours in advance of broadcast.



**MISSOURI**

**SPRINGFIELD (4 AM; 1 FM)**

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

**KGBX**

(Established 1926)

**NBC Affiliate**



Rates received November 28, 1955.  
Rev. (Saturation Discounts) rec'd April 22, 1957  
Owned and operated by Springfield Broadcasting Co.

**Personnel**  
General Manager—Don C. Dalley.  
Program Director—Sam McWhorter.  
News Editor—Donald Bown.

**Representatives**  
Venard, Rintoul & McConnell, Inc.

**Mailing Instructions**  
Business Office and Studio—605 Boonville Ave.,  
Springfield, Mo., University 4-2822.  
Transmitter—Highway 13, northwest of Springfield,  
Mo.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—1260 kilocycles.  
Directional—nighttime only.  
Operates on Central Time.

Operating schedule: Sunday 7:00 a.m. to 1:00 a.m.  
week days 8:00 a.m. to 11:00 p.m.

**Agency Commission**  
15% to recognized agencies on time charges only; no cash discount.

**General Advertising**  
For combination rates see NBC Radio Network.  
Frequency discounts based on total number of broad-  
casts made within one year from date of contract.  
The following rates are for national advertising.  
ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	6 min.	1 min. or less
1 time....	80.00	55.00	32.50	18.00	11.00
13 times..	77.50	50.00	30.00	17.00	10.50
26 times..	75.00	45.00	27.50	16.00	10.00
52 times..	70.00	40.00	25.00	15.00	9.50
104 times..	37.50	37.50	22.50	14.00	9.00
156 times..	62.50	35.00	20.00	13.00	8.00
260 times..	60.00	32.50	18.50	12.00	7.00

Saturation discount to apply after frequency discount.  
10 announcements, per week earned rate less..... 5%  
25 announcements, per week earned rate less..... 10%  
50 announcements, per week earned rate less..... 15%

**SPECIAL FEATURES**

News Service—AP and UPI.  
**POLITICAL**  
Regular rates apply. Payable in advance.  
**TRANSCRIPTIONS**  
Library Service—Lang-Worth.

**KICK**

(Established 1949)

Rates received December 26, 1951.  
Owned and operated by Kickapoo Prairie Broadcast-  
ing Co., Inc.

**Personnel**  
General Manager—Robert Vinyard.

**Representatives**  
Hil F. Best Company.

**Mailing Instructions**  
Business Office and Studio—610 College St., Spring-  
field 3, Mo., University 4-1561.  
Transmitter—610 College St., Springfield 3, Mo.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.

Operating schedule: Sunday 7:00 a.m. to 1:00 a.m.  
week days 6:00 a.m. to 1:00 a.m.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills rendered 1st of month; payable with-  
in 10 days.

**General Advertising**  
See listing of The Ozark Network at beginning of the  
State.  
Light wine and beer advertising accepted.  
No cash rebates.

**CLASS "A"**  
(5:59 p.m. to 10:30 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	65.00	39.00	23.00	13.00	5.25
13 times..	62.00	37.00	22.50	12.50	5.00
26 times..	59.00	35.00	21.50	12.00	4.75
52 times..	56.00	33.00	20.50	11.50	4.50
104 times..	50.00	29.00	18.50	10.50	4.00
156 times..	44.00	25.00	16.50	9.50	3.50
260 times..	38.00	21.00	14.50	8.50	3.00

**CLASS "B"**  
(All other times)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	45.00	25.00	15.00	8.00	5.00
13 times..	42.50	23.50	13.00	7.50	4.50
26 times..	40.00	22.00	12.00	7.00	4.00
52 times..	37.50	20.50	11.00	6.50	3.75
104 times..	35.00	19.00	10.00	6.00	3.50
156 times..	32.50	17.50	9.00	5.50	3.25
260 times..	30.00	15.00	8.00	5.00	3.00

(\*) One minute or less.  
**SPECIAL FEATURES**  
News Service—UPI.  
Participating Programs  
"Football Cavalcade" and "Basketball Cavalcade"—  
rates on request.  
"Top Forty Time"—4:00 p.m. to 7:00 p.m. daily.  
**POLITICAL**  
Regular rates apply. Payment in advance.  
**TRANSCRIPTIONS**  
Library Service—Standard.

**KTTTS**

(Established 1941)

**CBS Radio Network**



Rates effective December 1, 1957. (Card No. 4.)  
Card received December 2, 1957.

Owned and operated by the Independent Broadcasting  
Company.

**Personnel**  
General Manager—G. Pearson Ward.

**Representatives**  
Weed Radio Corporation.

**Mailing Instructions**  
Business Office and Studio—Chamber of Commerce  
Bldg., Walnut and Jefferson Sts., P. O. Box 1716,  
S.S.S., Springfield 4, Mo., telephone University 2-  
7474.

Transmitter—Chamber of Commerce Bldg., Spring-  
field, Mo.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.

Licensed to operate full time.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.

Operating schedule: Monday through Saturday, 6:00  
a.m. to 12:00 midnight; Sundays 7:00 a.m. to 12:00  
midnight.

**F M Facilities**  
Effective radiated power—9,100 watts.  
Frequency—94.7 megacycles; channel 234; Class B.  
Antenna height—659 feet above average terrain.

**Agency Commission**  
15% to recognized agencies; no cash discount. All  
bills due and payable by the 10th of month following  
broadcast.

**General Advertising**  
For combination rates see CBS Radio Network (Basic  
Supplementary Group).  
Accepts AAAA copyrighted contract.  
FM operated in conjunction with AM except for  
athletic events.  
The following rates are for national advertising.  
ASCAP, BMI and SESAC licenses.

**CLASS "A"**  
(6:45 a.m. to 8:30 a.m.; 11:59 a.m. to 1:00  
p.m. and 4:30 p.m. to 7:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	60.00	36.00	24.00	15.00	7.50
13 times..	57.00	34.20	22.80	14.25	7.10
26 times..	54.00	32.40	21.60	13.50	6.70
52 times..	51.00	30.60	20.40	12.75	6.30
104 times..	48.00	28.80	19.20	11.25	5.50
156 times..	45.00	27.00	18.00	10.50	5.10
260 times..	42.00	25.20	16.80	9.75	4.70

**CLASS "B"**  
(All Other Times)

	1 hr.	1/2 hr.	1/4 hr.	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	14.40	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	4.50
156 times..	30.00	18.00	12.00	7.50	4.00
260 times..	28.00	16.80	11.20	7.00	3.60

(\*) 1-minute or less.  
10-second ID's—50% discount from 1-minute rate  
less applicable saturation plan discount, when avail-  
able.

**SATURATION PLANS**  
5 times per week, 5% discount from earned rate.  
10 times per week, 10% discount from earned rate.  
20 times per week, 20% discount from earned rate.  
50 times per week, 25% discount from earned rate.

**POLITICAL**  
Payable in advance. Card rates apply.

**KWTO**

(Established 1933)

**ABC Radio Network**



Rates effective September 1, 1956.  
Rates received August 22, 1956.

Owned and operated by Ozarks Broadcasting Co.

**Personnel**  
Pres. & Gen'l Mgr.—R. D. Foster.  
Vice-Pres. & Ass't Mgr.—Leslie L. Kennon.  
Program Manager—Jim Kendrick.  
Promotion Manager—Bill Bailey.

**Representatives**  
John E. Pearson Company.

**Mailing Instructions**  
Business Office and Studio—1121 S. Glenstone,  
Springfield, Mo., University 2-4422.  
Transmitter—James River Road, south of Springfield,  
Mo.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—560 kilocycles.  
Directional—nighttime only.

Licensed to operate on regional channel.  
Operates on Central Time.  
Daylight Saving Time not observed.

Operating schedule: Sunday 6:00 a.m. to 11:00 p.m.;  
weekdays 5:30 a.m. to 11:00 p.m.

**Agency Commission**  
15% on time charges to agencies recognized by sta-  
tion; no cash discount.

**General Advertising**

For combination rates see ABC Radio.  
Programs of 15 minutes or more have priority over  
announcements or five minute programs.  
Programs and announcements may not be combined  
for frequency discount.  
Rate protection 52 weeks. No continuing discounts.  
ASCAP, BMI and SESAC licenses.

**CLASS "A"**  
(5:59 a.m. to 10:29 p.m. Sunday through Sat-  
urday)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time....	100.00	85.00	50.00	42.50	35.00	18.00
13 times..	95.00	80.00	45.00	37.50	30.00	16.00
26 times..	90.00	75.00	40.00	32.50	27.50	15.00
52 times..	85.00	70.00	35.00	30.00	25.00	14.00
104 times..	.....	.....	.....	32.50	27.50	13.00
156 times..	.....	.....	.....	30.00	25.00	12.00
260 times..	.....	.....	.....	27.50	22.50	10.00

**CLASS "B"**  
(5:30 a.m. to 5:59 a.m. and 10:30 p.m. to  
midnight Sunday through Saturday)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time....	95.00	80.00	37.50	31.00	25.00	15.00
13 times..	90.00	75.00	35.00	28.50	22.50	14.00
26 times..	85.00	70.00	32.50	26.00	20.00	13.00
52 times..	80.00	65.00	30.00	23.50	17.50	12.00
104 times..	.....	.....	.....	27.50	21.50	10.00
156 times..	.....	.....	.....	25.00	20.00	9.00
260 times..	.....	.....	.....	22.50	18.00	8.00

(\*) 1 minute or less.  
**Weekly Saturation Spot Plan**  
(Cannot be combined with regular rates.)  
1-minute:  
10 per week..... 9.00 20 per week..... 8.00  
15 per week..... 8.50

**Shorties**  
(Run-of-schedule)  
10 seconds:  
10 per week..... 4.50 20 per week..... 4.00  
15 per week..... 4.25

**SPECIAL FEATURES**  
News Service—UPI.  
**POLITICAL**  
Regular rates apply.  
Payment in advance.

**THAYER**

Oregon County—Map Location G-7  
See SRDS consumer market map and data at begin-  
ning of the State.

**KALM**

(Established 1953)

Rates received July 1, 1954.  
Owned and operated by KALM.

**Personnel**  
Robert Neathery.

**Representatives**  
Hil F. Best Company.  
Springfield, Mo.—M. Richard Bradley, 1037 Glen-  
stone.

**Mailing Instructions**  
Business Office, Studio and Transmitter—North High-  
way 63, Thayer, Mo.  
Mailing Address—P. O. Box 327, Thayer, Missouri.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1290 kilocycles.  
Non-directional.

Licensed to operate daytime only.  
Operates on Central Standard Time.  
Operating schedule: Daylight hours.

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

**General Advertising**  
See listing of The Ozark Network at beginning of the  
State.  
Light wine and beer advertising accepted.  
No cash rebates.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	39.00	24.50	14.50	7.00	5.00
26 times..	35.50	22.25	13.20	6.40	4.60
52 times..	32.00	20.00	11.90	5.80	4.20
104 times..	28.50	17.75	10.70	5.20	3.80
260 times..	23.25	14.40	8.80	4.30	3.20
312 times..	21.50	12.00	8.00	4.00	3.00

(\*) One minute or less.  
**SPECIAL FEATURES**  
News Service—AP.

**TRENTON**

Grundy County—Map Location D-2  
See SRDS consumer market map and data at begin-  
ning of the State.

**KTTN**

(Established 1955)

Rates effective May 1, 1958.  
Rates received March 24, 1958

Owned and operated by Trenton Broadcasting Com-  
pany.

**Personnel**  
General Manager—S. A. Burk.  
Station Manager—Ed Hundley.

**Representatives**  
Bogner & Martin.

**Mailing Instructions**  
Business Office and Studio—112 E. Ninth St.,  
Trenton, Mo., telephone 1600.  
Transmitter—Junction of Highway 65 and 17th St.,  
Trenton, Mo.

**Wave—Power—Time**  
Operating power—500 watts days.  
Frequency—1600 kilocycles.  
Non-directional.

Operates on Central Standard Time.  
Licensed to operate to local sunset.  
Operating schedule: 6:00 a.m. to local sunset.

(This listing continued on next page)

**Trenton—K T T N—Continued**

Agency Commission  
15% to recognized agencies on net station time only  
no cash discount. Bills rendered 1st of month; pay-  
able when rendered.

**General Advertising**  
Affiliated with Keystone Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	40.00	25.00	15.00	7.50	5.00
13 times..	38.00	23.75	14.25	7.15	4.75
26 times..	36.00	22.50	13.50	6.75	4.50
39 times..	34.00	21.25	12.75	6.40	4.25
52 times..	32.00	20.00	12.00	6.00	4.00
104 times..	30.00	18.75	11.25	5.65	3.75
156 times..	26.00	16.25	9.75	4.90	3.25
200 times..	24.00	15.00	9.00	4.50	3.00
312 times..	22.00	13.75	8.25	4.15	2.75
500 times..	.....	.....	.....	.....	2.25

**SPECIAL FEATURES**  
News Service—AP.  
**POLITICAL**  
Regular rates apply; payment in advance.  
**TRANSCRIPTIONS**  
Library Service—World.

**UNION**

Franklin County—Map Location G-4  
See SRDS consumer market map and data at begin-  
ning of the State.

**KLPW**

(Established 1954)

Rates effective March 1, 1958.  
Rates received February 28, 1958.  
Owned and operated by Franklin County Broadcasting  
Co., Inc.

**Personnel**  
President—Les Ware.  
Vice-Pres. & Gen'l Mgr.—Norb Moore.  
**Representatives**  
None.  
**Mailing Instructions**  
Business Office and Studio—P. O. Box 72, Union,  
Mo., Washington 1439; Union 755.  
Transmitter—R.R. No. 2, Washington, Mo.  
**Wave—Power—Time**  
Operating power—250 watts days.  
Frequency—1220 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Central Standard Time.  
Daylight Savings Time not observed.  
Operating schedule: local sunrise to local sunset.

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

**General Advertising**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	39.00	23.00	11.00	10.00	6.00
26 times..	35.00	20.00	10.50	9.50	5.50
52 times..	32.00	18.00	10.00	9.00	5.00
78 times..	30.00	15.00	9.00	8.00	4.50
156 times..	25.00	11.00	7.00	6.00	4.00
312 times..	20.00	10.00	6.00	5.00	3.00

(\*) 1-minute or less.

**1220 SATURATION PLANS**

Plan	*Units	Total
Plan "A".....	5	15.00
Plan "B".....	10	25.00
Plan "C".....	20	40.00
Plan "D".....	50	75.00

(\*) Units used within a 7-day period.

**Combination Rates**  
Sold in combination with KOKO, Warrensburg, Mo.,  
and KNIM, Maryville, Mo. All 3 stations, double  
any of above rates.

**SPECIAL FEATURES**  
News Service—AP.  
Merchandising service—details on request.

**WARRENSBURG**

Johnson County—Map Location D-4  
See SRDS consumer market map and data at begin-  
ning of the State.

**KOKO**

(Established 1953)

Rates effective March 1, 1958.  
Rates received February 28, 1958.  
Owned and operated by Johnson County Broadcasters,  
Inc.

**Personnel**  
President—Les Ware.  
Station Manager—Fred E. Fogerson.  
**Representatives**  
None.  
**Mailing Instructions**  
Business Office, Studio and Transmitter—Warrens-  
burg, Mo. Phone 1450.  
**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Central Standard Time.  
Operating schedule: .....

**General Advertising**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	39.00	23.00	11.00	10.00	6.00
26 times..	35.00	20.00	10.50	9.50	5.50
52 times..	32.00	18.00	10.00	9.00	5.00
78 times..	30.00	15.00	9.00	8.00	4.50
156 times..	25.00	11.00	7.00	6.00	4.00
312 times..	20.00	10.00	6.00	5.00	3.00

(\*) 1-minute or less.

**1450 SATURATION PLANS**

Plan	*Units	Total
Plan "A".....	5	15.00
Plan "B".....	10	25.00
Plan "C".....	20	40.00
Plan "D".....	50	75.00

(\*) Units used within a 7-day period.

**Combination Rates**  
Sold in combination with KLPW, Union, Mo., and  
KNIM, Maryville, Mo. All 3 stations, double any of  
above rates.

**SPECIAL FEATURES**  
News Service—AP.  
Merchandising service—details on request.

**WARRENTON**

Warren County—Map Location G-4  
See SRDS consumer market map and data at begin-  
ning of the State.

**KWRE**

(Established 1949)



Rates effective March 1, 1954.  
Rates received March 3, 1954.  
Owned and operated by W. T. Zimmerman.

**Personnel**  
General Manager—W. T. Zimmerman.  
**Representatives**  
Continental Radio Sales.  
**Mailing Instructions**  
Business Office and Studio—Warrenton, Mo.  
Other Studios—St. Charles, Mo., and Washington, Mo.  
Transmitter—Warrenton, Mo.  
**Wave—Power—Time**  
Operating power—500 watts days  
Frequency—730 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Sunrise to sunset.

**Agency Commission**  
15% to recognized agencies on time and talent; no  
cash discount. Bills rendered monthly unless specified  
weekly.

**General Advertising**  
Affiliated with Keystone Network.  
Accepts AAAA copyrighted contract.

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	260 tl.
1 hour....	35.00	34.00	33.00	32.00	31.00	30.00
1/2 hour....	17.50	17.00	16.50	16.00	15.50	15.00
1/4 hour....	8.50	8.25	8.00	8.00	7.75	7.50
5 minutes..	6.50	6.00	5.50	5.00	4.50	4.00
1 minute..	4.00	3.50	3.25	3.00	2.75	2.50
1/2 minute..	3.00	2.75	2.50	2.50	2.00	2.00

**SPECIAL FEATURES**  
News Service—AP. No extra charge.  
Time signals, weather reports—rates on request.

**POLITICAL**  
One time rate applies; payable in advance.  
**TRANSCRIPTIONS**  
Library Service—Sesae.

**WEST PLAINS (1 AM; 1 FM)**

Howell County—Map Location F-7  
See SRDS consumer market map and data at begin-  
ning of the State.

**KWPM**

(Established 1947)



For effective dates, see "General Advertising."  
Owned and operated by Robert F. Neathery.

**Personnel**  
Owner—Robert F. Neathery.  
Commercial Manager—Fritze Williams Dixon.  
**Representatives**  
Hil F. Best Company.  
Springfield, Mo.—M. Richard Bradley, 1037 Glen-  
stone.  
**Mailing Instructions**  
Business Office and Studio—Abe Taylor Blvd., West  
Plains, Mo.  
Other Studios — Willow Springs, Mt. View and  
Thayer, Mo.  
Transmitter—West Plains, Mo.  
**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Daylight Saving Time not observed.

**FM Facilities**  
Effective radiated power—3,000 watts.  
Frequency—97.8 megacycles.  
**Agency Commission**  
15% to recognized agencies; no cash discount.  
**General Advertising**  
See listing of The Ozark Network at beginning of the  
State.  
Light wine and beer advertising accepted.  
No cash rebates.

**MISSOURI**

**AM RATES**  
Rates effective January 1, 1948.

	1 tl.	10 tl.	20 tl.	60 tl.	125 tl.	250 tl.
1 hour.....	42.00	39.00	36.00	32.00	28.00	24.00
1/2 hour.....	24.00	22.00	20.00	18.00	16.00	15.00
1/4 hour.....	15.00	13.00	12.50	11.00	9.75	8.50
10 minutes..	11.00	9.50	8.50	7.50	6.50	5.50
5 minutes..	6.00	5.00	4.50	4.00	3.75	3.50
Spots.....	3.00	2.80	2.60	2.40	2.20	2.00

**FM RATES**  
Rates effective April 1, 1953.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
10 times..	14.00	8.00	8.00	3.00	2.00
50 times..	13.00	7.50	3.50	2.75	1.75
100 times..	12.00	7.00	3.00	2.50	1.50

**SPECIAL FEATURES**  
News Service—AP.  
**POLITICAL AND RELIGIOUS PROGRAMS**  
Accepted for 30 day contract limit; cash in advance.  
**TRANSCRIPTIONS**  
Library Service—Standard.

**WILLOW SPRINGS**

Howell County—Map Location F-7  
See SRDS consumer market map and data at begin-  
ning of the State.

**KUKU**

(Established 1957)

Rates received July 3, 1957.  
Owned and operated by Robert F. Neathery & Ro-  
bert Neathery, Jr.

**Personnel**  
Owners—Robert F. Neathery & Robert Neathery, Jr.  
**Representatives**  
Springfield, Mo.—M. Richard Bradley, 1037 S. Glen-  
stone.  
**Mailing Instructions**  
Business Office, Studio and Transmitter — Willow  
Springs, Mo.

**Wave—Power—Time**  
Operating power—500 watts days.  
Frequency—1330 kilocycles.  
Licensed to operate daytime only.  
Operating schedule: .....

**Agency Commission**  
15% to recognized agencies. No cash discount.  
**General Advertising**  
Affiliated with the Ozark Network.  
Light wine and beer advertising accepted.  
No cash rebates.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time....	42.00	24.00	15.00	11.00	6.00	3.00
10 times..	39.00	22.00	13.00	9.50	5.00	2.80
20 times..	36.00	20.00	12.50	8.50	4.50	2.60
60 times..	32.00	18.00	11.00	7.50	4.00	2.40
125 times..	28.00	16.00	9.75	6.50	3.75	2.20
250 times..	24.00	15.00	8.50	5.50	3.50	2.00

(\*) Spot announcements.

**POWER REFERENCES  
REFLECT CURRENT  
OPERATION**

Changes in radio station oper-  
ating power or new facilities are  
included in *Spot Radio Rates and  
Data* only after the new power or  
facilities are in actual operation.

For the information of agencies  
and advertisers, construction per-  
mits issued to stations by the FCC  
for such increased facilities are  
indicated in the station's listing  
by a "C.P." (construction permit)  
notation.

When available, tentative "tar-  
get dates" estimating final com-  
pletion of facilities under con-  
struction are included in *SRRD*  
listings.

# **CAUTION-page numbers**

*No pages are missing*

Should you happen to detect a break in the continuity of page numbers between this page and the succeeding one, you need not be concerned. There have been no pages omitted—only the page numbers. The break in page numbers is the result of a new production procedure designed to step up the production of Spot Radio Rates and Data so it will reach you at the earliest possible moment after its forms close.

In this issue, you will note that the first page after number 568 is page number 601.

**568**

# break here

This break is necessary under the new production schedule.

Similar breaks in page numbers will occur at about this point in future issues. It will not indicate that any pages are missing.

We think you will agree that the contents of Spot Radio Rates and Data, and the cutting of production time are far more important to you than maintaining the continuity of page numbers. So when you come across the break in page numbers in future issues, remember every issue of SRRD will be a complete issue. No pages have been omitted—only page numbers.

601



# MONTANA



## 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>MONTANA STATE</b>	<b>684.1</b>	<b>207.53</b>	<b>1,175,036</b>	<b>5,662</b>	<b>901,065</b>	<b>187,868</b>	<b>25,949</b>	<b>79,265</b>	<b>40,641</b>	<b>36,929</b>	<b>179,349</b>	<b>75,782</b>	<b>127.4</b>	<b>563,117</b>
<b>TOTALS</b>														
BEAVERHEAD C-5	7.5	2.48	12,605	5,083	11,333	1,923	254	674	759	320	2,717	604	1.7	12,791
BIG HORN F-4	8.0	2.09	11,725	5,610	9,648	2,341	207	413	434	110	2,178	455	4.0	18,215
BLAINE E-1	8.7	2.42	11,448	4,731	10,501	2,223	166	406	230	133	2,317	1,115	3.1	15,916
BROADWATER D-3	2.9	.87	5,294	6,085	2,988	555	154	76	150	63	520	319	.9	3,038
CARBON E-4	10.3	3.22	13,820	4,292	7,905	1,777	349	750	309	48	1,300	768	4.0	9,582
CARTER H-4	2.8	.83	5,166	6,224	1,937	364	43	44	53	59	142	525	1.6	7,013
CASCADE D-2	69.5	20.97	134,863	6,431	102,221	19,642	3,149	13,880	5,692	7,029	18,779	7,019	4.3	21,492
Great Falls Metro Area	69.5	20.97	134,863	6,431	102,221	19,642	3,149	13,880	5,692	7,029	18,779	7,019		
CHOUTEAU D-2	7.8	2.44	18,632	7,636	11,569	1,436	302	454	62	108	2,064	651	3.4	45,200
CUSTER G-4	15.8	4.76	26,754	5,621	20,652	3,709	840	2,037	1,209	615	5,544	1,649	1.7	10,671
DANIELS G-1	4.1	1.20	4,744	3,953	6,828	1,082	146	408	319	118	1,030	100	1.6	10,404
DAWSON H-2	10.7	3.22	20,176	6,266	16,952	2,926	333	1,327	635	520	3,862	1,205	2.3	8,554
DEER LODGE C-4	20.2	5.22	33,993	6,512	18,656	5,848	462	1,878	702	752	3,671	1,879	.6	1,291
FALLON H-3	4.2	1.18	6,673	5,655	4,780	1,005	214	261	251	157	1,042	467	1.4	4,895
FERGUS E-2	15.5	4.73	33,617	7,107	20,907	4,069	576	1,647	992	738	4,125	1,683	4.1	20,517
FLATHEAD B-1	41.5	12.98	54,754	4,218	48,174	11,461	1,398	4,154	2,271	2,496	10,075	4,660	5.3	8,184
GALLATIN D-4	25.3	7.63	41,390	5,425	32,519	6,953	1,013	2,371	2,099	996	4,715	3,381	4.3	19,005
GARFIELD F-2	2.2	.69	4,066	5,893	1,425	468	69		89		235	248	1.3	7,575
GLACIER C-1	11.4	3.14	14,747	4,696	15,981	3,452	189	1,830	584	451	3,650	1,675	1.7	7,540
GOLDEN VALLEY E-3	1.4	.45	2,568	5,707	1,338	59		220			269	139	.6	2,146
GRANITE B-3	2.7	.91	4,247	4,667	5,515	786	136	91	101	73	609	500	.7	2,585
HILL E-1	16.1	4.79	29,737	6,208	30,857	5,678	690	3,403	1,090	892	6,126	1,749	2.8	35,540
JEFFERSON C-3	4.1	1.16	4,681	4,035	3,682	607	130	67	77	93	436	674	1.0	2,342
JUDITH BASIN D-3	3.2	.96	7,480	7,792	2,620	548	85	103			426	417	1.8	10,133
LAKE B-2	16.1	4.75	16,734	3,523	12,434	2,676	283	1,277	354	263	2,573	890	5.7	9,211
LEWIS & CLARK C-2	29.6	9.36	54,754	5,850	37,397	9,499	1,004	3,195	2,206	1,931	7,281	3,548	1.6	6,685
Helena	22.7	7.54	42,061	5,578	34,138	8,666	1,004	2,482	2,206	1,714	6,716	3,111		
LIBERTY D-1	2.3	.69	6,694	9,701	4,218	512	90	90	57	57	598	457	1.0	18,259
LINCOLN A-1	10.6	3.30	13,234	4,010	10,005	2,523	273	1,204	247	254	1,376	1,356	1.7	1,090
McCONE G-2	3.2	.95	5,819	6,125	3,476	535	81	161	100		550	323	1.8	8,984
MADISON C-4	5.8	1.82	8,065	4,431	5,142	1,417	194	230	71	188	1,001	412	2.2	7,946

# 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 (\$000)
						Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Filling Station (\$000)		
MEAGHER D-3.....	2.2	.70	2,910	4,157	2,189	460	48	91	57	64	434	648	.6	4,240
MINERAL A-2.....	2.2	.77	4,313	5,601	2,432	741	87	158	.....	.....	147	487	.4	240
MISSOULA 8-3.....	40.8	18.21	69,753	5,713	56,378	12,031	1,680	4,040	2,530	2,984	12,343	5,334	3.1	3,498
Missoula.....	24.8	7.56	46,695	6,177	49,972	10,640	1,680	3,870	2,430	2,827	12,343	3,990	.....	.....
MUSSELSHELL F-3.....	5.9	1.94	10,286	5,302	6,172	1,474	271	329	172	345	1,443	541	.8	3,533
PARK D-4.....	14.3	4.58	22,755	4,968	16,098	4,067	476	1,345	1,042	210	2,126	1,986	2.3	6,633
PETROLEUM F-2.....	1.2	.37	1,659	1,781	351	201	.....	.....	.....	.....	.....	27	.4	2,687
PHILLIPS F-1.....	6.1	1.89	9,488	5,020	10,242	1,707	300	819	310	137	2,552	632	2.3	13,935
PONDERA C-1.....	6.9	1.94	14,926	7,694	13,195	2,030	312	688	308	.....	2,071	1,027	2.9	18,635
POWDER RIVER G-4.....	2.7	.81	5,396	6,662	1,445	377	.....	60	.....	49	496	256	1.7	6,574
POWELL C-3.....	7.0	2.01	10,464	5,206	7,748	2,156	330	453	283	185	1,399	735	1.2	5,133
PRAIRIE G-3.....	2.6	.79	4,923	6,232	2,576	599	73	146	44	57	495	323	.7	3,495
RAVALLI B-4.....	13.9	4.40	17,382	3,950	11,647	2,929	369	593	408	372	2,584	1,137	5.6	10,068
RICHLAND H-2.....	12.0	3.47	15,902	4,583	14,971	2,477	461	1,077	878	657	3,610	1,100	4.1	13,475
ROOSEVELT H-1.....	10.9	3.01	17,917	5,952	21,735	3,556	735	972	587	395	4,399	1,395	2.8	11,762
ROSEBUD G-3.....	7.8	2.14	12,151	5,678	5,967	1,264	80	811	164	50	1,149	799	2.2	10,776
SANDERS A-2.....	8.0	2.59	9,788	3,779	6,118	786	233	1,707	.....	.....	947	818	2.2	2,365
SHERIDAN H-1.....	6.8	2.01	11,697	5,819	10,188	1,444	369	671	441	148	1,846	796	2.9	11,159
SILVER BOW C-4.....	51.3	16.96	105,049	6,194	73,466	19,261	1,758	8,792	3,842	4,081	11,833	5,359	.5	662
Butte.....	34.5	11.66	70,564	6,052	70,222	18,187	1,758	8,507	3,842	4,081	11,833	5,124	.....	.....
STILLWATER E-4.....	5.7	1.73	9,814	5,673	5,489	1,255	283	337	238	46	1,151	451	2.7	7,709
SWEET GRASS E-4.....	3.9	1.16	6,031	5,199	3,964	742	182	339	108	72	1,099	584	1.5	4,543
TETON C-2.....	8.6	2.53	15,770	6,233	10,769	1,889	348	548	107	43	1,755	416	3.8	19,865
TOOLE D-1.....	7.9	2.39	16,437	6,877	14,662	2,480	235	741	614	115	3,908	1,614	1.5	14,113
TREASURE F-3.....	1.5	.43	2,960	6,884	1,231	301	137	.....	.....	.....	.....	234	.7	3,017
VALLEY G-1.....	9.0	2.63	17,073	6,492	18,966	3,254	429	1,154	610	376	4,138	1,008	3.3	15,795
WHEATLAND E-3.....	3.6	1.12	6,069	5,419	5,060	1,178	99	293	260	81	1,291	401	.7	4,073
WIBAUX H-3.....	2.0	.57	2,657	4,661	2,063	342	101	43	62	.....	680	132	1.1	3,580
YELLOWSTONE F-4.....	75.8	23.17	142,986	6,171	114,283	22,793	3,723	10,407	6,433	8,055	26,242	8,674	7.2	24,748
Billings.....	47.2	15.58	106,082	6,809	98,464	18,891	3,349	9,051	6,231	7,796	25,171	6,060	.....	.....
Billings Metro Area.....	75.8	23.17	142,986	6,171	114,283	22,793	3,723	10,407	6,433	8,055	26,242	8,674	.....	.....

## 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.....	207,530	198,740	.0465
Beaverhead.....	2,480	2,340	.0048
Big Horn.....	2,090	1,920	.0039
Blaine.....	2,420	2,260	.0046
Broadwater.....	870	820	.0017
Carbon.....	3,220	3,060	.0063
Carter.....	830	780	.0016
Cascade.....	20,970	20,380	.0417
Chouteau.....	2,440	2,350	.0048
Custer.....	4,760	4,580	.0094
Daniels.....	1,200	1,170	.0024
Dawson.....	3,220	3,130	.0064
Deer Lodge.....	5,220	5,080	.0104
Fallon.....	1,180	1,120	.0023
Fergus.....	4,730	4,560	.0093
Flathead.....	12,980	12,360	.0253
Gallatin.....	7,630	7,410	.0152
Garfield.....	690	650	.0013
Glacier.....	3,140	2,900	.0059
Golden Valley.....	450	440	.0009
Granite.....	910	860	.0018
Hill.....	4,790	4,570	.0093
Jefferson.....	1,160	1,090	.0022
Judith Basin.....	960	910	.0019
Lake.....	4,750	4,480	.0092
Lewis & Clark.....	9,360	8,920	.0182
Liberty.....	690	670	.0014
Lincoln.....	3,300	3,040	.0062
McCone.....	950	910	.0019
Madison.....	1,820	1,740	.0036
Meagher.....	700	680	.0014
Mineral.....	770	730	.0015
Missoula.....	12,210	11,750	.0240
Musselshell.....	1,940	1,870	.0038
Park.....	4,560	4,450	.0091
Petroleum.....	370	350	.0007
Phillips.....	1,890	1,780	.0036
Pondera.....	1,940	1,850	.0038
Powder River.....	810	770	.0016
Powell.....	2,010	1,930	.0039
Prairie.....	790	760	.0016
Ravalli.....	4,400	4,230	.0087

County	Estimated Total Households 7-1-58	Estimated Households with Radio 7-1-58	% U.S. Total Radio Households 7-1-58
Richland.....	3,470	3,340	.0068
Roosevelt.....	3,010	2,900	.0059
Rosebud.....	2,140	1,910	.0039
Sanders.....	2,590	2,390	.0049
Sheridan.....	2,010	1,910	.0039
Silver Bow.....	16,960	16,320	.0334
Stillwater.....	1,730	1,670	.0034
Sweet Grass.....	1,160	1,090	.0022
Teton.....	2,530	2,410	.0049
Toole.....	2,390	2,300	.0047
Treasure.....	430	390	.0008
Valley.....	2,630	2,550	.0052
Wheatland.....	1,120	1,080	.0022
Wibaux.....	570	550	.0011
Yellowstone.....	23,170	22,280	.0456

### Z Net

Radio Montana & Radio Montana West—P. O. Box 1956, Butte, Mont.  
Radio Montana East—P. O. Box 2557, Billings, Mont.  
Personnel  
Manager—Arne Anzjon.  
Eastern Sales Manager—Wythe Walker.  
Western Sales Manager—Tracy Moore.  
Representatives  
Walker-Rawalt Company, Inc.  
Seattle & Portland—Art Moore and Associates.

### RADIO MONTANA

Comprised of:  
Radio Montana West  
KXLF—Butte  
KXLF—Helena  
KXLL—Bozeman  
KXLL—Great Falls  
KXLL—Missoula  
Radio Montana East  
KOOK—Billings  
KOJM—Havre  
KCGX—Sidney  
Williston

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

General Advertising  
For combination rates see the National Broadcasting Company.

Advertisers using either Radio Montana West or Radio Montana East and 1 or more stations of the other group receive special discounts. Maximum length of contract 6 months. Schedules must start within 30 days of contract date. Contract may be extended for an additional six months provided there has been no change in rates. In the event of a rate increase, existing contracts may be renewed for six months from effective date of increase.

Forwarding of an order is construed as acceptance of all rates and conditions under which service is sold. Failure to make order correspond with rate card is regarded as a clerical error and broadcast is made and charged for on terms of schedule in force without further notification.

Preferred positions governed by priority and availability on contract basis. All time subject to change. In case of change of time for any broadcast, when time is on guaranteed time basis, a courtesy announcement will be made concerning the change. All commercial programs are subject to approval and censorship of station directors with objection of liability. The advertiser agrees to protect and indemnify the station against any and all liability, loss or expense arising from claims for libel, slander, infringement of trade-marks, trade names or program titles, violations of rights of privacy and infringement of copyrights and proprietary rights, resulting from the broadcasting of any material or program furnished by the advertiser or the advertiser's agency.

### GROUP DISCOUNTS

The following discounts apply to both guaranteed time and Saturation announcements:  
1 complete group plus 1 additional station..... 5%  
1 complete group plus 2 additional stations..... 10%  
Both complete groups..... 20%  
Group discounts on equal dollar volume expenditures are granted to advertisers using more than 1 complete group of stations when stations are used concurrently.  
(This listing continued on next page)

## MONTANA

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

### STATE NETWORKS

#### Montana Radio Network

Rates effective.....  
Rates received November 3, 1958.  
Business Office—509 Madison Ave., New York 22, N. Y., Grant Webb & Co.

#### Personnel

President—Grant Webb.

#### Representatives

Grant Webb & Company.

#### Comprised of:

KANA—Anaconda  
KDBM—Dillon  
KXGN—Glendive  
KCAP—Helena  
KOPJ—Kalispell  
KXLO—Lewistown  
KPRK—Livingston  
KIYI—Shelby

#### Agency Commission

15% to recognized agencies, no cash discount. All bills due and payable within 10 days after date of invoice.

#### General Advertising

Advertisers can get network rates with purchase of any three stations. Call Grant Webb & Company for rates not shown herein.

Network spot rates:	1 min.	30 sec.
1 time.....	29.99	19.50
26 times.....	27.74	18.79
52 times.....	26.24	18.06
104 times.....	25.50	17.24
156 times.....	24.00	16.49
260 times.....	22.49	15.75

# MONTANA

## Z Net—Continued

### Dollar Volume Discounts

300.00 to 449.99.....	5%
450.00 to 749.99.....	10%
750.00 to 999.99.....	15%
1,000.00 and over.....	20%

Radio Montana East and Radio Montana West stations may be bought in combination on 1 contract to earn the Dollar Volume Discounts on Guaranteed Time only on total monthly billing after Group Discounts.

### SPECIAL FEATURES

Talent—Regular rates apply.  
Remote broadcasts—Arrangements made at actual cost.

### RADIO MONTANA WEST Comprised of:

KXLF—Butte                      KXLJ—Helena  
KXLK—Great Falls              KXLQ—Bozeman  
KXLL—Missoula  
Rates effective August 1, 1958. (Card No. 6.)  
Card received September 2, 1958.  
Rev. (Sat. Ann.) rec'd November 3, 1958.

### GUARANTEED TIME

Time is sold subject to change for NBC and PNB programs and for special events. Clients consulted on time change:

6 seconds.....	10.00
1 minute (100 words or less).....	20.00
4-1/2 minutes musical entertainment.....	20.00
14 minutes musical entertainment.....	20.00
29 minutes musical entertainment.....	20.00
58 minutes musical entertainment.....	20.00
14 minutes talk.....	40.00

(Copy containing over three minutes of "commercial" or "message" content in a 14 minute program takes the talk rate.)  
Copy limit—100 words per 4-1/2 minute program.  
250 words per 14 minute program.  
(The above program charges are time charges only. Miscellaneous program charges—news, production, line rental, music library, music performance, recording fee, special events. Z Net connection charge, studio rental, special programs, etc.—rates on request.)

### SATURATION ANNOUNCEMENTS

(Run-of-schedule)

Per week: Each Wkly.	Each Wkly.
10 times 17.00 170.00	20 times.... 15.00 300.00
15 times 16.00 240.00	30 times.... 14.00 420.00

6-second announcements—50% of announcement rates. Saturation announcements are scheduled on a run-of-schedule basis with station option as to days and time of day.

### Dollar Volume Discounts

200.00 to 299.00.....	5%
300.00 to 499.99.....	10%
500.00 and over.....	15%

Dollar Volume Discount does not apply on Saturation Announcements.  
The above discounts are based upon Radio Montana West calendar monthly billing will be granted over and above group discounts. Dollar Volume Discount is figured after group discount and applies only to Guaranteed Time.

### SPECIAL FEATURES

#### Transcription and Network

Regular time charges apply; no time restrictions. Cut-in announcements on prepared transcribed show, or network shows originating outside our studios, each, 5.25. If different cut-in announcements are to be made at each station, this rate applies at each point where cut-in announcements must be made. Cut-in on spot announcements, per station, 1.00. All copyright material of any nature on transcriptions must be cleared and paid for at source. Studio productions over which Z Net exercises control of producing carry copyright performance fees of 15% of basic rate.  
Service facilities—parade of products week available to volume advertisers at no additional cost.  
Card received September 2, 1958.

### RADIO MONTANA EAST

Comprised of:

KOOK—Billings                      KGCX—Sidney  
KOJM—Havre                      Williston  
Rates effective September 1, 1958. (Card No. 1.)

### GUARANTEED TIME

1 hour.....	140.00	5 minutes.....	30.00
1/2 hour.....	90.00	1 minute or less.....	20.00
1/4 hour.....	60.00		

### SATURATION ANNOUNCEMENTS

(Run-of-schedule)

Per week: Each Wkly.	Each Wkly.
10 times.. 14.00 140.00	20 times..... 12.00 240.00
15 times.. 13.00 195.00	30 times..... 11.00 330.00

Saturation announcements are scheduled on a run-of-schedule basis with time specified but not guaranteed.

### Dollar Volume Discounts

200.00 to 299.00.....	5%
300.00 to 499.99.....	10%
500.00 and over.....	15%

The above discounts are based upon Radio Montana East calendar monthly billing will be granted over and above group discounts. Dollar Volume Discount is figured after group discount and applies only to Guaranteed Time but does not apply on Saturation Announcements.

# Standard Rate information ... designed as an aid in the selection of markets and media ...

The reputation of Standard Rate & Data Service as the "National Authority Serving the Media-Buying Function" has been earned by over 40 years of continuous service, providing information that helps in the efficient selection of markets and media. This information has been provided in two ways, in the listing information and in media service-ads which supplement the listed information.

## LISTING INFORMATION ...

The skeletal story for all media ... the basic information on rates and mechanical data (for printed media) or power and facilities (for broadcast media) ... these are the familiar contents of listings in SRDS. Backed by triple-checking that has for 40 years earned SRDS a reputation for unmatched accuracy, and by a Rate Bulletin Service that keeps listed material up to date even *between* monthly issues, the information contained in SRDS listings is the first tool reached for *and used* in all phases of media evaluation and selection.

## SERVICE-ADS ...

Supplementing the information contained in SRDS listings are over 1,000 Service-Ads placed by media every month in the various SRDS publications. Service-Ads provide additional information that is not incorporated in the listings, and present it on the pages of Standard Rate where it is ready for use along with the listed data in the selection of markets and media. Service-Ads in SRDS keep the facts at your fingertips, summing up for you in a few paragraphs the buying information you need in making decisions.

## MAPS AND MARKET DATA ...

Four monthly SRDS publications contain maps and market data. *Newspaper Rates and Data*, *Spot Radio Rates and Data* and *Spot Television Rates and Data* include data on population, households, consumer spendable income, and retail sales by store types for every state, county, and metropolitan area *plus* state maps showing available media. The Farm Publication Section of *Consumer Magazine and Farm Publication Rates and Data* contains a U. S. Farm Map, along with SRDS estimates of farm markets (U.S., regional and state farm data). Farm population, gross farm income and number of farms are ranked by leading U.S. counties.

You'll find your job is easier when you use both of the informative services provided for use in Standard Rate. Read the Service-Ads ... the data they contain will add valuable facts to the information on which you make your selections.

3-3NRTVM-658

# ANACONDA

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

## KANA

(Established 1946)

Rates effective October 1, 1957.  
Rates received September 30, 1957.

Owned and operated by the Tri County Radio Corp.

Personnel  
Manager—Mike Donovan.

Representatives  
Grant Webb & Company.

Seattle & Portland—William J. Wagner & Associates.

Mailing Instructions  
Business Office and Studio—P.O. Box 727, Anaconda, Mont.

Transmitter—Anaconda, Mont.

Wave—Power—Time  
Operating power—250 watts.

Frequency—1230 kilocycles.

Non-directional.

Licensed to operate full time.

Operates on Mountain Standard Time.

Daylight Saving Time observed.

Operating schedule: 7:00 a.m. to 11:00 p.m. week days; 7:00 a.m. to 10:05 p.m. Sundays.

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

General Advertising  
Accepts AAAA copyrighted contract.

ASCAP and BMI licenses.

Length of commercial copy in accordance with NAB standards.

1 1/2 1/4 10 5

1 time... 17.00 12.00 9.00 7.50 6.00 4.50

13 times... 16.75 11.75 8.75 7.25 5.75 4.25

26 times... 16.50 11.50 8.50 7.00 5.50 4.00

52 times... 16.25 11.25 8.25 6.75 5.25 3.75

104 times... 16.00 11.00 8.00 6.50 5.00 3.50

156 times... 15.75 10.75 7.75 6.25 4.75 3.25

260 times... 15.50 10.50 7.50 6.00 4.50 3.00

312 times... 15.25 10.25 7.25 5.75 4.25 2.75

624 times... 15.00 10.00 7.00 5.50 4.00 2.50

(\*) 1-minute or less.

Closing Time  
24 hours in advance of broadcast.

# BELGRADE

Gallatin County—Map Location D-4

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

(Call letters not received)

(C. P. 1,000 w. days; 630 kc.)

King's Garden, Inc.

c/o A. B. Mike Martin.

Seattle, Wash.

# BILLINGS (4 AM)

Yellowstone County—Map Location F-4

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

## KBMY

(Established 1946)

### Intermountain Network



Rates effective August 1, 1957. (Card No. 22.)

Card received January 2, 1958.

Owned and operated by Billings Broadcasting Co

Personnel  
Gen'l & Sales Mgr.—Ken Nybo.

Program Director—Charles Du Bols.

Representatives  
Avery-Knodel, Inc.

Hugh Feltis and Associates.

Mailing Instructions  
Business Office and Studio—P. O. Box 2544, Billings, Mont., telephone 9-4586, TWX BL 397.

Transmitter—One mile west of Billings on Highway 10.

Wave—Power—Time  
Operating power—250 watts.

Frequency—1240 kilocycles.

Non-directional.

Licensed to operate on local channel.

Operates on Mountain Standard Time.

Operating schedule: 6:00 a.m. to 1:00 a.m. weekdays; 7:00 a.m. to midnight Sunday.

Agency Commission  
15% to recognized advertising agencies; no cash discount. Talent, line and production charges not commissionable. No commission allowed on political broadcasts. Bills are payable the 10th of each month.

General Advertising  
For combination rates see Mutual Broadcasting System and Intermountain Network.

Programs and announcements may not be combined to earn additional discounts.

1 1/2 1/4 10 5

1 time... 42.00 25.20 16.80 12.60 8.40 5.46

26 times... 41.16 24.69 16.46 12.34 8.23 5.35

52 times... 40.32 24.19 16.12 12.09 8.06 5.24

104 times... 39.48 23.68 15.79 11.84 7.89 5.13

156 times... 38.64 23.18 15.45 11.59 7.72 5.02

260 times... 36.96 22.17 14.78 11.08 7.39 4.80

312 times... 35.28 21.16 14.11 10.58 7.05 4.58

624 times... 33.60 20.16 13.44 10.08 6.72 4.36

(\*) One-minute, 100 words or less.

### QUICKIE ANNOUNCEMENTS

Not to exceed 8 seconds. Sunday through Saturday basis. Sign-on to sign-off. Rate: 50% of announcement rate at earned frequency.

Additional discounts:

13 weeks firm... 5% 39 weeks firm... 15%

26 weeks firm... 10% 52 weeks firm... 20%

# 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)

Per week: Each Total Each Total Each Total

12 times... 4.10 49.20 3.28 39.36 1.84 19.63

18 times... 3.82 68.76 3.06 55.08 1.53 27.54

24 times... 3.54 84.96 2.83 67.92 1.41 33.84

30 times... 3.28 98.40 2.62 78.60 1.31 39.30

36 times... 3.00 108.00 2.40 86.40 1.20 43.20

## CLASS "B"

(All other times)

12 times... 3.28 39.36 2.62 31.44 1.31 15.72

18 times... 3.00 54.00 2.40 43.20 1.20 21.60

24 times... 2.73 65.52 2.18 52.32 1.09 26.16

30 times... 2.46 73.80 1.96 58.80 .98 29.40

36 times... 2.18 78.48 1.74 62.64 .87 31.32

## SPECIAL FEATURES

Community Club Awards. Rates on request.

Participating Programs

"Don Jones Show"—6:00 a.m. to 9:00 a.m.

"Johnny Steele Show"—9:00 a.m. to 11:00 a.m.

"Wes Vernon Show"—3:00 p.m. to 7:00 p.m.

"Don 'Weird Beard' Redfield Show"—7:00 p.m. to 1:00 a.m.

## TRANSCRIPTIONS

Library Service—Lang-Worth.

## KGHL

(Established 1928)



Rates effective August 1, 1958. (Card No. 12.)

Card received June 30, 1958.

Owned and operated by the Midland Empire Broadcasting Co.

Personnel  
President—P. N. Fortin.

General Manager—J. A. Kilchil.

Representatives  
The Katz Agency, Inc.

Mailing Instructions  
Business Office and Studio—214 N. 30th St. Billings, Mont.

Transmitter—Five miles west of Billings, Mont.

Wave—Power—Time  
Operating power—5,000 watts.

Frequency—790 kilocycles.

Directional—nighttime only.

Licensed to operate full time.

Operates on Mountain Standard Time.

Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission  
15% on net charges to recognized agencies; no cash discount. No commission on talent or production charges. Bills are payable 10th of month.

General Advertising  
For combination rates see NBC Radio Network and Great Western Network.

Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available.

All frequency discounts must be earned within a period of one year from date of contract.

Station reserves the right to change its rates effective such date as it may announce. 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.

1 hr 1/2 hr 1/4 hr 10 min 5 min

1 time... 75.00 45.00 30.00 22.50 15.00

26 times... 71.25 42.75 28.50 21.40 14.25

52 times... 67.50 40.50 27.00 20.25 13.50

104 times... 63.75 38.25 25.50 19.15 12.75

156 times... 60.00 36.00 24.00 18.00 12.00

260 times... 56.25 33.75 22.50 16.90 11.25

312 times... 52.50 31.50 21.00 15.75 10.50

## ANNOUNCEMENTS

### CLASS "AA"

(6:30 a.m. to 8:30 a.m. and noon to 1:00 p.m.)

1 tl. 26 tl. 52 tl. 104 tl. 156 tl. 260 tl.

Minutes ..... 11.00 10.50 10.00 9.50 9.00 8.50

### CLASS "A"

(6:00 a.m. to 6:30 a.m.; 8:30 a.m. to noon and 1:00 p.m. to 6:00 p.m.)

Minutes ..... 10.00 9.50 9.00 8.50 8.00 7.50

### CLASS "B"

(Before 6:00 a.m. and after 6:00 p.m.)

Minutes ..... 8.50 8.25 8.00 7.75 7.50 7.25

20 second announcements—80% of minute rate.

10 second announcements—50% of minute rate.

Minutes, 20 second announcements and 10 second announcements may be combined for frequency discounts or Plan rates.

Announcements scheduled between two rate classifications take the rate of the higher classification.

Programs and announcements may not be combined for discounts.

## MULTI-SPOT PLAN

### CLASS "A"

1-minute announcements: 1 wk. 13 wks. 52 wks.

10 times per week..... 70.00 65.00 60.00

20 times per week..... 130.00 120.00 110.00

30 times per week..... 180.00 165.00 150.00

### CLASS "B"

1-minute announcements:

10 times per week..... 50.00 47.50 45.00

20 times per week..... 95.00 90.00 85.00

30 times per week..... 135.00 127.50 120.00

20 second announcements—80% of minute rates.

10 second announcements—50% of minute rates.

Multi-spot plan rates apply to all announcements except in Class "AA." The number of weeks rate is determined by the number of weeks in which a minimum of 10 announcements per week are scheduled. The times per week rate is then determined by the number of announcements scheduled in a given week. Non-Plan announcements may be counted to make up the number of announcements necessary to qualify for Plan rates. Plan announcements may be counted to help earn frequency discounts on non-Plan announcements.

## SPECIAL FEATURES

News Service—UPI.

Closing Time  
All talent programs close one week in advance of broadcast. All programs, announcements and talks close 48 hours in advance of broadcast.

# MONTANA

## KOOK

(Established 1949)

Rates effective April 1, 1958. (Card No. 3.)

Card received February 26, 1958.

Owned and operated by The Montana Network.

Personnel  
Pres. & Gen'l Mgr.—Joseph S. Sample.

Program Director—Cliff Ewing.

Promotion Manager—Conna G. May.

Representatives  
Walker-Rawalt Company, Inc.

Art Moore & Associates.

Mailing Instructions  
Business Office and Studio—P. O. Box 2557, 7002 S. Billings Blvd., Billings, Mont. Phone 2-5611.

Transmitter—Billings, Mont.

Wave—Power—Time  
Operating power—5,000 watts.

Frequency—970 kilocycles.

Directional—nighttime only.

Licensed to operate unlimited time.

Operates on Mountain Time.

Daylight Saving Time not observed.

Operating schedule: 7:00 a.m. to 12:00 midnight Sundays; 6:00 a.m. to 12:30 a.m. week days; 6:00 a.m. to 12:00 midnight Saturdays.

Agency Commission  
15% to recognized agencies on time only; no cash discount. Bills rendered 1st of month payable within 10 days.

General Advertising  
Affiliated with CBS Radio Network.

For combination rates see Radio Montana listing at beginning of state.

Accepts AAAA copyrighted contract.

All frequency discounts must be earned within a period of 1 year from date of contract.

Itates include music copyright fees.

ASCAP, BMI and SESAC licenses.

1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.

1 time... 70.00 40.00 26.50 19.00 13.50

13 times... 64.00 37.00 25.00 18.00 12.50

26 times... 59.00 35.00 23.00 17.00 11.50

52 times... 56.00 32.00 22.00 16.00 11.00

104 times... 52.00 31.00 21.00 14.50 10.50

156 times... 50.00 30.00 19.50 13.50 10.00

260 times... 48.50 29.00 18.50 12.25 9.25

312 times... 46.00 28.00 17.00 11.00 8.75

## ANNOUNCEMENTS

1 time..... 1 min. 30 sec. 10 sec.

13 times..... 8.50 6.50 4.25

26 times..... 8.25 6.00 4.10

52 times..... 7.75 5.50 3.85

104 times..... 7.25 5.00 3.65

156 times..... 7.00 4.75 3.45

260 times..... 6.75 4.50 3.35

312 times..... 6.50 4.25 3.20

500 times..... 6.25 4.00 3.10

1,000 times..... 6.00 3.75 3.00

5.50 3.25 2.75

## SATURATION PACKAGES

(Run-of-schedule)

1-minute: 1 wk. 13 wks. 26 wks. 52 wks.

10 per week..... 6.25 6.00 5.75 5.50



# MONTANA

## Billings—K O Y N—Continued

	30-seconds	45.00	60.00
10 times.....	50.00	47.50	45.00
15 times.....	71.25	67.50	63.75
20 times.....	90.00	85.00	80.00
30 times.....	127.50	120.00	112.50

### Combination Discounts

10% discount when schedule is purchased in combination with KUDI, Great Falls, Mont., KQDI, Billings, N. D., KQDY, Minot, N. D., KOYN, Billings, Mont.

### SPECIAL FEATURES

News Service—UPI and local. News service charges on request.

Remote broadcasts—rates on request.

### POLITICAL

Regular rates and discounts apply; cash in advance.

### RELIGIOUS

No religious or talk programs accepted.

## BOZEMAN (2 AM)

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

### KBMN

(Established 1950)



Rates effective September 1, 1950. (Card No. 3.)

Rates received October 5, 1950.

Owned and operated by Penn Engineering Co., Inc.

### Personnel

General Manager—Dale G. Moore.

Manager—Bill Merrick.

Women's Director—Vonnie Vaughan.

### Representatives

Gill-Perna, Inc.

Seattle—Hugh Felts and Associates.

### Mailing Instructions

Business Office and Studio—N. Seventh St., Bozeman, Mont., Ju 6-2394.

Transmitter—N. Seventh St., Bozeman, Mont.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1230 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Mountain Time.

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

### Agency Commission

15% to recognized agencies on time and talent; 2% cash discount. Bills rendered 30th of each month; payable when rendered.

### General Advertising

Rates include music copyright fees.

ASCAP and BMI licenses.

	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	28.00	14.00	8.00	5.00	3.50
13 times.....	19.50	9.75	5.50	4.00	2.75
26 times.....	16.50	8.25	4.75	3.75	2.50
52 times.....	15.00	7.50	4.50	3.25	2.25
104 times.....	14.00	7.00	4.25	2.75	2.00
156 times.....	12.50	6.25	4.00	2.50	1.75
312 times.....	11.00	5.50	3.75	2.00	1.50
624 times.....	10.00	5.00	3.50	1.75	1.25

### PACKAGE RATES

(Must be used in one day)

	1 min.	30 sec.	1 min.	30 sec.
30 times.....	52.50	37.50	16.50	10.50
10 times.....	22.50	16.50	9.75	6.75

### CAMPAIGN RATES

	1 min.	30 sec.
Gigantic 150: 150 spots during 1 month period—10 or more per day.....	262.50	187.50
Century Special: 100 spots during 2 week period—10 or more per day.....	200.00	150.00
Famous Fifty: 50 spots during 2 week period—5 or more per day.....	112.50	82.50
Silver Twenty-five: 25 spots during 1 week period—5 or more per day.....	62.50	43.75

### SPECIAL FEATURES

News Service—UPI, and local. News service charges on request.

Remote broadcasts—rates on request.

### POLITICAL

Rates on request.

### TRANSCRIPTIONS

Library Service—World.

### Closing Time

24 hours in advance of broadcast.

## KXLQ

(Established 1939)

Rates effective August 1, 1950.

Owned and operated by XX Broadcasting Corp.

### Personnel

General Manager—Richard D. Smiley.

Sales Manager—Thomas A. Sandenaw, Jr.

### Representatives

Walker-Rowatt Company, Inc.

West Coast—Pacific Northwest Broadcasters.

### Mailing Instructions

Business Office and Studio—Bozeman, Mont, Ju 7-3188.

Transmitter—Bozeman, Mont.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1450 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Mountain Time.

Operating schedule: 5:30 a.m. to 11:30 p.m.

### Agency Commission

See listing under Z Network.

### General Advertising

For combination rates see NBC Radio Network and Z Net at beginning of state.

## BUTTE (3 AM)

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

### K B O W

(Established 1947)

## CBS Radio Network

Rates effective April 1, 1947. (Card No. 3.)

Owned and operated by the Copper City Radio Co., telephone 7429.

### Personnel

President—Frank Reardon.

Exec. Vice-Pres. & Gen'l Mgr.—Stan Levitt.

### Representatives

Donald Cooke, Inc.

### Mailing Instructions

Business Office and Studio—720 Yale Ave., P. O. Box 1932, Butte, Mont., telephone 7429, TWX BT 24.

Transmitter—720 Yale Ave., Butte, Mont.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1490 kilocycles.

Non-directional.

Licensed to operate full time on local channel.

Operates on Mountain Standard Time.

Daylight Saving Time observed.

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

### Agency Commission

15% to advertising agencies on time only; no cash discount. Bills rendered monthly.

### General Advertising

For combination rates see CBS Radio Network.

Accepts AAAA copyrighted contract.

Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. Rates include music copyright fees.

BMI, ASCAP and SESAC licenses.

	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.....	48.25	28.75	19.25	14.50	9.50
26 times.....	46.50	27.50	18.50	14.00	8.00
52 times.....	44.75	26.25	17.75	13.50	7.50
104 times.....	43.00	25.00	17.00	13.00	7.00
156 times.....	41.25	23.75	16.25	12.50	6.50
260 times.....	39.50	22.50	15.50	12.00	6.00
312 times.....	37.75	21.25	14.75	11.50	5.50

### ANNOUNCEMENTS

	1 minute:	208 times.....	6.00
2 times.....	8.00	208 times.....	6.00
26 times.....	7.50	312 times.....	5.50
52 times.....	7.00	520 times.....	5.00
104 times.....	6.50	624 times.....	4.50

### PACKAGE PLANS

Fifty 30-second spots per week, each..... 2.00  
No combination discount.

### COMBINATION RATES

A 20% discount will be allowed with the purchase of time on both KBOW and KGEZ, Kalispell.

### SPECIAL FEATURES

News Service—UPI and local news coverage.

### POLITICAL AND RELIGIOUS

Rates on request.

## K O P R

(Established 1948)

## Intermountain -- Mutual Networks



Rates effective August 1, 1957. (Card No. 22.)

Card received August 23, 1957.

Owned and operated by Copper Broadcasting Co.

### Personnel

President—George C. Hatch.

General Manager—Bruce Twere II.

### Representatives

Avery-Kinodel, Inc.

### Mailing Instructions

Business Office and Studio—Hotel Finland, Butte, Mont., phone 6546, TWX BT 34.

Transmitter—Beef Trail Heights, Butte, Mont.

### Wave—Power—Time

Operating power—1,000 watts.

Frequency—550 kilocycles.

Directional—nighttime only.

Licensed to operate full time.

Operates on Daylight Saving Time April 28 through September 29.

Operating schedule: 6:00 a.m. to midnight weekdays; 7:30 a.m. to midnight Sunday.

### Agency Commission

15% to recognized advertising agencies on net station time; no cash discount. Bills due when rendered.

### General Advertising

ASCAP, BMI and SESAC licenses.

Discounts are based on number of broadcasts within contract year. Discounts are retroactive. Announcements and programs may be combined for maximum frequency.

Rate protection for 52 weeks.

### ANNOUNCEMENTS

One minute, 100 words or less:	1 time.....	156 times.....	6.57
26 times.....	7.15	260 times.....	6.29
52 times.....	6.86	312 times.....	6.00
104 times.....	6.72	624 times.....	5.72

### SATURATION ANNOUNCEMENT PLANS

#### 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	
Per week: Each Total	Each Total	Each Total	
12 times.....	5.36 54.32	4.28 53.36	2.14 25.68
18 times.....	5.00 90.00	4.00 72.00	2.00 36.00
24 times.....	4.64 111.36	3.71 89.04	1.85 44.40
30 times.....	4.29 128.70	3.43 102.90	1.71 51.30
36 times.....	3.93 141.48	3.14 113.04	1.57 56.52

#### CLASS "B"

	(All other times)		
12 times.....	4.29 51.48	3.43 41.16	1.71 20.52
18 times.....	3.93 70.74	3.14 56.52	1.57 28.26
24 times.....	3.57 85.68	2.86 68.64	1.43 34.32
30 times.....	3.21 96.30	2.57 77.10	1.28 38.40
36 times.....	2.86 102.96	2.29 82.44	1.14 41.04

### PROGRAMS

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	55.00	33.00	22.00	16.50	11.00
26 times.....	53.90	32.34	21.56	16.17	10.78
52 times.....	52.80	31.68	21.12	15.84	10.56
104 times.....	51.70	31.02	20.68	15.51	10.34
156 times.....	50.60	30.36	20.24	15.18	10.12
260 times.....	48.40	29.04	19.36	14.52	9.68
312 times.....	46.20	27.72	18.48	13.86	9.24
624 times.....	44.00	26.40	17.60	13.20	8.80

### SPECIAL FEATURES

News Service—AP and local news. Rates on request.

### Participating Programs

"Hi Ho Show" with Don Evans—6:00 a.m. to noon Monday through Saturday. Regular rates apply.

"550 Club" with Ric Webb—1:00 p.m. to 6:00 p.m. Monday through Saturday. Regular rates apply.

"Copper Club" with Morris Richeley—6:00 p.m. to 9:30 p.m. Monday through Saturday. Regular rates apply.

### POLITICAL

Regular rates and discounts; cash and copy 24 hours in advance

### Closing Time

24 hours in advance of broadcast.

(Butte continued on next page)

# KOPR

## BUTTE, MONTANA


### 550 ON YOUR DIAL



NO. 1 FEB. 1958

**PULSE**

9 County Area



## MEETING PLACE FOR MEDIA BUYERS and SELLERS

... is the nine monthly publications of SRDS. Here's where you find Service-Ads that make your comparison and selection easy.

There's no high pressure ... you get the buying information you need. You'll save many hours of seeking and searching for data to help solve your media-market problems by referring to Service-Ads next to media listings.

G-123

Butte—Continued

**KXLF**

(Established 1929)

Rates effective March 1, 1948.  
Owned and operated by KGR, Inc.

**Personnel**

Manager—Arne Anzoin.  
Eastern Sales Manager—Wythe Walker.

**Representatives**

Walker-Rawalt Company, Inc.  
Seattle and Portland—Art Moore and Associates, Inc.

**Mailing Instructions**

Business Office and Studio—Butte, Mont., telephone 2-9111.

Transmitter—Butte, Mont.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—1370 kilocycles.

Non-directional.

Licensed to operate full time on cleared regional channel.

Operates on Mountain Standard Time.

Daylight Saving Time observed.

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

**Agency Commission**

15% to recognized agencies on net station time charges; no cash discount.

**General Advertising**

For combination rates see Radio Montana, NBC Radio Network under network and group listings and Z Net beginning of state.

**GUARANTEED TIME RATES**

1-minute announcements, each, 12.00.

**Agency Commission**

15% to recognized agencies on net charge for station time; no cash discount. Bills rendered 1st day of month; payable 10th of month.

**General Advertising**

Rates include music copyright fees.  
ASCAP and BMI licenses.  
Frequency discounts are for consecutive broadcasts, to be used one year from start of schedule. Announcements and programs cannot be combined to earn larger discounts. No contracts accepted for longer period than one year.

Following rates are for national advertisers. For local rates, contact station management.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Ann.
1 time.....	27.00	20.25	12.15	8.10	5.99	3.71
13 times.....	25.65	18.90	10.80	7.56	5.18	3.38
52 times.....	24.30	17.55	9.45	6.92	4.77	3.04
156 times.....	21.60	16.20	8.10	6.35	4.05	2.70
312 times.....	18.90	13.50	6.75	5.27	3.38	2.03
624 times.....	16.20	10.80	5.40	4.05	2.70	1.35

**SPECIAL FEATURES**

News Service—AP. No extra charge.

Participating Programs

“Rooster Revolve”—15 min. after sign-on to 9:00 a.m. Monday through Saturday. Time, temperature, weather and chatter.

“Morning Merry-Go-Round”—9:15 a.m. to 10:00 a.m.; 10:15 a.m. to 10:30 a.m. and 11:30 a.m. to noon, Monday through Friday. Musical variety and news.

“Melody Time”—1:00 p.m. to 1:55 p.m. Monday through Friday. Musical variety, news.

“KDBM Kapers”—2:30 p.m. to 3:00 p.m. and 3:30 p.m. to 3:55 p.m. Monday through Friday. Musical variety, news.

“Sundown Serenade”—4:30 p.m. to 15 min. before sign-off, Monday through Saturday. Musical variety.

**POLITICAL**

Regular rates apply; cash in advance.

**TRANSCRIPTIONS**

Library Service—World.

Closing Time  
72 hours in advance of broadcast.

**GLASGOW**

Valley County—Map Location G-1  
See SRDS consumer market map and data at beginning of the State.

**KLTZ**

(Established 1954)

Rates effective January 1, 1955.  
Rates received March 14, 1955.

Owned and operated by Glasgow Broadcasting Co.

**Personnel**  
Owner—Willard L. Holter.  
Station Manager—Lloyd W. Melby.

**Representatives**  
Hal Holman Company.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 671, Bjorklund Bldg., Glasgow, Mont. Academy 8-9336.

**Transmitter**

**Wave—Power—Time**

Operating power—250 watts.

Frequency 1240 kilocycles. Non-Directional.

Licensed to operate unlimited time.

Operates on Mountain Standard Time.

Daylight Saving Time not observed.

Operating schedule: 8:30 a.m. to 9:00 p.m. Sundays; 6:30 a.m. to midnight weekdays.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount.

**General Advertising**

**CLASS “A”**  
(12:00 noon to 1:30 p.m., 6:00 p.m. to 10:00 p.m. week days; 12:00 noon to 10:00 p.m. Sundays)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	42.00	25.20	16.80	12.60	8.40	4.80
13 times.....	39.90	23.80	15.90	11.95	8.00	4.60
26 times.....	37.80	22.70	15.10	11.35	7.55	4.40
52 times.....	35.70	21.40	14.30	10.70	7.15	4.10
104 times.....	33.60	20.15	13.45	10.10	6.70	3.60
156 times.....	31.50	18.90	12.60	9.40	6.30	3.40
208 times.....	29.40	17.65	11.75	8.80	5.90	3.35
260 times.....	25.20	15.10	10.10	7.50	5.10	3.00

**CLASS “B”**  
(All other times)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	3.60
1 time.....	30.00	18.00	12.00	9.00	6.00	3.60
13 times.....	28.50	17.10	11.40	8.50	5.70	3.40
26 times.....	27.00	16.20	10.80	8.00	5.40	3.25
52 times.....	25.50	15.30	10.20	7.60	5.10	3.05
104 times.....	24.00	14.40	9.60	7.20	4.80	2.90
156 times.....	22.50	13.50	9.00	6.70	4.50	2.70
208 times.....	20.00	12.00	8.40	6.30	4.20	2.50
260 times.....	18.00	10.80	7.20	5.40	3.60	2.10

**SPECIAL FEATURES**

News Service—AP.

**POLITICAL**  
Regular rates apply. Cash in advance.

**RELIGIOUS**  
Regular rates apply.

Closing Time  
Copy must be received 24 hours in advance.

**GLENDIVE**

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

**KXGN**

(Established 1948)

Rates effective September 1948.  
Revisions received August 29, 1955.

Owned and operated by The Glendive Broadcasting Corp.

**Personnel**  
General Manager—Daniel C. Palen.

**Representatives**  
Grant Webb & Company.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 200, 122 S. Merrill Ave., Glendive, Mont., Empire 5-3377.

Transmitter—S. Pearson Ave., Glendive, Mont.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1400 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Mountain Time.

Operating schedule: 6:00 a.m. to midnight week days; 8:00 a.m. to midnight Sundays.

**Agency Commission**

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

**General Advertising**

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

	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	26.40	17.60	9.90	6.60	6.00
13 times.....	22.90	14.60	7.80	5.30	4.40
26 times.....	21.60	13.70	7.40	5.00	3.90
52 times.....	20.30	12.80	6.80	4.30	3.30
104 times.....	19.00	11.90	6.30	4.00	2.90
156 times.....	17.60	11.10	5.80	3.30	2.70
312 times.....	15.00	9.30	4.70	2.90	2.40
624 times.....	13.70	8.40	4.20	2.70	2.20

(\*) One minute or 100 word announcement or less.  
(†) 1/2 minute or 50 word announcement or less.

**SPECIAL FEATURES**

News Service—AP and local.

News and Sports—rates on request.

Mobile sound truck and remote broadcasting facilities via station wagon. Rates on request.

**Participating Programs**

“Koffee Klub”—6:00 a.m. to 8:00 a.m.

“Women’s Corner”—9:00 a.m. to 10:00 a.m.

“News”—10:00 a.m. to 10:15 a.m. and 10:00 p.m. to 10:15 p.m.

**TRANSCRIPTIONS**

Library Service—Standard.

**POLITICAL**  
Complete transcripts 24 hours in advance with cash payment. Rates on request.

Closing Time  
24 hours in advance.

**GREAT FALLS (4 AM)**

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

**KFBB**

(Established 1921)

Rates effective July 1, 1944.

Owned and operated by Wilkins Broadcast, Inc.

**Personnel**  
Pres. & Gen’l Mgr.—J. P. Wilkins.

Sales Manager—W. C. Blanchette.

Program Director—Leo Ellingson.

**Representatives**  
The Bolling Co., Inc.

**Mailing Instructions**  
Business Office, Studio and Transmitter—P. O. Box 1139, Great Falls, Mont., telephone Glendale 3-4377, TWX 25.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—1310 kilocycles.

Directional—nighttime only.

Licensed to operate full time on regional channel.

Operates on Mountain Time.

Operating schedule: Sundays 6:55 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

**Agency Commission**

15% to recognized agencies on net charges for station time; no cash discount. No commission on talent charges. Bills rendered monthly and are payable 10th of month.

**General Advertising**

For combination rates see CBS Radio Network (Mountain Group) and Columbia Pacific Network (Supplementary Stations).

ASCAP, BMI and SESAC licenses.

The following rates are for national advertising.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	100.00	60.00	40.00	20.00	13.00
13 times.....	95.00	57.00	38.00	19.00	12.50
26 times.....	90.00	54.00	36.00	18.00	12.00
52 times.....	85.00	51.00	34.00	17.00	11.50
104 times.....	75.00	48.00	32.00	16.00	11.00
156 times.....	70.00	45.00	30.00	15.00	10.50
312 times.....	65.00	42.00	28.00	14.00	10.00

**CLASS “B”**  
(6:00 a.m. to 12:00 noon and 1:30 p.m. to 6:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	70.00	45.00	30.00	15.00	10.00
13 times.....	65.00	42.00	28.00	14.25	9.50
26 times.....	60.00	39.00	26.00	13.50	9.00
52 times.....	55.00	36.00	24.00	12.75	8.50
104 times.....	50.00	33.00	22.00	12.00	8.00
156 times.....	45.00	30.00	20.00	11.25	7.50
312 times.....	40.00	27.00	18.00	10.50	7.00

(\*) One minute or 100 words.

Station breaks (35 words or less), flat..... 10.00

**Radio Shorts**  
Announcements 8 seconds or 16 words in length, 6.00.

**SPECIAL FEATURES**

News Service—UPI and local.

Mobile unit for special events and farm broadcasts—rates on request.

Time signals and special features—rates on request.

**Participating Programs**

Monday through Saturday:  
“Farmers’ Noon Hour”—noon to 1:30 p.m.

“New Day Show”—7:05 a.m. to 7:40 a.m.

Monday through Friday:  
“Traffic Jamboree”—4:15 p.m. to 5:20 p.m.

Monday through Thursday:  
“Family Hour of Familiar Music”—6:20 p.m. to 7:15 p.m.

**POLITICAL**  
Copy must be submitted 24 hours before broadcast  
Card rates apply; cash in advance.

(Great Falls continued on next page)

**DILLON**

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

**KDBM**

(Established 1956)

Rates effective October 1, 1956.

Rates received February 4, 1957.

Owned and operated by Vigilante Broadcasting Co., Inc.

**Personnel**

Station Manager—Burt H. Oliphant.

**Representatives**

Grant Webb & Company.

**Mailing Instructions**

Business Office—P. O. Box 950, Dillon, Mont. Phone 703.

Studio & Transmitter—1 mile north of Dillon, Mont. on Highway 91.

**Wave—Power—Time**

Operating power—1,000 watts.  
Frequency—800 kilocycles.

Non-directional.

Licensed to operate daytime only.

Operates on Mountain Standard Time.

Operating schedule: Local sunrise to local sunset.

**Total**

# MONTANA

## Great Falls—Continued

**KMON**

(Established 1947)



## Intermountain Network

Rates effective May 1, 1958. (Card No. 23.)  
Card received August 21, 1958.  
Rev. rec'd October 29, 1958.

Owned and operated by KMON, Inc.

### Personnel

Gen'l Mgr. & Nat'l Sales Mgr.—Robert H. Warner.

### Representatives

Avery-Knodel, Inc.

### Mailing Instructions

Business Office and Studio—121 Fourth St., N., Great Falls, Mont.

Transmitter—Six miles south of Great Falls, Mont.

### Wave—Power—Time

Operating power—5,000 watts.

Frequency—560 kilocycles.

Directional—nighttime only.

Licensed to operate full time on regional channel.

Operates on Mountain Time.

Daylight Saving Time not observed.

Operating schedule: 6:00 a.m. to 1:00 a.m. daily.

### Agency Commission

15% to recognized agencies on net charges for station time; no cash discount. Bills rendered monthly and payable 10th of month.

### General Advertising

For combination rates see Intermountain Network.

ASCAP, BMI and SESAC licenses.

The following rates are for national advertising.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	70.00	42.00	28.00	21.00	14.00	9.10
26 times.....	68.60	41.16	27.44	20.58	13.72	8.92
52 times.....	67.20	40.32	26.88	20.16	13.44	8.74
104 times.....	65.80	39.48	26.32	19.74	13.16	8.55
156 times.....	64.40	38.64	25.76	19.32	12.88	8.37
260 times.....	61.60	36.96	24.64	18.48	12.32	8.00
312 times.....	58.80	35.28	22.96	17.64	11.76	7.64
624 times.....	56.00	33.60	22.40	16.80	11.20	7.28

(\*) 1 minute or 100 words or less.

### SATURATION ANNOUNCEMENT PLAN

CLASS "A"

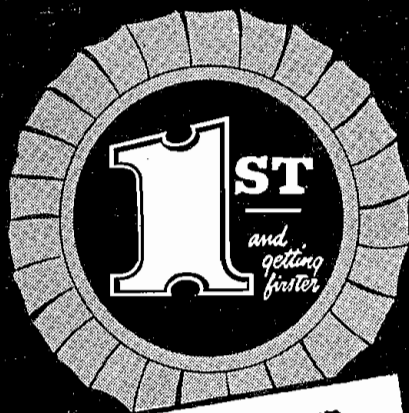
(7:00 a.m. to 9:30 a.m. and 4:30 p.m. to 7:00 p.m. Monday through Saturday)

Per week:	1 minute		30 seconds		10 seconds	
	Each	Total	Each	Total	Each	Total
12 times.....	6.82	81.84	5.45	65.40	2.72	32.64
18 times.....	6.37	114.66	5.10	91.80	2.54	45.72
24 times.....	5.91	141.84	4.72	113.28	2.36	56.64
30 times.....	5.46	163.80	4.36	130.80	2.18	65.40
36 times.....	5.00	180.00	4.00	144.00	2.00	72.00

(All other times)

12 times.....	5.46	65.52	4.38	52.32	2.18	26.16
18 times.....	5.00	90.00	4.00	72.00	2.00	36.00

**KMON**  
GREAT FALLS, MONTANA  
5,000 WATTS  
560 ON YOUR DIAL



NO. 1 FEB. 1958  
**PULSE**  
15 County Area



	1 minute		30 seconds		10 seconds	
	Each	Total	Each	Total	Each	Total
24 times.....	4.55	109.20	3.64	87.36	1.82	43.68
30 times.....	4.10	123.00	3.28	98.40	1.64	49.20
36 times.....	3.64	131.04	2.92	105.12	1.46	52.56

News Service—AP and local. Rates on request.  
Mobile unit available.

### POLITICAL

Copy to be submitted 24 hours before broadcast time.

## KUDI

(Established 1955)

Rates effective December 1, 1957. (Card No. 4.)  
Card received October 28, 1957.

Owned and operated by Community Broadcasters.

### Personnel

General Manager—Ken Ness.

Representatives Forjoe & Company, Inc.

### Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 1405, Smelter Ave. northwest of Great Falls, Mont., Glendale 2-9533.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1450 kilocycles.

Non-directional.

Operates on Mountain Standard Time.

Licensed to operate unlimited time.

Operating schedule: 24 hours daily.

### Agency Commission

15% to recognized agencies; no cash discount.

General Advertising	1/4 hr.		5 min.		(*)
	1 time.....	17.25	10.00	7.00	
50 times.....	16.40	9.65	6.80		
100 times.....	14.65	9.25	6.45		
300 times.....	13.80	8.50	5.90		
500 times.....	12.95	7.75	5.50		
700 times.....	12.10	7.00	5.25		
1000 times.....	11.00	6.75	5.00		

(\*) 1-minute or less.

### GROUP VOLUME PLAN

	1 wk.	13 wks.	26 wks.
10 times.....	62.50	59.00	55.50
15 times.....	88.50	83.25	79.75
20 times.....	108.50	104.25	100.50
30 times.....	157.50	153.25	149.00

Combination Discounts  
10% discount when schedule is purchased in combination with KOYN, Billings, Mont.

### SPECIAL FEATURES

News Service—UPI.

### Closing Time

One hour in advance of broadcast.

## KXLK

(Established 1947)



Rates effective March 1, 1948.

Owned and operated by Great Falls Broadcasting Co.

### Personnel

President—Pat M. Goodover.

Manager—E. R. Kukkola.

Eastern Sales Manager—Wythe Walker.

Western Sales Manager—Tracy Moore.

Representatives Art Moore and Associates, Inc.

Walker-Rawalt Company, Inc.

West Coast—Pacific Northwest Broadcasters.

### Mailing Instructions

Business Office and Studio—P. O. Box 2072, Great Falls, Mont.

Transmitter—Great Falls, Mont.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1400 kilocycles.

Non-directional.

Licensed to operate full time.

Operates on Mountain Standard Time.

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

### Agency Commission

15% to recognized advertising agencies on net station time charges; no cash discount.

### General Advertising

Accepts AAAA copyrighted contract.

For combination rates see NBC Radio Network and Z Net at beginning of state.

## HAVRE

Hill County—Map Location E-1

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

## KOJM

(Established 1947)



Rates effective January 1, 1952. (Card No. 4.)

Card received May 2, 1952.

Owned and operated by North Montana Broadcasting Company.

### Personnel

General Manager—Charlotte H. Brader.

### Representatives

Walker-Rawalt Company, Inc.

### Mailing Instructions

Business Office and Studio—Liberty Hotel, P. O. Box 70, Havre, Mont., telephone 1096.

Transmitter—Havre, Mont.

### Wave—Power—Time

Operating power—1,000 watts.

Frequency—610 kilocycles.

Directional—separate patterns, day and night.

Operates on Mountain Time.

Daylight Saving Time not observed.

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

### Agency Commission

15% to recognized agencies; no cash discount. Bills rendered monthly; payable at face when rendered.

### General Advertising

Affiliated with NBC Network.

No contract accepted for longer than one year. Short rate earned is billed if contract is cancelled before expiration date. No cancellation under 13 weeks. Rates are subject to change without notice.

Contract renewals subject to rates in effect at time of renewal.

	1 hr.		1/2 hr.		1/4 hr.		5 min.		1 min.		30 sec.	
	1 time.....	55.00	30.00	20.00	12.00	8.00	7.00	13 times.....	50.00	29.00	19.00	11.00
27 times.....	45.00	28.00	18.00	10.00	7.00	6.00	52 times.....	42.50	26.50	17.00	9.50	6.50
104 times.....	40.00	25.00	16.00	9.00	6.00	5.00	156 times.....	37.50	23.50	15.00	8.50	5.50
260 times.....	35.00	22.00	14.00	8.00	5.00	4.00	312 times.....	32.50	20.50	13.00	7.50	4.50
624 times.....	30.00	19.00	12.00	7.00	4.00	3.00						

### SPECIAL FEATURES

News Service—UPI.

POLITICAL AND SPEECHES

Political—cash in advance.

Speeches—one time rate applies.

TRANSCRIPTIONS

Library Service—Associated.

## HELENA (2 AM)

Lewis and Clark County—Map Location C-2  
See SRDS consumer market map and data at beginning of the State.

## KCAP

(Established 1949)

Rates effective September 1, 1952.

Rates received September 20, 1954.

Owned by the Lewis & Clark Broadcasting Corp.

### Personnel

President—Robert O. Walker.

General Manager—Lou Torok.

### Representatives

Grant Webb & Company.

### Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 1164, 1705 Jerome St., Helena, Mont., Hickory 2-4490.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1340 kilocycles.

Non-directional.

Licensed to operate full time.

Operates on Mountain Standard Time.

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

### Agency Commission

15% to recognized agencies on net time charges; no cash discount. Bills due and payable 10 days after date of invoice.

### General Advertising

ASCAP, BMI and SESAC licenses.

Maximum length of contract, one year.

Programs may not be combined with announcements to obtain frequency discount. Production costs will be quoted in accordance with facilities and services required.

The following rates are for national and local advertising.

### PROGRAMS

1/4 hour:	1 time.....	10.00	156 times.....	7.50
1 time.....	10.00	156 times.....	7.50	
26 times.....	9.50	260 times.....	6.00	
52 times.....	9.00	312 times.....	5.00	
104 times.....	8.50	624 times.....	5.00	

10 minutes: 75% of applicable 1/4 hour rate.

5 minutes: 50% of applicable 1/4 hour rate.

Above rates apply where amount of advertising does not exceed industry standards. For all talk advertising rates for programs, multiply the applicable time rate by two.

### ANNOUNCEMENTS

	(*)	(†)	(*)	(†)
1 time.....	5.00	4.00	156 times.....	3.00
26 times.....	4.50	3.50	260 times.....	2.75
52 times.....	4.00	3.00	312 times.....	2.50
104 times.....	3.50	2.50	624 times.....	2.00

(\*) One minute.

(†) 30 seconds.

### ALL-TALK PROGRAMS

Rates on request. Copy must be submitted for approval 24 hours before broadcast time.

## KXLJ

(Established 1937)

Rates effective March 1, 1958.

Owned and operated by the Peoples Forum of the Air.

### Personnel

Manager—Barclay Craighead.



**Kalispell—K G E Z—Continued**

**Representatives**  
 Donald Cooke, Inc.  
 Portland & Seattle—Art Moore and Associates, Inc.

**Mailing Instructions**  
 Business Office—Box 439, Kalispell, Mont.  
 Transmitter and Other Studio—2-1/2 miles south of Kalispell on Highway 93.

**Wave—Power—Time**  
 Operating power—1,000 watts.  
 Frequency—600 kilocycles.  
 Directional—separate patterns, day and night.  
 Licensed to operate full time.  
 Operates on Mountain Time.  
 Operating schedule: 5:30 a.m. to 12:00 midnight, week days; 8:00 a.m. to 12:00 midnight, Sundays.

**Agency Commission**  
 15% to recognized agencies on time cost.

**General Advertising**  
 Affiliated with Keystone Network.  
 Accepts AAAA copyrighted contract.  
 The following rates are for national advertising and include music copyright fees.  
 ASCAP, BMI and SESAC licenses.

1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	32.50	19.50	13.00	6.50
26 times..	31.85	19.11	12.50	6.37
52 times..	31.20	18.72	12.48	6.24
104 times..	30.55	18.33	12.22	6.11
156 times..	29.90	17.94	11.96	5.98
260 times..	28.60	17.16	11.44	5.72
312 times..	27.30	16.38	10.92	5.46
624 times..	26.00	15.60	10.40	5.20

(\*) One minute, 100 words or less.

**SPECIAL FEATURES**  
 News Service—UPI.  
 Market quotations, time signals, participation programs—rates on request.

**KOFI**

(Established 1955)

Rates effective April 1, 1958. (Card No. 2.)  
 Card received March 24, 1958.

Owned and operated by Flathead Valley Broadcasters.

**Personnel**  
 Manager—W. H. Patterson.  
 Program Director—L. L. Sterling.  
 Sales Manager—M. L. Oliver.  
 News & Farm Director—Larry Stem.

**Representatives**  
 Grant Webb & Company.  
 Seattle—William J. Wagner & Associates.

**Mailing Instructions**  
 Business Office and Studio—P. O. Box 75, Kalispell, Mont. Skyline 6-6900.  
 Transmitter—3 miles south of Kalispell.

**Wave—Power—Time**  
 Operating power—5,000 watts.  
 Frequency—930 kilocycles.  
 Non-directional.  
 Operating schedule: Local sunrise to local sunset.

**Agency Commission**  
 15% on time only; no cash discount. Bills due and payable 10th of month following service.

**General Advertising**  
 Accepts AAAA copyrighted contracts.

1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	14.00	7.45	6.00
26 times.....	12.00	6.70	5.50
52 times.....	11.00	5.95	4.85
104 times.....	10.00	5.15	4.25
156 times.....	8.80	4.75	4.00
260 times.....	7.75	4.40	3.60
312 times.....	7.00	4.00	3.30
624 times.....	6.00	3.70	3.00
1,248 times.....	3.35	2.75	1.90

**SATURATION PACKAGE**  
 (30 days)

1 min.	30 sec.	1 min.	30 sec.
52 times.....	3.75	2.50	130 times....
78 times.....	3.60	2.35	156 times....
104 times.....	3.50	2.25	3.10

**SPECIAL FEATURES**  
 News Service—UPI.  
 Closing Time  
 24 hours in advance of broadcast.

(Call letters not received)

(C. P. 1,000 watts, 910 kc., days)  
 c/o D. G. Williams, Del Bertholf,  
 Realty Bldg.,  
 Spokane, Wash.  
 (C. P. is for Kalispell)

**LEWISTOWN**

Fergus County—Map Location E-2

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

**KXLO**

(Established 1947)

Rates effective September 1, 1949.  
 Rates received August 30, 1949.

Owned and operated by Central Montana Broadcasting Co., Inc.

**Personnel**  
 President—W. G. Kelly.  
 Vice-President—D. C. Williams.  
 Sec'y.-Treas.—C. E. Dave Sather.  
 Commercial Manager—Joe Spoja.

**Representatives**  
 Grant Webb & Company.  
 Seattle-Portland—William J. Wagner & Associates.

**Mailing Instructions**  
 Business Office and Studio—P. O. Box 620, Lewistown, Mont.  
 Transmitter—Radio Bldg., E. Main St. Lewistown, Mont.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1230 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time.  
 Operates on Mountain Time.  
 Daylight Saving Time not observed.

Operating schedule: 6:30 a.m. to 10:00 p.m. week-days; 8:00 a.m. to 9:30 p.m. Sundays.

**Agency Commission**  
 15% on station time; no cash discount. No commission on talent.

**General Advertising**  
 For combination rates see Mutual Broadcasting System. Discounts apply to station time only. Announcements and programs cannot be combined to earn larger discounts. All discounts are allowed retroactively on the number of broadcasts used within one year without interruption.  
 The following rates are for national advertising.

1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	260 tl.
1 hour.....	30.00	27.00	24.30	21.90	20.80
1/2 hour.....	18.00	16.20	15.50	14.60	13.10
1/4 hour.....	12.00	11.00	10.00	9.00	8.00
5 minutes.....	7.50	7.00	6.50	6.25	6.00
100 words.....	4.50	4.05	3.80	3.60	3.35
50 words.....	3.25	2.90	2.75	2.60	2.45

**SPECIAL FEATURES**

News Service—AP.

**LIBBY**

Lincoln County—Map Location A-1

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

**KOLL**

(Established 1950)

Rates effective July 1, 1958.  
 Rates received May 23, 1958.  
 Owned and operated by Robert R. Rigler.

**Personnel**  
 General Manager—Robert Rigler.

**Representatives**  
 George T. Hopewell, Inc.  
 Seattle & Portland—Art Moore & Associates, Inc.

**Mailing Instructions**  
 Mailing Address—P. O. Box 636, Libby, Mont.  
 Business Office, Studios, and Transmitter—1230 Melody Lane, Libby, Mont., Libby 410.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1230 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Operating schedule: 6:30 a.m. to 11:00 p.m. week-days; 8:00 a.m. to 10:00 p.m. Sunday.

**Agency Commission**  
 15% to recognized agencies on time cost.

**General Advertising**  
 Affiliated with Keystone Network.  
 Accepts AAAA copyrighted contract.  
 ASCAP, BMI and SESAC licenses.  
 The following rates are for national advertising and include music copyright fees.

1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	35.00	25.00	15.00	10.00
13 times.....	30.00	20.00	12.50	8.50
22 times.....	25.00	15.00	10.00	6.50
44 times.....	.....	.....	.....	2.90
66 times.....	.....	.....	.....	2.65
88 times.....	.....	.....	.....	2.35
100 times.....	.....	.....	.....	2.00

**SPECIAL FEATURES**  
 Market quotations, time signals, participation programs—rates on request.  
 Sports and special events—rates on request.

**LIVINGSTON**

Park County—Map Location D-4

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

**KPRK**

(Established 1947)

Rates effective September 1, 1958.  
 Rates effective October 13, 1958.

Owned and operated by Yellowstone Amusement Co.

**Personnel**  
 Pres. & Sta. Mgr.—Paul B. McAdam.  
 Vice-Pres. In Charge of Sales—Jack Hinman.

**Representatives**  
 Grant Webb & Company.  
 William J. Wagner & Associates.

**Mailing Instructions**  
 Business Office and Studio—East Edge Town on No. 10, Box 691, Livingston, Mont., phone 1000.  
 Transmitter—E. Park St., Livingston, Mont.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1340 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time.  
 Operates on Mountain Time.  
 Operating schedule: 6:00 to 10:30 p.m. weekdays; 8:00 a.m. to 9:00 p.m. Sunday.

**Agency Commission**  
 15%; no cash discount. Bills payable when rendered.

**General Advertising**  
 ASCAP, BMI and SESAC licenses.  
 Discounts are based on number of broadcasts within contract year. Discounts are retroactive. Announcements and programs may be combined for maximum frequency.  
 Rate protection for 52 weeks.  
 The following rates are for National Advertising.

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	30.00	18.75	11.25	8.50	7.00
13 times.....	28.50	17.85	10.70	8.25	6.75
26 times.....	27.60	16.90	10.15	8.00	6.50

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
52 times..	25.50	15.95	9.60	7.75	6.25	4.75
104 times..	24.00	15.00	9.05	7.50	6.00	4.50
156 times..	22.50	14.10	8.45	7.25	5.75	4.25
260 times..	21.00	13.15	7.90	7.00	5.50	4.00
312 times..	19.50	12.20	7.35	6.75	5.25	3.75
624 times..	18.00	10.80	6.57	6.50	5.00	3.50
1000 times..	17.50	10.00	6.00	5.50	4.50	3.00

(\*) 1 minute or less.

**SPECIAL CAMPAIGN RATES**  
 "Blitz Saturation Package" 25 ten-second announcements (15 words maximum) broadcast in 24-hour period..... 25.00  
 Saturation Package—26 30-second announcements to be used in 3-day period..... 65.00  
 Saturation Package—26 1-minute announcements to be used in 3-day period..... 75.00  
 10 30-second announcements and Blitz Saturation combination in 24-hour period..... 50.00

**MONTHLY SERVICE RATES**  
 (1-year non-cancellable contract)  
 "Shorty Package" 4 10-second announcements per day, Monday through Saturday..... 75.00  
 Yearly Saturation—5 30-second announcements per day, 7 days per week..... 245.00

**SPECIAL FEATURES**  
 News Service—UPI.  
 News service charge—25% additional.  
 News every hour on the hour; headlines every half-hour.

**TALKS**

Double program rates.  
 Participating Programs  
 "Dave's Novelty Nuggets"—6:00 a.m. to 8:00 a.m. Music, newscasts. Participating, regular rates apply.  
 "Morning Housewife Melody Time"—9:00 a.m. to 10:00 a.m. Participating, regular rates apply.  
 "Housewife's Favorites"—1:00 p.m. to 5:00 p.m. Participating, regular rates apply.  
 "Teen Age Time"—5:00 p.m. to 5:30 p.m. Participating, regular rates apply.  
 "Dance Time Favorites"—7:00 p.m. to 9:00 p.m. Participating, regular rates apply.  
 "Teenage Open House"—9:00 p.m. to 10:30 p.m. Request show, participating, regular rates apply.  
 Closing Time  
 24 hours in advance.

**MILES CITY**

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

**KATL**

(Established 1941)

**Intermountain Network**



Rates effective March 1, 1957. (Card No. 4.)  
 Card received January 21, 1957.  
 Owned and operated by Star Printing Company.

**Personnel**  
 General Manager—Ian A. Elliot.  
 Commercial Manager—Fred B. Hunnes.  
 Representatives—Avery-Knodel, Inc.

**Mailing Instructions**  
 Business Office and Studio—P. O. Box 720, Haynes Ave., Miles City, Mont. Cedar 2-2280.  
 Transmitter—1-1/4 miles southeast of business district, Miles City, Mont.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1340 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Operates on Mountain Time.  
 Operating schedule: 7:30 a.m. to 11:00 p.m. Sundays; 6:30 a.m. to 11:05 p.m. week days.

**Agency Commission**  
 15% to recognized agencies; no cash discount. No commission on talent.

**General Advertising**  
 Affiliated with Mutual and Intermountain Networks.  
 Accepts AAAA copyrighted contract.  
 All music other than BMI, ASCAP must be cleared at source.  
 Length of commercials in accordance with NAB standards. Any commercials in excess of these standards will be charged at "Talk Rate," 50% over the program rate.  
 The following rates are for national advertising.

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 tl	30.00	18.75	11.25	8.45	5.65	3.75
13 tl	28.50	17.85	10.70	8.05	5.35	3.60
26 tl	27.60	16.90	10.15	7.65	5.10	3.40
52 tl	25.50	15.95	9.60	7.20	4.80	3.20
104 tl	24.00	15.00	9.05	6.80	4.55	3.00
156 tl	22.50	14.10	8.45	6.35	4.25	2.85
260 tl	21.00	13.15	7.90	5.95	3.95	2.65
312 tl	19.50	12.20	7.35	5.50	3.70	2.45
624 tl	18.00	10.80	6.57	5.10	3.40	2.25
1000 tl	15.00	9.40	5.60	4.25	2.85	1.90

**SPECIAL CAMPAIGN RATES**  
 "Blitz Saturation Package" 25 ten-second announcements (15 words maximum) broadcast in 24-hour period..... 25.00  
 Saturation Package—26 1/2-minute announcements to be used in 3-day period..... 65.00  
 Saturation Package—26 1-minute announcements to be used in 3-day period..... 75.00  
 10 1/2-minute announcements and Blitz Saturation combination in 24-hour period..... 50.00

**MONTHLY SERVICE RATES**  
 "Shorty Package" 4 ten-second announcements per day, Monday through Saturday..... 75.00  
 Yearly Saturation—5 half-minute announcements per day, 7 days per week..... 245.00  
 (1-year non-cancellable contract.)

**SPECIAL FEATURES**  
 News Service—UPI.  
 News service charge—25% additional.  
 TALKS  
 50% over program rates.

# MONTANA

## MISSOULA (3 AM)

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

**K B T K**

### Intermountain Network



Rates effective August 1, 1957. (Card No. 22.)  
Rates received August 22, 1958.

Owned and operated by Montana Broadcasting Company.  
Personnel  
Pres. & Gen'l Mgr.—William J. Strotzman.  
Commercial Manager—Grant Rice.

Representatives  
Avery-Knodel, Inc.  
Mailing Instructions  
Business Office, Studio and Transmitter—P. O. Box 1202, 100-102 Wima Theatre Bldg., Missoula, Mont. Phone 9-3344.

Wave-Power-Time  
Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-Directional.  
Operates on Mountain Standard Time.  
Operating schedule: 6:00 a.m. to 1:00 a.m. Monday through Saturday. 8:00 a.m. to midnight Sunday.

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

General Advertising  
Affiliated with Intermountain Network.  
Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	26.00	15.60	10.40	7.80	5.20	3.38
26 times.....	25.40	15.29	10.19	7.64	5.10	3.31
52 times.....	24.96	14.98	9.98	7.48	4.99	3.24
104 times.....	24.44	14.66	9.78	7.33	4.88	3.18
156 times.....	23.92	14.35	9.57	7.17	4.78	3.11
260 times.....	22.88	13.73	9.15	6.86	4.58	2.97
312 times.....	21.84	13.10	8.74	6.55	4.37	2.84
624 times.....	20.80	12.48	8.32	6.24	4.16	2.70

(\*) 1 minute or 100 words or less.

#### SATURATION ANNOUNCEMENT PLAN

CLASS "A"  
(7:00 a.m. to 9:30 a.m. and 4:40 p.m. to 7:00 p.m. Monday through Saturday)

Per week:	Each 1 minute	Total 30 seconds	Each 10 seconds	Total
12 times.....	2.54	30.48	2.03	24.36
18 times.....	2.36	42.48	1.88	33.84
24 times.....	2.20	52.80	1.76	42.24
30 times.....	2.02	60.60	1.62	48.60
36 times.....	1.86	66.96	1.48	53.28

CLASS "B"  
(All other times)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
12 times.....	2.02	24.24	1.62	19.44	.81	9.72
18 times.....	1.85	33.30	1.48	26.64	.74	13.32
24 times.....	1.69	40.56	1.35	32.40	.67	16.08
30 times.....	1.52	45.60	1.22	36.60	.61	18.30
36 times.....	1.35	48.60	1.08	38.88	.54	19.44

SPECIAL FEATURES  
News Service—AP and local.  
Timberjack Baseball High school and college football and basketball.

**KGVO**

(Established 1931)

### CBS Radio Network



Rates effective September 1, 1958. (Card No. 12B.)  
Rates received August 4, 1958.

Owned and operated by Mosby's, Inc.  
Personnel  
President—A. J. Mosby.  
Manager—Fred Mosmann.  
Public Relations Director—Don Weston.  
Program Director—Albert Anderson.

Representatives  
Gill Perna Inc.  
Regional—Hugh Feltis and Associates.  
Mailing Instructions  
Business Office and Studio—132 W. Front St., Missoula, Mont., Telephone 2-2155.  
Transmitter—Four miles southwest of Missoula, Mont., on Highway No. 93.

Wave-Power-Time  
Operating power—5,000 watts.  
Frequency—1290 kilocycles.  
Directional—same pattern, all hours.  
Licensed to operate full time.  
Operates on Mountain Time.  
Operating schedule: Sundays 7:00 a.m. to 11:30 p.m.; week days 6:00 a.m. to 11:30 p.m.

Agency Commission  
15% to recognized agencies on station time only; no cash discount. All bills rendered and due monthly.

General Advertising  
For combination rates see CBS Radio Network (Mountain Group) and Columbia Pacific Network (Supplementary Stations).

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rates.  
Beer and wine advertising at discretion of station management.  
Length of commercial copy: Programs  
5 minutes..... 1:15 min. 1:00 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.

#### CLASS "A"

(7:00 a.m. to 9:00 a.m. and 11:30 a.m. to 1:30 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	70.00	42.00	28.00	21.00	14.00
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
156 times.....	56.00	33.60	22.40	16.80	11.20
312 times.....	52.50	31.50	21.00	15.75	10.50

#### ANNOUNCEMENTS

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	10.50	7.00	156 times.....	8.40 5.60
13 times.....	9.98	6.65	312 times.....	7.88 5.25
26 times.....	9.45	6.30	500 times.....	7.25 4.90
52 times.....	8.93	5.95		

#### CLASS "B"

(All other times)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	52.50	31.50	21.00	15.75	10.50
13 times.....	49.88	29.93	19.95	14.96	9.98
26 times.....	47.25	28.35	18.90	14.18	9.45
52 times.....	44.63	26.78	17.85	13.39	8.93
156 times.....	42.00	25.20	16.80	12.60	8.40
312 times.....	39.38	23.63	15.75	11.82	7.88

#### ANNOUNCEMENTS

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	7.88	5.25	156 times.....	6.30 4.21
13 times.....	7.49	4.99	312 times.....	5.91 3.95
26 times.....	7.09	4.73	500 times.....	5.52 3.69
52 times.....	6.70	4.47		

20 30-second spots, run-of-schedule..... 4.75 4.50

#### DISCOUNTS

Program periods in any length or in different rate classifications may be combined for greater discounts. Announcements and programs may not be combined to secure greater discounts, but supplementary announcements may be used on program discount. Announcement discounts may not be used for supplementary programs.

#### SPECIAL FEATURES

News Service—UPI and local news—rates on request. News service charge—rates on request; not subject to agency discount.

Closing Time  
Program service, five days in advance. Announcements one day in advance.

## KXLL

(Established 1947)

Rates effective March 1, 1948.  
Owned and operated by Western Montana Associates.

Personnel  
Manager—Bob Gillis.  
Eastern Sales Manager—Wythe Walker.  
Western Sales Manager—Tracy Moore.

Representatives  
Walker-Rowatt Company, Inc.  
West Coast—Pacific Northwest Broadcasters.  
Mailing Instructions  
Business Office and Studio—Missoula, Mont.  
Transmitter—Missoula, Mont.

Wave-Power-Time  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Mountain Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 12:00 midnight.

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

General Advertising  
For combination rates see NBC Radio Network and Z Net.  
Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available.

#### GUARANTEED TIME RATES

1 minute..... 7.00

(Call letters not received  
(C.P. 910 kc; 1000 w. days)

Missoula Broadcasters  
P. O. Box 485  
Pasco, Wash.

## SHELBY

Toole County—Map Location D-1

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

## KIYI

(Established 1947)



Rates effective September 1, 1957.  
Rates received September 16, 1957.  
Owned and operated by Tri-County Radio Corp.

Personnel  
Sec'y & Treas.—Jean Lyon.  
President—John Lyon.  
General Manager—Jerry W. Black.

Representatives  
Grant Webb & Company.  
Seattle & Portland—William J. Wagner & Associates.  
Mailing Instructions  
Business Office and Studios—Toole County State Bank Bldg., Shelby, Mont. Hemlock 4-5541.  
Transmitter—2 miles south of Shelby.

Wave-Power-Time  
Operating power—1000 watts.  
Frequency—1150 kilocycles.  
Directional, nights.  
Licensed to operate unlimited time.  
Daylight Saving Time not observed.  
Operates on Mountain Standard Time.  
Operating schedule: 6:30 a.m. to midnight week days; 8:00 a.m. to 10:00 p.m. Sundays.

Agency Commission  
15% to recognized agencies; no cash discount. No commission on talent.

General Advertising  
Accepts AAAA copyrighted contract.  
ASCAP and BMI licenses.  
Length of commercial copy in accordance with NAB Standards.  
The following rates are for national advertising.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	18.00	13.00	10.00	8.50	7.00	5.50
13 times.....	17.75	12.75	9.75	8.25	6.75	5.25
26 times.....	17.50	12.50	9.50	8.00	6.50	5.00
52 times.....	17.25	12.25	9.25	7.75	6.25	4.75
104 times.....	17.00	12.00	9.00	7.50	6.00	4.50
156 times.....	16.75	11.75	8.75	7.25	5.75	4.25
260 times.....	16.50	11.50	8.50	7.00	5.50	4.00
312 times.....	16.25	11.25	8.25	6.75	5.25	3.75
624 times.....	16.00	11.00	8.00	6.50	5.00	3.50

(\*) 1 minute or less.

#### TALKS

Double program rates.

## SIDNEY

Richland County—Map Location H-2

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

## KGCX

(Established 1926)

Rates effective December 1, 1955.  
Rates received November 7, 1955.  
Revisions received April 10, 1957.  
Owned and operated by KGXC, Inc.

Personnel  
President—E. E. Krebsbach.  
Station Manager—E. Clair Krebsbach.  
National Advertising Manager—Keith Krebsbach.

Representatives  
Walker-Rowatt Company, Inc.  
Seattle-Portland—Art Moore & Associates.

Mailing Instructions  
Studio—Sidney, Mont.  
Other Studio—Hapip Bldg., Williston, N. D. Greenfield 3-3778.  
Transmitter—Four miles north of Sidney, Mont.

Wave-Power-Time  
Operating power—5,000 watts.  
Frequency—1480 kilocycles.  
Directional—same pattern, all hours.  
Licensed to operate unlimited time on regional channel.  
Operates on Mountain Time.

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

General Advertising  
For combination rates see Mutual Broadcasting System and Radio Montana.  
The following rates are for national advertising, but do not include copyright fees.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	75.00	45.00	30.00	22.50	15.00	9.00
13 times.....	71.26	42.75	28.50	21.37	14.25	8.55
26 times.....	67.50	40.50	27.00	20.25	13.50	8.10
52 times.....	63.75	38.25	25.60	19.12	12.75	7.65
104 times.....	60.00	36.00	24.00	18.00	12.00	7.20
156 times.....	55.25	33.75	22.50	16.87	11.25	6.75
260 times.....	52.50	31.50	21.00	15.75	10.50	6.30
312 times.....	48.75	29.25	19.50	14.62	9.75	5.85
624 times.....	45.00	27.00	18.00	13.50	9.00	5.40

(\*) One minute or less.

## WOLF POINT

Roosevelt County—Map Location H-1

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

## KVCK

(Established 1957)

Rates effective September 1, 1957.  
Rates received June 28, 1957.  
Owned and operated by Hi-Line Broadcasting Co.

Personnel  
Gen'l & Sta. Mgr.—Robert Coffey.

Representatives  
None.  
Mailing Instructions  
Business Office, Studio and Transmitter—Radio Block, Wolf Point, Montana.

Wave-Power-Time  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Licensed to operate unlimited time.  
Operates on Mountain Standard Time.  
Operating schedule: \_\_\_\_\_.

Agency Commission  
15% to recognized agencies. No cash discount.

General Advertising  
Affiliated with Mutual Broadcasting System.

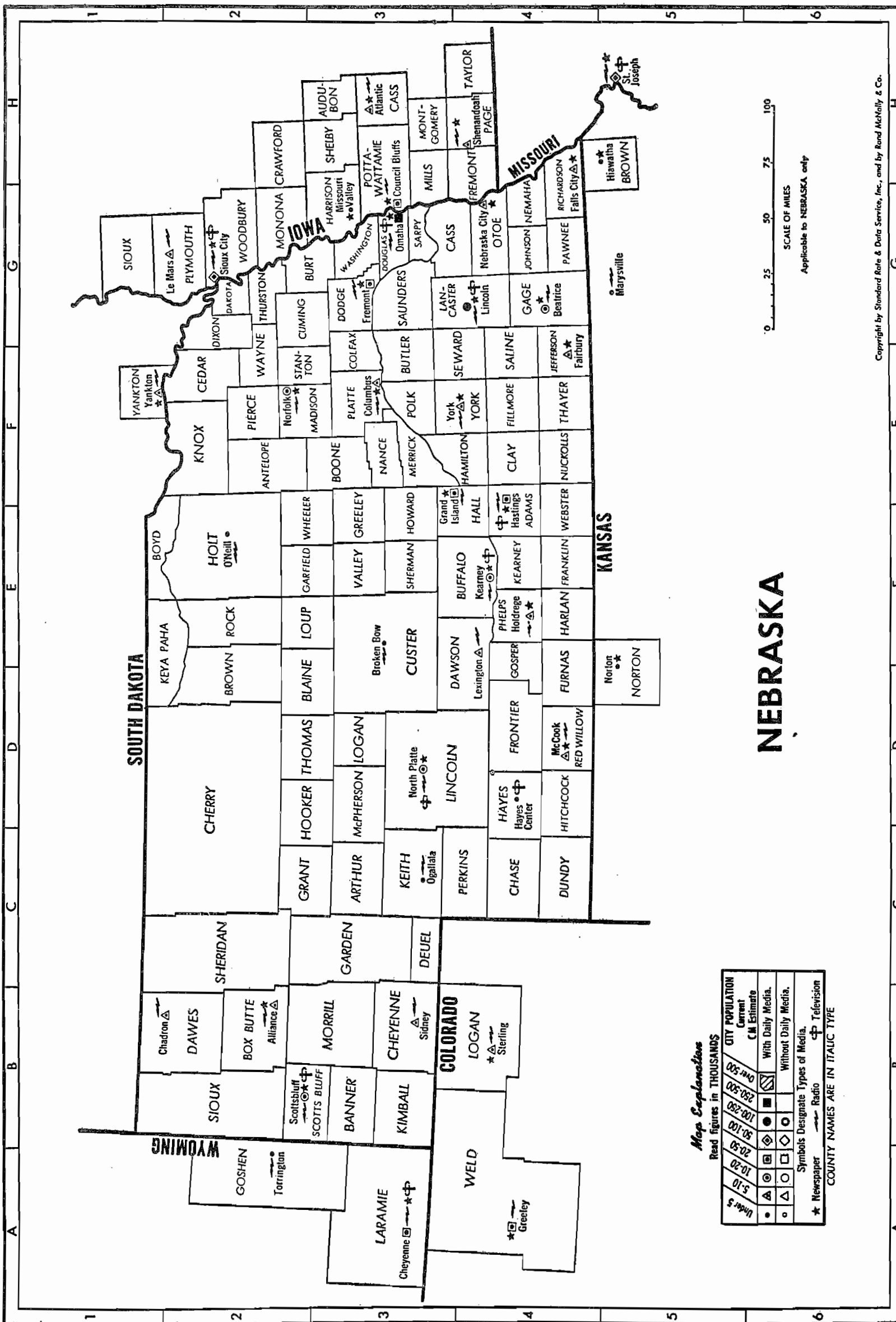
CLASS "A"  
(7:00 a.m. to 9:00 a.m.; 11:00 a.m. to 1:00 p.m. and 5:00 p.m. to 7:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	42.00	25.20	16.80	8.40	4.80	
13 times.....	39.90	23.80	15.90	8.00	4.60	
26 times.....	37.80	22.70	15.10	7.55	4.40	
52 times.....	35.70	21.40	14.30	7.15	4.10	
104 times.....	33.60	20.15	13.45	6.70	3.60	
156 times.....	31.50	18.90	12.60	6.30	3.40	
208 times.....	29.40	17.65	11.75	5.90	3.35	
260 times.....	25.20	15.10	10.10	5.10	3.00	

CLASS "B"  
(All other times)

	1 hr.	1/2 hr.	10 min.	5 min.	(*)
1 time.....	30.00	18.00	12.00	6.00	3.60
13 times.....	28.50	17.10	11.40	5.70	3.40
26 times.....	27.00	16.20	10.80	5.40	3.25
52 times.....	25.50	15.30	10.20	5.10	3.05
104 times.....	24.00	14.40	9.60	4.80	2.90
156 times.....	22.50	13.50	9.00	4.50	2.70
208 times.....	20.00	12.60	8.40	4.20	2.50
260 times.....	18.00	10.80	7.20	3.60	2.10

(\*) 1 minute or less.

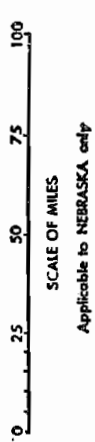


# NEBRASKA

**Map Explanations**  
Read figures in THOUSANDS

POPULATION	CITY POPULATION	
	Current	C.M. Estimate
Under 5	△	○
5-10	□	◇
10-20	◻	◊
20-50	◼	◈
50-100	◽	◉
100-250	◾	◊
250-500	◿	◈
500-1,000	◻	◉
1,000-5,000	◼	◊
Over 5,000	◽	◈

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	Fremont—Dodge		Grand Island—Hall		Hastings—Adams		Lincoln—Lancaster		Omaha—Douglas		Farm Popu- lation 1/1/58 (000)	Gross Farm Income 1957 (\$000)		
	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		Home Furn. (\$000)	Auto- motive (\$000)	Filling Station (\$000)				
<b>NEBRASKA STATE</b>														
TOTALS	1,485.9	452.40	2,296,254	5,076	1,839,251	365,067	57,537	194,105	81,750	82,831	324,571	162,723	358.61,279,487	
ADAMS E-4	35.6	10.37	52,379	5,051	44,734	9,597	1,311	4,971	2,276	3,293	7,980	4,123	4.2	13,636
Hastings	28.0	8.95	45,983	5,138	40,894	8,896	1,210	4,790	2,276	3,293	7,570	3,221	.....	.....
ANTELOPE F-2	11.7	3.63	16,266	4,481	14,028	2,044	251	815	93	584	3,780	1,792	6.3	17,807
ARTHUR C-3	.8	.23	1,334	5,800	362	.....	.....	157	.....	.....	.....	154	.5	2,443
BANNER B-3	1.3	.37	2,997	6,478	51	.....	.....	.....	.....	.....	.....	.....	1.3	3,967
BLAINE D-2	1.0	.27	1,685	6,241	1,651	610	.....	155	.....	.....	337	112	.7	2,722
BOONE F-3	11.1	3.26	10,830	3,322	11,046	1,980	379	854	345	415	1,610	1,034	5.6	15,704
BOX BUTTE B-2	14.2	4.27	26,182	6,132	19,975	4,200	570	1,400	1,215	761	3,551	1,210	2.7	11,458
BOYD E-1	4.6	1.38	4,380	3,174	6,218	923	87	298	111	93	1,402	342	2.5	6,734
BROWN D-2	5.1	1.57	7,304	4,652	5,948	1,288	201	498	215	56	1,417	568	2.0	5,142
BUFFALO E-4	28.9	8.88	39,638	4,464	37,540	5,368	1,186	3,665	1,733	2,582	6,603	3,526	6.6	21,012
BURT G-2	12.4	3.90	15,428	3,956	15,892	3,028	317	538	450	537	2,332	1,029	5.2	23,801
BUTLER F-3	11.5	3.67	13,850	3,774	10,485	2,380	290	712	42	289	1,033	759	6.1	16,507
CASS G-3	18.3	5.90	25,665	4,350	16,532	4,727	537	525	194	346	3,004	1,565	5.3	13,951
CEDAR F-2	14.8	4.11	18,700	4,550	13,272	2,603	405	1,220	170	202	2,470	2,269	7.7	26,373
CHASE C-4	5.8	1.79	7,962	4,448	6,448	1,283	305	346	59	174	1,763	754	2.1	9,784
CHEERY D-2	8.5	2.45	20,682	8,442	12,493	2,168	395	883	421	1,055	2,534	1,535	4.0	18,975
CHEYENNE B-3	16.2	4.77	38,427	8,056	23,409	4,943	586	1,664	385	707	4,965	1,774	3.1	13,596
CLAY F-4	8.4	2.88	9,322	3,237	8,066	1,214	184	697	54	216	625	1,080	3.1	14,367
COLFAX F-3	11.0	3.58	15,754	4,401	16,895	2,895	303	793	116	750	3,130	1,250	4.5	14,472
CUMING G-2	14.4	4.13	15,766	3,817	16,833	2,502	503	1,861	280	259	2,323	2,124	7.1	50,277
CUSTER E-3	19.0	5.93	26,882	4,533	18,580	4,123	677	1,378	502	754	2,298	2,330	9.8	23,964
DAKOTA G-2	12.3	3.56	16,905	4,749	12,981	4,266	328	544	152	603	1,107	1,542	2.3	9,588
DAWES B-2	10.8	3.34	16,963	5,079	12,950	3,140	400	401	731	606	2,481	1,465	2.5	8,855
DAWSON E-4	20.6	6.32	32,415	5,129	32,431	5,332	1,032	1,783	1,405	1,125	6,575	4,123	6.5	58,849
DEUEL C-3	3.3	1.02	5,178	5,076	6,021	923	144	237	189	65	756	952	1.3	8,384
DIXON G-2	9.1	2.73	12,522	4,587	8,687	1,337	296	883	43	169	1,058	842	4.8	16,715
DODGE G-3	32.4	10.43	64,299	6,165	50,117	8,952	832	5,373	2,628	2,078	6,186	4,104	5.9	29,911
Fremont	21.4	7.02	55,490	7,905	34,600	6,782	662	4,521	2,534	1,833	5,641	2,665	.....	.....
DOUGLAS G-3	340.4	100.26	605,302	6,037	475,405	98,277	16,873	62,846	32,509	26,594	90,824	27,577	4.7	35,296
Omaha	306.1	90.77	548,294	6,040	455,869	95,505	16,375	62,723	32,138	26,240	87,971	24,864	.....	.....
Omaha Metro Area	439.1	129.22	744,382	5,761	569,465	122,785	20,450	67,589	37,026	30,529	107,539	38,018	.....	.....
DUNDY C-4	4.3	1.33	5,785	4,350	4,733	1,247	122	191	131	67	1,171	799	1.8	5,522
FILLMORE F-4	9.2	3.07	10,706	3,487	11,082	1,763	469	666	175	474	1,672	980	4.3	17,684
FRANKLIN E-4	7.7	2.52	10,526	4,177	6,915	1,449	188	292	117	262	1,153	900	2.9	8,712
FRONTIER D-4	5.1	1.61	6,133	3,809	3,812	303	388	250	30	.....	684	740	2.9	7,789
FURNAS D-4	10.3	3.41	13,158	3,859	12,791	2,057	428	1,220	152	502	1,917	1,950	3.0	12,866
GAGE G-4	28.1	8.67	36,513	4,188	34,692	7,231	1,008	2,940	1,108	1,750	6,879	3,304	7.6	22,769
GARDEN C-3	4.0	1.23	5,262	4,278	4,069	640	135	238	232	150	764	515	2.0	8,565
GARFIELD E-2	2.9	.91	3,562	3,914	3,902	800	54	228	.....	127	927	334	1.4	3,189
GOSPER D-4	2.3	.73	2,903	3,977	1,217	275	38	75	.....	.....	163	54	1.7	7,652
GRANT C-1	1.0	.28	1,450	5,179	1,432	339	51	106	37	.....	231	274	.4	3,938
GREELEY E-3	5.4	1.50	5,033	3,355	5,837	878	232	209	30	157	453	404	2.8	8,232
HALL E-4	41.2	12.81	76,219	5,950	54,316	10,744	2,362	7,773	3,303	2,771	7,895	5,456	4.8	22,840
Grand Island	28.2	8.99	56,867	6,326	47,401	9,426	2,048	7,066	3,303	2,719	6,284	3,859	.....	.....
HAMILTON F-4	9.0	2.92	12,243	4,193	10,177	2,034	143	394	164	304	1,679	999	4.3	19,668
HARLAN E-4	8.3	2.66	10,615	3,991	4,506	1,008	79	302	124	168	992	659	2.5	8,964
HAYES D-4	2.2	.66	2,928	4,436	697	131	.....	.....	.....	.....	.....	146	1.6	4,552
HITCHCOCK D-4	6.2	1.91	8,937	4,679	5,766	984	144	294	70	.....	569	873	2.3	5,651
HOLT E-2	15.6	4.57	14,568	3,188	15,109	2,938	524	969	554	299	3,965	1,536	6.8	15,827
HOOKER D-2	1.0	.31	1,662	5,361	2,226	159	136	293	.....	65	944	.....	.3	1,433
HOWARD E-3	7.3	2.37	7,616	3,214	6,862	992	215	357	155	224	1,003	824	4.0	9,279
JEFFERSON F-4	12.8	4.20	18,279	4,352	15,983	3,462	463	1,928	373	644	2,786	1,448	4.6	11,497
JOHNSON G-4	7.1	2.30	9,024	3,923	7,325	1,212	324	472	117	359	1,776	735	3.5	8,109
KEARNEY E-4	7.1	2.29	8,567	3,741	6,556	2,020	227	239	82	182	1,123	512	3.0	14,868
KEITH C-3	7.6	2.31	20,728	8,973	14,143	3,109	269	1,028	657	711	3,003	2,514	2.4	9,635
KEYA PAHA E-1	1.6	.47	1,638	3,485	922	223	.....	200	.....	.....	154	270	1.4	3,237
KIMBALL B-3	5.5	1.67	13,495	8,081	8,188	2,102	145	492	103	166	1,637	827	1.6	1,963
KNOX F-2	15.6	4.65	19,909	4,282	15,856	3,119	481	939	418	538	2,770	930	7.9	21,514
LANCASTER G-4	141.0	43.53	271,944	6,247	176,886	31,277	6,724	38,385	11,443	8,589	25,502	13,440	7.6	19,969
Lincoln	129.1	39.91	266,313	6,673	166,435	28,603	6,420	38,128	11,443	8,516	24,421	11,157	.....	.....
Lincoln Metro Area	141.0	43.53	271,944	6,247	176,886	31,277	6,724	38,385	11,443	8,589	25,502	13,440	.....	.....
LINCOLN D-3	31.6	9.74	42,451	4,358	40,420	8,016	1,548	4,688	1,989	2,273	5,951	5,741	5.9	17,293
LOGAN D-3	1.2	.35	1,439	4,111	898	134	.....	82	.....	.....	.....	204	.8	3,067
LOUP E-2	1.2	.35	1,197	3,420	486	55	24	.....	.....	.....	106	191	.8	2,498
McPHERSON D-3	.7	.21	746	3,552	108	23	.....	79	.....	.....	.....	.....	.6	1,975
MADISON F-2	28.3	8.30	32,546	3,921	44,146	8,160	850	4,662	1,660	2,442	7,803	4,087	5.9	17,218
MERRICK F-3	9.8	3.14	12,028	3,831	11,202	2,080	268	421	205	338	1,087	2,464	3.9	17,248
MORRILL B-3	8.4	2.43	10,024	4,125	8,788	2,037	242	384	34	170	900	693	3.9	11,689
NANCE F-3	6.6	1.97	6,272	3,184	5,714	999	186	445	93	340	1,043	825	3.3	7,631
NEMAHA G-4	11.1	3.55	16,304	4,593	10,681	1,983	421	396	303	306	2,432	649	4.1	11,496
NUCKOLLS F-4	10.5	3.37	13,584	4,031	11,385	2,503	322	633	471	517	2,491	1,234	4.1	

# 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 Mdsc. (\$000)	Apparel (\$000)	Home Furn. (\$000)				Auto- motive (\$000)
SHERMAN E-3.....	6.4	1.89	6,044	3,198	5,264	1,173	87	209	412	135	415	738	3.6	6,566
SIOUX B-2.....	3.0	.90	3,573	3,970	745	45	39	.....	29	.....	351	200	2.2	7,159
STANTON F-2.....	7.2	2.15	8,151	3,791	3,942	1,109	212	96	23	62	364	161	4.2	22,520
THAYER F-4.....	10.6	3.37	11,119	3,299	10,786	2,025	290	862	189	784	1,080	1,206	4.5	12,762
THOMAS D-2.....	1.0	.32	1,764	5,513	920	213	123	.....	.....	64	.....	259	.5	1,929
THURSTON G-2.....	8.3	2.29	8,890	3,882	7,965	1,316	123	511	101	.....	975	734	4.0	11,689
VALLEY E-3.....	7.4	2.40	8,180	3,408	8,258	1,755	289	507	192	229	786	806	3.4	10,237
WASHINGTON G-3.....	11.6	3.53	20,590	5,833	11,659	3,092	225	350	319	303	1,810	1,139	4.7	17,514
WAYNE F-2.....	11.8	3.35	14,646	4,372	11,172	2,311	236	793	240	193	2,986	827	4.9	24,965
WEBSTER E-4.....	8.0	2.65	7,090	2,675	8,705	2,217	177	463	169	279	1,170	1,795	3.2	8,045
WHEELER E-2.....	1.3	.38	924	2,432	590	142	.....	172	.....	.....	.....	115	.9	4,360
YORK F-4.....	16.5	5.26	21,367	4,062	19,380	2,540	410	1,200	801	851	4,473	1,779	5.3	19,146

## 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.....	452,400	439,390	.8988
Adams.....	10,370	10,080	.0206
Antelope.....	3,630	3,530	.0072
Arthur.....	230	220	.0005
Banner.....	370	350	.0007
Blaine.....	270	260	.0006
Boone.....	3,260	3,170	.0065
Box Butte.....	4,270	4,150	.0085
Boyd.....	1,380	1,350	.0028
Brown.....	1,570	1,510	.0031
Buffalo.....	8,880	8,630	.0176
Burt.....	3,900	3,790	.0078
Butler.....	3,670	3,530	.0072
Cass.....	5,900	5,730	.0117
Cedar.....	4,110	4,000	.0082
Chase.....	1,790	1,740	.0036
Cherry.....	2,450	2,390	.0049
Cheyenne.....	4,770	4,630	.0095
Clay.....	2,880	2,800	.0057
Colfax.....	3,580	3,480	.0071
Cuming.....	4,130	4,020	.0082
Custer.....	5,930	5,700	.0117
Dakota.....	3,560	3,460	.0071
Dawes.....	3,340	3,250	.0066
Dawson.....	6,320	6,150	.0126
Deuel.....	1,020	1,000	.0020
Dixon.....	2,730	2,650	.0054
Dodge.....	10,430	10,140	.0207
Douglas.....	100,260	97,490	.1993
Dundy.....	1,330	1,280	.0026
Fillmore.....	3,070	2,980	.0061
Franklin.....	2,520	2,430	.0050
Frontier.....	1,610	1,550	.0032
Furnas.....	3,410	3,320	.0068
Gage.....	8,670	8,420	.0172
Garden.....	1,230	1,190	.0024
Garfield.....	910	870	.0018
Gosper.....	730	720	.0015
Grant.....	280	270	.0006
Greeley.....	1,500	1,430	.0029
Hall.....	12,810	12,450	.0255
Hamilton.....	2,920	2,870	.0059
Harlan.....	2,660	2,560	.0052
Hayes.....	660	620	.0013
Hitchcock.....	1,910	1,860	.0038
Holt.....	4,570	4,440	.0091
Hooker.....	310	290	.0006
Howard.....	2,370	2,280	.0047
Jefferson.....	4,200	4,050	.0083
Johnson.....	2,300	2,240	.0046
Kearney.....	2,290	2,250	.0046
Keith.....	2,310	2,250	.0046
Keya Paha.....	470	450	.0009
Kimball.....	1,670	1,620	.0033
Knox.....	4,650	4,480	.0092
Lancaster.....	43,530	42,310	.0865
Lincoln.....	9,740	9,470	.0194
Logan.....	350	340	.0007
Loup.....	350	330	.0007
McPherson.....	210	200	.0004
Madison.....	8,300	8,070	.0165
Merrick.....	3,140	3,050	.0062
Morrill.....	2,430	2,340	.0048
Nance.....	1,970	1,910	.0039
Nemaha.....	3,550	3,450	.0071
Nuckolls.....	3,370	3,280	.0067

County	Estimated Total Households 7-1-58	Estimated Households with Radio 7-1-58	% U.S. Total Radio Households 7-1-58
Otoe.....	5,690	5,530	.0113
Pawnee.....	2,050	1,990	.0041
Perkins.....	1,530	1,480	.0030
Phelps.....	3,530	3,430	.0070
Pierce.....	3,090	3,000	.0061
Platte.....	6,430	6,250	.0128
Polk.....	2,730	2,650	.0054
Red Willow.....	4,130	4,060	.0083
Richardson.....	5,150	5,010	.0102
Rock.....	810	780	.0016
Saline.....	5,260	5,120	.0105
Sarpy.....	5,860	5,700	.0117
Saunders.....	5,990	5,820	.0119
Scotts Bluff.....	10,640	10,340	.0211
Seward.....	4,530	4,400	.0090
Sheridan.....	3,190	3,070	.0063
Sherman.....	1,890	1,820	.0037
Sioux.....	900	860	.0018
Stanton.....	2,150	2,110	.0043
Thayer.....	3,370	3,280	.0067
Thomas.....	320	300	.0006
Thurston.....	2,290	2,160	.0044
Valley.....	2,400	2,310	.0047
Washington.....	3,530	3,430	.0070
Wayne.....	3,350	3,290	.0067
Webster.....	2,650	2,570	.0053
Wheeler.....	380	350	.0007
York.....	5,260	5,160	.0106

Licensed to operate unlimited time.  
Operates on Mountain Time.  
Daylight Saving Time not observed.  
Operating schedule: Sundays 7:00 a.m. to 9:00 p.m., weekdays 6:00 a.m. to 10:00 p.m.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills rendered 1st of month; payable when rendered.

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

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	40.00	24.00	16.00	10.00	8.00	4.00
13 times.....	38.00	22.80	15.20	9.50	7.60	3.80
26 times.....	36.00	21.60	14.40	9.00	7.20	3.70
52 times.....	32.00	19.20	12.80	8.00	6.40	3.40
78 times.....	28.00	16.80	11.20	7.00	5.60	3.10
156 times.....	24.00	14.40	9.60	6.00	4.80	2.80
312 times.....	20.00	12.00	8.00	5.00	4.00	2.50

(\*) Spot announcements, 1 minute or less.

### ANNOUNCEMENT PACKAGES

(Run-of-Schedule)  
25 announcements (1 minute or less), must be used in 7-day period..... 65.00  
25 quickies (20 words or less), must be used in 7-day period..... 50.00

### SPECIAL FEATURES

News Service—UPI. No extra charge.

### POLITICAL

Regular rates apply; cash in advance.

### TRANSCRIPTIONS

Library Service—Thesaurus.

### Closing Time

48 hours in advance of broadcast.

## NEBRASKA

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

### STATE NETWORK

#### Nebraska Home Town Network

Rates effective December 1, 1957.  
Rates received January 18, 1958.  
Business Office—2321 "M" St., Omaha, Neb. Orchard 5000.

**Personnel**  
Co-ordinator—Harold Soderlund.

**Representatives**  
See individual station listings.

#### Comprised of:

KFOR—Lincoln      KOOO—Omaha  
KODY—North Platte      KRGI—Grand Island  
KOLT—Scottsbluff      WJAG—Norfolk

#### Agency Commission

15% on net time only; no cash discount.

#### General Advertising

Stations can be bought in any combination desired. See individual station listings for rates.

#### Combination Discounts

2 stations..... 5%    4 or more stations... 15%  
3 stations..... 10%

## ALLIANCE

Box Butte County—Map Location B-2  
See SRDS consumer market map and data at beginning of the State.

### KCOW

(Established 1949)

Rates effective May 1, 1956.  
Rates received May 2, 1956.  
Owned and operated by Sandhills Broadcasting Corp.

#### Personnel

General Manager—Jim Ballas.  
Program Director—Larry Osterman.

#### Representatives

Continental Radio Sales.  
**Mailing Instructions**  
Business Office, Studio and Transmitter—1100 W. 10th St., P. O. Box 391, Alliance, Neb., telephone 1400.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.

## BEATRICE

Gage County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State

### KWBE

(Established 1949)



Rates effective February 15, 1956. (Card No. 3.)  
Card received February 10, 1956.  
Owned and operated by MIA Enterprises, Inc.

#### Personnel

Pres. & Nat'l. Sales Mgr.—Gordon C. Bud Pentz.  
Vice-Pres. & Local Sales Mgr.—William P. Boyce.

#### Representatives

John E. Pearson Company.

#### Mailing Instructions

Business Office, Studio and Transmitter—Sherman and Mary Sts., P. O. Box 1450, Beatrice, Neb., Canal 3-2388.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Central Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 11:00 p.m. Monday through Friday; 6:00 a.m. to 11:00 p.m. Saturday; 6:30 a.m. to 11:00 p.m. Sunday.

#### Agency Commission

15% to recognized agencies on time only; no cash discount. Bills rendered 1st of month; payable within 10 days.

#### General Advertising

Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Rates are subject to change without notice. No contract accepted for longer than 12 months. Contract renewal subject to rates in effect at time of renewal.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.	(*)
1 time.....	55.00	37.63	22.38	14.19	10.13	7.00	3.80
26 times.....	51.75	35.60	21.16	13.58	9.72	6.65	3.70
52 times.....	48.50	33.57	19.94	12.27	9.31	6.30	3.60
104 times.....	45.25	31.54	18.72	12.36	8.90	5.95	3.50
156 times.....	42.00	29.51	17.50	11.75	8.49	5.60	3.35
260 times.....	38.75	27.48	16.28	11.14	8.08	5.25	3.25
312 times.....	35.50	25.45	15.06	10.53	7.67	4.90	3.10

(\*) Kwickle—maximum 16 words.

(This listing continued on next page)

# NEBRASKA

## Beatrice—K W B E—Continued

PACKAGES (Run-of-Schedule)	
30 seconds, live or transcribed:	
1 to 49 announcements, each.....	6.00
50 to 99 announcements, each.....	5.50
100 or more announcements, each.....	5.00
15 seconds, live or transcribed:	
16 announcements to be used in 48 consecutive hours.....	64.00
1 to 49 announcements, each.....	4.50
50 to 99 announcements, each.....	4.25
100 or more announcements, each.....	4.00
SPECIAL FEATURES	
News Service—UPI, 5 minutes 1.00; 15 minutes 2.00.	
POLITICAL	
Regular rates apply. Cash in advance.	
RELIGIOUS	
Rates on request.	
TRANSCRIPTIONS	
Library Service—Thesaurus.	
Closing Time	
24 hours in advance of broadcast.	

## BROKEN BOW

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

### KCNI

(Established 1949)

Rates effective November 1, 1953.  
Rates received October 29, 1953.  
Owned and operated by Custer Country Broadcasting Co.

#### Personnel

Manager—Georgia A. Crawford.  
Commercial Manager—Dick Kapustka.

#### Representatives

Continental Radio Sales.

#### Mailing Instructions

Business Office and Studio—P. O. Box 561, Broken Bow, Neb. Trojan 2-5881.  
Transmitter—Broken Bow, Neb.

#### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1280 kilocycles.

#### Non-directional.

Licensed to operate daytime only.  
Operates on Central Standard Time.  
Operating schedule: Sundays 8:00 a.m. to local sunset; week days 7:00 a.m. to local sunset.

#### Agency Commission

15% to recognized agencies on time only; no cash discount. Bills rendered 1st of month; payable within 10 days.

#### General Advertising

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

CLASS "A"						
(7:00 a.m. to 8:00 a.m. and noon to 1:00 p.m.)						
	1/2 hr.	1/4 hr.	5 min.	10 min.	100 wds.	50 wds.
1 time.....	36.00	21.00	18.00	12.00	7.00	.....
13 times.....	32.40	18.90	16.20	10.80	6.30	.....
26 times.....	30.60	17.85	15.30	10.20	6.00	.....
52 times.....	28.80	16.80	14.40	9.60	5.60	.....
104 times.....	27.00	15.75	13.50	9.00	5.25	.....
156 times.....	25.00	14.70	12.60	8.40	4.90	.....
260 times.....	23.40	13.65	11.70	7.80	4.55	.....
312 times.....	21.60	12.60	10.80	7.20	4.20	.....

CLASS "B"						
(8:00 a.m. to noon and from 1:00 p.m. to sign-off)						
	1/2 hr.	1/4 hr.	5 min.	10 min.	100 wds.	50 wds.
1 time.....	28.80	16.80	14.40	9.60	5.60	4.20
13 times.....	25.92	15.12	12.96	7.64	5.04	3.78
26 times.....	23.48	13.28	12.24	8.16	4.80	3.60
52 times.....	23.04	13.44	11.52	7.58	4.48	3.26
104 times.....	21.60	12.60	10.80	7.20	4.20	3.15
156 times.....	20.00	11.76	10.08	6.72	3.92	2.84
260 times.....	18.72	10.92	9.36	6.24	3.65	2.73
312 times.....	17.28	10.08	8.64	5.76	3.36	2.52

News Service—UPI, 5 minutes 1.00; 10 minutes 1.50; 15 minutes 2.00.

#### POLITICAL

Regular rates apply.

#### TRANSCRIPTIONS

Library Service—Capitol.

#### Closing Time

48 hours in advance of broadcast.

## CHADRON

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

### KCSR

(Established 1954)



Rates effective March 1, 1954.  
Rates received May 11, 1954.  
Owned and operated by the Community Service Radio Corp.

#### Personnel

Owner—Manager—Bill Finch.  
Program Director—Cliff Pike.

#### Representatives

Continental Radio Sales.

#### Mailing Instructions

Business Office and Studio—212 Bordeaux St., P. O. Box 110, Chadron, Neb. Hemlock 2-5545.

#### Transmitter—West Chadron, Neb.

#### Wave—Power—Time

Operating power—250 watts.

Frequency—1450 kilocycles.

#### Non-directional.

Operates on Mountain Standard Time.  
Operating schedule: 6:00 a.m. to 11:00 p.m. Monday through Thursday; 6:00 a.m. to 12:00 midnight Friday and Saturday; 8:00 a.m. to 11:00 p.m. Sunday.

#### Agency Commission

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

#### General Advertising

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

	1/4 hr.	5 min.	1 min.	1/2 min.	Time signal
1 time.....	9.76	5.49	3.97	3.17	1.65
13 times.....	9.27	5.22	3.77	3.01	1.56
26 times.....	8.78	4.94	3.57	2.85	1.49
52 times.....	8.30	4.67	3.38	2.70	1.40
104 times.....	7.81	4.39	3.17	2.54	1.32
156 times.....	7.32	4.12	2.98	2.38	1.24
260 times.....	6.34	3.57	2.57	2.06	1.07
312 times.....	6.10	3.44	2.49	1.99	1.04
624 times.....	5.86	3.29	2.38	1.90	.99

Package Rates  
(Run-of-schedule)  
10 announcements within 24 hour period with no copy change takes the 156 time rate.  
50 announcements within seven days takes the 260 time rate.

Package rates available on application.

#### SPECIAL FEATURES

News Service—AP, plus complete local coverage.

#### Participating Programs

"Musical Clock"—7:15 a.m. to 9:00 a.m. Monday through Saturday. Requests, civic announcements, sports, news and weather reports.

"KCSR Bandstand"—4:05 p.m. to 5:15 p.m. Monday through Friday. Freeman Hover, mc.  
"Curcy's Corral"—Live Country and Western broadcast and stage show. Information on request.

#### POLITICAL

Regular rates apply. Copy of all political broadcasts must be submitted 24 hours in advance of broadcast and left as permanent record of broadcast.

## COLUMBUS

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

### KJSK

(Established 1947)

Rates received May 13, 1957.  
Owned and operated by Geo. Basil Anderson.

#### Personnel

Owner—George Basil Anderson.

Station Manager—Milo Kincaid.

#### Representatives

Hill F. Best Company.

West Coast—Walter Biddick Co.

#### Mailing Instructions

Business Office and Studio—P. O. Box 460, Columbus, Neb., Locust 4-5154.

Transmitter—Columbus, Neb.

#### Wave—Power—Time

Operating power—1,000 watts days.

Frequency—900 kilocycles.

#### Non-directional.

Licensed to operate daytime on clear channel.

Daylight Saving Time not observed.

Operating schedule: Sunrise to local sunset.

#### Agency Commission

15% to recognized agencies; no cash discount. Bills rendered monthly.

#### General Advertising

Accepts AAAA copyrighted contract.

Advertising of alcoholic beverages not accepted.

Affiliated with KJRG, Newton, Kans., KLIIR, Denver, Colo., and KCLO, Leavenworth, Kans.

Program rates apply to three or more stations.

	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	30.00	18.00	9.00	5.00
26 times.....	28.50	17.00	8.00	4.50
52 times.....	27.00	15.00	7.00	4.00
104 times.....	25.00	14.00	6.00	3.75
156 times.....	22.00	13.60	5.00	3.50

#### SPECIAL FEATURES

News Service—AP.  
Special newscasts and play-by-play sports packaged produced programs and announcements—rates and details on request.

#### POLITICAL

Regular rates apply. Copy due 24 hours in advance of broadcast.

## FALLS CITY

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

### KTNC

(Established 1957)

Rates effective July 1, 1957. (Card No. 1-A.)

Rates received June 20, 1957.

Rev. (rates) rec'd September 26, 1958.

Owned and operated by Craig Siegfried

#### Personnel

Owner—Craig Siegfried.

Manager—Tom Siegfried.

#### Representatives

Detroit—Hill F. Best Company.

#### Mailing Instructions

Business Office, Studio and Transmitter—Falls City, Neb.

#### Wave—Power—Time

Operating power—100 watts.

Frequency—1230 kilocycles.

Operates on Central Standard Time.

Licensed to operate unlimited time.

Operating schedule: 6:00 a.m. to 11:00 p.m.

#### Agency Commission

15% to recognized agencies on time only; no cash discount. Bills rendered first of month; payable ten days.

#### General Advertising

No contracts accepted for longer than one year.  
Announcements and programs may be used anytime within one year from starting date of contract to earn discounts.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	50.00	32.00	18.00	9.00	6.00	4.50
26 times.....	47.50	30.00	17.00	8.50	5.85	4.39
52 times.....	45.00	28.00	16.00	8.00	5.70	4.28
104 times.....	42.50	26.00	15.00	7.50	5.40	4.05

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
156 times.....	40.00	24.00	14.00	7.00	5.10	3.83
260 times.....	37.50	22.00	13.00	6.50	4.80	3.60
312 times.....	35.00	20.00	12.00	6.00	4.50	3.38

#### SPOT PACKAGE PLAN

(Used in one day)

10 spots, each..... 5.40 50 spots, each..... 4.50

25 spots, each..... 4.80

#### SPECIAL FEATURES

News Service—16 five-minute newscasts daily on the hour, with emphasis on local news.

Weather Reports—16 daily on the half-hour.

Sports—complete local coverage; regular hourly rates apply.

Time signals—10-seconds, each 1.00. Sold only in packages of 100 or more.

#### RELIGIOUS

Regular rates apply.

#### POLITICAL

One-time rates apply.

#### Closing Time

48 hours before broadcast.

## FREMONT

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

### KHUB

(formerly KFGT)

(Established 1939)



Rates effective January 1, 1954.  
Rates received December 30, 1953.  
Revisions received August 14, 1956.

Owned and operated by Snyder Enterprises.

#### Personnel

President—H. C. Snyder.

General Manager—V. J. Kaspar.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studios—118 E. 5th St., Fremont, Neb., Park 1-5012.

Transmitter—Located on East 16th St. Fremont, Neb.

Wave—Power—Time Operating power—100 watts.

Frequency—1340 kilocycles.

#### Non-directional.

Licensed to operate full time on Class IV channel.

Operates on Central Standard Time.

Daylight Saving Time not observed.

Operating schedule: 6:00 a.m. to 6:30 p.m. week days; 8:00 a.m. to 5:00 p.m. Sundays.

#### Agency Commission

15% to recognized advertising agencies on net charges by station management; no cash discount. Commissions not paid on remote control broadcasts, talent or production charges. Bills rendered monthly.

#### General Advertising

Affiliated with Keystone Network.

Rates include music copyright fees.

BMI, ASCAP and SESAC licenses.

Advertising of alcoholic beverages other than beer and wine not accepted.

Announcements and programs cannot be combined to earn frequency discounts.

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

Day and Evening—

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.



# GRAND ISLAND (2 AM)

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

**KMMJ**

(Established 1925)

## ABC Radio Network



Rates effective July 1, 1957.  
Rates received July 31, 1957.  
Owned and operated by Town & Farm Co., Inc.

**Personnel**  
President—Don Searle.  
Executive Vice-President—Bill Martin.  
Vice-Pres. & Iowa Sales Mgr.—Ken Titus.  
Vice-Pres. Prog. & Sales Service—Ed. Mason.  
Regional Sales Manager—Bill Moore.  
Business Manager—Willard Morton.

**Representatives**  
H-R Representatives, Inc.

**Mailing Instructions**  
Business Office and Studio—Division at Cedar St.  
Grand Island, Neb., Dupont 2-9320.  
Sales Office—Farm & Home Radio, Grand Island, Neb.  
Transmitter—Phillips, Neb.

**Wave—Power—Time**  
Operating power—10,000 watts days.  
Frequency—750 kilocycles.  
Directional.  
Licensed to operate on cleared channel.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule:  
September—5:15 a.m. to 6:45 p.m.  
October—5:45 a.m. to 6:00 p.m.  
November—6:15 a.m. to 5:15 p.m.  
December—6:30 a.m. to 5:00 p.m.

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

**General Advertising**  
For combination rates see ABC Radio. Operated as Farm & Home Radio in combination with KXXX, Colby, Kansas and KFNF, Shenandoah, Iowa. When comparable schedules are used for two or more stations a 10% combination discount is earned. Accepts AAAA copyrighted contract. Rates include music copyright fees. BMI, ASCAP and SESAC licenses. Stations will protect advertiser for 6 months on blanket contracts or for duration of active schedule contracts (whichever is of longest duration.)

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

CLASS "A"		CLASS "B"	
(6:30 a.m. to 9:00 a.m. and 11:45 a.m. to 1:15 p.m., Monday through Saturday)		(1:15 p.m. to 5:00 p.m., Monday through Saturday)	
1 hour—no frequency discounts.....	120.00	76.50	
1/2 hour—no frequency discounts.....			
1	13	26	52
1	13	26	52
1/4 hour.....	60.00	57.00	54.00
10 minutes.....	45.00	42.75	40.50
5 minutes.....	30.00	28.50	27.00
1 minute or less.....	15.00	14.25	13.50

CLASS "B"		CLASS "A"	
(Sign-on to 6:30 a.m., 9:00 a.m. to 11:45 a.m., and 1:15 p.m. to sign-off, Monday through Saturday and all day Sunday)		(6:30 a.m. to 9:00 a.m., and 11:45 a.m. to 1:15 p.m., Monday through Saturday)	
1 hour—no frequency discounts.....	100.00	61.20	
1/2 hour—no frequency discounts.....			
1	13	26	52
1	13	26	52
1/4 hour.....	48.00	45.60	43.20
10 minutes.....	36.00	34.20	32.40
5 minutes.....	24.00	22.80	21.60
1 minute or less.....	12.00	11.40	10.80

STRIP RATES		CLASS "A"	
(6:30 a.m. to 9:00 a.m., and 11:45 a.m. to 1:15 p.m., Monday through Saturday)		(6:30 a.m. to 9:00 a.m., and 11:45 a.m. to 1:15 p.m., Monday through Saturday)	
5 days weekly:	13 wks.	26 wks.	52 wks.
15 minutes.....	37.50	32.50	27.50
10 minutes.....	28.00	24.50	21.00
5 minutes.....	18.75	16.25	13.75
3 days weekly:			
15 minutes.....	41.66	36.45	31.25
10 minutes.....	31.25	27.07	22.91
5 minutes.....	20.86	18.23	15.62

CLASS "B"		CLASS "A"	
(Sign-on to 6:30 a.m., 9:00 a.m. to 11:45 a.m., and 1:15 p.m. to sign-off, Monday through Saturday and all day Sunday)		(6:30 a.m. to 9:00 a.m., and 11:45 a.m. to 1:15 p.m., Monday through Saturday)	
5 days weekly:			
15 minutes.....	30.00	26.00	22.00
10 minutes.....	22.50	19.50	16.50
5 minutes.....	15.00	13.00	11.00
3 days weekly:			
15 minutes.....	33.33	29.16	25.00
10 minutes.....	25.00	21.66	18.33
5 minutes.....	16.69	14.58	12.50

**Sales Talk Service (Sold In Class "B" time only):**  
Per month  
1 announcement daily—5 days per week..... 185.00  
2 announcements daily—5 days per week..... 350.00  
Sold on a participation basis. One minute copy scheduled at station's discretion. Minimum service, one month.  
**Sales Promotion Service: Class "B" (run-of-schedule).**  
Four 50 word announcements per day, 6 days per week:  
Less than 13 weeks..... 120.00  
13 weeks..... 110.00  
26 or more weeks..... 100.00  
Other run-of-schedule announcements—rates on request.  
Contact Farm and Home Radio Sales Department, Grand Island, Nebraska, or any H-R Representative office for Run-of-Schedule Package rates.

### SPECIAL FEATURES

News Service—UPI.  
Weather, market and news services, per program:  
15 minutes, time plus..... 5.00  
10 minutes, time plus..... 3.75  
5 minutes, time plus..... 2.50  
Two mobile units.

### POLITICAL AND RELIGIOUS

Political: Regular rates apply. Cash with order, except when placed through recognized agency. Material must be submitted, together with waiver, to station 24 hours prior to broadcast.  
Religious—Regular rates apply; accepted at discretion of the management. Cash in advance except when placed through recognized agency.

# KRGI

(Established 1953)



Rates effective January 1, 1958.  
Rates received December 26, 1957.  
Owned and operated by Grand Island Broadcasting Co., Ltd.

**Personnel**  
Exec. Vice-Pres.—Richard W. Chapin.  
Station Manager—Bob McKune.  
Program Director—Budd Duval.  
Representatives—Gill-Perna, Inc.

**Mailing Instructions**  
Business Office and Studio—315 South Locust, Grand Island, Neb., Dupont 2-5420, 2-5421.  
Transmitter—3/10 mile east of Hamilton County bridge, U. S. Highway 34, Grand Island, Neb.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1430 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time on regional channel.  
Operates on Central Standard Time.  
Operating schedule: 18 hours daily.

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

**General Advertising**  
Affiliated with Nebraska Hometown Radio Group. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. All broadcasts placed with station for the advertiser for consecutive broadcasting within one year from the date of the first broadcast hereunder shall be combined for the purpose of calculating the total amount of frequency discounts earned except that announcements cannot be so combined with five minute or longer programs.

CLASS "A"		CLASS "B"	
(6:30 a.m. to 9:00 a.m. and 11:45 a.m. to 1:00 p.m.)		(All other times)	
1 time.....	39.00	22.50	15.00
26 times.....	38.00	21.40	14.25
52 times.....	37.00	20.25	13.50
104 times.....	36.00	19.15	12.75
156 times.....	35.00	18.00	12.00
260 times.....	34.00	17.45	11.65
312 times.....	33.00	16.90	11.25

CLASS "B"		CLASS "A"	
(All other times)		(6:30 a.m. to 9:00 a.m. and 11:45 a.m. to 1:00 p.m.)	
1 time.....	35.00	17.50	12.00
26 times.....	34.00	16.65	11.40
52 times.....	33.00	15.75	10.80
104 times.....	32.00	14.90	10.20
156 times.....	31.00	14.00	9.60
260 times.....	30.00	13.60	9.30
312 times.....	29.00	13.15	9.00

SUNDIAL SATURATION SERVICE		SUNDIAL SATURATION SERVICE	
(Run-of-schedule)		(Run-of-schedule)	
9 per day:			
1	2	3	4
1	2	3	4
1 min. 46.00	87.40	124.20	156.40
30 sec. 32.20	61.18	86.94	109.48
8 sec. 18.40	34.96	49.68	62.56

SUNDIAL SATURATION SERVICE		SUNDIAL SATURATION SERVICE	
(Run-of-schedule)		(Run-of-schedule)	
7 per day:			
1	2	3	4
1	2	3	4
1 min. 40.25	76.48	108.68	136.85
30 sec. 28.18	53.53	76.08	95.80
8 sec. 16.10	30.59	43.47	54.74

SUNDIAL SATURATION SERVICE		SUNDIAL SATURATION SERVICE	
(Run-of-schedule)		(Run-of-schedule)	
5 per day:			
1	2	3	4
1	2	3	4
1 min. 34.50	65.55	93.15	117.30
30 sec. 24.15	45.89	65.21	82.11
8 sec. 13.80	26.22	37.26	46.92

Announcement availabilities will accommodate a 58-second transcription or 135 words live; station breaks will accommodate a 28-second transcription or 52 words live.

### SPECIAL FEATURES

News Service—AP.  
News, weather, markets and sports, per program:  
15 minutes, time plus..... 4.50  
10 minutes, time plus..... 3.25  
5 minutes, time plus..... 2.50  
Two mobile units. News and program service.  
Sports, play-by-play, rates on request.  
**Participating Program**  
"Bill MacDonald Show"—Farm service program.  
5 min. 1 min. 30 sec.  
1 time..... 12.00 7.50 5.00  
26 times..... 11.40 7.15 4.75  
52 times..... 10.80 6.75 4.50  
104 times..... 10.20 6.40 4.25

# NEBRASKA

	5 min.	1 min.	30 sec.
156 times.....	9.60	6.00	4.00
260 times.....	9.30	5.85	3.90
312 times.....	9.00	5.65	3.75

### POLITICAL

Regular rates apply. Cash with order except when placed through recognized agency. Script must be at station 48 hours before broadcast.

### TRANSCRIPTIONS

Library Service—Capitol.  
Closing Time  
As far in advance as possible.

# HASTINGS

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

# KHAS

(Established 1940)



Rates effective August 1, 1956.  
Rates received June 18, 1956.  
Owned and operated by The Nebraska Broadcasting Co.

**Personnel**  
General Manager—John W. Powell.  
Representatives—Gill-Perna, Inc.

**Mailing Instructions**  
Business Office and Studio—Tribune Bldg., Hastings, Neb. 25101, 25102.  
Transmitter—906-1/2 W. Second St., Hastings, Neb.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate full time on local channel.  
Operates on Central Time.  
Operating schedule: Sundays 8:00 a.m. to 10:00 p.m.; week days 6:00 a.m. to 11:00 p.m.

**Agency Commission**  
15% to recognized advertising agencies; no cash discount. Bills rendered monthly.

**General Advertising**  
Affiliated with Keystone Network. The following rates are for national advertising and include music copyright fees.

GENERAL BROADCASTING RATES		GENERAL BROADCASTING RATES	
1 hr. 1/2 hr. 1/4 hr. 5 min.		1 hr. 1/2 hr. 1/4 hr. 5 min.	
1 time.....	33.22	19.93	13.29
13 times.....	31.56	18.93	12.63
26 times.....	29.90	17.94	11.96
52 times.....	28.24	16.94	11.30
104 times.....	26.58	15.94	10.63
156 times.....	24.92	14.95	9.97
260 times.....	23.26	13.95	9.21
312 times.....	21.60	12.95	8.64

ANNOUNCEMENTS		ANNOUNCEMENTS	
1 min. 30 sec. 10 sec. 5 sec.		1 min. 30 sec. 10 sec. 5 sec.	
1 time.....	5.81	4.15	2.08
13 times.....	5.52	3.94	1.98
26 times.....	5.23	3.73	1.87
52 times.....	4.94	3.53	1.77
104 times.....	4.65	3.32	1.66
156 times.....	4.36	3.11	1.57
260 times.....	4.07	2.90	1.45
312 times.....	3.78	2.70	1.35

TEN WEEK SPECIAL PACKAGE		TEN WEEK SPECIAL PACKAGE	
3 ann. per week.....	157.00	112.10	56.10
5 ann. per week.....	247.00	176.40	88.60
7 ann. per week.....	325.50	232.50	116.30
14 ann. per week.....	610.40	436.00	219.00
21 ann. per week.....	854.50	610.40	305.20

FIVE WEEK SPECIAL PACKAGE		FIVE WEEK SPECIAL PACKAGE	
3 ann. per week.....	82.85	59.15	29.70
5 ann. per week.....	130.80	93.45	46.70
7 ann. per week.....	172.95	123.55	62.00
14 ann. per week.....	325.55	232.55	116.25
21 ann. per week.....	457.80	327.00	164.00

SHORT TERM PACKAGES		SHORT TERM PACKAGES	
5 ann. in 1 day.....	23.25	16.61	8.30
10 ann. in 1 day.....	40.69	29.07	14.53
15 ann. in 1 day.....	56.68	40.48	20.35
20 ann. in 1 day.....	69.76	49.83	24.91
15 ann. in 1 wk.....	70.41	50.30	25.23
30 ann. in 1 wk.....	126.74	90.53	45.41
45 ann. in 1 wk.....	179.55	128.27	64.35
60 ann. in 1 wk.....	225.30	160.96	80.75
65 ann. in 1 wk.....	305.12	217.94	109.40
130 ann. in 1 mo.....	553.12	388.66	194.33
195 ann. in 1 mo.....	722.65	516.19	259.24
260 ann. in 1 mo.....	846.40	604.55	312.29

**SPECIAL FEATURES**  
News Service—UPI and local news.  
Closing Time  
Contracts close one week in advance of first broadcast; announcement copy, transcriptions and talks 24 hours in advance.

# HOLDREGE

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

# KUVR

(Established 1956)

Rates effective November 1, 1956.  
Rates received August 27, 1957.  
Owned and operated by W. W. Broadcasting Co., Inc.

**Personnel**  
Pres. & Gen'l Mgr.—William Whitlock.  
Sec'y-Treas. & Women's Dir.—Betty Rae Whitlock.  
Station Manager—Kenneth Maloney.  
Sales Director—Jack White.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—613 4th Ave., Holdrege, Neb. Wyman 5-4122.  
Transmitter—West Holdrege, Neb.

**Wave—Power—Time**  
Operating power—500 watts days.

(This listing continued on next page)

# NEBRASKA

## Holdrege—K U V R—Continued

Frequency—1380 kilocycles.  
 Non-directional.  
 Licensed to operate days.  
 Operating schedule:  
**Agency Commission**  
 15% on time only; 5% cash discount for payment in advance. Bills due and payable 10th of month.  
**General Advertising**  
 Accepts AAAA copyrighted contracts.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 These rates are for national advertising only.  
 No contract accepted for longer than 1 year.  
 Remote rates on request.

	1	1/2	1/4	10	5	1	30
	hr.	hr.	hr.	min.	min.	min.	sec.
1 time.....	49.60	29.75	16.55	11.90	7.95	3.95	3.30
13 times.....	44.00	28.30	15.65	11.30	7.55	3.70	3.05
26 times.....	40.50	26.80	14.80	10.70	7.15	3.55	2.90
39 times.....	39.35	25.30	14.00	10.10	6.75	3.45	2.80
52 times.....	36.85	23.80	13.10	9.50	6.35	3.30	2.65
78 times.....	34.70	22.15	12.25	8.80	5.95	3.15	2.50
104 times.....	32.40	20.85	11.50	8.35	5.55	3.05	2.40
156 times.....	30.10	19.20	10.60	7.70	5.15	2.90	2.25
208 times.....	27.80	17.55	9.95	7.15	4.75	2.80	2.10
260 times.....	25.45	16.40	9.00	6.55	4.35	2.65	2.00
312 times.....	23.15	13.25	8.35	5.95	3.95	2.30	1.80

**COMBINATION RATES**  
 When sold in combination with KVHC, O'Neill, Neb., advertiser earns a 10% discount.

**SPECIAL FEATURES**  
**News Service—AP.**  
 Time or Weather Spots  
 25 words:  
 3 per day, per month..... 90.00  
 5 per day, per month..... 122.50  
 10 per day, per month..... 150.00

**Participating Programs**  
 "KUVR Coffee Klub"—6:00 a.m. to 9:00 a.m. Monday through Saturday.  
 "Housewife Serenade"—11:00 a.m. to noon Monday through Saturday.  
 "Top Tunes"—1:00 p.m. to 2:00 p.m. daily.  
 "Melody Merchant"—2:00 p.m. to 4:00 p.m. daily.  
**Closing Time**  
 24 hours in advance of broadcast.

## KEARNEY (2 AM)

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

**KGFW**  
 (Established 1927)



Rates effective January 1, 1957.  
 Rates received January 14, 1957.  
 Owned and operated by Central Nebraska Broadcasting Company.

**Personnel**  
 General Manager—Edward S. Knight.  
 Commercial Manager—Bob Jenkins.  
 Program Director—Gene Larson.  
**Representatives**  
 Hal Holman Company.  
**Mailing Instructions**  
 Business Office and Studio—Platte Valley Bldg., Kearney, Neb., telephone 2131.  
 Transmitter—South Central Ave., Kearney, Neb.  
**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1340 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time.  
 Operates on Central Standard Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 5:30 a.m. to 12:05 a.m.

**Agency Commission**  
 15% to recognized agencies on net charges for station time; no cash discount. No commission on talent and remote charges. Bills are due and payable when rendered.

**General Advertising**  
 For combination rates see Mutual Broadcasting System and Keystone Network.

	1	1/2	1/4	5	(*)	(†)
	hr.	hr.	hr.	min.	min.	min.
1 time.....	30.00	25.00	20.00	10.00	6.00	4.00
13 times.....	29.50	24.50	19.50	9.70	5.80	3.80
26 times.....	29.00	24.00	19.00	9.40	5.40	3.60
52 times.....	28.50	23.50	18.50	9.10	5.10	3.40
104 times.....	28.00	23.00	18.00	8.80	4.80	3.20
156 times.....	27.50	22.50	17.50	8.50	4.50	3.00
260 times.....	27.00	22.00	17.00	8.20	4.20	2.80
312 times.....	26.50	21.50	16.50	7.10	3.90	2.60

(\*) 100-word participating announcements.  
 (†) 50-word station break.  
**PACKAGE SPOT RATES**  
 Must be used within 7 days or less:  
 42 spots (6 per day)..... 126.00 178.50  
 70 spots (10 per day)..... 192.50 280.00

**SPECIAL FEATURES**  
**News**—33 times per day, every hour and half-hour.  
**Participating Programs**  
 "Uncle Ed's Kiddies Korner"—8:15 a.m. to 8:30 a.m.  
 "Homemaker News With Dodee"—9:05 a.m. to 9:30 a.m.  
 "Party Line"—10:35 a.m. to 11:00 a.m.  
 "Bill Freeman Show"—11:00 a.m. to noon.  
 "Gene Larsen Show"—1:00 p.m. to 3:00 p.m.  
 "Bill Freeman Show"—3:00 p.m. to 5:00 p.m.  
 "Dick Albertson Show"—6:00 p.m. to 9:00 p.m.  
 "Bill Millduke Show"—9:00 p.m. to midnight.

**KRNY**  
 (Established 1956)



Rates effective September 1, 1957. (Card No. 3.)  
 Card received October 30, 1957.  
 Rev. rec'd September 3, 1958.  
 Owned and operated by E. M. Gallimore, Sr.

**Personnel**  
 Manager—J. B. Lewis.  
 Program Director—James Price.  
**Representatives** McGavren-Quinn Company.  
**Mailing Instructions**  
 Business Office and Studio—2219 Second Ave., Kearney, Neb., Cedar 6-8301.  
 Transmitter—3-1/2 miles west of Kearney city limits.  
**Wave—Power—Time**  
 Operating power—5,000 watts days.  
 Frequency—1460 kilocycles.  
 Non-directional.  
 Licensed to operate daytime on regional channel.  
 Operates on Central Standard Time.  
 Operating schedule: 5:00 a.m. to local sunset.

**Agency Commission**  
 15% to recognized agencies on time only; no cash discount. Bills due and payable on 10th of month following broadcast.

**General Advertising**  
 Accepts AAAA copyrighted contract.  
 ASCAP, BMI and SESAC licenses.  
 Copy must conform in length to NAB code standards.  
 Beer and light wine advertising accepted.  
 Contracts limited to 1 year.  
 Retroactive discount for continuous time used within one year. Announcements and programs cannot be combined to earn frequency discounts.  
**Length of commercial copy:**

	News	Programs
5 minutes.....	1:00 min.	1:00 min.
10 minutes.....	1:45 min.	2:00 min.
15 minutes.....	2:15 min.	2:30 min.
25 minutes.....	2:50 min.	3:00 min.
30 minutes.....	3:00 min.	3:00 min.
45 minutes.....	4:30 min.	4:30 min.
60 minutes.....	6:00 min.	6:00 min.

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time.....	70.00	44.00	28.80	12.00	8.00	5.75
13 times.....	67.50	42.25	26.40	11.00	7.30	5.10
26 times.....	61.50	38.50	24.00	10.00	7.00	4.80
52 times.....	55.00	34.50	21.60	9.00	6.60	4.40
104 times.....	49.50	31.00	19.20	8.00	6.20	4.00
156 times.....	46.50	29.00	18.00	7.50	5.80	3.50
260 times.....	43.00	27.00	16.80	7.00	5.30	3.10
312 times.....	40.00	25.00	15.60	6.50	5.00	2.90
365 times.....	37.00	23.00	14.40	6.00	4.80	2.70

**PACKAGE PLANS**  
 25 spots to be used in 1 week..... 150.00 100.00  
 50 spots to be used in 1 week..... 225.00 175.00  
 100 spots to be used in 1 month..... 400.00 275.00  
 1,000 spots to be used in 1 year..... 3,800.00 2,400.00

**SPECIAL FEATURES**  
**News Service—UPI.**  
 5-minute newscasts at 7:40 a.m.; 8:40 a.m. and 12:40 p.m. 15-minute newscasts at 7:00 a.m.; 8:00 a.m. and noon. News headlines at 35 minutes past the hour.

**Participating Programs**  
**Farm Programs:**  
 "Lloyd Oliver Show"—5:00 a.m. to 7:00 a.m. and 12:15 p.m. to 1:00 p.m.  
 "Honest John Show"—7:15 a.m. to 9:00 a.m.  
 "Bud Makinster Show"—9:00 a.m. to 10:00 a.m.  
 "Woman's Voice"—10:00 a.m. to 10:30 a.m.  
 "Jim Price Show"—10:30 a.m. to noon.  
 "Lloyd Oliver Show"—noon to 1:00 p.m.  
 "Jim Price Show"—2:00 p.m. to 4:00 p.m.  
 "Phil Robbins Show"—4:00 p.m. to 6:00 p.m.  
 "Weatherwaves"—3 minute summaries of all weather at 25 minutes past each hour.

**POLITICAL**  
 Regular rates apply; cash in advance. Copy deadline, 48 hours.

**TRANSCRIPTIONS**  
 Library Service—Thesaurus.  
**Closing Time**  
 48 hours in advance of broadcast.

## LEXINGTON

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

**KRVN**  
 (Established 1950)



Rates effective October 1, 1957. (Card No. 4.)  
 Card received November 15, 1957.  
 Owned and operated by Nebraska Rural Radio, Inc.

**Personnel**  
 General Manager—Max Brown.  
 Assistant Manager—Gary Schroeder.  
 Farm Director—Merle Meyer.  
 Farm Editor—Stan Matzke.  
**Representatives**  
 Paul H. Raymer Company, Inc.  
**Mailing Instructions**  
 Business Office and Studio—104 W. 8th St., P. O. Box 431, Lexington, Neb. Phone 4-2371.  
 Transmitter—7.4 miles east of Lexington on U. S. Highway 30.

**Wave—Power—Time**  
 Operating power—25,000 watts days.  
 Frequency—1010 kilocycles.  
 Directional Antenna.  
 Licensed to operate daytime.  
 Operates on Central Time.  
 Daylight Saving Time not observed.  
 Operating schedule: Sunrise to local sunset.

**Agency Commission**  
 15% on net time, talent and service charges; no cash discount. Bills due and payable when rendered.

**General Advertising**  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 BMI, ASCAP and SESAC licenses.  
 Program and announcement contracts must be figured separately for discounts earned. Services of regularly scheduled announcer are included without extra charge. Production costs in accordance with facilities required. Following rates are for national advertising.

**CLASS "A"**  
 (11:30 a.m. to 1:30 p.m. and all day Sunday)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	125.00	75.00	50.00	37.50	25.00
26 times.....	112.50	67.50	45.00	33.75	22.50
52 times.....	106.25	63.75	42.50	31.88	21.25
104 times.....	100.00	60.00	40.00	30.00	20.00

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
156 times.....	93.75	56.25	37.50	28.13	18.75
260 times.....	87.50	52.50	35.00	26.25	17.50
312 or more times.....	81.25	48.75	32.50	24.38	16.25

**CLASS "B"**  
 (Sign-on to 11:29 a.m. and 1:31 p.m. to sign-off)

	1 time..	26 times	52 times	104 times	156 times	260 times	312 or more times
100.00	60.00	40.00	30.00	20.00	100.00	60.00	40.00
90.00	54.00	36.00	27.00	18.09	85.00	51.00	34.00
80.00	48.00	32.00	24.00	16.00	75.00	45.00	30.00
70.00	42.00	28.00	21.00	14.00	65.00	39.00	26.00

**ANNOUNCEMENTS**  
**CLASS "A"**  
 1 min. 30 sec. 1 min. 30 sec.

	1 min. 30 sec.	1 min.	30 sec.
1 time.....	15.60	11.00	11.50
26 times.....	14.00	9.80	10.20
52 times.....	13.30	9.30	9.60
104 times.....	12.50	8.75	9.00
156 times.....	11.70	8.20	8.50
260 times.....	10.90	7.65	8.00
312 times.....	10.10	7.10	7.40

**CLASS "B"**  
 Announcement schedules on a run-of-schedule basis, 15% discount from regular announcement rates.

**STRIP RATES**  
**CLASS "A"**  
 (11:30 a.m. to 1:30 p.m.)

	3 days per week:	13 wks.	26 wks.	52 wks.
15 minutes.....	37.50	35.00	30.00	32.50
10 minutes.....	30.00	28.13	24.38	26.25
5 minutes.....	20.00	18.75	16.25	17.50
5 days per week:				
15 minutes.....	37.50	35.00	30.00	32.50
10 minutes.....	28.13	24.38	20.63	22.50
5 minutes.....	18.75	16.26	13.75	15.00

**CLASS "B"**  
 (Sign-on to 11:29 a.m. and 1:31 p.m. to sign-off)

	3 days per week:	13 wks.	26 wks.	52 wks.
15 minutes.....	32.00	30.00	26.00	28.00
10 minutes.....	24.00	22.50	19.50	21.00
5 minutes.....	16.00	15.00	13.00	14.00
5 days per week:				
15 minutes.....	30.00	28.00	24.00	26.00
10 minutes.....	22.50	21.00	18.00	19.00
5 minutes.....	15.00	14.00	12.00	13.00
6 days per week:				
15 minutes.....	30.00	28.00	22.00	24.00
10 minutes.....	22.50	19.50	16.50	18.00
5 minutes.....	15.00	13.00	11.00	12.00

**WEEKLY SATURATION PACKAGES**

	Class "A"	Class "B"
1 minute -	11.00	8.00
12 weekly, each.....	10.00	7.00
18 weekly, each.....	9.00	6.00
24 weekly, each.....	8.00	5.00
30 weekly, each.....	7.00	4.00

(This listing continued on next page)



**Lexington, Nebraska**  
**1010 KC — 25,000 WATTS**

**in Central Nebraska**

**REACHING MORE PEOPLE WITH MORE MONEY**



**than any other Nebraska Station**

Primary coverage of 63 Nebraska counties, including the irrigation rich Platte Valley, plus 38 counties in three neighboring states—total population 811,700; spendable income \$1.1 billion.

**Represented by Paul H. Raymer Co.**

Lexington—K R V N—Continued

Class "A" and "B" frequency can be combined for a package purchase.

Class "B"	
30-seconds:	
12 weekly, each.....	7.00
18 weekly, each.....	6.00
24 weekly, each.....	5.00
36 weekly, each.....	4.00
54 weekly, each.....	3.00
Saturation Week-End Package	
Class "A" or "B"	
10 1-minute spots, each.....	6.00
15 1-minute spots, each.....	5.00
20 1-minute spots, each.....	4.00
30 1-minute spots, each.....	3.00
To be used on Saturday and Sunday at any time selected.	
Yearly Saturation Package	
Class "B": 1 min. 30 sec.	
500 spots, each.....	5.00 4.00
1000 spots, each.....	4.00 3.00
Class "B": 10 sec.	
50 spots, each.....	3.00
100 spots, each.....	2.50
300 spots, each.....	2.25
500 spots, each.....	2.00

SPECIAL FEATURES

News Service—AP.  
Farm Service Department — Special grain market broadcasts direct from trading floor of Omaha Grain Exchange. Special livestock market reports daily direct from livestock Exchange building, Omaha. Farm service director available for broadcasts from farm gatherings and meetings. Rates on request.  
Weather Service: Direct reports from U. S. Weather Bureau in Omaha.  
Weather, Market and News Services. Time plus service charges per program as follows: 15 minutes, 7.50; 10 minutes, 6.50; 5 minutes, 4.50.

POLITICAL

Regular rates apply; cash with order except when placed through recognized agencies.

TRANSCRIPTIONS

Library Service—Standard.  
Instantaneous reference recordings: One per each 13 weeks of five minutes or more program at no charge. Others 7.50 per 15-minute side.

Closing Time

48 hours in advance of broadcast.

LINCOLN (3 AM; 1 FM)

Lancaster County—Map Location G-4  
See SIDS consumer market map and data at beginning of the State.

KFMQ

— FM —  
(Established 1958)



Rates effective June 22, 1958.  
Rates received July 17, 1958.  
Owned and operated by Herbert Burton.

Personnel

General Manager—Herbert Burton.  
Station Manager—Paul E. Scheele.

Representatives

FM Unlimited, Inc.

Mailing Instructions

Business Office, Studio and Transmitter—1002 Trust Bldg., 10th & O Sts., Lincoln, Neb. Phone 2-8565.

FM Facilities

Effective radiated power—362 watts.  
Frequency—95.3 megacycles.  
Antenna height—100.5 feet above average terrain.  
Operates on Central Standard Time.  
Operating schedule: 1:00 p.m. to 1:00 a.m.

Agency Commission

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

General Advertising

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP and BMI licenses.

National and local rates same.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	45.00	25.00	15.00	10.00	7.00
14 times.....	43.85	24.35	14.60	9.50	6.50
27 times.....	42.75	23.75	14.25	9.00	6.00
40 times.....	40.50	22.50	13.50	8.50	5.50

ANNOUNCEMENT PACKAGES

Per year:	1 min.
52 times (1 per week) each.....	5.50
104 times (2 per week) each.....	5.25
156 times (3 per week) each.....	5.00
208 times (4 per week) each.....	4.75
260 times (5 per week) each.....	4.50
312 times (6 per week) each.....	4.25
364 times (7 per week) each.....	4.00
520 times (10 per week) each.....	3.00

Run-of-schedule Announcements

Per mo.:	1 min.	15 sec.	1 min.	15 sec.
50 times.....	3.50	2.00	200 times.....	2.75
100 times.....	3.00	1.75	300 times.....	2.50

SPECIAL FEATURES

Participating Programs  
"For Women Only"—2:00 p.m. to 2:30 p.m.  
"Kaleidoscope"—11:00 p.m. to 1:00 a.m.

KFOR

(Established 1924)

ABC Radio Network



Rates received April 1, 1957.  
Owned and operated by Cornbelt Broadcasting Corp.

Personnel

President—James Stuart.  
Exec. Vice-Pres.—Richard W. Chapin.  
Station Manager—Roger T. Larson.  
Program Director—Jerry Jackson.

Representatives

Paul H. Raymer Company, Inc.

Mailing Instructions

Business Office and Studio—814 Stuart Bldg., Lincoln, Neb., telephone 2-6606.  
Transmitter—4525 Vine St., Lincoln, Neb.

Wave—Power—Time

Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Licensed to operate full time on local channel.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: Sundays 7:00 a.m. to 12:00 midnight, week days 6:00 a.m. to 12:00 midnight.

Agency Commission

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

General Advertising

Affiliated with Nebraska Hometown Radio Group.  
For combination rates see ABC Radio.  
Accepts AAAA copyrighted contract.  
ASCAP, BMI and SESAC licenses.

CLASS "A"

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

	1/4 hr.	5 min.	1 min. or less
1 time.....	22.50	15.00	8.50
26 times.....	21.40	14.25	8.10
52 times.....	20.25	13.50	7.65
104 times.....	19.15	12.75	7.25
156 times.....	18.00	12.00	6.80
209 times.....	17.45	11.65	6.60
312 or more times.....	16.90	11.25	6.40

CLASS "B"

(All other times)

1 time.....	17.50	12.00	7.50
26 times.....	16.65	11.40	7.15
52 times.....	15.75	10.80	6.75
104 times.....	14.90	10.20	6.40
156 times.....	14.90	9.60	6.00
260 times.....	13.60	9.30	5.85
312 or more times.....	13.15	9.00	5.65

SUNDIAL SATURATION SERVICE

(Run-of-Schedule)

	1 min.	30 sec.	8 sec.
9 announcements per day:	135 wds.	60 wds.	15 wds.
1 day (9).....	46.00	32.20	18.40
2 days (18).....	87.40	61.18	34.96
3 days (27).....	124.20	86.94	49.68
4 days (36).....	156.40	109.48	62.56
5 days (45).....	184.00	128.80	73.60
6 days (54).....	207.00	144.90	82.80
7 days (63).....	225.40	157.78	90.16

7 announcements per day:

1 day (7).....	40.25	28.18	16.10
2 days (14).....	76.48	53.53	30.59
3 days (21).....	108.68	76.08	43.47
4 days (28).....	136.85	95.80	54.74
5 days (35).....	161.00	112.70	64.40
6 days (42).....	181.13	126.79	72.45
7 days (49).....	197.23	138.06	78.89

5 announcements per day:

1 day (5).....	34.50	24.15	13.80
2 days (10).....	65.55	45.89	26.22
3 days (15).....	93.15	65.21	37.26
4 days (20).....	117.30	82.11	46.92
5 days (25).....	138.00	96.60	55.20
6 days (30).....	155.25	108.68	62.10
7 days (35).....	169.05	118.34	67.62

3 announcements per day:

1 day (3).....	22.08	15.46	8.84
2 days (6).....	41.96	29.37	16.78
3 days (9).....	59.62	41.74	23.84
4 days (12).....	75.08	52.56	30.03
5 days (15).....	88.32	61.83	35.33
6 days (18).....	99.36	69.56	39.75
7 days (21).....	108.20	75.74	43.28

RATE BREAKS

Announcement availabilities will accommodate a 58 second transcription or 135 words live copy. Station break availabilities will accommodate a 28 second transcription or 52 words live copy.

DISCOUNTS

All broadcasts placed with station for the advertiser for broadcasting within one year from the date of the first broadcast hereunder shall be combined for the purpose of calculating the total amount of frequency discounts earned provided however, that announcements cannot be so combined with five minute or longer programs. In the event of revision of station rates or discounts, any continued broadcasts under this contract may be extended at the 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 52 weeks from the effective date of such revision.

SPECIAL FEATURES

News service charge—15 minutes 5.00; five minutes 3.00; spots or breaks 1.50.  
Mobile News unit available.

Participating Programs

"Dick Knight Show"—8:00 a.m. to 9:00 a.m. and noon to 3:00 p.m.  
"Hazel Stebbins Show"—10:30 a.m. to 11:00 a.m.  
"Jerry Jackson Show"—11:00 a.m. to noon and 3:00 p.m. to 4:00 p.m.  
"Steve Brown Show"—4:00 p.m. to 7:30 p.m. and 11:00 p.m. to midnight.  
"Night Train Program"—7:30 p.m. to 10:00 p.m.  
"Date Time with Marianne"—10:00 p.m. to 11:00 p.m.

POLITICAL

Regular rates apply; cash with order except when placed through recognized agencies.

TRANSCRIPTIONS

Library Service—Standard.  
Instantaneous reference recordings: Five minute programs or longer, one recording for each 52 week series or one recording of program change during series, no charge. Additional recordings 5, 10, or 15 minutes, each 6.00; 30 minute programs, each 12.00.

Closing Time

All contracts should be closed as far in advance of initial program as possible to facilitate production.

KLIN

(Established 1947)



Rates effective January 15, 1957.  
Rates received January 24, 1957.  
Owned and operated by Fletcher-Mitchell Corporation.

Personnel

Gen'l Mgr. & Exec. Vice-Pres.—Kenneth C. Delp.  
Assistant Manager—Casey A. Heckman.  
Program Director—John Hanlon.

Representatives

Devney, Incorporated.

Mailing Instructions

Business Office and Studio—410 Sharp Bldg., Lincoln, Neb., telephone 5-4377.  
Transmitter—Lincoln, Neb.

Wave—Power—Time

Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 1:00 a.m. Monday through Saturday; 6:00 a.m. to 1:00 a.m. Sunday.

Agency Commission

15% to recognized agencies on net time charges. No commission on remote control. No commission on talent or production unless specifically included in the package. No cash discount. Bills rendered monthly.

General Advertising

Accepts AAAA copyrighted contract.  
The following rates include music copyright fees. BMI, ASCAP and SESAC licenses.  
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. Announcements and programs cannot be combined to earn frequency discounts.  
No hard liquor advertising accepted. Beer and wine advertising accepted.

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.
30 minutes.....	3:00 min.	

Full-length Announcements

1 time.....	8.00	104 times.....	6.75
13 times.....	7.70	156 times.....	6.40
26 times.....	7.40	260 times.....	5.80
52 times.....	7.10	312 or more times.....	5.20
Fifteen minute, 1 time or more, flat..... 12.50			
No further discount.			

WEEKLY PACKAGES

10 spots per week, each.....	5.00
13 or more spots per week, each.....	4.50

COMBINATION RATE

Sold in combination with KPIG, Cedar Rapids, Iowa, Additional discount..... 10%

SPECIAL FEATURES

News Service—AP and local. Rates on request.

POLITICAL

Regular rates and discounts apply; cash in advance. Only qualified candidates accepted. Copy due 48 hours in advance; subject to program approval.

Closing Time

Broadcast copy and program material must be received 48 hours in advance.

KLMS

(Established 1949)



Rates effective July 1, 1953. (Card No. 2.)  
Card received July 16, 1953.  
Owned and operated by Lincoln Broadcasting Co.

Personnel

President—Howard A. Shuman.  
General Manager—Don Shoemaker.

Representatives

None.

Mailing Instructions

Business Office and Studio—130 N. 16th St., Lincoln, Neb., telephone 2-7579.  
Transmitter—84th & Randolph Sts., Lincoln, Neb.

Wave—Power—Time

Operating power—1,000 watts.  
Frequency—1480 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate full time on regional channel.  
Operates on Central Time.  
Operating schedules: Sundays 7:00 a.m. to 12:00 midnight; week days 5:30 a.m. to 12:00 midnight; Saturday 5:30 a.m. to 2:00 a.m. Sunday.

Agency Commission

15% to recognized agencies on net time charges only; no cash discount. Bills due and payable when rendered. No commission on remote control, talent and production charges.

General Advertising

Affiliated with the Keystone Network and Mutual Broadcasting System.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI and ASCAP licenses.  
Advertising of alcoholic beverages other than beer and light wine not accepted. Contracts should be closed one week before initial broadcast. All rates guaranteed for one year from date of first broadcast. No contract will exceed one year's duration. Announcements and programs cannot be combined to earn larger discounts.

(This listing continued on next page)



# NEBRASKA

## Lincoln—K L M S—Continued

CLASS "A"					
(7:00 a.m. to 8:00 a.m.; 11:29 a.m. to 1:00 p.m.; 5:59 p.m. to 7:00 p.m.)					
	1	1/2	1/4	5	1
	hr.	hr.	hr.	min.	min.
1 time.....	90.00	54.00	32.50	19.50	9.00
26 times.....	85.50	51.25	30.75	18.50	8.50
52 times.....	81.00	48.50	29.00	17.50	8.00
104 times.....	76.50	46.00	27.50	16.50	7.50
156 times.....	72.00	43.25	26.00	15.50	7.00
312 times.....	67.50	40.50	24.25	14.50	6.50

CLASS "B"					
(All other times)					
	1	1/2	1/4	5	1
	hr.	hr.	hr.	min.	min.
1 time.....	60.00	36.00	21.50	12.75	5.00
26 times.....	57.00	34.25	20.50	12.25	4.75
52 times.....	54.00	32.50	19.50	11.75	4.50
104 times.....	51.25	30.75	18.50	11.00	4.25
156 times.....	48.75	29.25	17.50	10.50	4.00
312 times.....	46.25	27.75	16.75	10.00	3.75

PACKAGE RATES			
(Run-of-Schedule)			
	1 min	30 sec.	
100 spots to be used within 30 days....	350.00	236.00	
25 spots to be used within one week	95.00	62.50	
25 16-word "Quickies" to be used within one week	37.50		Above rates commissionable.

When 50 or more 1-minute run-of-schedule spots are used within one week, station will run, during same week, "volume bonus" spots equal to 20% of total paid spots during that week.  
 "Volume Bonus" spots are earned only on 1-minute spots and only on schedules calling for 50 or more paid spots per week.

**SPECIAL FEATURES**  
 News Service—UPI. Available 24 hours a day. Local and regional coverage by news staff—rates on request. Weather forecasts—rates on request. Time signals—regular rates apply. Special Saturation schedules—Rates on request.

**POLITICAL**  
 Rates on request.

**TRANSCRIPTIONS**  
 Library Service—Standard, Thesaurus, World, Lang-Worth.

**Closing Time**  
 Copy and program material must be received by station 48 hours in advance. Political copy must be received 24 hours in advance.

## WOW

City of license, Omaha, Neb.  
 Considered by CBS Radio Network as their Lincoln-Omaha outlet.  
 See listing under Omaha, Nebraska.

## McCOOK

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

## KBRL

(Established 1947)

## Mutual Network

Rates effective November 1, 1947. (Card No. 2.)  
 Owned and operated by The McCook Broadcasting Co.

**Personnel**  
 General Manager—LeRoy W. Lenwelt.

**Representatives**  
 Gill-Perna, Inc.

**Mailing Instructions**  
 Business Office and Studios—109-1/2 E. "C" St., McCook, Neb., telephone 1450.

**NOTE:** Send program material, commercial copy, transcriptions and promotion material to General Mgr. Box 371, McCook, Neb.

**Transmitter**—"J" St. and Highway 83, McCook, Neb.

**Wave—Power—Time**  
 Operating power—1,000 watts.  
 Frequency—1300 kilocycles.  
 Non-directional.

Licensed to operate day time only.  
 Operates on Central Standard Time.  
 Daylight Saving Time not observed.

**Operating schedule:** 6:15 a.m. to local sunset weekdays; 8:00 a.m. to local sunset Sunday.

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

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

Accepts AAAA copyrighted contract.  
 BMI SESAC and ASCAP licenses.

Advertising of alcoholic beverages, other than beer and wine week day commercials not accepted.

**Length of commercial copy:**

Day	5 minutes	10 minutes	15 minutes	25 minutes	30 minutes	45 minutes	60 minutes
	1:15 min.	2:10 min.	3:06 min.	4:00 min.	4:45 min.	5:45 min.	7:00 min.

Rates shown after deduction of all discounts. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

CLASS "A"							
(11:30 a.m. to 1:00 p.m. daily; 12:00 noon to sign-off Sundays)							
	1	1/2	1/4	5	1	1	1
	hr.	hr.	hr.	min.	min.	min.	min.
1 hour.....	80.00	76.00	72.00	68.00	64.00	60.00	56.00
1/2 hour.....	45.00	42.75	40.50	38.25	36.00	33.75	31.50
1/4 hour.....	25.00	23.75	22.50	21.25	20.00	18.75	17.50
10 minutes	20.00	19.00	18.00	17.00	16.00	15.00	14.00
5 minutes	15.00	14.25	13.50	12.75	12.00	11.25	10.50

CLASS "B"							
(6:30 a.m. to 11:30 a.m., 1:00 p.m. to sign-off daily; 7:30 a.m. to 12:00 noon Sundays)							
	1	1/2	1/4	5	1	1	1
	hr.	hr.	hr.	min.	min.	min.	min.
1 hour.....	50.00	47.50	45.00	42.50	40.00	37.50	35.00
1/2 hour.....	30.00	28.50	27.00	25.50	24.00	22.50	21.00
1/4 hour.....	20.00	19.00	18.00	17.00	16.00	15.00	14.00
10 minutes	17.00	16.50	15.75	14.75	14.00	13.00	12.00
5 minutes	10.00	9.50	9.00	8.50	8.00	7.50	7.00

ANNOUNCEMENTS			
CLASS "A"			
(11:30 a.m. to 1:00 p.m. daily; 12:00 noon to sign-off Sundays)			
	1 time	(*)	(†)
1 time.....	8.00	5.00	
13 times.....	7.60	4.75	
26 times.....	7.20	4.50	
52 times.....	6.80	4.25	
78 times.....	6.40	4.00	
156 times.....	6.00	3.75	
312 times.....	5.60	3.50	
500 times.....	5.20	3.25	
1,000 times.....	4.80	3.00	

CLASS "B"			
(6:30 a.m. to 11:30 a.m., 1:00 p.m. to sign-off daily; 7:30 a.m. to 12:00 noon Sundays)			
	1 time	(*)	(†)
1 time.....	5.00	3.30	
13 times.....	4.75	3.15	
26 times.....	4.50	3.00	
52 times.....	4.25	2.85	
78 times.....	4.00	2.70	
156 times.....	3.75	2.55	
312 times.....	3.50	2.30	
500 times.....	3.25	2.15	
1,000 times.....	3.00	2.00	

(\*) One minute spot announcements.  
 (†) 20 second station breaks.

**Package Rates**  
 50 ten-second announcements..... 80.00  
 17 Class "B" announcements and 2 Class "A" announcements..... 80.00

**SPECIAL FEATURES**  
 News Service—AP Regular rates apply.  
**TRANSCRIPTIONS**  
 Library Service—Thesaurus.

**Closing Time**  
 Announcement copy and transcriptions 24 hours in advance; talks 48 hours in advance.

## NORFOLK

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

## WJAG

(Established 1922)

Rates effective May 1, 1957.  
 Card received April 1, 1957.

Owned and operated by Norfolk Daily News.

**Personnel**  
 Manager—Bob Thomas.  
 Assistant Manager—Evans Meler.  
 Operations Director—Don Broadstone.

**Representatives**  
 Walker-Rawalt Company, Inc.

**Mailing Instructions**  
 Business Office and Studio—309 Braasch Ave., Norfolk, Neb., telephone 432.

**Transmitter**—Four miles west of Norfolk, Neb.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—780 kilocycles.  
 Non-directional.

Licensed to operate daytime.  
 Operates on Central Time.  
 Daylight Saving Time not observed.

**Operating schedule:** local sunrise to sunset weekdays; 7:15 a.m. to 5:00 p.m. Sundays.

**Agency Commission**  
 15% to recognized advertising agencies; no cash discount. No discount on talent and line charges. Bills due 10th of month following service.

**General Advertising**  
 Affiliated with Nebraska Hometown Radio Group. Accepts AAAA copyrighted contract.

Rates are for national advertising and include music copyright fees.  
 ASCAP, BMI and SESAC licenses.

Programs and announcements are not combined for greater discount. Discounts are retroactive in any contract year. Advertiser may continue past first contract year at maximum earned discount. Contracts must be renewed two weeks before expiration date, or time is considered subject to re-sale by station.

Length of commercial time for programs according to NAB standards.

CLASS "A"			
(Sign-on to 8:30 a.m.; 11:45 a.m. to 1:15 p.m. Monday through Saturday and sign-on to 1:15 p.m. Sunday)			
	1/4 hr.	5 min.	1 min.
1 time.....	48.00	24.00	12.00
26 times.....	42.00	21.00	10.50
52 times.....	38.00	19.00	9.50
104 times.....	33.60	16.80	9.00
156 times.....	30.40	15.00	8.40
260 times.....	26.40	13.20	7.50
312 times.....	24.00	12.00	6.60

CLASS "B"			
(8:30 a.m. to 11:45 a.m.; 1:15 p.m. to sign-off Monday through Saturday and 1:15 p.m. to sign-off Sunday)			
	1/2 hr.	1/4 hr.	5 min.
1 time.....	48.00	32.00	24.00
26 times.....	42.00	28.00	21.00
52 times.....	37.80	25.20	18.90
104 times.....	36.00	24.00	18.00
156 times.....	33.60	22.40	16.80
260 times.....	30.25	20.00	15.00
312 times.....	26.40	14.40	13.20

Best Time Available Rates			
	1 min.	1/2 min.	1 min.
26 times 6:00	5.95	208 times 5:20	4.90
52 times 6:00	5.60	416 times 4:90	4.38
104 times 5:50	5.25	832 times 4:70	4.20

Best Time Available campaigns can be used, at varied frequency, within contract year. Above rates are fully discounted.

## SPOT PACKAGE PLANS

(Class "B" time only)  
 Fixed position on request

Weekly Packages		
	1 min.	30 sec.
12 spots per week.....	80.00	60.00
18 spots per week.....	109.00	81.75
24 spots per week.....	135.00	101.25
30 spots per week.....	156.00	117.00
36 spots per week.....	172.00	129.00

**Daily Packages**  
 Quickies—10 seconds or 20 word maximum:  
 1-4 spots per day, each..... 3.50  
 5-9 spots per day, each..... 3.25  
 10 or more spots per day, each..... 3.00

**SPECIAL FEATURES**  
 News Service—AP and Norfolk Daily correspondents. News service charge—participations and programs: Regular rates plus 10%—commissionable.  
 "Evening News"—30 minutes. 4 1-minute commercials.  
 "Noon News"—20 minutes, 12:15 p.m. to 12:35 p.m. 2 1-minute commercials.  
 "8:00 a.m. News" and "4:00 p.m. News & Markets"—15 minutes. 2 1-minute commercials.  
 "5-Minute News"—7:45 a.m., 9:55 a.m., 1:00 p.m., 2:00 p.m., 3:00 p.m. and 5:00 p.m. 1-1/2 minute commercial.

**FARM SERVICE PROGRAMS**  
 "Weather Bureau"—Five minute features, 7:25 a.m., 11:50 a.m., and 5:50 p.m. Monday through Saturday. Direct weather-casts from U.S. Weather Bureau. Card rate.  
 "Sioux City Markets"—7:15 a.m. to 7:25 a.m. Monday through Friday. Direct from studio at Sioux City Livestock Exchange. Includes estimated receipts for St. Paul, Chicago, Omaha, St. Joseph, and Kansas City.  
 "Farm Feature"—11:55 a.m. to noon.

**Participating Programs**  
 "Mary Moore, Homemaker"—9:00 a.m. to 9:30 a.m. Monday through Saturday. 166.00 per month less 10% for 13 wks., 15% for 26 wks., 20% for 52 wks.  
 "Mail bag"—1:15 p.m. to 3:00 p.m. Monday through Friday; 1:30 p.m. to 4:00 p.m. Saturdays. Request disc show at card rate.  
 "Voice of the People"—12:45 p.m. to 1:00 p.m. Monday through Friday. Freedom Foundation Award winning forum. Two participating one minute spots, rates on request.

**POLITICAL**  
 Regular rates apply. Payable in advance of broadcast. Text of broadcasts must be submitted 24 hours prior to air time and remains for stations file.

**TRANSCRIPTIONS**  
 Library Service—Standard.

**Closing Time**  
 24 hours in advance. Earlier closing will facilitate production and publicity. Maximum contract one year.

## Aimed at N. E. Nebraska Farm Tastes

# WJAG registers 57% Audience Share

... Major Sales Exposure

Independent, authoritative farm voice of Northeast Nebraska, WJAG focuses informative, local programs on a 29-county (NCS) market—274,500 people (78,100 homes) with \$324,107,000 Consumer Spendable Income, Retail Sales of \$304,610,000.

(Source: SRDS Consumer Market Data, May 1958)  
 Since 1922, the station of the Norfolk Daily News has programmed for a basically farm/ranch audience... 44% of market families are farm families, the remainder principally residents of small communities—dependent upon farm economy.

WJAG directs 19 hours of specialized farm programming, weekly—farm markets, news, homemaker features, informational features, interviews and panel discussions—to 43,560 homes each week (57% of market radio homes)... 31,490 radio homes daily.

(Source: NCS #2)

Indicative of audience preference for WJAG—during a 12-hour broadcast day, WJAG leads nearest competitor with 10-35% more listeners in all time segments.

(Source: Pulse, Sept., 1956)

A 29-county listening habit, a trusted salesman to Northeast Nebraska...

## THE BEST IN MIDWEST FARM RADIO

**WJAG** 780 on the dial • 1000 watts  
 Norfolk, Nebraska

Affiliated with  
 Nebraska Hometown Radio Group



# NORTH PLATTE

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

## KODY

(Established 1930)

### NBC Affiliate



Rates effective August 1, 1958.  
Rates received August 25, 1958.

Owned and operated by KODY, Inc.

#### Personnel

President—Hartley L. Samuels.  
General Manager—Harry D. Peck.

#### Representatives

The Meeker Company, Inc.

#### Mailing Instructions

Business Office and Studio—1521 W. 12th St., P. O. Box 446, North Platte, Neb. Phone 382.  
Transmitter—1521 W. 12th St., North Platte, Neb.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 12:00 midnight daily; 7:00 a.m. to midnight Sunday.

#### Agency Commission

15% to recognized advertising agencies; no cash discount. Commission does not apply on talent.

#### General Advertising

Affiliated with Nebraska Hometown Radio Group.  
For combination rates see NBC Radio Network.  
Affiliated with Keystone Network.  
Rates include music copyright fees on present contract arrangement.  
ASCAP, BMI and SESAC licenses.  
Announcements sold at the exact time of a change in rate classification take the rate of the lower classification.  
Advertising of alcoholic beverages other than beer and light wine not accepted.

	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time....	36.00	24.00	18.00	12.00	7.00
26 times..	34.00	23.00	17.00	11.50	6.50
52 times..	32.00	22.00	16.00	11.00	6.00
104 times..	30.00	21.00	15.00	10.50	5.50
260 times..	28.00	20.00	14.00	10.00	5.00
312 times..	26.00	19.00	13.00	9.50	4.50

**WEEKLY SATURATION PACKAGE RATES**

Per week:	Each	Each
10 announcements..	5.50	30 announcements..... 4.50
20 announcements..	5.00	40 announcements..... 4.00

Shorties—15 words live or 10 second transcriptions—50% of applicable rate.

#### SPECIAL FEATURES

News Service—AP.  
Five minute weather forecasts, temperature reports and time signals—rates on request.

#### News Participations

(7:30 a.m. to 7:45 a.m.; 12:30 p.m. to 1:00 p.m.; 6:00 p.m. to 6:15 p.m.)  
Net, per participation—7.50.

#### POLITICAL

Regular rates and discounts apply; cash in advance. Copy due 24 hours in advance.

#### TRANSCRIPTIONS

Library Service—Lang-Worth, World.

# OGALLALA

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

## KOGA

(Established 1954)



Rates effective July 15, 1958. (Card No. 4.)  
Card received July 7, 1958.

Owned and operated by Ogallala Broadcasting Corp.

#### Personnel

Pres. & Gen'l Mgr.—Newell Eastman.  
Commercial Manager—Howard L. Harrington.  
Sales Manager—Harold West.

#### Representatives

Indie Sales, Inc.

#### Mailing Instructions

Business Office and Studio—216 N. Spruce, P. O. Box 569, Ogallala, Neb., telephone 930.  
Transmitter—6/10 mile north, Ogallala, Neb.

#### Wave—Power—Time

Operating power—500 watts days.  
Frequency—930 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Mountain Time.  
Operating schedule: 6:00 a.m. to local sunset Monday through Friday; 7:00 a.m. to local sunset Saturday and Sunday.

#### Agency Commission

15% to recognized agencies on time only; no cash discount. Bills rendered 5th of month; payable when rendered.

#### General Advertising

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

**CLASS "A"**  
(7:00 a.m. to 9:00 a.m.; 11:00 a.m. to noon; 1:00 p.m. to 2:00 p.m.; 3:30 p.m. to sign-off)

	1 hr.	1/2 hr.	1/4 hr.	1 min.
1 time.....	40.00	22.00	15.00	6.00
13 times.....	32.50	19.50	13.00	5.50
26 times.....	30.00	16.00	10.50	5.00
52 times.....	24.00	14.50	9.00	4.50

**CLASS "B"**  
(6:00 a.m. to 7:00 a.m.; 9:00 a.m. to 11:00 a.m.; 2:00 p.m. to 3:30 p.m.)

	1 time.....	13 times.....	26 times.....	52 times.....
1 time.....	26.00	15.50	10.75	4.25
13 times.....	22.00	13.50	10.00	4.00
26 times.....	18.00	12.50	9.50	3.75
52 times.....	16.25	12.00	8.00	3.50

30-second spot announcements—one-half of 1-minute rate.  
One time Class "A" rate applies to announcements in noon hour, and all newscasts. Remote pickup and line charges in addition to above rates.

#### SPECIAL FEATURES

News Service—UPI.  
5-minute weather forecasts, temperature reports, and time signals—rates on request.  
Newscasts—rates on request.  
Special events, programs and sports programs—rates on request.

#### Participating Programs

"Top O' the Morning"—6:00 a.m. to 7:00 a.m. Monday through Friday. News, weather, and music. Available for participating announcements and weather forecast from 6:15 a.m. to 6:20 a.m. and early edition of news from 6:30 a.m. to 6:35 a.m.  
"News at Noon"—12:15 p.m. to 12:45 p.m. National, international, local and regional news and sports.

#### POLITICAL

Regular rates and discounts apply; cash in advance. Copy due 24 hours in advance.

#### TRANSCRIPTIONS

Library Service—Thesaurus.

#### Closing Time

24 hours in advance of broadcast.

# OMAHA (6 AM)

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

## KBON

(Established 1942)



Rates effective August 1, 1954. (Card No. 9.)  
Card received August 25, 1954.

Owned and operated by Goldenrod Broadcasters, Inc.

#### Personnel

President—Joe Gratz.  
Vice-Pres. & Gen'l Mgr.—M. M. Fleischl.  
Program Manager—Dean Murray.  
Local Sales Mgr.—Don Perazzo.

#### Representatives

McGavren-Quinn Co.

#### Mailing Instructions

Business Office and Studio—World Insurance Bldg., Omaha, Neb. Jackson 8282.  
Transmitter—2807 S. 38th St., Omaha, Neb

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Licensed to operate full time on Class 4 channel.  
Operates on Central Standard Time.  
Operating schedule: 5:45 a.m. to midnight.

#### Agency Commission

15% to recognized agencies on net time charges; no cash discount. Bills rendered monthly. Commissions not paid on remote broadcasts. No commission on talent and production unless specifically included in the package.

#### General Advertising

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.  
Advertising of alcoholic beverages other than light wines and beer not accepted.  
Contracts limited to one year.  
Rates are shown after the deduction of all applicable discounts.  
Retroactive discount for continuous time used within one year.  
Announcements and programs cannot be combined to earn frequency discounts.

Length of commercial copy:	—Day and Evening—	
	Programs	News
5 minutes.....	1:45 min	1:30 min
15 minutes.....	2:30 min.	
30 minutes.....	3:00 min.	
60 minutes.....	6:00 min.	
	1/4 hr.	5 min.
1 time.....	27.00	18.00
26 times.....	23.40	15.60
52 times.....	22.24	14.82
156 times.....	21.06	14.04
260 times.....	18.72	12.48
312 times.....	17.56	11.70

(\* One minute or less.

#### WEEKLY PACKAGE PLAN

	Each Per wk.	Each Per wk.
10 spots..	5.50	55.00 30 spots..... 4.00 120.00
20 spots..	4.75	95.00

#### SPECIAL FEATURES

News Service—AP.

#### Foreign Language Programs

Not accepted.

#### POLITICAL

Commercial political advertising accepted at regular rates, cash in advance, from qualified candidates. All copy due 48 hours in advance.

#### TRANSCRIPTIONS

Library Service—Lang-Worth.

#### Closing Time

Broadcast copy and program material must be received by station 48 hours in advance

(Omaha continued on next page)

# NEBRASKA

## 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 programming.
- 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.

**NEBRASKA**

Omaha—Continued

**KFAB**

(Established 1924)

**Basic NBC Network**



Rates effective November 1, 1958. (Card No. 1-58.)  
Card received September 8, 1958.

Owned and operated by the KFAB Broadcasting Co.

**Personnel**

General Manager—Lyle Bremser,  
General Sales Manager—E. R. Morrison,  
Program Manager—Ken Headrick.

**Representatives**

Edward Petry & Company, Inc.

**Mailing Instructions**

Business Office and Studio—5010 Underwood Ave.,  
Omaha, Neb., Regent 8000, TWX OM 84.  
Transmitter—10 miles South of Omaha, Neb.

**Wave—Power—Time**

Operating power—50,000 watts,  
Frequency—1110 kilocycles,  
Directional—nighttime only.

Licensed to operate full time on cleared national channel.

Operates on Central Time.  
Operating schedule: 24 hours daily, except Sundays from 2:00 a.m. to 6:00 a.m.

**Agency Commission**

15% to recognized agencies on time, talent and service; no cash discount. Bills due and payable when rendered.

**General Advertising**

For combination rates see NBC Radio Network. Advertisers on air at time of rate increase are protected on rate being earned for 12 months from effective date of increase if advertising is continuous. All contracts accepted subject to the terms and conditions of the station's time sales contract in effect. 2 or more program units of 5-minutes or more broadcast on the same day for the same sponsor may be combined to earn the 10-minute, 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 the station's option, on 28 days' notice. Frequency discounts are based on time units purchased by 1 advertiser within a 52 week period unless otherwise specified.

Length of commercial copy must conform to the NAB standards of practice.  
ASCAP, BMI and SESAC licenses  
Spots which fall between rate classifications take the higher rate.

**CLASS "A"**  
(7:00 a.m. to 9:00 a.m. and noon to 1:00 p.m. Monday through Saturday)

	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	150.00	100.00	70.00	50.00
52 times.....	120.00	90.00	63.00	45.00
156 times.....	110.00	85.00	59.50	42.50
260 times.....	100.00	80.00	56.00	40.00
312 times.....	90.00	70.00	49.00	35.00

**CLASS "B"**  
(6:00 a.m. to 7:00 a.m.; 9:00 a.m. to noon and 1:00 p.m. to 7:00 p.m. Monday through Saturday; 6:00 a.m. to 7:00 p.m. Sunday)

1 time.....	120.00	80.00	55.00	40.00
52 times.....	110.00	72.00	49.50	36.00
156 times.....	100.00	68.00	46.75	34.00
260 times.....	90.00	64.00	44.00	32.00
312 times.....	80.00	56.00	38.50	28.00

**CLASS "C"**  
(5:00 a.m. to 6:00 a.m. and 7:00 p.m. to midnight daily)

1 time, 1/4 hour.....	45.00
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Frequency rates on request.  
(Midnight to 5:00 a.m.)

Rates on request.  
Sponsored program talent or service charges (unless otherwise specified):

5 minutes.....	7.50	15 minutes.....	15.00
10 minutes.....	10.00	30 minutes.....	20.00

**ANNOUNCEMENTS**

**CLASS "A"**  
(7:00 a.m. to 9:00 a.m. and noon to 1:00 p.m. Monday through Saturday)

	Each	Per wk.
1 minute.....	20.00	240.00
12 weekly, rotated, 2 per day.....	23.00	138.00
6 weekly, rotated, 1 per day.....	28.00	168.00
Less than 6 rotated.....	33.00	198.00
Specified position.....	33.00	198.00
Station breaks:		
12 weekly, rotated, 2 per day.....	15.00	180.00
6 weekly, rotated, 1 per day.....	17.25	103.50
ID's:		
12 weekly, rotated, 2 per day.....	7.50	90.00
6 weekly, rotated, 1 per day.....	8.75	52.50

**CLASS "B"**  
(6:00 a.m. to 7:00 a.m.; 9:00 a.m. to noon and 1:00 p.m. to 7:00 p.m. Monday through Saturday; 6:00 a.m. to 7:00 p.m. Sunday)

	Each	Per wk.
1 minute.....	20.00	120.00
6 weekly.....	24.00	144.00
Less than 6 weekly.....	24.00	144.00
Station breaks:		
6 weekly.....	15.00	90.00
Less than 6 weekly.....	18.00	108.00
ID's:		
6 weekly.....	7.50	45.00
Less than 6 weekly.....	9.00	54.00

**CLASS "C"**  
(5:00 a.m. to 6:00 a.m. and 7:00 p.m. to midnight Sunday through Saturday)

	Each	Per wk.	
1 minute.....	14.00	84.00	
6 weekly.....	16.00	96.00	
Less than 6 weekly.....	16.00	96.00	
Station breaks:			
6 weekly.....	10.00	60.00	
Less than 6 weekly.....	12.00	72.00	
ID's:			
6 weekly.....	5.00	30.00	
Less than 6 weekly.....	6.00	36.00	
Additional Discounts:			
8 weeks.....	5%	26 weeks.....	15%
13 weeks.....	10%	52 weeks.....	20%

**SATURATION ANNOUNCEMENT PLANS**

**CLASS "B"**  
(6:00 a.m. to 7:00 a.m. and 9:00 a.m. to noon and 1:00 p.m. to 7:00 p.m. Monday through Saturday; 6:00 a.m. to 7:00 p.m. Sunday)

	Per Station	Per Station	Per Station
12 times.....	18.00	216.00	13.50
24 times.....	16.00	384.00	12.00
48 times.....	14.00	672.00	10.50
96 times.....	12.00	1,152.00	9.00

**CLASS "C"**  
(5:00 a.m. to 6:00 a.m. and 7:00 p.m. to midnight Sunday through Saturday)

12 times.....	13.00	156.00	10.00	120.00	5.00	60.00
24 times.....	11.00	264.00	8.00	192.00	4.00	96.00
48 times.....	10.00	480.00	7.50	360.00	3.75	180.00
96 times.....	9.00	864.00	7.00	672.00	3.50	336.00

(Midnight to 5:00 a.m. daily)

Each ..... 4.00 ..... 3.00 .....  
Announcements in any classification or category may be combined in any way to earn the lowest rate. Day and night saturation plans may be combined in any proportion of day and night broadcasting and/or minutes, station breaks and ID's, pro-rata the applicable unit cost of the service ordered, as long as a minimum of 12 announcements weekly is used.

**SPECIAL FEATURES**

News Service—AP, UPI.  
News Programs:  
10 minutes at 7:00 a.m. and 8:00 a.m.  
15 minutes at noon and 6:00 p.m.  
International, national, regional, and local news—  
9:30 p.m. to 9:50 p.m. Monday through Saturday.

**POLITICAL**

Regular rates apply. Cash or certified check required with order. Not sold in news.

**TRANSCRIPTIONS**

Library Service—Sesac. Rates on request.

**KOIL**

(Established 1925)

**Independent**



Rates effective January 1, 1958.  
Rates received December 4, 1957.  
Owned and operated by Central States Broadcasting, Inc.

**Personnel**

Pres. & Gen'l Mgr.—Don W. Burden.  
Station Manager—Steve Shepard.

**Representatives**

Avery-Knodel, Inc.

**Mailing Instructions**

Business Offices and Main Studios—511 South 17th St., Omaha 2, Neb., Jackson 7826.  
Transmitter—Three miles east of South Omaha bridge.

**Wave—Power—Time**

Operating power—5,000 watts,  
Frequency—1290 kilocycles,  
Directional—nighttime only.  
Licensed to operate full time on a regional channel.  
Operates on Central Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 24 hours daily.

**Agency Commission**

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

**General Advertising**

Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Maximum contract 52 weeks. Rate to which an advertiser is entitled is determined by total number of broadcasts used within one 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 this contract is based shall apply to such additional time for a period of 26 weeks from the effective date of any revision of station time or discounts. Announcements and programs may not be combined to earn a greater frequency discount.

**ANNOUNCEMENTS**

**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 min.....	33.00	156 times.....	28.25
26 times.....	31.65	260 times.....	27.65
52 times.....	30.50	312 times.....	27.00
104 times.....	29.50	500 times.....	25.95

Fixed position spots (no frequency discount), each 35.00.

(This listing continued on next page)

**It's KFABULOUS**

A new Pulse Survey of one half million homes shows the new, revitalized KFAB with a 30% increase in audience ... from 6:00 a.m. to midnight! This increase runs as high as 73% in key time periods. While this was happening, KFAB's area competition was experiencing an audience decline.

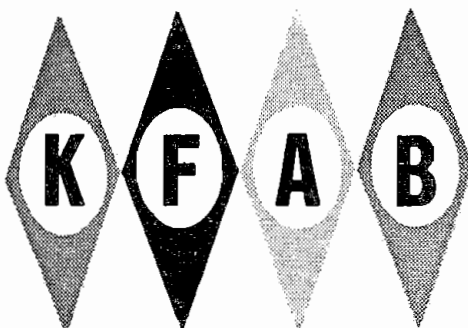
Now, a KFABulous Buy! You can reach 1,000 radio homes for 57 cents at 7:30 a.m. ... 51 cents at 8:45 a.m. ... 39 cents at 4:30 p.m. ... 37 cents at 5:45 p.m. ... 31 cents at 6:15 p.m. ... by far your best buy in the big Omaha market.

Edward Petry & Company, Inc.

National Representative

E. R. Morrison

General Sales Manager



50,000 WATTS NBC  
OMAHA

**Omaha—K O I L—Continued**

**CLASS "A"**  
(All other times)

1 time.....	1 min.	156 times.....	1 min.
26 times.....	23.00	260 times.....	18.25
52 times.....	21.65	504 times.....	17.65
104 times.....	20.50		17.00
	19.50		15.35

**Weekly Saturation Package**

1 minute: 1-12	13-25	26-38	39-51	52
Per week: weeks	weeks	weeks	weeks	weeks
12 spots..	204.00	198.60	193.80	188.40
18 spots..	276.30	270.00	262.80	255.60
24 spots..	360.00	350.40	342.00	332.40
36 spots..	531.00	518.40	504.00	491.40

20 or 30-second announcements available at 70% of 1-minute rate.  
ID's—50% of applicable 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.  
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.

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"**  
(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:30 p.m. Monday through Saturday)

1 time:	1 wk.	13 wks.	26 wks.	52 wks.
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 wk.	13 wks.	26 wks.	52 wks.
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 wk.	13 wks.	26 wks.	52 wks.
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	149.00
10 minutes.....	149.00	134.10	126.70	119.25
5 minutes.....	120.90	117.25	113.75	110.35

4 times:	1 wk.	13 wks.	26 wks.	52 wks.
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 wk.	13 wks.	26 wks.	52 wks.
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 wk.	13 wks.	26 wks.	52 wks.
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 wk.	13 wks.	26 wks.	52 wks.
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.....	245.60	238.60	230.35	222.10
5 minutes.....	230.00	223.10	216.45	209.95

**CLASS "A"**  
(All other times)

1 time:	1 wk.	13 wks.	26 wks.	52 wks.
1 hour.....	150.00	135.00	127.50	120.00
55 minutes.....	135.00	121.50	114.76	108.00
1/2 hour.....	90.00	81.00	76.50	72.00
25 minutes.....	81.00	72.90	68.50	64.80
1/4 hour.....	54.00	48.60	45.90	43.20
10 minutes.....	43.20	38.88	36.72	34.56
5 minutes.....	33.00	32.00	31.04	30.11

2 times:	1 wk.	13 wks.	26 wks.	52 wks.
1 hour.....	270.00	243.00	229.52	216.00
55 minutes.....	243.00	218.72	206.56	194.40
1/2 hour.....	162.00	145.80	137.70	129.60
25 minutes.....	145.80	131.24	123.96	116.64
1/4 hour.....	97.20	87.48	82.64	77.76
10 minutes.....	77.76	70.00	66.12	62.24
5 minutes.....	62.70	60.82	59.00	57.23

3 times:	1 wk.	13 wks.	26 wks.	52 wks.
1 hour.....	382.50	342.30	325.14	306.00
55 minutes.....	344.28	309.90	292.68	275.46
1/2 hour.....	229.50	206.58	195.12	183.60
25 minutes.....	206.58	185.94	175.62	165.30
1/4 hour.....	137.70	123.96	117.46	110.16
10 minutes.....	110.16	99.14	93.66	88.14
5 minutes.....	89.37	86.69	84.09	81.57

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	110.60
5 minutes.....	113.24	109.85	106.56	103.37

5 times:	1 wk.	13 wks.	26 wks.	52 wks.
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 wk.	13 wks.	26 wks.	52 wks.
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	179.04	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 wk.	13 wks.	26 wks.	52 wks.
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.....	340.20	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	164.93	160.00	155.20

**SPECIAL FEATURES**

News Service—UPI, AP.  
News Service fee, per 5 minutes, each..... 2.50

**POLITICAL**

Regular rates apply; cash with order except when placed through recognized agencies.

**TRANSCRIPTIONS**

Library Service—Standard, Capitol, World.

**Closing Time**

Closing date for general printed and station publicity is 14 days in advance of starting date. Minimum close is 48 hours.

**KOOO**  
(Established 1957)



Rates effective March 1, 1957. (Card No. 1.)  
Card received April 1, 1957.  
Owned and operated by The KOOO Corp.

**Personnel**  
Manager—James J. Fenlon.  
Sales Manager—Gordon E. Morehouse.  
Program Director—Donald E. Graham.  
Production Director—Robin Morrow.

**Representatives**  
Forjoe & Company, Inc.

**Mailing Instructions**  
Business Office and Studio—Livestock Exchange Bldg., Omaha, Neb. Orchard 5000.  
Transmitter—1/2 mile S.E. South Omaha Bridge.

**NEBRASKA**

**Wave—Power—Time**  
Operating power—500 watts.  
Frequency—1420 kilocycles.  
Directional—days.  
Operates on Central Standard Time.  
Operating schedule: 5:00 a.m. to local sunset.

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

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Maximum contract 52 weeks. Rate to which an advertiser is entitled is determined by total number of broadcasts used within one year from date of initial broadcast. Announcements and programs may not be combined to earn a greater frequency discount.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	(*)
1 time.....	72.00	43.20	28.80	21.60	14.40	10.50	7.88
26 times.....	68.40	41.04	27.36	20.52	13.68	9.98	7.49
52 times.....	66.60	39.96	26.64	19.98	13.32	9.71	7.28
65 times.....	64.80	38.88	25.92	19.44	12.96	9.45	7.09
130 times.....	63.00	37.80	25.20	18.90	12.60	9.19	6.89
156 times.....	61.20	36.72	24.48	18.36	12.24	8.93	6.70
260 times.....	57.60	34.56	23.04	17.28	11.52	8.40	6.30
312 times.....	55.80	33.48	22.32	16.74	11.16	8.14	6.11
468 times.....	54.00	32.40	21.60	16.20	10.80	7.88	5.91
624 or more times.....	50.40	30.24	20.16	15.12	10.08	7.35	5.51

(\*) Station break.

**PACKAGE ANNOUNCEMENTS**

(Run-of-schedule)  
Annual Packages

One-minute announcements:  
1,000 times per year, each..... 4.50  
500 times per year, each..... 5.25

30-second Station Breaks:  
1,000 times per year, each..... 3.50  
500 times per year, each..... 4.25

10-second ID's:  
1,000 times per year, each..... 2.00  
500 times per year, each..... 2.50

3-second Billboard Service:  
1,000 times per year, each..... 1.00  
500 times per year, each..... 1.50

Monthly Packages (\*) (†)

150 times per month, each..... 4.50 3.00

100 times per month, each..... 4.75 3.25

75 times per month, each..... 5.00 3.50

50 times per month, each..... 5.25 3.75

25 times per month, each..... 5.50 4.00

(\*) One-minute announcements.  
(†) 30-second station break.

**SPECIAL FEATURES**

News Service—UPI.

**POLITICAL**  
Regular rates apply; cash with order except when placed through recognized agencies.

(Omaha continued on next page)

**To Insure Speedier On-Time Delivery—ZONE Your Mail!**

Zoning mail implies more than just the placing of a zone number between city and state on the address line. The Post Office Department requests that every-one cooperate in segregating, bundling and tying of mail already zoned—this applies to First, Second and Third Class Mail.

To expedite handling and delivery, the Post Office has divided 106 U. S. Cities into postal zones . . . users in these cities may have their mailing lists zoned free of charge. For full information, contact your local Postal Department. They will supply a complete set of booklets showing the zoning schemes for each of the 106 cities.

For speedier service and on-time delivery—include the zone number, after the city, before the state, on every piece of mail. Join with all other users of the mails by zoning your lists.

**Your Automatic Buy in OMAHA**

**KOIL**

by every measure

**NO. 1**

MORNING AND AFTERNOON

**HOOPER**— Oct-Nov '58—8 AM-12 N..34.6  
12 N-6 PM..37.8 share

**TRENDEX**—Latest—8 AM-6 PM.....40.8 share

**PULSE**—Sept '58—KOIL leads in 458 out of 504 quarter-hours with a flat 30 rating morning and afternoon.

**IF RESULTS ARE A MUST, SO ARE . . .**

**KOIL—Omaha**<

# NEBRASKA

Omaha—Continued

**KOWH**

(Established 1922)

**Independent**

An Associated Independent Metropolitan Station



Rates effective September 1, 1957.  
Rates received August 16, 1957.

Owned and operated by The National Weekly, Inc.

**Personnel**

President—William F. Buckley, Jr.  
Vice-Pres. & Gen'l Mgr.—Virgil Sharpe.  
Local Sales Manager—Ed Morgan.  
Production Manager—Areh Andrews.  
Program Director—Sandy Jackson.

**Representatives**

Adam Young, Incorporated.

**Mailing Instructions**

Business Office and Studio—8th floor, Kilpatrick Bldg., Omaha, Neb., Atlantic 2228.  
Transmitter—60th and Redman Sts., Omaha, Neb.

**Wave—Power—Time**

Operating power—500 watts days.  
Frequency—660 kilocycles.

Non-directional.

Licensed to operate days only.

Operates on Central Standard Time.

Operating schedule: 6:00 a.m. to local sunset.

**Agency Commission**

15% to recognized advertising agencies on net charge for station time; no cash discount. Bills due and payable when rendered.

**General Advertising**

Accepts AAAA copyrighted contract.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

Maximum contract 52 weeks. Rate to which an advertiser is entitled is determined by total number of broadcasts used within one year from date of initial broadcast. Announcements and programs may not be combined to earn a greater frequency discount.

**ANNOUNCEMENTS**

**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 min.	20-30 sec.	10 sec.
1 time.....	33.00	23.10	16.50
26 times.....	31.65	22.15	15.85
52 times.....	30.50	21.35	15.25
104 times.....	29.50	20.65	14.75
156 times.....	28.25	19.80	14.15
260 times.....	27.65	19.35	13.85
312 times.....	27.00	18.90	13.50
500 times.....	25.35	17.75	12.70

Fixed position spots (no frequency discount), each 35.00.

**CLASS "A"**

(All other times)

	1 min.	20-30 sec.	10 sec.
1 time.....	23.00	16.10	11.50
26 times.....	21.65	15.15	10.85
52 times.....	20.50	14.35	10.25
104 times.....	19.50	13.65	9.75
156 times.....	18.25	12.80	9.15
260 times.....	17.65	12.35	8.85
312 times.....	17.00	11.90	8.50
500 times.....	15.35	10.75	7.70

**Weekly Saturation Package**

Per week:	1-12 weeks	13-25 weeks	26-38 weeks	39-51 weeks	52 weeks
36 spots..	531.00	518.40	504.00	491.40	477.00
24 spots..	360.00	350.40	342.00	332.40	324.00
18 spots..	276.30	270.00	262.80	255.60	248.40
12 spots..	204.00	198.60	193.80	188.40	183.60

20 or 30-second announcements available at 70% of minute rate.

10-second announcements available at 50% of minute rate.

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. Saturation Plan advertisers desiring more than the allowable 1/3 of their announcements in traffic 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.

**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	149.00
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 wk.	13 wks.	26 wks.	52 wks.
1 time:				
1 hour.....	150.00	135.00	127.50	120.00
55 minutes.....	135.00	121.50	114.76	108.00
1/2 hour.....	90.00	81.00	76.50	72.00
25 minutes.....	81.00	72.90	68.50	64.80
1/4 hour.....	54.00	48.60	45.90	43.20
10 minutes.....	43.20	38.88	36.72	34.56
5 minutes.....	33.00	32.00	31.04	30.11
2 times:				
1 hour.....	270.00	243.00	229.52	216.00
55 minutes.....	243.00	218.72	206.56	194.40
1/2 hour.....	162.00	145.80	137.70	129.60
25 minutes.....	145.80	131.24	123.96	116.64
1/4 hour.....	97.20	87.48	82.64	77.76
10 minutes.....	77.76	70.00	66.12	62.24
5 minutes.....	62.70	60.82	59.00	57.23
3 times:				
1 hour.....	382.50	342.30	325.14	306.00
55 minutes.....	344.28	309.90	292.68	275.46
1/2 hour.....	229.50	206.58	195.12	183.60
25 minutes.....	206.58	185.94	175.62	165.30
1/4 hour.....	137.70	123.86	117.46	110.16
10 minutes.....	110.16	99.14	93.66	88.14
5 minutes.....	89.37	86.69	84.09	81.57
4 times:				
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	110.60
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	283.50	267.80	252.00
25 minutes.....	283.50	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

	1 wk.	13 wks.	26 wks.	52 wks.
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	179.04	168.48
10 minutes.....	168.48	161.68	155.28	150.88
5 minutes.....	153.36	148.76	144.30	139.98

	1 wk.	13 wks.	26 wks.	52 wks.
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	164.93	160.00	155.20

**SPECIAL FEATURES**

News Service—UPI, AP. Station news department. Newscasts scheduled five minutes before the hour throughout the entire broadcast day.

News Service Fee—commissionable:

1/4 hour.....	3.00
5 minutes.....	2.00

**POLITICAL**

Political advertising will be billed at the earned rate. Cash or certified check required with order.

**TALENT**

Talent charges included in time cost and are 20% thereof.

**TRANSCRIPTIONS**

Library Service—World, Associated, Standard.

**Closing Time**

Closing date for general printed and station publicity is 14 days in advance of starting date. Minimum closing is 48 hours.

(Omaha continued on next page)

**Another way service-ads  
in SRDS help you . . .**

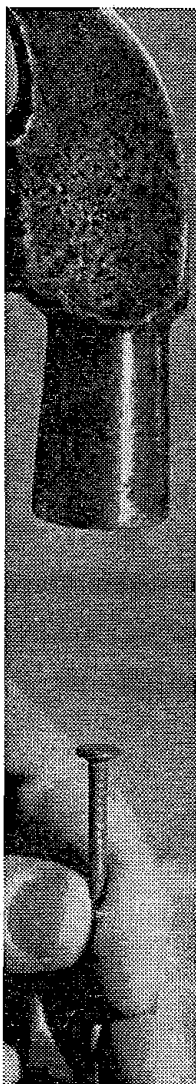
**They supply liftable  
material for inclusion  
in your media proposals**

Basic, pertinent information like that provided for your use in media Service-Ads is the type of information you can use in making media proposals. Service-Ads, by presenting media information in as compact, concise form as possible, form an excellent source of "liftable" information for inclusion in your media proposals and recommendations.

It is not by accident that media have learned to use Service-Ads to present this pertinent information for your use. Research conducted by Standard Rate has outlined a definite need for complete information on the part of those responsible for media evaluation and selection. SRDS has passed on to media the results of these continuing studies both for their information and to enable them to make their advertising in SRDS of more value to you.

The result is more helpful information — information to help you make your media selections more quickly and more effectively. Don't overlook the Service-Ads next to the listing data for plus information that can help you.

GXF-125



**Hit  
the nail  
on the head  
... with  
KOWH radio**

*... 9 years at  
or near the top*

Personalities . . . sounds  
... excitement . . . plus  
660 kc. coverage.

**KOWH  
OMAHA**

VIRGIL SHARPE,  
General Manager  
ADAM YOUNG INC.,  
Nat'l Representative



**WOW**  
(Established 1923)  
**A Meredith Owned Station**  
**CBS Radio Network**



Owned and operated by E. T. Meredith, Jr.  
Rates effective January 1, 1959. (Card No. 11.)  
Card received November 26, 1958.

**Personnel**

Vice-Pres. & Gen'l Mgr.—Frank P. Fogarty.  
Sales Manager—Bill Wiseman.  
Ass't Sales Mgr.—Ken Quaffe.  
Program Manager—Ray Olson.  
Production Manager—Merrill Workhoven.  
Promotion Manager—Bill Dunn.  
Sales Development and Merchandising—Bill Dunn.

**Representatives**

John Blair & Company.  
Canada—Andy McDermott.

**Mailing Instructions**

Business Office and Studio—Insurance Bldg., 17th and Farnam Sts., Omaha 2, Neb., Webster 3400, TWX OM 297.  
Transmitter—Six miles northwest of downtown Omaha, Neb.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—590 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Central Standard Time.  
Operating schedule: 24 hours daily, except Sundays between 1:00 a.m. to 6:00 a.m.

**Agency Commission**

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

**General Advertising**

For combination rates see CBS Radio Network. Advertisers on air at time of rate increase are protected on rate being earned for six months from effective date of increase if advertising is continuous. All contracts accepted subject to the terms and conditions of the station's time sales contract in effect. Two or more program units of 5 minutes or more broadcast on the same day for the same sponsor may be combined to earn the 10 minute, 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 the station's option, on 28 days' notice. Frequency discounts are based on time units purchased by one advertiser within a 52 week period unless otherwise specified. Length of commercial copy must conform to the NAB standards of practice. BMI, ASCAP, SESAC licenses. Spots which fall between rate classifications take the higher rate. The following rates apply to general advertising.

Class "A"—6:59 a.m. to 9:01 a.m. and 11:59 a.m. to 12:31 p.m. Monday through Saturday.  
Class "B"—5:59 a.m. to 6:59 a.m. and 9:01 a.m. to 11:59 a.m. Monday through Saturday; 12:31 p.m. to 7:01 p.m. Monday through Friday; 5:29 p.m. to 6:01 p.m. Saturday.  
Class "C"—5:29 a.m. to 5:59 a.m. Monday through Saturday; 7:01 p.m. to 11:01 p.m. Monday through Friday; 12:31 p.m. to 5:29 p.m. and 6:01 p.m. to 11:01 p.m. Saturday; 5:29 a.m. to 11:01 p.m. Sunday.  
Class "D"—11:01 p.m. to 5:29 a.m. Monday through Sunday.

Per wk.: 1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.  
1 time... 250.00 150.00 90.00 70.00 50.00  
2-5 times 200.00 116.00 72.00 60.00 45.00  
6 times 150.00 106.00 66.00 55.00 42.00

CLASS "B"  
1 time... 150.00 90.00 50.00 40.00 30.00  
2-5 times 120.00 69.00 36.00 30.00 23.00  
6 times 105.00 64.00 33.00 27.00 21.00

CLASS "C"  
1 time... 150.00 90.00 50.00 40.00 30.00  
2-5 times 120.00 69.00 36.00 30.00 23.00  
6 times 105.00 64.00 33.00 27.00 21.00

CLASS "D"  
1 time... 150.00 90.00 50.00 40.00 30.00  
2-5 times 120.00 69.00 36.00 30.00 23.00  
6 times 105.00 64.00 33.00 27.00 21.00

50% of Class "C" rates.  
All programs in any time classification may be counted to earn greater frequency discounts for announcement buys.

**ANNOUNCEMENTS**

**CLASS "A"**

Specified position..	—Minutes— Stationbreaks —ID's—	
	Each Weekly	Each Weekly
1-5 weekly	50.00	40.00
6 wkly (1 per day)	42.00	34.00
12 weekly	40.00	240.00
18 weekly	38.00	456.00
24 weekly	36.00	648.00
30 weekly	34.00	816.00
50 weekly	32.00	960.00
100 weekly	28.00	1,400.00

**CLASS "B"**

Specified position..	—Minutes— Stationbreaks —ID's—	
	Each Weekly	Each Weekly
1-5 weekly	35.00	25.00
6 weekly (1 per day)	32.00	22.00
12 weekly	30.00	180.00
18 weekly	28.00	336.00
24 weekly	26.00	468.00
30 weekly	24.00	576.00
50 weekly	22.00	660.00
100 weekly	20.00	1,000.00

**CLASS "C"**

Specified position..	—Minutes— Stationbreaks —ID's—	
	Each Weekly	Each Weekly
1-5 weekly	25.00	15.00
6 weekly (1 per day)	20.00	14.00

	—Minutes— Stationbreaks —ID's—	
	Each Weekly	Each Weekly
6 weekly (1 per day)	18.00	108.00
12 weekly	17.00	204.00
18 weekly	15.00	270.00
24 weekly	13.00	312.00
30 weekly	12.00	360.00
50 weekly	11.00	550.00
100 weekly	10.00	1,000.00

**CLASS "D"**

50% of Class "C" rate.

**SPECIAL FEATURES**

**News Participations**

**CLASS "A"**

Per week:	1/4 hr.	10 min.	5 min.
1 time.....	150.00	100.00	75.00
3 times.....	126.00	84.00	63.00
6 times.....	120.00	80.00	60.00

**CLASS "B"**

Per week:	1/4 hr.	10 min.	5 min.
1 time.....	105.00	70.00	52.50
3 times.....	96.00	64.00	48.00
6 times.....	90.00	60.00	45.00

**CLASS "C"**

Per week:	1/4 hr.	10 min.	5 min.
1 time.....	75.00	50.00	37.50
3 times.....	60.00	40.00	30.00
6 times.....	54.00	36.00	27.00

**CLASS "D"**

50% of Class "C" rate.

Rates includes news charges and newscaster. Less than 6 newscast participations weekly take Specified Position rate.

Participations available in basic station newscasts: (6:00 a.m.; 7:00 a.m.; 8:00 a.m.; noon; 5:30 p.m. and 10:00 p.m. Monday through Saturday) Other newscasts every hour on the hour, 24 hours a day.

**\*Program and/or Talent Charges**

5 minutes.....	8.00	30 minutes.....	30.00
10 minutes.....	15.00	60 minutes.....	50.00
15 minutes.....	20.00		

(\* Unless otherwise specified.

**Participating Programs**

"WOW Farm Hour" with Mal Hansen and Arnold Peterson—6:00 a.m. to 7:00 a.m. Monday through Saturday.

"Farm News and Markets"—6:00 a.m. to 6:10 a.m.

"Farm Weather"—6:10 a.m. to 6:15 a.m.

"Farmers' Almanac"—6:15 a.m. to 6:30 a.m.

"Farm Service Reporter"—6:30 a.m. to 7:00 a.m.

Sold in minute, 5-minute, 10-minute or 1/4 hour segments.

"News and Markets"—noon to 12:30 p.m. Monday through Saturday.

**POLITICAL**

Regular rates apply; cash in advance. Not sold in news.

**TRANSCRIPTIONS**

Library Service—Standard, Capitol.

**Closing Time**

Copy must be submitted to station 24 hours prior to broadcast.

(Call letters not received)

(C.P. 500 watts, 1420 kc., days)

Central Plains Broadcasting Co.,

2502 Garden Rd.,

Omaha, Nebraska.

**O'NEILL**

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

**KBRX**

(formerly KVHC)  
(Established 1955)

Rates effective November 1, 1958. (Card No. 2.)

Card received November 24, 1958.

Owned and operated by Sun Broadcasters, Inc.

Personnel Gen'l & Com'l Mgr.—Alvin Wood.

Representatives None.

Mailing Instructions

Mailing Address: P. O. Box 150, O'Neill, Neb.

Telephone 120.

**Wave—Power—Time**

Operating power—1,000 watts.

Frequency—1350 kilocycles.

Non-directional.

Licensed to operate daytime only.

Operates on Central Standard Time.

Operating schedule: 6:00 a.m. to local sunset.

**Agency Commission**

15% to recognized agencies; no cash discount.

**General Advertising**

Rates include music copyright fees.

ASCAP, BMI and SESAC.

No contract accepted for longer than one year.

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time.....	49.60	32.65	18.20	14.30	9.50	5.90
13 times.....	44.00	31.10	17.20	13.60	9.10	5.55
26 times.....	40.50	29.45	16.30	12.85	8.60	5.30
39 times.....	39.35	27.85	15.40	12.15	8.10	5.10
52 times.....	36.85	26.20	14.40	11.40	7.65	4.95
78 times.....	34.70	24.35	13.45	10.55	7.10	4.70
104 times.....	32.40	22.95	12.65	10.00	6.65	4.55
156 times.....	30.10	21.10	11.65	9.25	6.20	4.35
208 times.....	27.80	19.30	10.95	8.80	5.70	4.20
260 times.....	25.45	18.05	9.90	7.90	5.20	4.00
312 times.....	23.15	14.60	9.20	7.15	4.75	3.45

**25-Word Time or Weather Checks**

Per month:

3 per day..... 135.00

5 per day..... 180.00

10 per day..... 225.00

**Combination Rates**

When identical schedules are purchased on KBRX,

O'Neill, Neb. and KUVR, Holdrege, Neb., Rates are

double the KUVR listed rates.

**SPECIAL FEATURES**

News Service—AP.

News every hour on the hour. Weather summary

every hour on the half-hour.

**Closing Time**

Copy must be submitted to station 24 hours in advance of broadcast.

1923 **35th Anniversary Year** 1958

**FIRST for 35 Consecutive Years!**

**ONLY Radio WOW OMAHA PLUS!**

**DELIVERS A 9.2 \* RATING**  
(7 AM - 7 PM M-F AVERAGES)

**— in the NEW 102 County Pulse Area!**  
(November 1957)

	RADIO WOW	STATION B
7 AM to 12 Noon	9.8	5.6
12 Noon to 7 PM	8.7	5.9
6 AM to Midnight	8.4	5.4

**30 to 50% MORE Audience — LOWEST Cost per Thousand**

**REGIONAL RADIO WOW Omaha**  
— A MEREDITH STATION —  
CBS AFFILIATE

FRANK P. FOGARTY, Vice President and General Manager  
BILL WISEMAN, Sales Manager  
JOHN BLAIR & COMPANY, Representatives

# NEBRASKA

## SCOTTSBLUFF (2 AM)

Scotts Bluff County—Map Location B-2  
See SRDS consumer market map and data at beginning of the State.

**KNEB**

(Established 1947)

### Intermountain Network



Rates effective January 1, 1948.  
Owned and operated by the Platte Valley Broadcasting Corp.

#### Personnel

President—Russell M. Stewart.  
Manager—George H. Haskell.  
Commercial Manager—Byron R. Joachim.

#### Representatives

Hal Holiman Company.

#### Mailing Instructions

Business Office and Studio—2110 Broadway, Scottsbluff, Neb., telephone 1620-1621.  
Transmitter—One and one-half miles southeast of Scottsbluff, Neb.

#### Wave—Power—Time

Operating power—1,000 watts days; 500 watts nights  
Frequency—900 kilocycles.

Directional—separate patterns, day and night.  
Licensed to operate full time on regional channel.  
Operates on Mountain Standard Time.

Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 12:00 midnight  
Sundays; 5:30 a.m. to 12:30 a.m. week days.

#### Agency Commission

15% to recognized agencies; no cash discount. In voices mailed and due monthly.

#### General Advertising

For combination rates see Mutual Broadcasting System.

Accepts AAAA copyrighted contract.  
Rates are for national advertising and include music copyright fees.

BMI, ASCAP and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	80.00	48.00	32.00	16.00	7.00
13 times..	78.00	45.60	30.40	15.20	6.65
26 times..	72.00	43.20	28.80	14.40	6.30
52 times..	68.00	40.80	27.20	13.60	5.95
78 times..	64.00	38.40	25.60	12.80	5.60
156 times..	60.00	36.00	24.00	12.00	5.25
312 times..	56.00	33.60	22.40	11.20	4.90

#### SPECIAL FEATURES

News Service—AP.  
Participation programs, newscasts, farm and market features, time signals—details on request.

#### TRANSCRIPTIONS

Library Service—Capitol, World.

#### Closing Time

Contracts should be closed as far in advance of initial program as possible to facilitate production.

**KOLT**

(Established 1930)

### CBS Radio Network



Rates effective March 1, 1952. (Card No. 9.)  
Card received March 26, 1952.

Owned and operated by the Hilliard Company.

#### Personnel

Manager—L. L. Hilliard.

#### Representatives

Gill-Perna, Inc.

#### Mailing Instructions

Business Office, Studio and Transmitter—West 20th St., Scottsbluff, Neb., phone 856 and 828.  
Transmitter—West 20th St., Scottsbluff, Neb.

#### Wave—Power—Time

Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—1320 kilocycles.

Directional—separate patterns, day and night.  
Licensed to operate full time.

Operates on Mountain Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 12:00 midnight week days; 7:00 a.m. to 10:00 p.m. Sundays.

#### Agency Commission

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

#### General Advertising

Affiliated with Nebraska Hometown Radio Group.  
For combination rates see CBS Radio Network.  
Accepts AAAA copyrighted contract.

Rates are for national advertising and include music copyright fees.

BMI, ASCAP and SESAC licenses

Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor within the same time bracket may be combined to earn the 1/2 hour, 3/4 hour or one hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station's option on 28 days' notice. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. All rates guaranteed for one

year from date of first broadcast, with or without interruption. Length of commercial copy: In accordance with NAB Standards.

Contracts subject to conditions of standard NAB and AAAA contracts. At stations option cancellation of contracts cannot become effective until two weeks after contractual starting date. Rates shown are based on the number of program periods taken within one year.

	1	26	52	104	156	260	312
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hour.....	80.00	76.00	72.00	68.00	64.00	60.00	56.00
1/2 hour.....	45.00	42.75	40.50	38.25	36.00	33.75	31.50
1/4 hour.....	25.00	23.75	22.50	21.25	20.00	18.75	17.50
10 minutes	20.00	19.00	18.00	17.00	16.00	15.00	14.00
5 minutes	15.00	14.25	13.50	12.75	12.00	11.25	9.50
1 minute or station break.....	9.00	8.55	8.10	7.65	7.20	6.75	6.30

Service charge for cut-ins, 8.00.

#### DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts.

#### SPECIAL FEATURES

News Service—UPI.

Weather forecast, temperature reports, time signals, local news, women's page, sports, etc., rates on request.

#### Closing Time

Arrangements for programs must be made one week in advance. Talent programs close one week in advance.

## SIDNEY

Cheyenne County—Map Location B-3

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

**KSID**

(Established 1952)



Rates effective October 1, 1952.

Rates received October 6, 1952.

Owned and operated by Wm. C. Grove, Inc.

#### Personnel

Gen'l & Com'l Mgr.—David W. Young.

#### Representatives

None.

#### Mailing Instructions

Business Office and Studio—Located at Legion Park, Sidney, Neb., telephone 5503.  
Transmitter—Legion Park, Sidney, Neb.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1340 kilocycles.

Non-directional.  
Licensed to operate full time.  
Operates on Mountain Time.  
Operating schedule: 6:30 a.m. to 11:00 p.m.

#### Agency Commission

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

#### General Advertising

Affiliated with ABC Radio.  
The following rates are for national advertising.  
Rates include music copyright fees.  
Spots and programs cannot be combined to earn frequency discounts.

#### CLASS "A"

(7:00 a.m. to 8:00 a.m.; 12:00 noon to 1:00 p.m.; after 6:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time....	40.00	24.00	16.00	8.00	4.00
13 times..	39.00	23.40	15.60	7.80	3.90
26 times..	38.00	22.80	15.20	7.60	3.80
52 times..	37.00	22.20	14.80	7.40	3.70
104 times..	36.00	21.60	14.40	7.20	3.60

#### CLASS "B"

(Before 7:00 a.m.; 8:00 a.m. to 12:00 noon; 1:00 p.m. to 6:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time....	30.00	18.00	12.00	6.00	3.00
13 times..	29.25	17.55	11.70	5.85	2.92
26 times..	28.50	17.10	11.40	5.70	2.85
52 times..	27.75	16.65	11.10	5.55	2.77
104 times..	27.00	16.20	10.80	5.40	2.70

#### SPECIAL FEATURES

News Service—UPI.

Newscasts, farm and market features, spots, time signals and special events—rates on request.

#### Closing Time

Contracts close one week in advance of first broadcast. Announcement copy closes 24 hours in advance. Transcriptions and talks close 48 hours in advance.

## YORK

York County—Map Location F-4

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

**KAWL**

(Established 1954)

Rates effective August 1, 1954. (Card No. R-1.)

Card received March 28, 1955.

Owned and operated by Prairie States Broadcasting Co., Inc.

#### Personnel

President—M. L. Gleason.  
Manager—Jerry Bryan.

#### Representatives

Hil F. Best Company.

#### Mailing Instructions

Business Office, Studio and Transmitter—KAWL Bldg., York, Neb., telephone 33.

#### Wave—Power—Time

Operating power—500 watts.

Frequency—1370 kilocycles.

Non-directional.

Operates on Central Standard Time.

Licensed to operate daytime only.

Operating schedule: 6:00 a.m. to local sunset Monday through Saturday; 7:00 a.m. to local sunset Sunday.

#### Agency Commission

15% to recognized agencies on time only; no cash discount. Bills rendered first of month; payable in 10 days.

#### General Advertising

Affiliated with Keystone Network.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

No contract accepted for longer than one year.

	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min. or less
1 time....	28.00	15.50	11.25	7.50	5.00
13 times..	26.50	14.75	10.65	7.10	4.75
26 times..	25.00	14.00	10.00	6.75	4.50
52 times..	22.50	12.35	9.00	6.00	4.00
104 times..	19.50	10.85	7.75	5.25	3.50
156 times..	18.00	10.00	7.30	4.85	3.25
260 times..	15.50	8.50	6.20	4.15	2.75
312 times..	12.50	7.75	5.65	3.75	2.50

(\*) One minute or less.

#### PACKAGE RATES

	1 min.	30 sec.
Within 2 days (5-9 spots):		
Each.....	3.30	2.60
Within 3 days (10-19 spots):		
Each.....	2.75	2.15
Within 7 days (20-39 spots):		
Each.....	2.60	2.00
Within 14 days (40-69 spots):		
Each.....	2.45	1.85
Within 30 days (70 or more spots):		
Each.....	2.35	1.75

#### SPECIAL FEATURES

News Service—AP.

#### POLITICAL

Regular rates apply; cash in advance.

#### TRANSCRIPTIONS

Library Service—Lang-Worth.

#### Closing Time

24 hours in advance of broadcast. Earlier closing will facilitate production and publicity.

## 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.

### Why Service-Ads Are Helpful

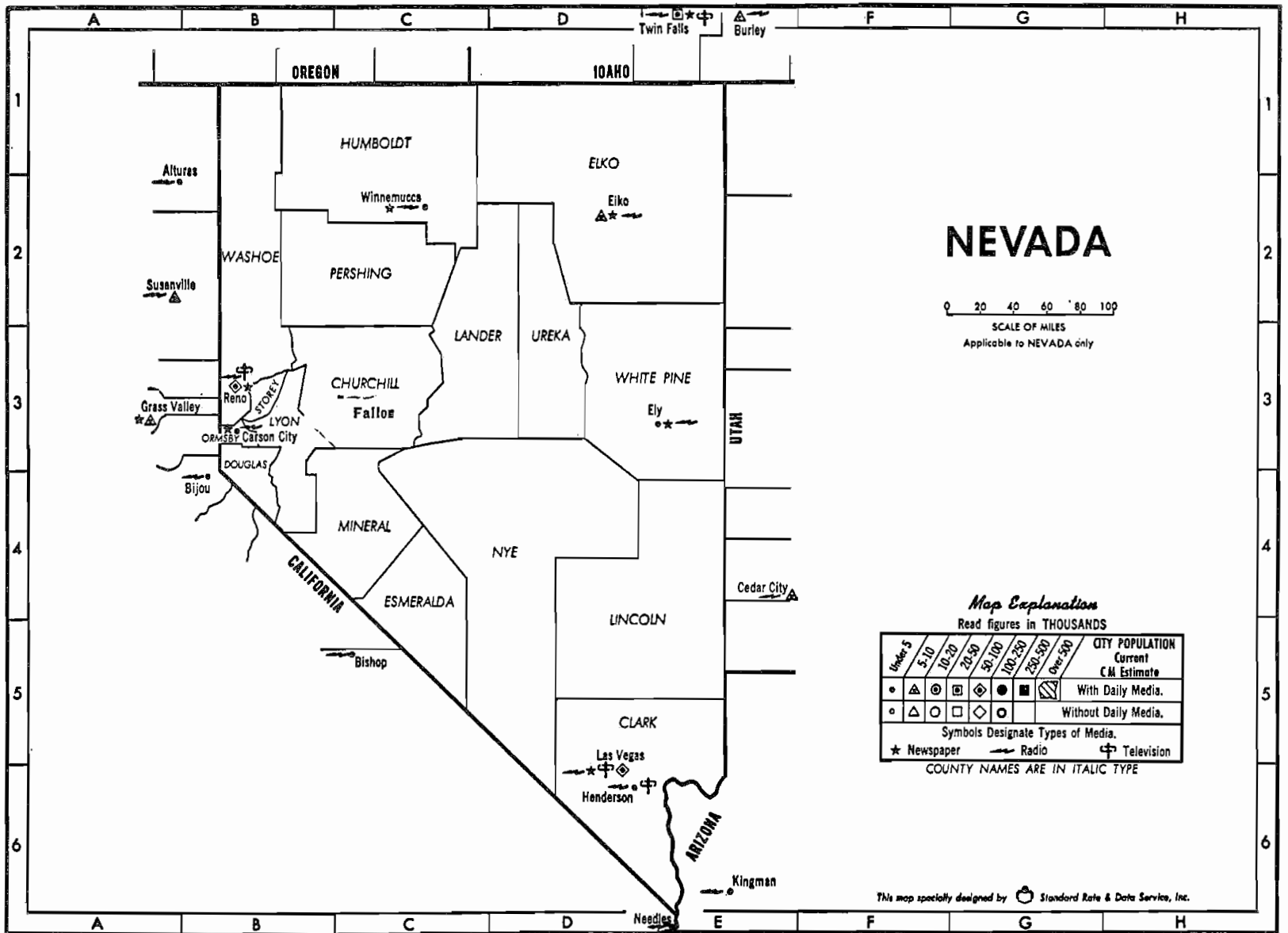
Service-Ads are deliberately designed to supplement the information contained in media listings. Because of this, and because Service-Ads are designed for use rather than entertainment, they can be one of your best sources of information that can help you buy. When you refer to Service-Ads, you can be 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

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

GXF-123



## 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.

Carson City—Ormsby      Las Vegas—Clark      Reno—Washoe

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 (\$000)	
						Food (\$000)	Drug (\$000)	General Merce. (\$000)	Apparel (\$000)	Home Furn. (\$000)				Auto- motive (\$000)
<b>NEVADA STATE</b>	<b>280.5</b>	<b>90.17</b>	<b>593,853</b>	<b>6,586</b>	<b>443,190</b>	<b>93,720</b>	<b>24,328</b>	<b>40,919</b>	<b>27,849</b>	<b>19,948</b>	<b>76,852</b>	<b>55,641</b>	<b>12.5</b>	<b>44,388</b>
TOTALS.....	280.5	90.17	593,853	6,586	443,190	93,720	24,328	40,919	27,849	19,948	76,852	55,641	12.5	44,388
CHURCHILL C-3.....	9.5	3.08	13,606	4,418	13,437	2,681	674	2,978	370	382	2,496	1,066	2.7	6,760
CLARK D-5.....	111.1	35.36	262,667	7,428	179,054	43,032	7,298	14,084	14,052	9,190	31,360	22,016	1.0	1,676
Las Vegas.....	51.9	17.83	156,963	8,803	147,707	35,154	5,721	13,568	12,556	8,705	28,451	13,925	.....	.....
Las Vegas Metro Area.....	111.1	35.36	262,667	7,428	179,054	43,032	7,298	14,084	14,052	9,190	31,360	22,016	.....	.....
DOUGLAS B-3.....	2.8	.82	4,798	5,851	4,363	436	343	845	39	64	574	343	.6	2,861
ELKO D-1.....	16.8	5.14	35,875	6,980	26,526	5,624	970	975	1,160	735	4,349	7,086	1.6	9,942
ESMERALDA C-4.....	.2	.09	467	5,189	144	.....	.....	.....	.....	.....	.....	66	.1	30
EUREKA D-3.....	.8	.29	1,750	6,034	766	104	71	116	.....	.....	.....	276	.2	994
HUMBOLDT C-1.....	6.5	2.00	12,119	6,060	12,105	3,261	434	765	341	162	2,193	2,991	.6	2,817
LANDER C-3.....	2.6	.83	4,215	5,078	2,820	318	174	675	.....	.....	393	899	.2	1,153
LINCOLN E-4.....	4.9	1.46	6,345	4,346	4,467	412	380	1,037	.....	145	956	896	.4	760
LYON B-3.....	4.6	1.43	5,272	3,687	6,648	2,342	191	171	361	32	922	755	1.5	4,605
MINERAL C-4.....	11.0	3.49	13,192	3,780	8,525	1,818	487	1,071	229	183	1,026	1,677	.2	210
NYE D-4.....	3.7	1.34	4,952	3,696	4,846	1,266	161	141	132	.....	1,595	875	.5	2,053
ORMSBY B-3.....	6.9	2.11	11,553	5,475	8,053	1,858	192	511	409	321	1,253	1,226	.1	148
Carson City.....	4.9	1.49	9,887	6,636	7,933	1,858	192	511	409	321	1,253	980	.....	.....
PERSHING C-2.....	4.8	1.60	6,312	3,945	7,186	1,450	135	722	30	.....	1,045	1,329	.4	3,941
STOREY B-3.....	.6	.24	814	3,392	930	185	58	.....	.....	22	.....	26	.....	229
WASHOE B-2.....	83.8	27.94	190,162	6,806	145,647	24,947	12,012	14,807	10,402	8,153	26,666	12,726	1.6	4,067
Reno.....	52.9	18.27	142,063	7,776	133,169	21,185	11,162	14,314	9,864	7,282	26,467	11,057	.....	.....
Reno Metro Area.....	83.8	27.94	190,162	6,806	145,647	24,947	12,012	14,807	10,402	8,153	26,666	12,726	.....	.....
WHITE PINE E-3.....	9.9	2.95	19,754	6,696	17,673	3,986	748	2,021	324	559	2,024	1,388	.8	2,142

**NEVADA**

**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>90,170</b>	<b>85,400</b>	<b>.1746</b>
Churchill	3,080	2,850	.0058
Clark	35,360	33,660	.0688
Douglas	820	790	.0016
Elko	5,140	4,740	.0097
Esmeralda	90	80	.0002
Eureka	290	240	.0005
Humboldt	2,000	1,750	.0036
Lander	830	750	.0015
Lincoln	1,460	1,320	.0027
Lyon	1,430	1,340	.0027
Mineral	3,490	3,190	.0065
Nye	1,340	1,150	.0024
Ormsby	2,110	2,030	.0042
Pershing	1,600	1,410	.0029
Storey	240	220	.0004
Washoe	27,940	27,160	.0555
White Pine	2,950	2,720	.0056

**NEVADA**

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

**STATE NETWORK**

**Nevada Network, Inc.**

P. O. Box 2409, 770-1/2 E. Fifth St., Reno, Nev., TWX Re 38.

Comprised of:  
Television—  
KLRJ-TV, Henderson-Las Vegas  
KOLO-TV, Reno

Radio—  
KORK, Las Vegas  
KOLO, Reno  
Supplementary Radio—  
KPTL, Carson City  
KELY, Ely  
KWNA, Winnemucca

**Personnel**

National Sales:  
Harry Huey (KOLO-TV).  
Bill Stiles (KLRJ-TV).  
Business Manager—Gordon Leaman (Reno).

**Representatives**

Headley Reed Company.  
Avery-Knodel, Inc.

Facilities See individual listings.

**Agency Commission**

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

**General Advertising**

**COMBINATION RATES**

(Discount on billings)

Sponsors buying time on two or more television and/or radio stations affiliated with Nevada Network, Inc. and located in Las Vegas and/or Reno may discount budgets committed to all such stations, except station receiving the largest budget, by 10% each month.

An additional discount of 2% may be taken from all budgets if entire group of affiliated stations of Nevada Network, Inc., is purchased.

**Closing Time**

96 hours prior to broadcast; materials to stations 48 hours prior to broadcast.

**CARSON CITY**

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

**KPTL**

(Established 1955)



Rates effective August 1, 1958.  
Card received September 2, 1958.  
Owned and operated by Edwin L. and Alma Bullis.

**Personnel**

General Manager—Edwin L. Bullis.  
Commercial Manager—Gene Day.  
Program Director—James V. Stoddard.  
News Editor—Jess Mason.

Representatives W. S. Grant Company, Inc.

**Mailing Instructions**

Business Office and Studio—P. O. Box 523, Carson City, Nev. Granite 2-3209.

**Wave—Power—Time**

Operating power—5,000 watts days; 500 watts nights. Frequency—1300 kilocycles. Directional—night only.

Operates on Pacific Standard Time. Licensed to operate unlimited time.

Operating schedule: 6:00 a.m. to 10:00 p.m. week-days. 8:00 a.m. to 10:00 p.m. Sunday.

**Agency Commission**

15% to recognized agencies on time only; no cash discount. Bills rendered first of month; payable ten days.

**General Advertising**

Affiliated with Keystone Network. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. The following rates are for both national and local advertising.

	1/2 hr.	1/4 hr.	5 min.
1 time.....	21.00	11.00	6.00
13 times.....	20.00	10.50	5.75
26 times.....	19.00	10.00	5.50
52 times.....	18.00	9.50	5.25
104 times.....	17.00	9.00	5.00
156 times.....	16.00	8.50	4.75
260 times.....	15.00	8.00	4.50

**ANNOUNCEMENTS**

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	4.50	3.50	500 times..	3.35
25 times.....	4.25	3.25	700 times..	3.20
50 times.....	4.00	3.00	1000 times..	3.00
100 times.....	3.75	2.75	1500 times..	2.75
300 times.....	3.50	2.50		

**SATURATION ANNOUNCEMENTS**

30 seconds—10 per day (2 days).....	45.00
30 seconds—10 per day (5 days).....	100.00
30 seconds—10 per day (10 days).....	175.00
30 seconds—10 per day (20 days).....	300.00

1 minute announcement—add 1/3 to package rate.

**SPECIAL FEATURES**

News Service—UPI. No extra charge.

**POLITICAL**

Rates on request.

Closing Time 24 hours in advance of broadcast.

**ELKO**

Elko County—Map Location D-1  
See SRDS consumer market map and data at beginning of the State.

**KELK**

(Established 1948)

**Intermountain Network**

Rates received May 31, 1950.  
Owned and operated by Elko Broadcasting Co.

**Personnel**

President—Chris Sheerin.

Station Manager—John J. Gammick.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—E. Idaho St., P. O. Box 790, Elko, Nev., telephone 260 and 796.

Transmitter—E. Idaho St., Elko, Nev.

**Wave—Power—Time**

Operating power—250 watts. Frequency—1240 kilocycles. Non-directional. Licensed to operate unlimited time. Operates on Pacific Standard Time. Operating schedule: Sundays 8:00 a.m. to 10:00 p.m.; week days 6:30 a.m. to 11:00 p.m.

**Agency Commission**

15% to recognized agencies on station time only; no cash discount. Bills rendered 1st of each month; payable when rendered.

**General Advertising**

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

No contract accepted for more than one year. Where lower rates are earned during life of contract such additional discounts shall be retroactive and paid as earned at the end of each 13, 26, and 52 week period.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	32.50	21.00	13.50	9.00	5.00	4.00
13 times.....	30.00	19.00	12.50	8.50	4.75	3.75
26 times.....	28.50	18.50	11.50	8.00	4.50	3.50
52 times.....	27.50	17.50	10.50	7.50	4.25	3.25
104 times.....	25.50	16.50	9.50	7.00	4.00	3.00
156 times.....	23.50	15.50	8.50	6.50	3.75	2.75

**SPECIAL FEATURES**

News Service—UPI, News and radio wire. No extra charge.

Time signals, weather reports, temperature reports, road condition reports, special news broadcasts, participating programs, sportscasts and special events, and remote dance-band pick-ups—rates on request.

**POLITICAL**

Regular rates apply. Payable in advance.

Copy must be submitted 24 hours in advance.

**ELY**

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

**KELY**

(Established 1950)

Rates effective November 1, 1950. (Card No. 2)  
Owned and operated by White Pine Broadcasting Co.

**Personnel**

Owner & Mgr.—David I. Hansen.

**Representatives**

None.

**Mailing Instructions**

Mailing address—P. O. Box 600, Ely, Nev.

Business Office and Studio—1140 Avenue "F" East, Ely, Nev., Amherst 4-2077.

Transmitter—George Town Ranch near East Ely.

**Wave—Power—Time**

Operating power—250 watts. Frequency—1230 kilocycles. Non-directional. Licensed to operate unlimited time. Operates on Pacific Time. Daylight Saving Time observed. Operating schedule: 6:00 a.m. to 10:00 p.m.

**Agency Commission**

15% commission to recognized agencies on time only; no cash discount. Bills rendered first of month—payable within 10 days.

**General Advertising**

Affiliated with the Great Western Network and Nevada Network, Inc. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. No contract accepted for more than one year.

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	250 tl.
1 hour.....	29.50	28.05	26.55	25.10	23.60	22.15
1/2 hour.....	17.70	16.85	15.95	15.10	14.20	13.30
1/4 hour.....	10.65	9.60	9.05	8.50	8.00	7.45
5 minutes.....	7.15	6.75	6.45	6.10	5.75	5.40
100 words.....	5.30	5.00	4.75	4.45	4.15	3.85
50 words.....	2.65	2.55	2.40	2.20	2.10	1.80

**SPECIAL FEATURES**

News Service—AP.

Time signals and weather forecasts, dance band remotes, sportscasts—rates on request.

**POLITICAL**

Regular rates apply, payable in advance. Written copy of all material must be submitted 24 hours in advance of broadcast.

**Closing Time**

24 hours in advance of broadcast.

**FALLON**

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

**KVLV**

(Established 1957)

Rates effective December 1, 1958. (Card No. 2)  
Rates received November 5, 1958.

Owned and operated by Lahontan Valley Broadcasting Co.

**Personnel**

Manager—Lester W. Pearce.

**Representatives**

Continental Radio Sales.

**Mailing Instructions**

Business Office, Studio and Transmitter—Gummow Dr., Garden City, (subdivision) Fallon, Nev., Harrison 3-1242.

**Wave—Power—Time**

Operating power—1,000 watts. Frequency—1250 kilocycles. Non-directional. Licensed to operate daytime only. Operates on Pacific Standard Time. Operating schedule: 6:00 a.m. to local sunset.

**Agency Commission**

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

**General Advertising**

Affiliated with Keystone Network. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Programs of 5 minutes or more may be combined to determine earned rates. Frequency rates based on number used in 12-month period and become effective at beginning of service. Not retroactive. All acceptable accounts subject to same rate including national advertising accounts.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	30.00	16.50	10.75	5.50
13 times.....	27.00	15.50	10.25	5.25
26 times.....	25.50	15.00	9.75	5.00
52 times.....	24.50	14.75	9.25	4.75
104 times.....	24.00	14.50	8.75	4.25
156 times.....	23.75	14.25	8.25	4.15
270 times.....	23.00	14.00	7.50	4.00

**FIXED SPOT RATES**

	(*)	(†)	(*)	(†)
1 time.....	3.75	3.00	300 times	3.25
25 times.....	3.60	2.90	500 times	3.00
50 times.....	3.50	2.80	700 times	2.75
100 times.....	3.35	2.70	1000 times	2.50

(\*) 1 minute, 100 words.

(†) 30 seconds, 50 words.

**SATURATION RATES**

(Best available times, no discounts applicable.)

	1 min.	30 sec.
5 per day, 2 days.....	23.50	17.50
5 per day, 5 days.....	50.00	37.50
5 per day, 10 days.....	90.00	67.50
5 per day, 20 days.....	166.00	125.00
5 per day, 30 days.....	230.00	172.50

**PACKAGE RATES**

Special Package rates are for best available times; full package must be used in one week or less and no discounts are applicable.

1 minute or 100 words: 30 seconds or 50 words:

5 times.....	13.75	5 times.....	10.00
10 times.....	25.00	10 times.....	17.50
15 times.....	33.75	15 times.....	22.50

**SPECIAL FEATURES**

News Service—AP. No extra charge. Weather, temperature, road condition reports, sportscasts and remote pick-ups—information and rates on request.

**Participating Programs**

"Jim's Jamboree"—11:00 a.m. to 12:15 p.m. Monday through Saturday. Western show.

"The Hillbilly Hit Parade"—9:00 a.m. to 10:00 a.m. Saturday.

"The Musical Scrapbook"—2:00 p.m. to 3:00 p.m. Monday through Saturday.

**POLITICAL**

Regular rates apply; payable in advance.

**HENDERSON (2 AM)**

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

**KBMI**

(Established 1954)

Rates effective March 1, 1954. (Card No. 1.)  
Card received July 14, 1954.

Owned and operated by Television Company of America, Inc.

**Personnel**

Gen'l. & Sales Mgr.—Pat Burke.

Traffic Manager—Jean Randall.

**Representatives**



Henderson—K B M I—Continued

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1400 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Operating schedule: 24 hours daily except 12:05 a m to 5:30 a.m. Monday.

**Agency Commission**  
 15% to recognized agencies on station time only; 2% cash discount. Bills rendered 1st of month, payable by 10th.

**General Advertising**  
 Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Maximum length of contract one year.

	6:00 a.m. to 10:00 p.m. (daily)				
	1 hr.	26 tl.	52 tl.	104 tl.	312 tl.
1 hour....	52.00	49.40	46.80	41.60	26.40
1/2 hour....	32.50	30.85	29.25	26.00	22.75
1/4 hour....	19.50	18.50	17.55	15.60	13.65
5 minutes 7.80	7.40	7.00	6.25	5.45	
1 minute... 5.20	4.95	4.65	4.15	3.65	
50 words.... 3.90	3.70	3.50	3.10	2.70	

(10:00 p.m. to 6:00 a.m. daily)  
 30% discount from above rates.  
**PACKAGE RATES**  
 24 announcements daily, 1 each hour around the clock, per month 980.00.  
 12 announcements daily, per month 560.00.

**SPECIAL FEATURES**  
 News Service—AP.  
 Time Signals—10-12 words, 1.30 each; 5 daily, 162.50 per month; 10 daily, 225.00 per month.

**POLITICAL**  
 Regular rates apply, payable in advance. Copy must be submitted 24 hours in advance.

**KTOO**

(Established 1956)  
 Rates effective March 1, 1958. (Card No. 3.)  
 Card received February 25, 1958.  
 Rev. rec'd December 1, 1958.  
 Owned and operated by Advertising Dynamics Corporation.

**Personnel**  
 General Manager—Roland B. Valle.  
 Station Manager—Bob Janes.

**Representatives**  
 John E. Pearson Company.  
**Mailing Instructions**  
 Mailing Address—P. O. Box 1848, Las Vegas, Nev.  
 Business Office—El Cortez Hotel, Las Vegas, Nev. Dudley 2-0277.  
 Studio and Transmitter—2 Pacific St., Henderson, Nevada. Fr. 2-2500.

**Wave—Power—Time**  
 Operating power—5000 watts.  
 Frequency—1280 kilocycles.  
 Non-directional.  
 Licensed to operate daytime.  
 Operates on Pacific Time.

**Agency Commission**  
 15% to recognized agencies on net time and talent charges; 2% cash discount if bills are paid by the 10th of the month following service. Bills rendered monthly.

**General Advertising**  
 Rates include music copyright fees. ASCAP, BMI, and SESAC licenses. No contract signed for more than one year.

	1	1/2	1/4	5	1	30	12
	hr.	hr.	hr.	min.	min.	sec.	sec.
1 time....	50.00	30.00	15.00	7.50	6.00	4.00	3.00
25 times....	47.50	28.00	14.00	7.00	5.50	3.75	2.75
50 times....	45.00	26.00	13.00	6.50	5.00	3.50	2.50
100 times....	42.50	24.00	12.00	6.00	4.50	3.25	2.25
250 times....	40.00	22.00	11.00	5.50	4.00	3.00	2.00
500 times....	37.50	20.00	10.00	5.00	3.50	2.75	1.75
1,000 times....	35.00	18.00	9.00	4.50	3.00	2.50	1.50

**WEEKLY PACKAGES**

	1 min.	30 sec.	12 sec.
10 announcements.....	50.00	35.00	17.50
20 announcements.....	90.00	65.00	32.50
30 announcements.....	120.00	90.00	45.00
40 announcements.....	150.00	115.00	57.50
50 announcements.....	175.00	137.50	68.75

**SPECIAL FEATURES**  
 News Service—AP. No extra charge.  
**POLITICAL**  
 Regular rates apply; payable in advance. Material must be submitted 24 hours in advance. (D)

**LAS VEGAS (5 AM)**

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

**KENO**

(Established 1940)  
 Rates effective June 1, 1957.  
 Rates received June 24, 1957.  
 Owned and operated by the Nevada Broadcasting Company, Inc.

**Personnel**  
 Executive Vice-President—Fred Von Hofen.  
 General Manager—Gordon B. Sherwood, Jr.  
 Program Director—Bob Salter.  
 Promotion Manager—Jerry Dexter.

**Representatives**  
 Forjoe & Company, Inc.  
 New York City Sales Office—135 E. 42nd St., New York 17, N. Y., Yukon 6-5994.

**Mailing Instructions**  
 Business Office and Studio—"The Strip," 810 Keno Lane, Las Vegas, Nev. Dudley 2-1400. TWX LV 5690.  
 Transmitter—"The Strip," 2 miles south of Las Vegas, Nev.

**Wave—Power—Time**  
 Operating power—1,000 watts.  
 Frequency—1460 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time.  
 Operates on Pacific Time.  
 Operating schedule: 24 hours daily.  
**Agency Commission**  
 15% to recognized advertising agencies; 2% cash discount.

**General Advertising**

Affiliated with ABC Radio.  
 Station rates include use of ASCAP, BMI and SESAC music.  
 All other music and copyright material must be cleared and paid for at source. Discounts allowed retroactively on the number of broadcasts given within one year, with or without interruptions.  
 All programs and announcements subject to acceptance of station management. Current advertisers are protected for 26 weeks from the effective date of any rate or discount revision, as long as service is continuous.  
 All contracts are subject to conditions of standard AAAA and NAB form.

**CLASS "A"**  
 (6:00 a.m. to 7:00 p.m.)

	1/2 hr.	1/4 hr.	5 min.
1 time.....	25.00	15.00	7.50
13 times.....	23.75	14.25	7.10
26 times.....	22.50	13.50	6.75
52 times.....	21.25	12.75	6.40
104 times.....	20.00	12.00	6.00
260 times.....	19.00	11.50	5.75
312 times.....	18.25	11.00	5.50

**CLASS "B"**  
 (7:00 p.m. to midnight)

1 time.....	18.00	11.00	5.00
13 times.....	17.00	10.45	4.75
26 times.....	16.26	9.90	4.50
52 times.....	15.30	9.35	4.25
104 times.....	14.40	8.80	4.00
260 times.....	13.50	8.25	3.75
312 times.....	12.60	7.70	3.50

**ANNOUNCEMENTS**

One minute announcements:			
Class "A"	Class "B"	Class "A"	Class "B"
1 time.. 6.00	4.20	104 times.. 5.00	3.80
13 times 5.75	4.10	156 times.. 4.70	3.70
26 times 5.50	4.00	260 times.. 4.40	3.60
52 times 5.25	3.90	312 times.. 4.00	3.40

**30-second announcements:**

1 time.. 4.20	2.95	104 times.. 3.80	2.65
13 times 4.10	2.85	156 times.. 3.70	2.60
26 times 4.00	2.80	260 times.. 3.60	2.50
52 times 3.90	2.75	312 times.. 3.35	2.35

**WEEKLY ANNOUNCEMENT PACKAGES**  
 (Fixed positions)  
 One-minute announcements, per week:  
 15 times..... 75.00 50 times..... 200.00  
 25 times..... 110.00  
 30-second announcements, per week:  
 20 times..... 75.00 50 times..... 165.00  
 Combination Weekly Packages  
 Fixed position, 2/3 Class "A", 1/3 Class "B":  
 30 one-minute announcements per week..... 125.00  
 60 one-minute announcements per week..... 225.00  
 All above rates include 40% production costs.

**SPECIAL FEATURES**  
 News Service—UPI and local news. No extra charge.  
 Mobile unit available.  
 5 minute newscasts, every hour 5 minutes before the hour.

**Participating Programs**  
 Monday through Saturday:  
 "Jerry Dexter"—6:00 a.m. to 9:00 a.m.  
 "Bob Salter"—9:00 a.m. to noon.  
 "Jerry Dexter"—noon to 3:00 p.m.  
 "Bob Salter"—3:00 p.m. to 6:00 p.m.  
 "Jim Hadlock"—6:00 p.m. to 1:00 a.m.  
 "Jim Price"—1:00 a.m. to 6:00 p.m.

**POLITICAL**  
 Rates on request.  
**Closing Time**  
 Programs to be included in publicity release close two weeks in advance of service.

**KLAS**

(Established 1947)

**CBS Radio Network**



Rates effective January 1, 1958.  
 Rates received December 4, 1957.  
 Owned and operated by Las Vegas Broadcasters, Inc.  
**Personnel**  
 Pres. & Gen'l Mgr.—R. G. Jolley.  
 Program Director—Sam Salerno.  
 Sales Manager—Bill Purcell.

**Representatives**  
 Weed Radio Corporation.  
**Mailing Instructions**  
 Business Office and Studio—Wilbur Clark's Desert Inn, Las Vegas, Nev. Dudley 4-4646. TWX LV 8608.  
 Mailing Address—P. O. Box 1510 Las Vegas, Nev.  
 Transmitter—East Charleston Blvd., Las Vegas, Nev.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1230 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Daylight Saving Time observed.  
 Operates on Pacific Time.  
 Operating schedule: 5:00 a.m. to 1:00 a.m.

**Agency Commission**  
 15% to recognized advertising agencies on net time and talent charges; no cash discount.  
**General Advertising**  
 For combination rates see CBS Radio Network. Accepts AAAA copyrighted contract. Rates include music copyright fees. BMI, ASCAP and SESAC licenses. Maximum length of contract one year. Announcements and programs cannot be combined for discounts. Announcements adjacent to higher time classification will be charged at the rate of higher classification.

	1	1/2	1/4	10	5	1	30
	hr.	hr.	hr.	min.	min.	sec.	sec.
1 time....	42.00	25.50	16.50	13.40	8.40	6.00	4.50
26 times....	41.00	24.60	16.00	13.10	8.20	5.75	4.25
52 times....	38.85	23.30	15.00	12.40	7.75	5.50	4.00
100 times....	37.80	22.70	14.50	12.10	7.50	5.25	3.75
150 times....	36.75	22.05	14.00	11.75	7.35	5.00	3.50
200 times....	35.70	21.40	13.50	11.40	7.15	4.75	3.25
300 times....	33.60	20.15	13.00	11.75	6.75	4.50	3.00

**SPECIAL FEATURES**  
 News Service—AP.

**POLITICAL**  
 Regular rates apply.  
**TRANSCRIPTIONS**  
 Library Service—Standard, World.

**KORK**  
 (Established 1951)

**NBC - - Mutual Networks**

Rates effective April 1, 1958. (Card No. 3.)  
 Card received June 26, 1958.

Owned and operated by Southwestern Broadcasting Co.

**Personnel**  
 President—Donald W. Reynolds.  
 Gen'l & Sta. Mgr.—King Harmon.  
 Sales Manager—Allen W. Dunn.  
 Commercial Manager—Merle Sage.

**Representatives**  
 Avery-Knodel, Inc.

**Mailing Instructions**  
 Business Office and Studio—Thunderbird Hotel, Las Vegas, Nev., Du. 2-6445 TWX-8665.  
 Transmitter—Thunderbird Hotel, Las Vegas, Nev.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1340 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Operates on Pacific Time.  
 Operating schedule: 6:00 a.m. to midnight weekdays; 8:30 to midnight Sundays.

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

**General Advertising**  
 For combination rates see National Broadcasting Company (Pacific Coast Group) and Mutual Broadcasting System.

Frequency rates 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. Announcements and programs of five minutes or more cannot be combined to determine rate earned. Announcements and/or program service which has been maintained for 52 consecutive weeks and continues without lapse will receive the same frequency rates applicable to that portion of the service which continues.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	35.00	21.00	14.00	10.50	7.00	5.00
26 times....	34.50	20.58	13.72	10.29	6.86	4.90
52 times....	33.60	20.16	13.44	10.08	6.72	4.80
104 times....	32.90	19.74	13.16	9.87	6.58	4.70
156 times....	32.20	19.32	12.88	9.66	6.44	4.60
260 times....	30.80	18.48	12.32	9.24	6.16	4.40
312 times....	29.40	17.64	11.76	8.82	5.88	4.20
624 times....	28.00	16.80	11.20	8.40	5.60	4.00

(\*) 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 min.	30 sec.	10 sec.
	Each Per wk.	Each Per wk.	Each Per wk.
12 times..	3.75 45.00	3.00 36.00	1.50 18.00
18 times..	3.50 63.00	2.80 50.40	1.40 25.20
24 times..	3.25 78.00	2.60 62.40	1.30 31.20
30 times..	3.00 90.00	2.40 72.00	1.20 36.00
36 times..	2.75 99.00	2.20 79.20	1.10 39.60

**CLASS "B"**  
 (All other times)

12 times..	3.00 36.00	2.40 28.80	1.20 14.40
18 times..	2.75 49.50	2.20 39.60	1.10 19.80
24 times..	2.50 60.00	2.00 48.00	1.00 24.00
30 times..	2.25 67.50	1.80 54.00	.90 27.00
36 times..	2.00 72.00	1.60 57.60	.80 28.80

Network cut-ins: Regular announcement rates apply.  
**SPECIAL FEATURES**  
 News Service—UPI, regular rates apply.  
 Newscasts on the hour and half-hour.

**Participating Programs**  
 "Sagebrush Party No. 1" with Cowboy King & Taffy—6:00 a.m. to 11:00 a.m.  
 "Coffee Time With Betty"—9:35 a.m. to 10:00 a.m. Monday through Friday.  
 "Dodger's Game of the Day"—11:00 a.m.  
 "Sagebrush Party No. 2" with Buckaroo Bob—10:05 a.m. to 11:00 a.m.

**POLITICAL**  
 Regular rates apply; payable in advance.

**KRAM**

(Established 1947)



Rates effective July 1, 1958. (Card No. 8.)  
 Card received June 3, 1958.

Owned and operated by KRAM, Inc.

**Personnel**  
 President—Larry Buskett.  
 Sales Manager—Jay Cowen.  
 News Director—Alan Jarison.

**Representatives**  
 New York—Richard O'Connell, Inc.  
 Chicago-Detroit—William J. Reilly.  
 San Francisco—Theo. B. Hall.  
 Los Angeles—H. M. Stanley, Knickerbocker Hotel, 1714 Ivar, Hollywood, Calif.

**Mailing Instructions**  
 Business Office and Studio—Hotel Riviera, Las Vegas, Nev. Dudley 2-1920.  
 Transmitter—Las Vegas, Nev.

**Wave—Power—Time**  
 Operating power—1,000 watts days, 500 watts nights.  
 Frequency—920 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time.  
 Operates on Pacific Time.  
 Daylight Saving Time observed.  
 Operating schedule: 24 hours daily.

(This listing continued on next page)

# NEVADA

## Las Vegas—K R A M—Continued

**Agency Commission**  
15% to recognized agencies; 2% cash discount if bills are paid by the 10th of the month following schedule. Bills rendered monthly.

### General Advertising

Accepts AAAA copyrighted contract.  
Beer, wine and liquor advertising accepted.  
Program periods and announcements cannot be bulked to earn frequency rate.  
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.  
1/4 hour..... 20.00 5 minutes..... 10.00  
10 minutes..... 15.00 1 minute..... 8.00  
30-seconds—75% of earned 1-minute rate.  
10-seconds—50% of earned 1-minute rate.

### ANNOUNCEMENT PACKAGES

Package	Spots	Each	Per wk.
1-minute:			
Package 1—	5 spots	7.00	35.00
Package 2—	10 spots	6.50	65.00
Package 3—	15 spots	6.00	90.00
Package 4—	20 spots	5.50	110.00
Package 5—	25 spots	5.00	125.00

### Additional Package Discounts

Consecutive weeks:  
26 weeks..... 5% 52 weeks..... 10%  
The above rates include 40% production and talent charges.

### SPECIAL FEATURES

News—5-minute news on the hour, every hour, 24 hours daily—regular rates.  
Sports: 60-second sports flashes on the half-hour.  
Each..... 8.50  
No premium rates, general advertising announcement rates apply except for Sports Flashes.

### Participating Programs

"Gus Giuffre"—6:00 a.m. to 9:00 a.m.  
"Hal Morelli"—9:00 a.m. to 2:00 p.m.  
"Gus Giuffre"—2:00 p.m. to 6:00 p.m.  
"Hal Morelli"—6:00 p.m. to 7:30 p.m.  
"Top Tune Time"—7:30 p.m. to 9:30 p.m.  
"Music Time"—9:30 p.m. to 11:30 p.m.  
"Don Adams"—11:30 p.m. to 6:00 a.m.

### Closing Time

24 hours in advance of broadcast.

## KRBO

(Established 1956)

Rates received July 1, 1957.

Owned and operated by Rainbow, Inc.

### Personnel

President—Joe Julian.  
Manager—Lester Seiffert.  
Operations Manager—Joe Higgins.

### Representatives

Hollywood—Tracy Moore and Associates, Inc.  
New York and Chicago—Hal Holman Company.

### Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 1049, New Frontier Hotel, Las Vegas, Nev.

### Wave—Power—Time

Operating power—500 watts.  
Frequency—1050 kilocycles (clear channel).  
Licensed to operate daytime.  
Operates on Pacific Standard Time.  
Operating schedule: Sunrise to local sunset.

### Agency Commission

15% to recognized agencies; no cash discount.

### General Advertising

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP and BMI licenses.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	35.00	21.00	14.00	10.50	7.00	4.55
26 times.....	34.20	20.50	13.75	10.30	6.75	4.25
52 times.....	33.60	20.25	13.45	10.00	6.50	4.00
104 times.....	32.90	19.75	13.25	9.75	6.25	3.75
156 times.....	32.20	19.30	12.90	9.50	6.00	3.50
260 times.....	30.80	18.50	12.30	9.25	5.75	3.25
312 times.....	29.40	17.65	11.75	8.80	5.50	3.00
624 times.....	28.00	16.80	11.20	8.50	5.25	2.75

### TIME SIGNAL ANNOUNCEMENTS

50% of announcement rate at earned frequency (not to exceed 15 seconds).

Weeks	Additional Discounts
13 weeks.....	5% 39 weeks..... 15%
26 weeks.....	10% 52 weeks..... 20%

### SATURATION ANNOUNCEMENT PLAN

1 minute, 100 words or less:	
12 weekly.....	32.75 30 weekly..... 61.25
18 weekly.....	45.00 36 weekly..... 65.50
24 weekly.....	54.50

### SPECIAL FEATURES

News Service—UPI. Every hour at 5 minutes before the hour. News headlines at :15 and :45.  
Sports—Every hour at 25 minutes after the hour.

### Participating Programs

"Jim Hadlock Show"—6:00 a.m. to 9:00 a.m. Monday through Saturday. Regular rates apply.  
"Floyd Thackrey"—9:00 a.m. to 10:00 a.m. Monday through Friday. Regular rates apply.  
"Woman's World"—10:00 a.m. to 11:00 a.m. Monday through Friday. Regular rates apply.  
"Jay Davis"—noon to 4:00 p.m. Monday through Saturday. Regular rates apply.  
"Floyd Thackrey"—11:00 a.m. to noon and 4:00 p.m. to 6:00 p.m. Monday through Saturday. Regular rates apply.  
"Disc 'N' Data"—9:00 a.m. to 11:00 a.m. Saturday. Regular rates apply.  
"Jim Hadlock"—8:00 a.m. to 1:00 p.m. Sunday. Regular rates apply.  
"Floyd Thackrey"—1:00 p.m. to 6:00 p.m. Sunday. Regular rates apply.

### POLITICAL

Regular rates apply, payable in advance.

### Closing Time

24 hours in advance of broadcast.

## KTOO

HENDERSON

(Established 1956.)

(This is a duplicate of the listing appearing under Henderson, Nevada.)

Rates effective March 1, 1958. (Card No. 3.)

Card received February 25, 1958.

Rev. rec'd December 1, 1958.

Owned and operated by Advertising Dynamics Corporation.

### Personnel

General Manager—Roland B. Vaile.  
Station Manager—Bob Janes.

### Representatives

John E. Pearson Company.

### Mailing Instructions

Mailing Address—P. O. Box 1848, Las Vegas, Nev.  
Business Office—El Cortez Hotel, Las Vegas, Nev.  
Dudley 2-9277.  
Studio and Transmitter—2 Pacific St., Henderson, Nevada. Fr. 2-2500.

### Wave—Power—Time

Operating power—5,000 watts.  
Frequency—1280 kilocycles.

Non-directional.

Licensed to operate daytime.

Operates on Pacific Time.

### Agency Commission

15% to recognized agencies on net time and talent charges; 2% cash discount if bills are paid by the 10th of the month following service. Bills rendered monthly.

### General Advertising

Rates include music copyright fees.

ASCAP, BMI, and SESAC licenses.

No contract signed for more than one year.

	1 hr.	1/2 hr.	5 min.	1 min.	30 sec.	12 sec.
1 time.....	50.00	30.00	15.00	7.50	6.00	4.00 3.00
25 times.....	47.50	28.00	14.00	7.00	5.50	3.75 2.75
50 times.....	45.00	26.00	13.00	6.50	5.00	3.50 2.50
100 times.....	42.50	24.00	12.00	6.00	4.50	3.25 2.25
250 times.....	40.00	22.00	11.00	5.50	4.00	3.00 2.00
500 times.....	37.50	20.00	10.00	5.00	3.50	2.75 1.75
1,000 times.....	35.00	18.00	9.00	4.50	3.00	2.50 1.50

### WEEKLY PACKAGES

	1 min.	30 sec.	12 sec.
10 announcements.....	50.00	35.00	17.50
20 announcements.....	90.00	65.00	32.50
30 announcements.....	120.00	90.00	45.00
40 announcements.....	150.00	115.00	57.50
50 announcements.....	175.00	137.50	68.75

### SPECIAL FEATURES

News Service—AP. No extra charge.

### POLITICAL

Regular rates apply; payable in advance. Material must be submitted 24 hours in advance. (D)

## RENO (5 AM; 1 PM)

Washoe County—Map Location B-2

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

## KATO

(Established 1946)

Rates effective March 1, 1954. (Card No. 4.)

Rates received January 14, 1954.

Owned and operated by H. L. Stoddard/dba Sierra Broadcasting Company.

### Personnel

Owner—Manager—Robert L. Stoddard.

### Representatives

Walker-Rawalt Company, Inc.  
Los Angeles-San Francisco—Broadcast Time Sales.

### Mailing Instructions

Business Office and Studio—Mapes Hotel, P. O. Box 1170, Reno, Nev., telephone 2-4501.  
Transmitter—Reno, Nev.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1340 kilocycles.

Non-directional.

Licensed to operate full time.

Operates on Pacific Time.

Operating schedule: 6:30 a.m. to 12:00 midnight daily.

### Agency Commission

15% to all recognized advertising agencies; no cash discount.

### General Advertising

For combination rates see Don Lee Broadcasting System and Mutual Broadcasting System (Pacific Coast Group).

### CLASS "A"

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	40.00	24.00	16.00	9.00
15 times.....	35.00	20.00	14.00	8.00
30 times.....	30.00	16.00	12.00	7.00
52 times.....	25.60	12.00	10.00	6.50
156 times.....	20.00	10.00	8.00	6.00
260 times.....	17.50	9.00	7.00	5.50
365 times.....	15.00	8.00	6.00	5.00

### CLASS "B"

(11:00 p.m. to 7:00 a.m.)

60% of the Class "A" rates.

### ANNOUNCEMENTS

### CLASS "A"

One minute or station break:	4.00	156 times.....	3.60
1 time.....	4.00	156 times.....	3.60
15 times.....	3.90	260 times.....	3.40
30 times.....	3.80	500 times.....	3.00
52 times.....	3.70	1000 times.....	2.50

### CLASS "B"

60% of the Class "A" rates.

### SPOT PACKAGE RATES

(Run-of-Schedule)

10 spots in two days 15.00	70 spots per week	95.00
20 spots in two days 29.60	150 spots per mo.	195.00
35 spots per week 50.00	300 spots per mo.	375.00

### SPECIAL FEATURES

News Service—UPI. No additional charge.

### Participating Programs

"Coffee Time"—Monday through Friday, woman's participating show. Regular rates apply.  
"High Time"—10:30 p.m. to 12:00 midnight, Tuesday through Saturday. Record D. J. show. Regular Class "B" rates apply.

### POLITICAL

Regular rates apply; cash in advance.

### TRANSCRIPTIONS

Library Service—MacGregor.

## KDOT

(Established 1947)



Rates effective May 1, 1958.

Rates received June 23, 1958.

Owned and operated by John L. Breece/dba Radio Station KDOT.

### Personnel

Manager—John L. Breece.  
Commercial Manager—George W. Edwards.  
Promotion Manager—Philip Rose.

### Representatives

Los Angeles & San Francisco—O'Connell-Palmer Co.

### Mailing Instructions

Business Office and Studio—P. O. Box 76, Riverside Hotel, Virginia St., Reno, Nev. Fairview 3-6156.  
Transmitter—Reno, Nev.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1230 kilocycles.

Non-directional.

Licensed to operate full time.

Operates on Pacific Standard Time.

Daylight Saving Time observed.

Operating schedule: 24 hours daily, except Sunday.

### Agency Commission

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

### General Advertising

Accepts AAAA copyrighted contract.

No rates guaranteed beyond 6 months from effective date of rate increase.

Advertising of beer and wine accepted.

Rates for periods longer than one hour are in exact proportion to the corresponding one-hour rate. At station's option, cancellation of contracts cannot become effective until two weeks after contractual starting date.

	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	26.00	16.00	8.00	5.00
13 times.....	24.00			
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:	1-12 wks.	13-25 wks.	26-51 wks.	52 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 news. Regular rates plus 20% for news service and production. 5-minute local newscast; merchandising staff available. 15 minute summary of local, national news and sports at 12:15 p.m. daily.

### Participating Programs

"Phil Rose Show"—6:00 a.m. to 8:00 a.m.  
"Ken Collins Show"—8:00 a.m. to 11:00 a.m.  
"Bob Carroll Show"—11:00 a.m. to 2:00 p.m.  
"Gene Robinson Show"—2:00 p.m. to 6:00 p.m.  
"Ken Collins Show"—6:00 p.m. to 9:00 p.m.  
"Bob Carroll Show"—9:00 p.m. to midnight.  
"Don Landers Show"—midnight to 6:00 a.m.

### POLITICAL

KOH

(Established 1928)



A Beeline McClatchy Owned Station

Rates effective September 1, 1958. (Card No. 19.) Card received August 4, 1958.

Owned and operated by The McClatchy Broadcasting Company of Nevada.

Personnel: Manager—Hewitt Kees.

Representatives: Paul H. Itaymer Company, Inc.

Mailing Instructions: NOTE: Address correspondence to P. O. Box 2271, Reno, Nev. Business Office and Studio—143 Stevenson St., Reno, Nev., Fairview 3-5106. Transmitter—Sparks, Nev.

Wave—Power—Time: Operating power—5,000 watts days; 1,000 watts nights. Frequency—630 kilocycles. Directional—nighttime only. Licensed to operate full time on cleared regional channel. Operates on Pacific Time. Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

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

General Advertising: ASCAP, BMI and SESAC licenses. For combination rates see NBC Radio Network or Beeline McClatchy. All five or any three or four of the following stations may be combined to earn Beeline discounts—KFBK, Sacramento; KBEE, Modesto; KMJ, Fresno; KERN, Bakersfield; KOH, Reno. For specific rates, see McClatchy Beeline at beginning of California listings. Rates for spots longer than one hour in exact proportion to the corresponding one hour rate. Announcements broadcast at times adjacent to higher classification will take higher rate. Rates include music copyright fees. Length of commercial copy: 5 minutes...1:15 minutes; 15 minutes...3:00 minutes; 30 minutes...4:15 minutes; 60 minutes...7:00 minutes.

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

Table with 6 columns: hr., 1/2 hr., 20 min., 1/4 hr., 10 min., 5 min. Rows show rates for 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 260 times, 312 times, 500 times, 750 times, 1,000 times.

ANNOUNCEMENTS

Table with 5 columns: (\*) 1 time, (†) 13 times, (\*) 26 times, (\*) 52 times, (†) 104 times. Rates range from 6.00 to 5.25.

(\*) 1-minute transcribed or 125 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)

Table with 2 columns: Rates on request, Percentage of the hour rate for all periods of time not shown. Rows: 25 minutes (54%), 35 minutes (67%), 40 minutes (73%).

WEEKLY SATURATION PACKAGES

Table with 5 columns: 1 wk., 6 wks., 13 wks., 26 wks., 40 wks. Rows: 10 spots, 15 spots, 20 spots, 25 spots, 30 spots, 40 spots.

Weekend Saturation Packages

15 minutes or station breaks scheduled from 6:00 p.m. Friday through Sunday within one weekend: Per spot—3.50 (52.50) cannot be combined with any other packages for greater discounts.

Package Announcements

All package announcements are run-of-schedule except that 7:00 a.m. to 9:00 a.m. Monday through Saturday is available on regular rate announcement only. Advertisers may indicate general time segments preferred. Package rate spots will be moved to accommodate regular rate spots. Package plan announcements may count toward frequency on regular rate announcements. Regular rate announcements may be counted with package plan announcements in order to fill out packages only during the weeks both regular and package announcements are scheduled.

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 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 DISCOUNTS

All five or any three or four of the following stations may be combined to earn Beeline discounts: KFBK, Sacramento; KBEE, Modesto; KMJ, Fresno; KERN, Bakersfield; KOH, Reno. 3 stations... 5% 4 stations... 10% 5 stations... 15%

SPECIAL FEATURES

News—leased wire service available. Minimum news charges, commissionable: 30 minutes, 7.50; 20 minutes, 6.00; 15 minutes, 5.00; 10 minutes, 3.00; 5 minutes, 1.50.

Participating Programs

"Katherine Kitchen"—1:05 p.m. Monday through Friday. Homemakers program. Participations available at regular guaranteed rates.

POLITICAL

Regular rates apply; cash in advance.

TRANSCRIPTIONS

Five minute program or longer, one recording for each 13 week series or one recording of program change during series, no charge. Additional recordings, 5, 10 or 15 minute programs, each 5.00; 30 minute programs, each 10.00. Closing Time

All talks must be submitted in manuscript form 24 hours preceding broadcast.

KOLO

(Established 1946)

Rates effective June 1, 1958. Rates received July 28, 1958. Owned and operated by Western Broadcasting Co., Inc.

Personnel: President—Donald W. Reynolds. General Manager—Harry Huey. Station Manager—Lee D. Hirschland. Sales Manager—Don Thompson. Program Director—Ken Cayton.

Representatives: Headley Reed Company. Mailing Instructions: Business Office—P. O. Box 821, 770 E. 5th St., Reno, Nev., Fairview 3-0721. TWX Reno 38. Sales Office—El Cortez Hotel, Reno, Nev., Fairview 3-0721.

Transmitter—Pyramid Way, two miles northeast of Reno, Nev.

Wave—Power—Time: Operating power—1,000 watts. Frequency—920 kilocycles. Directional—same pattern, all hours. Licensed to operate full time. Operates on Pacific Standard Time. Operating schedule: 5:30 a.m. to 2:00 a.m. Monday through Saturday; 7:00 a.m. to midnight Sunday.

Agency Commission: 15% on net station time charges to recognized agencies; no cash discount. All bills due when rendered.

General Advertising: For combination rates see CBS Radio Network (Pacific Coast Group).

For radio and television combination rates see Nevada Network, Inc. Frequency rates are based on number used during a 12 month period and become effective as contracts become firm. Day and night programs or day and night announcements may be combined to determine rate earned. Announcements and programs of five minutes or more cannot be combined to determine rate earned. Announcement and/or program service which has been maintained for 52 consecutive weeks and continues without lapse will receive the same frequency rates or the frequency rate applicable to that portion of the service which continues. No P/I inquiries accepted.

Table with 5 columns: 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min. Flat rate... 45.00, 25.00, 17.50, 12.50, 10.00

SPOT ANNOUNCEMENTS

Table with 2 columns: 1 min., 30 sec., 15 sec. Flat rate... 6.00, 4.00, 3.00

FREQUENCY DISCOUNTS

Table with 2 columns: (Based on 52-week period, scheduled times) 26 times... 10%, 312 times... 40%; 52 times... 15%, 468 times... 45%; 104 times... 20%, 624 times... 50%; 156 times... 25%, 936 times... 55%; 208 times... 30%, 1,248 times... 60%; 260 times... 35%, 2,496 times... 65%

SATURATION DISCOUNTS

Table with 2 columns: Announcements and 5-minute Programs (Based on 7-day period, floating times) 10 times... 30%, 25 times... 55%; 15 times... 40%, 35 times... 60%; 20 times... 50%, 45 times... 65%

All packages must run their full schedule. Advertisers may indicate time segments preferred generally but "package rates" will be moved to accommodate full rate priorities. However, package rates need not necessarily run concurrently to earn frequency discounts.

SPECIAL FEATURES

News Service—UPI. News service fee: 5 minutes 1.00; 10 minutes 1.50; 15 minutes 2.00. Time signals, temperature and weather reports—regular announcement or station break rates apply. Sports—12 months of live local and regional sports, cost per month—295.00. "Parade of Sports"—450 events per year, minimum guarantee; 2,500 announcements per year—per month, 295.00. 1/2 package rate available. Guarantee over 2,000 spots annually with TV tie-in and merchandising. Participating Programs "Daybreak" with George Hershey—6:00 a.m. to 9:00 a.m. "Party Line" with Carol Guild—9:00 a.m. to 10:00 a.m. Women's show.

"920 Road Show" with Ron Sanford—9:00 p.m. to 5:00 p.m. Roving DJ broadcast. "Wire 1" with local news and CBS commentators—5:30 p.m. to 6:30 p.m. News, weather, sports, local and national. "Club 920" with Sylvan Green—10:15 p.m. to 2:00 a.m. "Alan Abner Show"—noon to 2:00 p.m.

POLITICAL

Regular rates apply; payable in advance.

KONE

(Established 1955)



Rates effective February 1, 1955. Rates received January 9, 1955. Owned and operated by K-ONE Broadcasting Company.

Personnel: General Manager—Tom Magowan. Representatives: McGavren-Quinn Company.

Mailing Instructions: Mailing Address—700 Forest St., Reno, Nev., telephone Fa 3-4493. Business Office, Studio and Transmitter—Scott Island, Reno, Nev.

Wave—Power—Time: Operating power—250 watts. Frequency—1450 kilocycles. Non-directional. Licensed to operate full time. Operates on Pacific Time. Operating schedule: 6:00 a.m. to 12:05 a.m.

Agency Commission: 15% to recognized agencies on net time and talent charges; 2% cash discount if bills are paid by the 10th of the month following service. Bills rendered monthly.

General Advertising: Rates include music copyright fees. ASCAP, BMI and SESAC licenses. No contract signed for more than one year. 1 hr. 52.00, 49.40, 46.80, 41.80, 36.40; 1/2 hr. 32.50, 30.85, 29.25, 26.00, 22.75; 1/4 hr. 19.50, 18.50, 17.55, 15.60, 13.65; 5 minutes 7.80, 7.40, 7.00, 6.25, 5.45; 1 minute 5.20, 4.95, 4.65, 4.15, 3.65; 50 words 3.90, 3.70, 3.50, 3.10, 2.70

SPECIAL WEEKLY PACKAGES

Table with 2 columns: 10 one-minute announcements per week... 45.00; 20 one-minute announcements per week... 80.00; 30 one-minute announcements per week... 105.00

SPECIAL FEATURES

News Service—AP. No extra charge. POLITICAL: Regular rates apply; payable in advance. Material must be submitted 24 hours in advance.

WINNEMUCCA

Humboldt County—Map Location C-1. See SRDS consumer market map and data at beginning of the State.

KWNA

(Established 1955)

Rates effective May 1, 1955. (Card No. 2) Card received May 14, 1956.

Owned and operated by Northwest Radio & Television. Personnel: President—Oliver Curutchet. Manager—P. M. Saxman, Jr. Traffic Manager—Diane T. Queen.

Representatives: None. Mailing Instructions: Business Office, Studio and Transmitter—Highland Dr., Winnemucca, Nev.

Wave—Power—Time: Operating power—250 watts. Frequency—1400 kilocycles. Non-directional. Operates on Pacific Standard Time. Operating schedule: 7:00 a.m. to 7:00 p.m. Monday through Thursday; 7:00 a.m. to 10:00 p.m. Friday and Saturday; 8:00 a.m. to 7:00 p.m. Sunday.

Agency Commission: 15% to all recognized agencies. 2% cash discount if paid by the 15th. Bills rendered monthly.

General Advertising: Affiliated with Nevada Network. Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, SESAC and BMI licenses. Beer and tobacco advertising accepted.

Table with 5 columns: 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min. 1 time... 31.00, 20.00, 13.50, 6.00, 4.00, 3.00; 13 times... 28.50, 18.00, 12.50, 5.75, 3.80, 2.80; 26 times... 25.22, 16.50, 11.50, 5.25, 3.60, 2.60; 52 times... 23.25, 15.25, 10.50, 4.90, 3.40, 2.50; 103 or more 21.50, 14.00, 9.50, 4.50, 3.25, 2.49

SPECIAL FEATURES

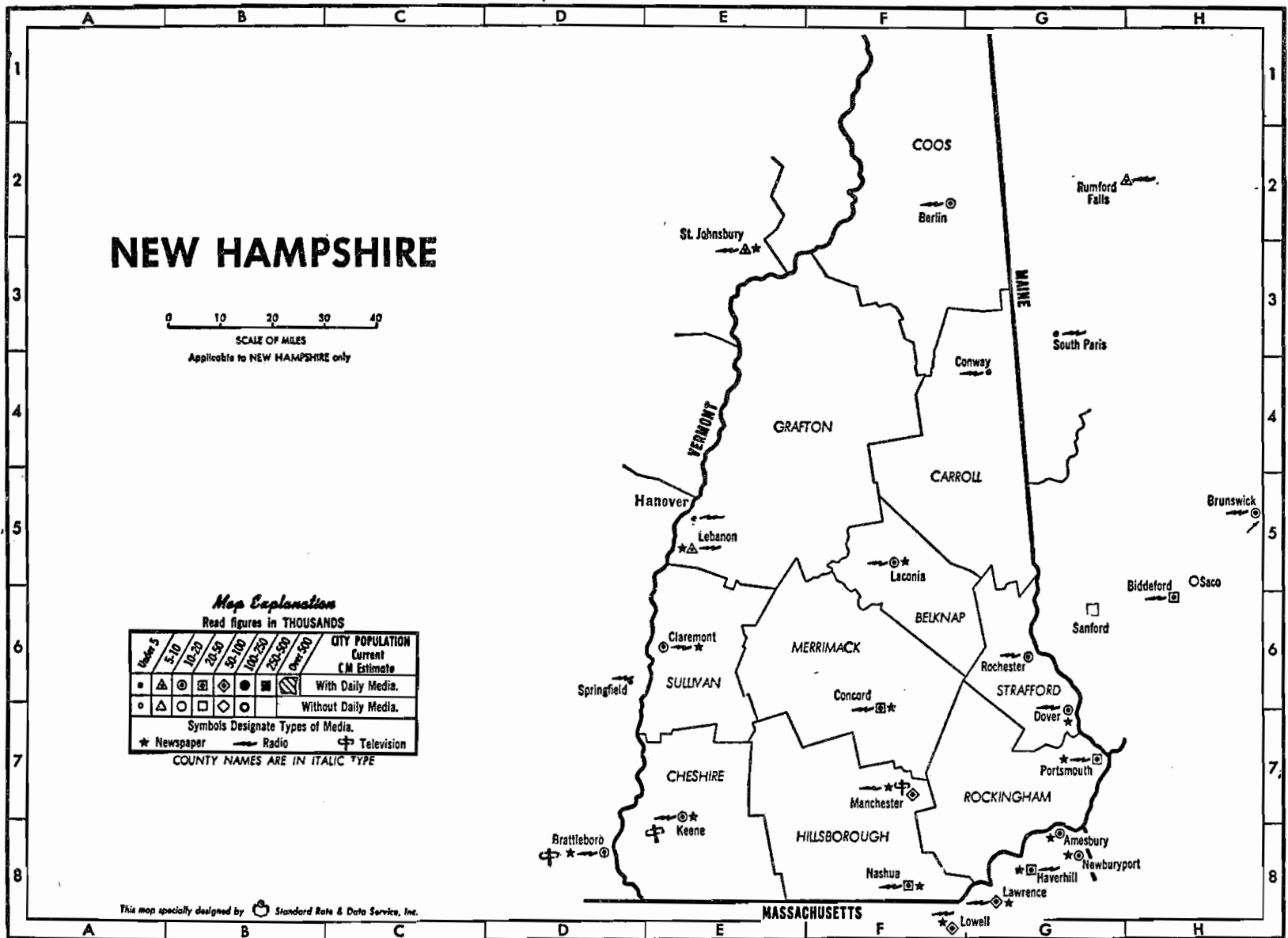
News Service—AP. No extra charge. News every hour. Participating Programs: Details on request.

POLITICAL

Regular rates apply. Payable in advance. TRANSCRIPTIONS: Library Service—Sesac.

Closing Time: 24 hours in advance of broadcast.

# NEW HAMPSHIRE



## 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.

Concord—Merrimack      Manchester—Hillsborough      Nashua—Hillsborough      Portsmouth—Rockingham

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 (\$000)		
						Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)			Auto- motive (\$000)	Filling Station (\$000)
<b>NEW HAMPSHIRE</b>	581.9	173.63	961,309	5,537	690,586	199,528	16,437	53,982	39,605	26,075	128,169	56,592	38.4	62,454
STATE TOTALS.....														
BELKNAP F-6.....	28.0	8.58	46,798	5,454	38,438	10,223	955	2,969	1,641	1,882	8,132	3,607	1.8	2,872
CARROLL F-5.....	16.6	5.32	15,811	2,972	21,605	6,470	511	1,085	911	631	4,705	3,500	1.8	2,245
CHESHIRE E-7.....	42.1	12.84	62,216	4,845	42,893	12,966	1,214	3,439	2,202	1,553	7,948	3,708	3.0	5,502
COOS F-2.....	40.3	11.58	60,449	5,220	42,074	13,261	885	2,544	2,450	1,651	8,418	4,274	3.1	4,052
GRAFTON E-4.....	52.1	15.03	68,441	4,554	60,115	16,564	2,024	4,197	2,586	2,184	13,198	4,885	6.1	6,902
HILLSBOROUGH F-8.....	172.1	52.02	342,105	6,576	210,896	62,167	4,183	19,455	15,860	9,231	34,379	16,044	5.8	12,747
Manchester.....	88.4	27.12	193,457	7,133	113,547	31,422	2,390	10,904	11,463	5,833	21,531	8,833	.....	.....
Manchester Metro Area*.....	94.4	28.50	203,464	7,139	120,205	33,018	2,491	11,018	11,544	5,929	21,923	9,577	.....	.....
Nashua.....	37.8	11.36	80,079	7,049	54,633	15,867	1,000	5,877	3,664	2,684	8,325	3,632	.....	.....
MERRIMACK F-6.....	68.6	19.85	101,537	5,115	76,479	19,252	2,515	7,382	3,343	2,070	14,768	5,505	5.2	8,088
Concord.....	30.0	8.41	53,562	6,369	48,165	11,123	1,675	5,311	2,361	1,197	9,431	2,482	.....	.....
ROCKINGHAM G-7.....	77.6	23.62	115,339	4,883	100,955	28,656	1,907	5,148	4,295	2,683	20,149	8,404	7.1	12,992
Portsmouth.....	21.0	6.50	41,155	6,332	39,873	10,703	753	2,443	2,977	1,689	8,724	3,191	.....	.....
STRAFFORD G-6.....	56.3	16.20	105,002	6,482	65,148	20,847	1,484	4,611	4,236	2,803	10,494	4,391	1.8	3,791
SULLIVAN E-6.....	28.2	8.59	43,611	5,077	31,983	9,122	759	3,152	2,081	1,387	5,978	2,274	2.7	3,263

\*Standard Metropolitan Area Data on these pages follow government township definition for New England Areas. See special tabulation — NEW ENGLAND COUNTY METRO-POLITAN 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	County	Estimated Total Households 7-1-58	Estimated Households with Radio 7-1-58	% U.S. Total Radio Households 7-1-58
STATE TOTAL	173,630	167,750	.3432	Grafton	15,030	14,320	.0293
Belknap	8,580	8,260	.0169	Hillsborough	52,020	50,570	.0134
Carroll	5,320	5,070	.0104	Merrimack	19,850	19,290	.0395
Cheshire	12,840	12,350	.0253	Rockingham	23,620	22,730	.0465
Coos	11,580	11,140	.0228	Strafford	16,200	15,750	.0322
				Sullivan	8,590	8,270	.0169



# NEW HAMPSHIRE

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

## STATE NETWORKS

### Good Neighbor Stations, Inc.

Rates received December 29, 1954.  
Business Office—155 Front St., Manchester, N. H.,  
telephone 4-4075.

**Personnel**  
Treasurer—W. F. Rust, Jr.  
General Manager—Ralph Gottlieb.  
Nat'l Sales Mgr.—James M. McCann.

**Representatives**  
Radio-TV Representatives, Inc.  
Boston—Harry Wheeler & Co.

**Basic Group—**  
WKBB—Manchester, N. H.  
WTSV—Claremont, N. H.  
WTSN—Dover, N. H.  
**Supplementary Stations—**  
WTSI—Hanover-Lebanon, N. H.  
WLNH—Laconia, N. H.

**Agency Commission**  
15% to recognized agencies; no cash discount. Commission does not apply on talent. Accounts payable 10th of month following service.

**General Advertising**  
Network rates on request.

#### SPECIAL FEATURES

**Participating Programs**  
"Take A Break"—10:00 a.m. to 10:15 a.m. Monday through Friday. Five stations listed:  
1 time..... 38.00 104 times..... 33.00  
26 times..... 35.00 208 times..... 32.00  
52 times..... 34.00

#### POLITICAL

Rates on request.

### Key Chain Stations

Rates effective April 1, 1958.  
Rates received March 10, 1958.  
Business Office—27 Green Square, Berlin, N. H.  
Phone 1797.

**Personnel**  
President—Richard P. McKee.  
Vice-President—Virginia A. McKee.  
Sales Manager—A. F. Hickey.

**Representatives**  
Breen & Ward.

Comprised of:  
WKCB—Berlin, N. H. WBNC—Conway, N. H.  
WKCC—Berlin, N. H.

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

#### General Advertising

ASCAP, BMI and SESAC licenses.  
1 hr. 1/2 hr. 1/4 hr. 5 min. 1 min.  
1 time.. 150.00 90.00 60.00 30.00 17.50  
26 times 142.50 85.50 57.00 28.50 16.85  
52 times 135.00 81.00 54.00 27.00 15.60  
104 times 127.50 76.50 51.00 25.50 14.35  
156 times 120.00 72.00 48.00 24.00 13.50  
260 times 112.50 67.50 45.00 22.50 12.50

#### SPECIAL FEATURES

News Service—UPI and local.  
News Service fee:  
5 minute news, per broadcast, 2.75.  
15 minute news, per broadcast, 5.50.  
Remote broadcast—rates on request.  
Foreign Language Programs  
French fee for WKCB & WKCC per announcement, 1.50. Free translation service.

#### POLITICAL

Regular rates apply.  
**RELIGIOUS**  
Commercial broadcast not accepted.

### BERLIN (1 AM; 1 FM)

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

#### WKCB

(Established 1946)



Rates effective April 1, 1958.  
Rates received February 28, 1958.  
Owned and operated by McKee Broadcasting Co., Inc.

**Personnel**  
President—Richard P. McKee.  
Vice-President—Virginia A. McKee.  
Vice-Pres. & Gen'l Mgr.—Lynn O. Smith.  
Commercial Manager—Robert T. Dale.

#### Representatives

Breen & Ward.  
**Mailing Instructions**  
Business Office and Studio—27 Green Square, Berlin, N. H., Berlin 1797, 1798.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 6:30 a.m. to 11:00 p.m. weekdays; 7:30 a.m. to 10:00 p.m. Sunday.

#### Agency Commission

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

#### General Advertising

Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Discounts allowed retroactively on number of broadcasts within one year. Announcements and programs may not be combined to earn larger discounts. No contract may exceed one year's duration. Rates subject to change.

	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time....	36.00	24.00	18.00	12.00	7.00
26 times..	34.20	22.80	17.10	11.40	6.75
52 times..	32.40	21.60	16.20	10.80	6.25
104 times..	30.60	20.40	15.30	10.20	5.75
156 times..	28.80	19.20	14.40	9.60	5.40
260 times..	27.00	18.00	13.50	9.00	5.00

(\*) One minute or less.

#### SPECIAL FEATURES

News Service—UPI and local news.  
News Service charge: 15 minutes 2.00; five minutes 1.00. Mobile unit.  
French announcements, each, 1.00 Free translation service.

#### Participating Programs

"Almanac" with Ed Flynn—6:45 a.m. to 9:15 a.m. Monday through Saturday.  
"Music Makers" with Lynn Smith—9:30 a.m. to noon Monday through Saturday.  
"Record Room"—12:30 p.m. to 2:30 p.m. Monday through Saturday.  
"Matinee" with Ed Flynn—2:30 p.m. to 4:30 p.m. Monday through Saturday.  
"Panorama '59" with John Lewis—6:30 p.m. to 9:00 p.m. Monday through Friday.

#### POLITICAL

Regular rates apply.  
**Closing Time**  
24 hours in advance of broadcast.

## WKCC

—FM—

(Established 1958)

Rates effective April 1, 1958.  
Rates received February 28, 1958.  
Owned and operated by McKee Broadcasting Co., Inc.

#### Personnel

President—Richard P. McKee.  
Vice-President—Virginia A. McKee.

#### Representatives

Breen & Ward.

#### Mailing Instructions

Business Office and Studio—27 Green Square, Berlin, N. H. Phones 1797, 1798.  
Transmitter: \_\_\_\_\_

#### Wave—Power—Time

Effective radiated power—10,000 watts.  
Frequency—103.7 megacycles.  
Licensed to operate full time.  
Operating schedule: 6:30 a.m. to 11:00 p.m. weekdays; 7:30 a.m. to 10:00 p.m. Sunday.

#### Agency Commission

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

#### General Advertising

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Discounts allowed retroactively on number of broadcasts within 1 year. Announcements and programs may not be combined to earn larger discounts. No contract may exceed 1 year's duration. Rates subject to change.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time....	30.00	18.00	12.00	9.00	6.00	3.50
26 times..	28.50	17.10	11.40	8.55	5.70	3.38
52 times..	27.00	16.20	10.80	8.10	5.40	3.12
104 times..	25.50	15.30	10.20	7.65	5.10	2.88
156 times..	24.00	14.40	9.60	7.20	4.80	2.70
260 times..	22.50	13.50	9.00	6.75	4.50	2.50

(\*) 1-minute or less.

#### SPECIAL FEATURES

News Service—UPI.  
News Service charge—15 minutes, 1.00; 5-minutes, .50.

#### POLITICAL

Regular rates apply.  
**Closing Time**  
24 hours in advance of broadcast.

### CLAREMONT

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

#### WTSV

(Established 1948)



Rates effective July 1, 1956.  
Revisions received May 31, 1956.  
Owned and operated by Grandview, Inc.

#### Personnel

Treasurer—W. F. Rust, Jr.  
Station Manager—William J. Perry.  
General Manager—Ralph Gottlieb.  
Nat'l Sales Mgr.—James M. McCann.

**Representatives** Radio-TV Representatives, Inc.  
Boston—Harry Wheeler & Company.

#### Mailing Instructions

Business Office—155 Front St., Manchester, N. H.  
National 4-4077.  
Studio & Transmitter—221 Washington St., Claremont, N. H.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Operating schedule: 6:30 a.m. to 11:30 p.m.

# NEW HAMPSHIRE

#### F M Facilities

Effective radiated power—1500 watts.  
Frequency—106.1 megacycles.  
Antenna height—900 feet above average terrain.  
Operating schedule: 3:00 p.m. to 9:00 p.m.

#### Agency Commission

15% to recognized advertising agencies on net station time only. No cash discount. All invoices rendered monthly; payable net. Short rate billing if frequency rate unearned.

#### General Advertising

Affiliated with Good Neighbor Stations, Inc.  
Accepts AAAA copyrighted contract.  
Rates guaranteed for six months from date of first broadcast, if schedule is not interrupted for more than 30 days. Announcements and programs may not be combined to earn frequency discounts. FM operated in conjunction with AM. Rates for FM only on request.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	50.00	30.00	20.00	10.00	6.00
26 times..	47.50	28.50	19.00	9.50	5.80
52 times..	45.00	27.00	18.00	9.00	5.60
104 times..	42.50	25.50	17.00	8.50	5.40
156 times..	40.00	24.00	16.00	8.00	5.20
260 times..	37.50	22.50	15.00	7.50	5.00

#### SPECIAL PACKAGES

(Run-of-schedule)

One-minute announcements:  
10 weekly..... 50.00 20 weekly..... 90.00  
15 weekly..... 72.00 30 weekly..... 120.00  
Frequency discounts and special packages may not be combined for further discounts.

#### SPECIAL FEATURES

News Service—UPI and local.  
All regular news periods are scheduled on the hour every hour.

#### Newscasts:

1/4 hour, rate card plus..... 4.00  
10 minutes, rate card plus..... 3.00  
5 minutes, rate card plus..... 2.00

#### Participating Programs

(Regular rates apply)

"Early Bird Show" with Robin Bonneau—6:30 a.m. to 9:00 a.m.  
"Music Beat" with Joe Clementi—9:30 a.m. to noon.  
"Helen Ward Show"—12:30 p.m. to 12:45 p.m.  
"John Tucker Show"—1:30 p.m. to 3:30 p.m.  
"Tracy Cole"—3:30 p.m. to 5:30 p.m. and 7:00 p.m. to 10:00 p.m.

#### POLITICAL

Payable in advance.  
**Closing Time**  
Programs close one week in advance. Copy for live programs or announcements must be received 24 hours in advance.

### CONCORD

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

#### WKXL

(Established 1946)

Rates effective July 1, 1958. (Card No. 1.)  
Card received July 3, 1958.  
Owned and operated by Capitol Broadcasting Corp., Inc.

#### Personnel

Pres. & Gen'l Mgr.—Frank B. Estes.  
Program Director—Henry Kroyer III.  
Representatives The Meeker Co., Inc.  
New England—Foster and Creed.

#### Mailing Instructions

Business Office and Studio—110 N. Main, Concord, N. H., Capitol 5-5521.  
Transmitter—Reddington St., Concord, N. H.

#### Wave—Power—Time

Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Daylight Saving Time observed.  
Operating schedule: 6:00 a.m. to 11:15 p.m.

#### Agency Commission

15% to recognized advertising agencies on station time only. All invoices rendered monthly; payable net. Short rate billing if frequency rate unearned.

#### General Advertising

Affiliated with CBS Radio Network and Keystone Network.  
ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)	(†)
1 tl.	60.00	36.00	24.00	18.00	12.00	6.00	3.00
26 tl.	57.00	34.20	22.80	17.10	11.40	5.70	2.85
52 tl.	54.00	32.40	21.60	16.20	10.80	5.40	2.70
104 tl.	51.00	30.60	20.40	15.30	10.20	5.10	2.55
156 tl.	48.00	28.80	19.20	14.40	9.60	4.80	2.40
260 tl.	45.00	27.00	18.00	13.50	9.00	4.50	2.25

(\*) 1 minute or station break.  
(†) 8-seconds—run-of-schedule.

#### SATURATION ANNOUNCEMENT PACKAGE

	1-25 weeks	26-51 weeks	52 or more weeks
10 times.....	4.80	48.00	4.50
15 times.....	4.50	67.50	4.20
25 times.....	4.20	105.00	3.90
40 times.....	3.90	156.00	3.60
50 times.....	3.60	180.00	3.30

8-second radio shorts—50% of announcement rates.

#### COMBINATION RATES

Affiliated with WKNE, Keene, N. H., and WKNY, Kingston, N. Y.  
10% discount in advertising on both WKXL and WKNE; 15% discount if such advertising is placed on the 3 stations. WKXL, WKNE and WKNY, simultaneously.

#### SPECIAL FEATURES

News Service—UPI and local.  
Payable in advance.  
**Closing Time**  
Programs close one week in advance. Copy for live programs or announcements must be received 24 hours in advance.

# NEW HAMPSHIRE

## CONWAY

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

### WBNC

(Established 1955)

## A Key Chain Station

Rates effective April 1, 1958.  
Rates received February 28, 1958.  
Owned and operated by McKee Broadcasting Co., Inc.  
**Personnel**  
President—Richard P. McKee.  
Vice-Pres. & Gen'l Mgr.—Fred Gardella.  
**Representatives**  
Breen & Ward.  
**Mailing Instructions**  
Business Office, Studio and Transmitter—East Main St., Conway, N. H., Hickory 7-5988.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1050 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: \_\_\_\_\_.

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

**General Advertising**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Discounts retroactive on number of broadcasts within one year. Announcements and programs may not be combined to earn larger discounts. No contract may exceed one year's duration. Rates subject to change.  
Length of commercial copy:

5 minutes.....	1:45 min.				
10 minutes.....	2:30 min.				
15 minutes.....	3:15 min.				
30 minutes.....	4:30 min.				
60 minutes.....	9:00 min.				
		1/2 hr.	1/4 hr.	10 min.	5 min.
					(*)
1 time.....	36.00	24.00	18.00	12.00	7.00
26 times..	34.20	22.80	17.10	11.40	6.75
52 times..	32.40	21.60	16.20	10.80	6.25
104 times..	30.60	20.40	15.30	10.20	5.75
156 times..	28.80	19.20	14.40	9.60	5.40
260 times..	27.00	18.00	13.50	9.00	5.00

**SPECIAL FEATURES**  
News Service—UPI and local news.  
News service charge—15 minutes, 2.00; 5 minutes, 1.00.

**Participating Programs**  
"Almanac" with Fred Gardella—6:45 a.m. to 9:00 a.m.  
"Tempest in a Tea Cup" with Helen and Fred Gardella—9:00 a.m. to 9:15 a.m. Monday through Friday.  
"Weekday" with Bob Reny—9:15 a.m. to 11:00 a.m. Monday through Friday.  
"Farm Show"—12:45 p.m. to 1:00 p.m. Monday through Friday.  
"Concert Hall"—1:00 p.m. to 2:00 p.m. Daily.  
"Record Room"—2:00 p.m. to sign-off.

**POLITICAL**  
Regular rates apply.  
**Closing Time**  
24 hours in advance of broadcast.

## DOVER

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

### WTSN

(Established 1956)



Rates effective July 1, 1958.  
Rates received May 31, 1956.  
Owned and operated by WTSN, Inc.  
**Personnel**  
Treasurer—W. F. Rust, Jr.  
General Manager—Ralph Gottlieb.  
Station Manager—Edward X. Callahan, Jr.  
Nat'l Sales Mgr.—James M. McCann.

**Representatives**  
Boston—Harry Wheeler & Company.  
Radio-TV Representatives, Inc.  
**Mailing Instructions**  
Business office—155 Front St., Manchester, N. H. National 4-4077.  
Studio and transmitter—Dover, N. H.

**Wave—Power—Time**  
Operating power—5000 watts.  
Frequency—1270 kilocycles.  
Directional.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Operating schedule—6:30 a.m. to 11:30 p.m.

**Agency Commission**  
15% to recognized advertising agencies on net station time only. No cash discount. All invoices rendered monthly; payable net 10th of month following service. Short rate billing if frequency rate unearned.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates guaranteed for six months from date of first broadcast, if schedule is not interrupted for more than 30 days. Announcements and programs may not be combined to earn frequency discounts.

	1	1/2	1/4	10	5	1 min.
	hr.	hr.	hr.	min.	min.	or less
1 time.....	60.00	36.00	24.00	18.00	12.00	7.50
26 times..	57.00	34.20	22.80	17.10	11.40	7.00
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	6.00
156 times..	48.00	28.80	19.20	14.40	9.60	5.50
260 times..	45.00	27.00	18.00	13.50	9.00	5.00

### SPECIAL PACKAGES

(Run-of-schedule)

One-minute announcements:  
15 weekly..... 83.00 20 weekly..... 100.00  
10 weekly..... 60.00 30 weekly..... 135.00

Frequency discounts and packages may not be combined for further discounts.

### SPECIAL FEATURES

News Service—UPI and local news.  
All regular news periods are scheduled on the hour every hour.  
Newscasts:  
1/4 hour, card rate plus..... 4.00  
10 minutes, card rate plus..... 3.00  
5 minutes, card rate plus..... 2.00  
**Participating Programs**  
(Regular rates apply)  
"Don Bartlett"—7:00 a.m. to 10:00 a.m.  
"Music Till Noon"—10:15 a.m. to noon.  
"Art Wood Show"—3:00 p.m. to 6:00 p.m. and 7:00 p.m. to 10:00 p.m.

### POLITICAL

Payable in advance.  
**Closing Time**  
Programs close one week in advance. Copy for live programs or announcements must be received 24 hours in advance.

## HANOVER

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

### WDCR

(Established 1958)

Rates effective January 1, 1958.  
Rates received January 15, 1958.  
Owned by the Trustees of Dartmouth College; operated by Undergraduates of Dartmouth College.

**Personnel**  
General Manager—Ronald F. Kehoe.  
Business Manager—Arlie Halpern.  
Program Director—Jonathan L. Cohen.  
Technical Director—Robert A. Johnson.

**Representatives**  
Breen & Ward.  
**Mailing Instructions**  
Business Office and Studios—Robinson Hall, Dartmouth College, Hanover, N. H. Phone 1070, also 30, ext. 285.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1340 kilocycles.  
Nondirectional.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 6:28 a.m. to 1:05 a.m. weekdays; 8:53 a.m. to midnight Sunday.

**Agency Commission**  
15%; no cash discount.

**General Advertising**

	1 tl.	26 tl.	52 tl.	104 tl.	156 tl.	260 tl.
1 hour.....	40.00	38.00	36.00	34.00	32.00	30.00
1/2 hour.....	25.00	23.50	22.00	20.50	19.00	17.50
1/4 hour.....	15.00	14.00	13.00	12.00	11.00	10.00
10 minutes.....	12.00	11.00	10.00	9.00	8.00	7.00
5 minutes.....	9.00	8.50	8.00	7.50	7.00	6.50
1 minute.....	5.00	4.75	4.50	4.25	4.00	3.75
30 seconds.....	4.00	3.75	3.50	3.25	3.00	2.75
10 seconds.....	3.00	2.80	2.60	2.40	2.20	2.00

**SPOT SATURATION PLAN**

Per week:	1 min.	30 sec.	10 sec.
12 times.....	4.00	.....	.....
18 times.....	3.75	3.00	.....
24 times.....	3.50	2.75	2.25
30 times.....	3.25	2.50	2.00
36 times.....	3.00	2.25	1.75
48 times.....	.....	2.00	1.50

**SPECIAL FEATURES**  
News Service—UPI and College News Service.  
Sports—Dartmouth College events home and away.

**Participating Programs**  
"The Farm Show"—6:30 a.m. to 7:00 a.m. Monday through Saturday.  
"Tempo"—7:00 a.m. to 10:20 a.m. Monday through Saturday. Music, news, information.  
"Easy Listening"—10:20 a.m. to 2:00 p.m. Monday through Saturday.  
"Club 1340"—2:00 p.m. to 4:00 p.m. Monday through Friday. Pop music.  
"Mike Melvoin's Swinghouse"—4:00 p.m. to 6:00 p.m. Monday through Friday.  
"Everybody Likes Music" with Carl Bahn—6:30 p.m. to 7:30 p.m. Monday through Friday.  
"Concert Hall"—8:30 p.m. to 10:30 p.m. Monday through Friday. Classical and light classical.  
"Music Until Midnight"—11:00 p.m. to midnight Monday through Friday. Request program.  
"Nightwatch"—midnight to 1:00 a.m. Monday through Friday. Personality with music and news.  
Educational and special programming—regular rates apply; details on request.

**POLITICAL**  
Regular rates apply; details on request.  
**Closing Time**  
24 hours in advance of broadcast.

### WTSL

(Established 1950)



Rates effective July 1, 1958.  
Rates received May 31, 1956.  
Owned and operated by WTSL, Inc.

**Personnel**  
Treasurer—W. F. Rust, Jr.  
General Manager—Ralph Gottlieb.  
Station Manager—Howard Chase.  
Nat'l Sales Mgr.—James M. McCann.

**Representatives**  
Boston—Harry Wheeler & Company.  
Radio-TV Representatives, Inc.  
**Mailing Instructions**  
Business Office—155 Front St., Manchester, N. H. National 4-4077.  
Studio and Transmitter—One mile south of Hanover, N. H.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Operating schedule: 6:30 a.m. to 11:30 p.m.

**Agency Commission**  
15% to recognized agencies on net station time only; no cash discount. All invoices rendered monthly; payable net. Short rate billing if frequency rate unearned.

**General Advertising**  
Affiliated with Good Neighbor Stations, Inc.  
Accepts AAAA copyrighted contract.  
Rates guaranteed for six months from date of first broadcast, if schedule is not interrupted for more than 30 days. Announcements and programs may not be combined to earn frequency discounts.

	1	1/2	1/4	5	1 min.
	hr.	hr.	hr.	min.	or less
1 time.....	50.00	30.00	20.00	10.00	6.00
26 times..	47.50	28.50	19.00	9.50	5.80
52 times..	45.00	27.00	18.00	9.00	5.60
104 times..	42.50	25.50	17.00	8.50	5.40
156 times..	40.00	24.00	16.00	8.00	5.20
260 times..	37.50	22.50	15.00	7.50	5.00

### SPECIAL PACKAGES

(Run-of-schedule)  
One-minute announcements:  
10 weekly..... 50.00 20 weekly..... 80.00  
15 weekly..... 72.00 30 weekly..... 120.00

Frequency discounts and packages may not be combined for further discounts.

### SPECIAL FEATURES

News Service—UPI and local news.  
All regular news periods are scheduled on the hour every hour.  
Newscasts:  
1/4 hour, card rate plus..... 4.00  
10 minutes, card rate plus..... 3.00  
5 minutes, card rate plus..... 2.00  
**Participating Programs**  
(Regular rates apply)  
"Reveille" with Ron DeMatteo—6:30 a.m. to 9:00 a.m.  
"House Party"—10:15 a.m. to noon.  
"Mostly Music" with Jack Hayes—1:30 p.m. to 6:00 p.m.  
"Studio 3"—7:00 p.m. to 8:00 p.m.  
"Moon glow"—9:00 p.m. to 10:00 p.m.

**POLITICAL**  
Rates on request; payable in advance.  
**Closing Time**  
Programs close one week in advance. Copy for live programs or announcements must be received 24 hours in advance.

## KEENE

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

### WKNE

(Established 1926)



Rates effective July 1, 1958. (Card No. 1.)  
Card received July 3, 1958.

Owned and operated by WKNE Corporation.  
Affiliated in operation with WKNY, Kingston, N. Y. and WKXL, Concord, N. H.  
**Personnel**  
President—Joseph K. Close.  
General Manager—Howard E. WheeLOCK.  
Program Director—John P. Foster.

**Representatives**  
The Meeker Company, Inc.  
New England—Foster and Creed.  
**Mailing Instructions**  
Business Office and Studio—WKNE Bldg., 17 Dunbar St., Keene, N. H. Elmwood 2-9230, TWX 196.  
Transmitter—Stanhope Ave., Keene, N. H.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—1290 kilocycles.  
Directional—same pattern, all hours.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: 8:00 a.m. to 11:15 p.m. Sunday; 5:30 a.m. to 11:20 p.m. weekdays.

**Agency Commission**  
15% to recognized agencies; 2% cash discount for payment within 10 days of monthly billing on all charges.

**General Advertising**  
BMI, SESAC and ASCAP licenses.  
After the first year of a regular weekly schedule, advertiser may continue the same schedule at same discount earned without short rate upon termination. A new discount year must begin and a new rate determined by a new contract which must be earned should schedule be reduced or resumed after interruption.  
Length of commercial copy: NAB Standards.  
All rates guaranteed for one year from date of first broadcast without interruption.

	1	1/2	1/4	10	5	(*)	(†)
	hr.	hr.	hr.	min.	min.		
1 tl. 90.00	54.00	36.00	27.00	18.00	9.00	4.50	
26 tl. 85.50	51.30	34.20	25.65	17.10	8.55	4.25	
52 tl. 81.00	48.60	32.40	24.30	16.20	8.10	4.00	
104 tl. 76.50	45.90	30.60	22.95	15.30	7.65	3.75	
156 tl. 72.00	43.20	28.80	21.60	14.40	7.20	3.50	
260 tl. 67.50	40.50	27.00	20.25	13.50	6.75	3.25	

(\* 1 minute or station break.  
(†) 8-seconds—run-of-schedule.

### SATURATION ANNOUNCEMENT PACKAGE

	1-52 weeks	26-51 weeks	more weeks
	Each Per wk.	Each Per wk.	Each Per wk.
10 times.....	7.20	7.20	6.75
15 times.....	6.75	101.25	6.30
25 times.....	6.30	157.50	5.85
40 times.....	5.85	234.00	5.40
50 times.....	5.40	270.00	4.95

8-second radio shorts—50% of announcement rates.  
(This listing continued on next page)

**Keene—W K N E—Continued**

**SPECIAL FEATURES**

News Service—AP.  
**POLITICAL**  
 Regular rates and discounts apply; Cash in advance. Copy must be submitted 48 hours in advance of broadcast.  
**Closing Time**  
 Broadcast material and copy must be received at least 48 hours in advance of broadcast.

**LACONIA**

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

**WLNH**

(Established 1922)

Rates effective January 1, 1957. (Card No. 15.)  
 Card received February 4, 1957.  
 Owned and operated by the Northern Broadcasting Corp.

**Personnel**

General Manager—Arthur Rothafel.  
 Program Director—James Westhall.  
 Commercial Manager—Wm. W. Visser.

**Representatives**

Walker-Rawatt Company, Inc.  
 Boston—Harry Wheeler & Company.

**Mailing Instructions**

Business Office and Studio—Masonic Temple Bldg., Laconia, N. H., telephone 2300.  
 Transmitter—Sanbornston, N. H.

**Wave—Power—Time**

Operating power—5,000 watts daytime.  
 Frequency—1350 kilocycles.  
 Non-directional.

Operates on Eastern Standard Time.

**Agency Commission**

15% to recognized agencies on station time only; no cash discount. All invoices rendered monthly; payable net. Short rate billing if frequency is unearned.

**General Advertising**

Rates include music copyright fees.  
 BMI, ASCAP and SESAC licenses.  
 Contracts not to exceed one year.

First broadcast within 30 days of date of contract.  
 Announcements adjacent to higher time classifications are charged at the rate of the higher classification.  
 Advertising of alcoholic beverages other than beer and wine not accepted.

Day and Evening

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.	

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	60.00	40.00	30.00	20.00	10.00	6.00
26 times.....	56.00	37.00	28.00	19.00	9.50	5.75
52 times.....	52.00	34.00	26.00	18.00	9.00	5.50
104 times.....	48.00	31.00	24.00	17.00	8.50	5.25
156 times.....	44.00	28.00	22.00	16.00	8.00	5.00
208 times.....	40.00	25.00	20.00	15.00	7.50	4.75
312 times.....	36.00	22.00	18.00	14.00	7.00	4.50

Multiple Program Rates have been withdrawn.  
 Multiple Announcement Plans

(Run-of-schedule—1 week minimum)

One minute or less:	
12 spots weekly, each.....	4.50
18 spots weekly, each.....	4.25
24 spots weekly, each.....	4.00
30 spots weekly, each.....	3.75
36 spots weekly, each.....	3.50

Additional Long Term Discounts

1-12 weeks..... net 26-51 weeks.....	10%
13-25 weeks..... net 52 weeks.....	15%

**DISCOUNTS**  
 Frequency discounts allowed retroactively on number of broadcasts used within one year. Announcements and programs cannot be combined to earn larger discounts. Rates guaranteed one year from date of contract. Discounts from gross time charges. Rates include all discounts. Discounts based on number of broadcasts per year.

**SPECIAL FEATURES**

News Service—UPI. Complete local coverage.  
 News service fee: 15 minute program, 5.00; 10 minute program, 3.50; 5 minute program, 2.00.  
 Weather forecast, time signals, temperature reports, market quotations and special news bulletin service—rates on request.

**Participating Programs**

"Neal Seavey Show"—6:00 a.m. to 9:00 a.m.  
 "Hal Dyer Show"—9:00 a.m. to 10:00 a.m.  
 "Around Town"—10:00 a.m. to 11:00 a.m.  
 "A Visit with Esther"—1:00 p.m. to 1:30 p.m.  
 "Anything Goes" with Joe Dobbins—3:00 p.m. to 5:30 p.m.

**TRANSCRIPTIONS**

Library Service—Thesaurus.  
**POLITICAL**  
 Regular rates apply. Payable in advance. Scripts and copy must be submitted for station approval 24 hours in advance.

**MANCHESTER (3 AM; 1 FM)**

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

**WFEA**

(Established 1932)



Rates effective April 1, 1954.  
 Rates received February 23, 1954.  
 Rev. (1 hr. rates) rec'd November 4, 1957.  
 Owned and operated by Public Information, Inc.  
**Personnel**  
 President—Farris E. Rahall.  
 General Manager—Gene Morehouse.

**Representatives**

Weed Radio Corporation.

**Mailing Instructions**

Business Office, Studio and Transmitter—P. O. Box 149, Manchester, N. H., National 5-5491.  
 Transmitter—Merrimack, N. H.

**Wave—Power—Time**

Operating power—5,000 watts.  
 Frequency—1370 kilocycles.  
 Directional—same pattern, all hours.  
 Licensed to operate full time on regional channel.  
 Operates on Eastern Standard Time.  
 Daylight Saving Time observed.  
 Operating schedule: 5:30 a.m. to 1:00 a.m. week days; 8:00 a.m. to 12:00 midnight Sundays.

**Agency Commission**

15% to recognized advertising agencies on net charges for station time; no cash discount. Bills due and payable on the 10th of month following broadcast.

**General Advertising**

Rates are for national advertising and include music copyright fees.  
 Accepts AAAA copyrighted contract.  
 BMI, ASCAP and SESAC licenses.  
 Advertising of beer and wine accepted.  
 No periods sold in bulk for resale.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	100.00	65.00	39.00	14.00
13 times.....	90.00	60.00	36.00	13.00
26 times.....	80.00	55.00	33.00	12.00
52 times.....	70.00	50.00	30.00	11.00
104 times.....	60.00	40.00	24.00	10.00
260 times.....	50.00	30.00	18.00	9.00

**ANNOUNCEMENTS**

One minute or station break:

1 time.....	10.00	104 times.....	8.50
26 times.....	9.50	156 times.....	8.00
52 times.....	9.00	260 times.....	7.50

**SATURATION RATES**

(Run-of-Schedule)

	1 wk.	6 wks.	13 wks.
10 spots per week.....	8.00	7.50	7.00
15 spots per week.....	7.50	7.00	6.50
20 spots per week.....	7.00	6.50	6.00

50 spots weekly earn an additional 5% discount for 13 week firm order.

**COMBINATION RATES**

Discounts on above rates for national spot advertisers using Rahall stations: WKAP, Allentown, Pa.; WNAR, Norristown, Pa.; WTSP, St. Petersburg, Fla.; WVNR, Beckley, W. Va.; WFEA, Manchester, N. H. are as follows:

Any 2 stations.....	5%
Any 3 stations.....	10%
Any 4 stations.....	15%
All 5 stations.....	20%

Above rates apply only when identical schedules used. For non-identical schedules consult station or representative.  
 Discounts not applicable to Package Rates (run-of-schedule).

**SPECIAL FEATURES**

**Participating Programs**

"The Norm Bailey Show"—7:00 a.m. to 10:00 a.m. and 4:30 p.m. to 5:45 p.m. weekdays. Regular rates apply, plus 1.00 talent, commissionable.  
 "Kitchen Chat" with Julie Blake—10:05 a.m. to 10:30 a.m. Monday through Friday. Regular rates apply plus 2.00 talent commissionable.  
 "Ron Allard Presents"—1:00 p.m. to 4:30 p.m. weekdays. Regular rates apply.

**Special Announcement Programs**

"French Hour"—12:05 p.m. to 1:00 p.m. Sunday. Add 2.00 to regular rates, commissionable.  
 "Jimmy Lagios Greek Program"—8:00 a.m. to 10:30 a.m. Sunday. Add 2.00 to regular rates, commissionable.  
 "Helen's Polka Party"—1:00 p.m. to 4:00 p.m. Sunday. Add 2.00 to regular rates, commissionable.

**POLITICAL**

Payable in advance.

**WGIR**

(Established 1941)

**CBS Radio Network**



Rates effective April 1, 1958. (Card No. 2.)  
 Card received March 31, 1958.

Owned and operated by Northeast Broadcasting Corp.

**Personnel**

Pres. & Treas.—M. M. Girolimon.  
 General Manager—Bernie Mack.  
 Program Director—Donn Tibbetts.

**Representatives**

Chicago-Detroit—William J. Reilly.  
 New York—Richard O'Connell.  
 Boston—Kettell-Carter, Inc.

**Mailing Instructions**

Business Office—Stark Lane, P. O. Box 487, Manchester, N. H. National 5-6915.  
 Transmitter—West Bank of Merrimack River at Stark Lane, Manchester, N. H.

**Wave—Power—Time**

Operating power 5,000 watts days; 1,000 watts nights.  
 Frequency—610 kilocycles.  
 Directional—separate patterns, day and night.  
 Licensed to operate full time on regional channel.  
 Operates on Eastern Time.

Operating schedule: Sundays 7:45 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

**Agency Commission**

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

**General Advertising**

Affiliated with CBS Radio Network.  
 Accepts AAAA copyrighted contract.  
 Rates guaranteed for six months from date of first broadcast, if schedule is not interrupted for more than 30 days.  
 Announcements and programs may not be combined to earn frequency discounts.  
 Rates include music copyright fees.  
 BMI, ASCAP and SESAC licenses.

**NEW HAMPSHIRE**

Length of commercial copy in accordance with NAB Code. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	100.00	60.00	40.00	15.00	9.00
26 times.....	90.00	55.00	37.00	14.00	8.50
52 times.....	80.00	50.00	34.00	13.00	8.00
104 times.....	70.00	45.00	31.00	12.00	7.50
156 times.....	60.00	40.00	28.00	11.00	7.00
208 times.....	50.00	35.00	25.00	10.00	6.50
260 times.....	40.00	30.00	20.00	9.00	6.00

(\*) One-minute or less.

**PROGRAM STRIP RATES**

5 times per week:	5 min.	10 min.	1/4 hr.
13 weeks.....	50.00	90.00	125.00
26 weeks.....	45.00	82.50	110.00
39 weeks.....	40.00	75.00	95.00
52 weeks.....	35.00	67.50	80.00

3 times per week:	5 min.	10 min.	1/4 hr.
13 weeks.....	33.00	60.00	84.00
26 weeks.....	30.00	55.50	75.00
39 weeks.....	27.00	51.00	66.00
52 weeks.....	24.00	46.50	57.00

**SATURATION ANNOUNCEMENT PLANS**

(1-minute announcements, run-of-schedule within participating programs)

Per week:	wkly.	wkly.	wkly.	wkly.	wkly.	wkly.
1 week.....	70.00	100.50	128.00	152.50	203.00	275.00
4 weeks.....	67.00	96.00	122.00	145.00	192.50	260.00
13 weeks.....	64.00	91.50	116.00	137.50	182.00	245.00
26 weeks.....	61.00	87.00	110.00	130.00	171.50	230.00
52 weeks.....	58.00	82.50	104.00	122.50	161.00	215.00

Strip rates and Saturation Announcement Plans are based on consecutive weeks. Radio Shorts, 8-seconds transcribed or 16 words live—50% of earned applicable 1-minute announcement rate.

**SPECIAL FEATURES**

News Service—UPI and Union Leader news service.  
 News charge:  
 5 minutes, time plus..... 2.00  
 10 minutes, time plus..... 3.00  
 15 minutes, time plus..... 5.00  
 Library Service—World.

**Participating Programs**

"The Connie Stackpole Programs"—11:05 a.m. to 11:30 a.m. Rates based on consecutive weeks:  
 2 per wk. 3 per wk. 5 per wk.  
 1 week..... 24.00 34.50 55.00  
 13 weeks..... 23.00 33.00 52.50  
 26 weeks..... 22.00 31.50 50.00  
 39 weeks..... 21.00 30.00 47.50  
 52 weeks..... 20.00 28.50 45.00  
 "Donn Tibbetts"—6:00 a.m. to 10:00 a.m.  
 "Here's Edgerly"—11:30 a.m. to noon.  
 "Best on Wax"—4:00 p.m. to 4:30 p.m. and 5:00 p.m. to 5:45 p.m.  
 "Operation News"—6:00 p.m. to 6:30 p.m.  
 "Blue of Evening"—8:00 p.m. to midnight.

**WKBR**

(Established 1946)



Rates effective July 1, 1956.  
 Revisions received May 31, 1956.  
 Owned and operated by Granite State Broadcasting Co., Inc.

**Personnel**

Treasurer—William F. Rust, Jr.  
 General Manager—Ralph Gottlieb.  
 Nat'l Sales Mgr.—James M. McCann.

**Representatives**

Boston—Harry Wheeler & Company.  
 Radio-TV Representatives, Inc.

**Mailing Instructions**

Business Office and Studio—155 Front St., Manchester, N. H., National 4-4077.  
 Transmitter—155 Front St., Manchester, N. H.

**Wave—Power—Time**

Operating power—250 watts.  
 Frequency—1240 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time.  
 Operate on Eastern Time.  
 Operating schedule: 5:00 a.m. to 1:00 a.m.

**F M Facilities**

Effective radiated power 1,000 watts.  
 Frequency 95.5 megacycles.  
 Antenna height—250 feet above average terrain.  
 Operating schedule: 6:00 a.m. to 12:05 a.m.

**Agency Commission**

15% to recognized advertising agencies on net station time only. No cash discount. All invoices rendered monthly; payable net. Short rate billing if frequency rate unearned.

**General Advertising**

Affiliated with Good Neighbor Stations, Inc.  
 Accepts AAAA copyrighted contract.  
 Rates guaranteed for six months from date of first broadcast, if schedule is not interrupted for more than 30 days. Announcements and programs may not be combined to earn frequency discounts.  
 FM operated in conjunction with AM. Rates for FM only on request.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	60.00	36.00	24.00	12.00	6.00
26 times.....	57.00	34.20	22.80	11.40	5.80
52 times.....	54.00	32.40	21.60	10.80	5.60
104 times.....	51.00	30.60	20.40	10.20	5.40
156 times.....	48.00	28.80	19.20	9.60	5.20
260 times.....	45.00	27.00	18.00	9.00	5.00

**SPECIAL PACKAGES**

(Run-of-schedule)

One-minute announcements:	
10 weekly.....	50.00 20 weekly..... 90.00
15 weekly.....	72.00 30 weekly..... 120.00

**SPECIAL FEATURES**

News Service—UPI and local news.  
 All regular news periods are scheduled on the hour every hour.  
 Newscasts:  
 1/4 hour, rate card plus..... 4.00  
 10 minutes, rate card plus..... 3.00  
 5 minutes, rate card plus..... 2.00  
 (This listing continued on next page)



# NEW HAMPSHIRE

## Manchester—W K B R—Continued

Participating Programs  
(Regular rates apply)  
"Bill Morrissey"—5:30 a.m. to 10:00 a.m.  
"Lad Carleton"—10:15 a.m. to 1:00 p.m.  
"Bob Gordon"—1:00 p.m. to 3:00 p.m.  
"Early and Late Date"—3:00 p.m. to 6:00 p.m. and  
8:30 p.m. to 10:00 p.m.  
"Marty"—10:00 p.m. to 1:00 a.m.

Foreign Language  
French, Greek and Polish programs—regular rates  
plus 2.00 per spot.

### POLITICAL

Payable in advance.  
Closing Time  
Programs close one week in advance. Copy for live  
programs or announcements must be received 24 hours  
in advance.

### ADVERTISEMENT

#### W H D H—Boston

50,000 watt WHDH serves Nashua, Milford and Man-  
chester in Hillsboro county. Allocate 3% of WHDH  
one minute spot rate to these cities. For example...  
1 minute \$55.00 Pro-rated cost \$1.65  
See WHDH under Boston section.

## NASHUA

Hillsborough County—Map Location F-8  
See SRDS consumer market map and data at begin-  
ning of the State.

### WOTW

(Established 1947)

A Feinstein Station

Rates received October 31, 1955.  
Owned and operated by The Gateway Broadcasting  
Corp.

Personnel  
President—Theodore Feinstein.  
Station Manager—Armand Bedard.  
Treasurer—Samuel Dane.

Representatives  
Walker-Rawalt Company, Inc.

Mailing Instructions  
Business Office and Studio—Lund Rd., Nashua, N. H.  
Transmitter—Nashua, N. H.

Wave—Power—Time  
Operating power—1,000 watts days.  
Frequency—900 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Eastern Standard Time.  
Operating schedule: Sunrise to local sunset.

F M Facilities  
Effective radiated power—1,000 watts.  
Frequency—106.3 megacycles; channel 292; Class A.  
Antenna height—195 feet above average terrain.  
Operating schedule: Sign-on to 9:00 p.m.

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

General Advertising  
FM rates submitted on request.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Length of commercial copy: Programs News  
5 minutes..... 1:45 min. 1:25 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 a.m.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	80.00	48.00	32.00	16.00	8.00	5.00
13 times.....	76.00	45.60	30.40	15.20	7.60	4.75
26 times.....	72.00	43.20	28.80	14.40	7.20	4.50
52 times.....	68.00	40.80	27.20	13.60	6.80	4.25
104 times.....	64.00	38.40	25.60	12.80	6.40	4.00
312 times.....	60.00	36.00	24.00	12.00	6.00	3.60

(\* One minute transcription or 120 words live.  
(†) 30-second transcription, 60 words live or sta-  
tion break.

Saturation Announcement Rates (Run-of-schedule)		
Per week:	1 min.	30 sec.
12 times.....	82.00	51.00
18 times.....	119.00	74.70
24 times.....	156.00	96.00
36 times.....	225.00	138.60
48 times.....	268.00	172.80

### DISCOUNTS

Two or more program units of 15 minutes or more  
broadcast on the same day for the sponsor with-  
in the same time bracket may be combined to earn  
the 1/2 hour, 3/4 hour or one hour rate, whichever  
applies. All programs so combined to earn a lower  
rate may be scheduled continuously at the station's  
option on 28 days' notice. Discounts allowed retro-  
actively on the number of broadcasts given within a  
year. Announcements and programs cannot be com-  
bined to earn larger discounts. Discounts from gross  
time costs based on number of broadcasts per year.

### COMBINATION RATES

Sold with WNPB, Newburyport, Mass.; WLYN,  
Lynn, Mass.; and WTSB, Brattleboro, Vt.  
Discount when sold in combination:  
2 stations..... 5% 4 stations..... 10%  
3 stations..... 7-1/2%

### SPECIAL FEATURES

News Service—UPI. Regular rates plus 10%.  
Weather forecast, time signals, temperature reports,  
Market quotations—rates on request.

### POLITICAL

Political advertising accepted; payable in advance.

### TRANSCRIPTIONS

Instantaneous reference recordings; 5 minute programs  
or longer, one recording for each 13 week series or  
one recording of program change during series, no  
charge. Additional recordings, 5, 10 or 15 minute  
programs 5.00 each; 30 minute programs 10.00 each.

## WSMN

(Established 1958)

Rates effective \_\_\_\_\_  
Rates received July 7, 1958.  
Owned and operated by Merrimack Valley Broadcast-  
ing Corporation.

### Personnel

President—Roland P. Genest.  
Station Manager—D. A. Rock.  
Sales Manager—Al Auclair.

### Representatives

Breen & Ward.  
Boston—Nona Kirby Co.

### Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box  
386, 502 West Hollis St., Nashua, N. H. Tuxedo  
2-5107.

### Wave—Power—Time

Operating power—5,000 watts days.  
Frequency—1590 kilocycles.  
Nondirectional.  
Licensed to operate daytime.  
Operates on Eastern Standard Time.  
Operating schedule: 6:00 a.m. to local sunset.

### Agency Commission

15% to recognized agencies on net station time only;  
no cash discount. Bills rendered monthly; payable  
net.

### General Advertising

Accepts standard AAAA contract.  
ASCAP, BMI and SESAC licenses.  
Rates guaranteed for six months from date of first  
broadcast, if schedule is not interrupted for more  
than 30 days. Short rate billing if frequency rate  
unearned.  
Announcements and programs may not be combined  
to earn frequency discounts. Rates include music  
copyright fees.  
Length of commercial copy in accordance with NAB  
Code.

Rates for periods longer than 1 hour are in exact  
proportion to the corresponding 1 hour rate.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	80.00	48.00	32.00	15.00	7.00
13 times.....	76.00	45.00	30.40	14.20	6.60
26 times.....	72.00	43.20	28.80	13.40	6.20
52 times.....	68.00	40.80	27.20	12.60	6.80
104 times.....	64.00	38.40	25.60	11.80	6.40
312 times.....	60.00	36.00	24.00	11.00	5.00

### SPECIAL PACKAGES (Run-of-Schedule)

Per week: 1 min.	10 sec.	1 min.	10 sec.
12 times 54.00	24 times 96.00	54.00	
18 times 76.50	36 times 135.00	72.00	

### SPECIAL FEATURES

News Service—UPI and local news.  
Mobile units available.  
News—5 minutes every hour on the hour.  
News service charge:  
1/4 hour, earl rate plus..... 4.00  
10 minutes, card rate plus..... 3.00  
5 minutes, card rate plus..... 2.00

### Foreign Language

French, regular rates plus 3.00 per spot.

### POLITICAL

Payable in advance.  
Closing Time  
Programs close one week in advance. Copy for live  
programs or announcements must be received 24 hours  
in advance.

### ADVERTISEMENT

#### W H D H—Boston

50,000 watt WHDH serves Nashua, Milford and Man-  
chester in Hillsboro county. Allocate 3% of WHDH  
one minute spot rate to these cities. For example...  
1 minute \$55.00 Pro-rated cost \$1.65  
See WHDH under Boston section.

## PORTSMOUTH

Rockingham County—Map Location G-7  
See SRDS consumer market map and data at begin-  
ning of the State.

### W H E B

(Established 1932)

Rates received April 8, 1945.  
Owned and operated by WHEB, Inc.

### Personnel

Pres., Treas. & Sales Mgr.—Charles M. Dale.  
Manager—Thomas M. Dale.  
Program Director—George Pinkerton.

### Representatives

Walker-Rawalt Company, Inc.  
Boston—Nona Kirby Co.

### Mailing Instructions

Business Office and Studio—N. H. National Bank  
Bldg., Portsmouth, N. H., Geneva 6-2325.  
Other Studios—Lower Square Dover, N. H.  
Transmitter—Lafayette Road, U.S. Highway No. 1,  
Portsmouth, N. H.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—750 kilocycles.  
Non-directional.  
Licensed to operate days on cleared national channel.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.

### Agency Commission

15% to recognized agencies; 2% cash discount when  
payment is made by the 10th following the month  
of broadcasting. All invoices monthly. Short rate  
billing if frequency rate unearned.

### General Advertising

These rates are station time only. This includes one  
announcer and use of transcription library; additional  
charge for talent.  
ASCAP, BMI and SESAC licenses.

### CLASS "A"

	(5:00 p.m. to sign-off)					
	1 tl.	26 tl.	52 tl.	104 tl.	208 tl.	312 tl.
1 hour....	100.00	35.00	90.00	85.00	80.00	75.00
1/2 hour....	60.00	57.00	54.00	51.00	48.00	45.00
1/4 hour....	40.00	38.00	36.00	34.00	32.00	30.00
5 minutes	20.00	19.00	18.00	17.00	16.00	15.00
1 minute or less	12.00	11.00	10.25	9.50	8.75	8.00

### CLASS "B"

(Sign-on to 5:00 p.m.)						
	1 hour....	1/2 hour....	1/4 hour....	5 minutes	1 minute or less	Retroactive frequency discount not allowed.
	60.00	55.00	52.50	50.00	47.50	45.00
	36.00	33.00	31.50	30.00	28.50	27.00
	24.00	22.00	21.00	20.00	19.00	18.00
	12.00	11.00	10.50	10.00	9.50	9.00
	7.50	7.00	6.50	6.00	5.50	5.00

### SPECIAL FEATURES

News Service—AP.  
"Community News." "Coffee Time."

### TRANSCRIPTIONS

Library Service—World.

### Closing Time

Programs close one week in advance of broadcast.  
Copy for local commercial programs or announcements  
must be received 24 hours in advance. Copy for Sun-  
day and Monday programs or announcements must be  
received before 10:00 a.m. Saturday. Talks, special  
programs must be submitted one week in advance.

## ROCHESTER

Strafford County—Map Location G-6  
See SRDS consumer market map and data at begin-  
ning of the State.

### W W N H

(Established 1948)



Rates effective April 1, 1956.  
Card received April 2, 1956.

Owned and operated by Strafford Broadcasting Corp.

### Personnel

Pres. & Gen'l Mgr.—A. J. K. Mallin,  
General Sales Manager—Wesley Burton.

### Representatives

Chicago-Detroit—William J. Reilly.  
New York—Richard O'Connell, Inc.  
Boston—Foster and Creed.

### Mailing Instructions

Business Office, Studio and Transmitter—Route 16,  
Rochester, N. H.  
Portsmouth Office and Studio—Wesley Burton, Rock-  
ingham Hotel, Portsmouth, N. H. Geneva 6-0702.

### Wave—Power—Time

Operating power—5,000 watts.  
Frequency—930 kilocycles.  
Non-directional.  
Operates on Eastern Standard Time.  
Operating schedule: Sunrise to local sunset.

### Agency Commission

15% to recognized agencies on net station time;  
no cash discount. Invoices rendered monthly.

### General Advertising

Accepts AAAA copyrighted contract.  
ASCAP, BMI and SESAC licenses.  
Short rate billing if frequency rate unearned.  
The following rates are for station time only including  
one staff announcer and music library.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	(*)
1 time.....	75.00	48.00	30.00	23.00	17.00	9.00	4.50
26 times.....	72.00	46.00	28.50	21.75	16.00	8.80	4.40
52 times.....	69.00	44.00	27.00	20.50	15.00	8.50	4.25
104 times.....	66.00	42.00	25.50	19.25	14.00	8.00	4.00
156 times.....	63.00	40.00	24.00	18.00	13.00	7.50	3.75
208 times.....	60.00	38.00	22.50	16.75	12.00	7.00	3.50
260 times.....	57.00	36.00	21.00	15.75	11.00	6.50	3.25
312 times.....						6.00	3.00

(\*) 10-second radio shorts.

### Volume and Package Rates (Run-of-schedule)

	Announcements per week			
	5 ann.	10 ann.	15 ann.	20 ann. 36 ann.
1-3 weeks	8.00	7.50	7.00	6.50 6.00
4-12 weeks	7.75	7.25	6.75	6.25 5.75
13-25 weeks	7.00	6.50	6.00	5.50 5.00
26-51 weeks	6.50	6.00	5.50	5.00 4.50
52 weeks.....	6.00	5.50	5.00	4.50 4.00

### Package Rates (Run-of-schedule)

20 ann. per week..	140.00	70 ann. per week..	350.00
35 ann. per week..	210.00		

### SPECIAL FEATURES

News Service—UPI.  
News Broadcast—National news service add 1.00 per  
news program. Local news service add 2.00 per par-  
ticipating news spot or news program.

### Foreign Language Programs

French and Polish; rates and details on request.

### POLITICAL

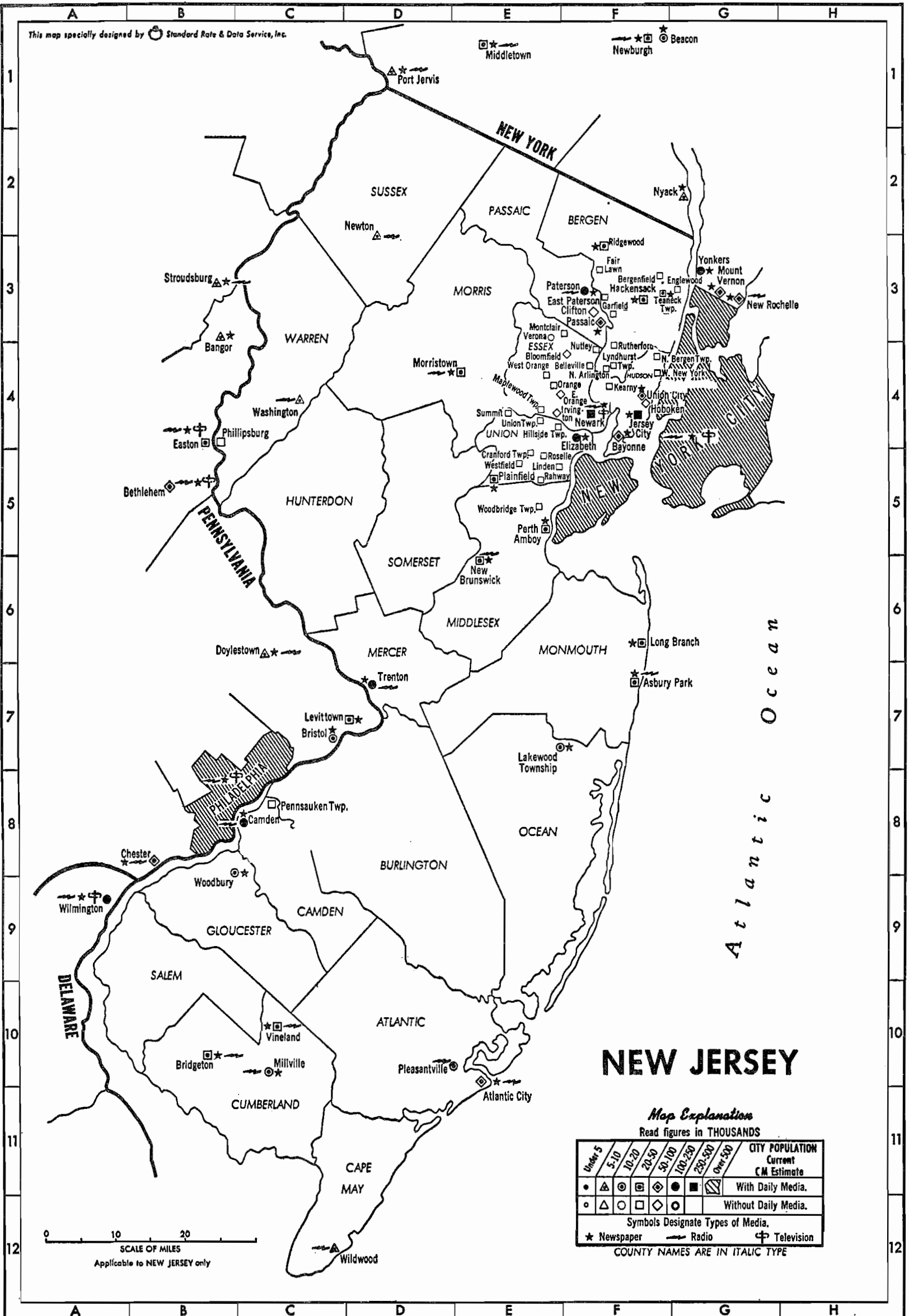
Political advertising accepted; payable in advance.

### Closing Time

Programs close one week in advance.  
Copy for live programs and announcements must be  
received 24 hours in advance.



This map specially designed by Standard Rate & Data Service, Inc.



# NEW JERSEY

## Map Explanation

Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION Current C.M. Estimate
●	▲	⊙	⊠	⊡	⊣	⊥	⊦	With Daily Media.
○	△	◉	◊	◈	◉	◊	◈	Without Daily Media.

Symbols Designate Types of Media.

★ Newspaper    — Radio    ⊕ Television

COUNTY NAMES ARE IN ITALIC TYPE

0 10 20  
SCALE OF MILES  
Applicable to NEW JERSEY only

# NEW JERSEY

## 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.

Asbury Park—Monmouth  
Atlantic City—Atlantic  
Bayonne—Hudson  
Belleville—Essex  
Bergenfield—Bergen  
Bloomfield—Essex  
Bridgeton—Cumberland

Camden—Camden  
Clifton—Passaic  
Cranford Township—Union  
East Orange—Essex  
East Paterson Borough—Bergen  
Elizabeth—Union  
Englewood—Bergen  
Fair Lawn—Bergen  
Garfield—Bergen  
Hackensack—Bergen

Hillside Township—Union  
Hoboken—Hudson  
Irvington—Essex  
Jersey City—Hudson  
Kearny—Hudson  
Linden—Union  
Long Branch—Monmouth  
Lyndhurst Township—Bergen  
Maplewood Township—Essex  
Montclair—Essex

Morristown—Morris  
Newark—Essex  
New Brunswick—Middlesex  
North Arlington—Bergen  
North Bergen Township—Hudson  
Nutley—Essex  
Orange—Essex  
Passaic—Passaic  
Paterson—Passaic

Pennsauken Township—Camden  
Perth Amboy—Middlesex  
Phillipsburg—Warren  
Plainfield—Union  
Rahway—Union  
Ridgewood—Bergen  
Roselle—Union  
Rutherford—Bergen  
Summit—Union

Teaneck Township—Bergen  
Trenton—Mercer  
Union Township—Union  
Union City—Hudson  
Vineland—Cumberland  
Westfield—Union  
West New York—Hudson  
West Orange—Essex  
Woodbridge Township—Middlesex

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					Filling Station (\$000)	Farm Popu- lation 1/1/58 (000)	Gross Farm Income 1957 (\$000)	
STATE COUNTY—Map Loc. City Metropolitan Area						Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)			
<b>NEW JERSEY STATE</b>														
TOTALS.....	5,847.9	1,696.91	12,728,371	7,501	7,335,834	1,919,651	188,623	534,832	551,855	409,626	1,200,194	458,290	104.0	338,303
ATLANTIC D-10.....	150.9	46.82	273,424	5,840	263,760	60,280	8,989	15,396	21,266	11,045	29,956	14,262	4.1	21,505
Atlantic City.....	63.4	20.11	114,500	5,694	163,705	31,071	6,182	11,985	18,058	8,073	15,485	5,220	.....	.....
Atlantic City Metro Area.....	150.9	46.82	273,424	5,840	263,760	60,280	8,989	15,396	21,266	11,045	29,956	14,262	.....	.....
BERGEN F-2.....	745.0	222.60	1,804,173	8,105	838,125	240,196	22,047	41,876	53,699	40,665	136,973	63,854	.9	9,867
Bergenfield.....	25.5	7.83	63,762	8,143	30,472	6,984	877	798	2,544	1,131	6,228	1,057	.....	.....
East Paterson Borough.....	21.7	6.41	44,611	6,960	18,134	7,923	278	383	1,170	616	833	1,326	.....	.....
Englewood.....	28.7	8.71	99,951	11,475	48,424	11,915	841	1,013	3,407	2,192	15,037	4,528	.....	.....
Fair Lawn.....	38.1	11.56	99,373	8,596	66,742	15,585	1,451	999	1,050	896	1,851	2,192	.....	.....
Garfield.....	29.6	8.86	58,056	6,553	18,963	5,830	544	162	95	381	4,980	1,028	.....	.....
Hackensack.....	34.2	9.91	79,004	7,972	123,006	18,849	1,844	24,118	23,653	7,703	25,096	3,154	.....	.....
Lyndhurst Township.....	23.9	7.15	53,127	7,430	17,258	5,936	520	186	332	256	3,521	1,681	.....	.....
North Arlington.....	22.5	6.76	52,688	7,794	12,259	6,339	280	194	406	505	909	758	.....	.....
Ridgewood.....	26.9	8.44	142,541	16,889	62,632	18,111	2,270	2,071	4,644	2,601	21,522	2,387	.....	.....
Rutherford.....	21.8	6.83	64,409	9,430	25,859	7,878	662	374	2,491	887	8,182	1,966	.....	.....
Teaneck Township.....	43.0	12.79	99,554	7,784	29,700	17,611	657	991	925	1,667	469	2,741	.....	.....
BURLINGTON D-8.....	180.0	44.72	351,000	7,849	163,600	42,170	3,734	5,873	5,288	5,138	35,378	19,311	9.3	32,096
CAMDEN C-9.....	356.7	102.46	743,142	7,253	421,544	110,794	10,217	28,651	21,375	24,119	80,951	33,914	3.2	8,354
Camden.....	140.9	39.95	269,451	6,745	203,783	45,138	4,003	24,040	14,004	18,444	34,044	11,490	.....	.....
Pennsauken Township.....	28.8	8.39	60,318	7,189	24,340	3,969	388	149	373	614	7,612	6,475	.....	.....
CAPE MAY D-11.....	47.2	15.12	78,720	5,206	94,842	26,990	2,214	5,684	3,552	2,720	15,817	5,713	1.7	2,737
CUMBERLAND C-11.....	109.1	32.22	191,979	5,958	162,821	37,317	3,148	11,450	9,091	6,652	24,214	9,687	7.9	37,472
Bridgeton.....	21.8	6.61	37,589	5,687	47,310	11,114	945	3,068	3,017	2,838	7,974	3,479	.....	.....
Vineland.....	36.1	11.12	73,680	6,626	75,068	14,019	1,536	5,980	4,317	2,285	8,912	2,656	.....	.....
ESSEX E-4.....	1,008.3	292.24	2,379,975	8,144	1,389,498	329,618	36,002	169,227	144,749	83,657	226,047	60,524	.3	1,956
Belleville.....	38.0	10.74	76,324	7,107	34,782	9,688	967	677	1,020	1,073	10,270	2,153	.....	.....
Bloomfield.....	58.3	17.66	131,950	7,472	53,095	17,733	2,119	2,716	5,153	3,343	9,195	3,241	.....	.....
East Orange.....	87.9	27.69	227,102	8,202	107,447	26,449	2,490	9,300	14,652	6,629	22,014	5,100	.....	.....
Irvington.....	64.1	20.37	139,621	6,854	80,256	24,755	2,492	6,861	6,861	3,651	23,447	3,695	.....	.....
Maplewood Township.....	29.2	8.50	59,650	7,018	22,834	7,943	201	379	904	7,003	2,036	.....	.....	.....
Montclair.....	51.0	15.00	186,603	12,440	73,946	19,499	2,199	5,504	4,200	2,327	21,216	3,137	.....	.....
Newark.....	474.1	134.89	974,584	7,225	792,349	149,038	17,205	133,138	97,766	51,884	91,282	25,729	.....	.....
Nutley.....	30.7	8.81	77,269	8,771	23,217	9,415	847	345	924	1,063	4,196	1,444	.....	.....
Orange.....	43.1	12.36	91,418	7,396	54,897	15,544	1,895	2,255	4,670	3,690	7,191	3,218	.....	.....
West Orange.....	33.6	9.61	90,839	9,453	28,145	8,609	738	303	217	557	5,577	2,109	.....	.....
GLOUCESTER B-9.....	115.7	33.89	201,299	5,940	119,085	29,817	3,248	3,255	4,664	5,598	29,688	9,184	9.5	26,180
HUDSON F-4.....	690.6	204.32	1,515,646	7,418	729,023	226,330	20,434	34,755	69,995	49,073	95,094	37,817	.....	3,651
Bayonne.....	83.6	23.45	186,236	7,942	78,034	27,006	2,122	2,218	8,158	5,258	8,149	3,903	.....	.....
Hoboken.....	52.4	15.81	102,347	6,474	52,423	18,769	1,243	3,699	4,515	2,438	5,372	1,891	.....	.....
Jersey City.....	306.4	89.33	651,474	7,293	287,289	96,285	9,616	10,331	31,032	19,312	34,061	15,504	.....	.....
Kearny.....	43.6	12.63	91,051	7,209	35,398	10,711	1,052	599	1,313	821	9,143	3,027	.....	.....
North Bergen Township.....	46.7	13.81	97,251	7,042	37,580	10,603	570	235	670	2,394	13,257	4,200	.....	.....
Union City.....	59.8	19.71	135,696	6,885	88,456	22,298	2,186	13,120	9,212	5,635	12,516	2,377	.....	.....
West New York.....	39.6	13.00	88,876	6,837	54,490	18,694	1,144	2,553	9,704	4,652	5,904	1,902	.....	.....
HUNTERDON C-5.....	51.3	15.47	80,204	5,184	64,031	15,053	1,170	2,144	2,360	2,514	11,136	5,387	10.2	24,690
MERCER D-6.....	271.8	71.19	545,690	7,665	397,376	89,911	9,109	41,908	31,204	23,720	64,864	26,311	4.6	12,647
Trenton.....	137.8	35.67	272,805	7,648	309,164	68,242	7,263	38,575	27,356	20,028	36,435	17,888	.....	.....
Trenton Metro Area.....	271.8	71.19	545,690	7,665	397,376	89,911	9,109	41,908	31,204	23,720	64,864	26,311	.....	.....
MIDDLESEX E-6.....	376.3	105.81	798,442	7,546	392,985	102,924	9,676	22,155	30,223	21,713	71,395	29,755	4.5	19,165
New Brunswick.....	42.2	11.58	97,625	8,430	101,325	18,978	2,398	11,767	11,977	8,150	23,274	3,751	.....	.....
Perth Amboy.....	45.4	13.46	95,497	7,095	80,174	17,305	1,798	7,878	11,600	6,196	13,965	2,823	.....	.....
Woodbridge Township.....	39.1	12.27	89,211	7,271	32,740	10,547	906	790	913	578	4,113	4,728	.....	.....
MONMOUTH F-6.....	283.6	82.68	532,757	6,444	390,260	99,458	10,039	34,653	21,785	17,936	56,990	23,972	12.6	38,146
Asbury Park.....	20.1	5.94	40,133	6,756	72,463	10,797	1,523	19,551	8,213	4,108	9,123	1,558	.....	.....
Long Branch.....	33.3	9.99	64,524	6,459	38,968	11,039	1,222	2,198	2,304	2,135	6,770	1,643	.....	.....
MORRIS E-3.....	227.7	62.90	524,838	8,344	253,791	73,213	6,548	17,702	13,853	12,208	42,412	19,190	4.3	9,995
Morristown.....	20.1	5.93	52,338	8,826	70,411	17,138	1,678	11,794	6,020	5,619	12,557	2,571	.....	.....
OCEAN E-8.....	77.2	24.83	117,293	4,724	153,029	41,001	3,866	4,521	5,076	6,270	20,894	9,208	4.6	21,438
PASSAIC E-2.....	388.7	119.25	816,505	6,847	554,817	144,027	13,664	44,391	57,479	36,797	91,255	25,796	.6	2,644
Clifton.....	83.0	25.32	202,564	8,000	96,336	27,653	2,009	2,717	3,516	1,862	17,578	5,839	.....	.....
Passaic.....	60.1	18.43	142,252	7,719	118,875	27,602	2,705	9,037	22,387	10,936	14,300	3,427	.....	.....
Paterson.....	141.5	44.05	304,083	6,903	227,967	48,992	6,383	29,398	27,595	19,737	36,714	8,423	.....	.....
SALEM B-9.....	59.7	17.68	101,567	5,745	64,140	15,411	1,415	2,185	2,523	4,304	12,021	4,812	7.2	19,406
SOMERSET D-6.....	128.1	34.72	242,388	6,981	124,164	33,413	3,203	3,074	6,325	5,541	24,444	8,624	6.4	10,203
SUSSEX D-2.....	41.2	12.33	65,097	5,280	53,974	13,746	974	2,581	1,716	2,447	8,875	4,105	6.3	16,815
UNION E-4.....	476.0	136.63	1,252,486	9,1										

# 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>1,696,910</b>	<b>1,643,770</b>	<b>3.3618</b>
Atlantic	46,820	45,510	.0931
Bergen	222,600	216,380	.4425
Burlington	44,720	43,040	.0880
Camden	102,460	98,590	.2016
Cape May	15,120	14,400	.0295
Cumberland	32,220	30,680	.0627
Essex	292,240	284,110	.5811
Gloucester	33,890	32,610	.0667
Hudson	204,320	198,620	.4062
Hunterdon	15,470	14,890	.0305
Mercer	71,190	69,200	.1415
Middlesex	105,810	101,810	.2082
Monmouth	82,680	80,370	.1644
Morris	62,900	60,520	.1238
Ocean	24,830	23,890	.0489
Passaic	119,250	115,920	.2371
Salem	17,680	16,840	.0344
Somerset	34,720	33,410	.0683
Sussex	12,330	11,860	.0243
Union	136,630	132,810	.2716
Warren	19,030	18,310	.0374

## NEW JERSEY

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

### STATE NETWORK

#### New Jersey Network

Broadcast Time Sales, 280 Madison Ave., New York 16, N. Y. Murray Hill 4-6740.

Rates effective \_\_\_\_\_  
Rates received October 28, 1957.

Personnel  
General Manager—Carl L. Schuele.  
Sales Manager—George Beavers.

Representatives  
Broadcast Time Sales, \_\_\_\_\_

Comprised of:

WVNJ, Newark (NYC) WCAM, Camden (Phila)  
WTNJ, Trenton

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

General Advertising	Per wk.
5 spots per week on each station	175.00
10 spots per week on each station	325.00
15 spots per week on each station	450.00
20 spots per week on each station	550.00
25 spots per week on each station	625.00
30-second spots at 75% of above rates.	
20-second spots at 60% of above rates.	
10-second spots at 40% of above rates.	

#### ASBURY PARK

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

### WJLK

(Established 1926)



Rates effective September 1, 1958. (Card No. 14.)  
Card received August 6, 1958.

Owned and operated by Asbury Park Press, Inc.

Personnel  
Station Manager—Everett Rudloff.  
Program Director—Charles F. Hill.  
Commercial Manager—M. S. Curtis.

Representatives  
None

Mailing Instructions  
Business Office and Studio—Press Plaza, Asbury Park, N. J., Prospect 4-7000.

Transmitter—Neptune, New Jersey.

Wave—Power—Time

Operating power—250 watts.

Frequency—1310 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Eastern Standard Time.

Daylight Saving Time observed.

Operating schedule: 6:00 a.m. to 11:30 p.m. week days; 8:00 a.m. to 11:30 p.m. Sundays.

F M Facilities

Effective radiated power—1,000 watts.

Frequency—94.3 megacycles; Class A.

Antenna height 250 feet above average terrain.

Agency Commission

15% to recognized agencies on time only; no cash discount.

General Advertising

Accepts AAAA copyrighted contract.

FM operated in conjunction with AM.

Rates are for national advertising and include music copyright fees.

BMI, ASCAP and SESAC licenses.  
Time not sold for resale.  
Alcoholic beverages advertising, other than beer and wine, not accepted.  
Contracts accepted 30 days in advance of initial broadcast. Maximum length 52 weeks. Programs and announcements cannot be combined for discount purposes.  
Station reserves the right to change the time scheduled when necessary. Announcements made erroneously, or not made because of technical or mechanical difficulties, will be made good during the ensuing non-commercial program period.  
Retroactive discounts applied as earned.  
Programs and announcements broadcast on both AM and FM.

	1 hr.	1/2 hr.	*1/4 hr.	10 min.	*5 min.
1 time	84.50	50.60	33.00	26.40	18.70
13 times	79.20	47.30	30.80	24.20	17.60
26 times	73.70	44.00	28.60	22.00	16.50
52 times	69.30	40.70	26.40	19.80	15.40
104 times	66.00	37.40	24.20	17.60	14.30
156 times	62.70	35.20	22.00	15.40	13.20
260 times	59.40	33.00	19.80	14.30	12.10
312 times	56.10	30.80	18.70	13.20	11.60
365 times	52.80	28.60	17.60	12.10	11.00

(\* For news programs add 5% to rate shown.  
25 minute rate: 50% of hourly rate.  
45 minute rate: 80% of hourly rate.  
55 minute rate: 90% of hourly rate.

ANNOUNCEMENTS (Live or transcribed)					
	(*)	(†)	(*)	(†)	
1 time	12.60	10.50	500 times	6.95	4.65
100 times	10.50	8.10	1000 times	5.10	4.00
300 times	8.70	5.80	3000 times	4.75	3.70

(\* 1 minute or 120 words.  
(†) 30 seconds or 60 words.  
Announcements cannot be combined with programs for frequency rate purposes.

STATION BREAK ANNOUNCEMENTS (15 seconds or 20 words)					
1 time	5.80	500 times	3.50		
100 times	4.65	1000 times	2.90		
300 times	4.00				

Station break announcements cannot be combined with announcements for frequency rate purposes.

SPECIAL FEATURES  
News Service—AP and local.  
POLITICAL  
Programs and announcements—regular rates apply.  
Payable in advance.

Advertisement  
WJLK, The Radio Voice of The Asbury Park Press, is completely independent and features vital community programming that attracts and holds more listeners than any other radio station heard on the North Jersey Shore. Here is the latest Advertiser Research survey, made in March, 1958; showing average projectable ratings:  
WJLK ..... 4.9  
Station B ..... 2.0  
Station C ..... 1.6  
Station D ..... 1.4  
Station E ..... 1.2  
All Others Below This Figure.  
Copy of Survey furnished upon request.

## ATLANTIC CITY

(including Pleasantville)  
(4 AM)

Atlantic County—Map Location D-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. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### W F P G

ATLANTIC CITY

(Established 1940)

## CBS Radio Network



Rates effective February 1, 1958. (Card No. 8.)

Card received December 30, 1957.

Owned and operated by WFPG, Inc.

Personnel  
President—Jerome Sill.

Representatives  
Walker-Rawalt Company, Inc.

Mailing Instructions  
Business Office and Studio—Steel Pier, Atlantic City, N. J., telephone 5-2158.

Transmitter—Murray & Ohio Aves., Venice Park, Atlantic City, N. J.

Wave—Power—Time

Operating power—250 watts.

Frequency—1450 kilocycles.

Non-directional.

Licensed to operate full time on local channel.

Operates on Eastern Daylight Saving Time.

Daylight Saving Time observed.

Operating schedule: 24 hours daily.

Agency Commission

15% to recognized advertising agencies on station time; no cash discount. All bills due by 18th of month following service.

General Advertising  
For combination rates see CBS Radio Network.

GENERAL BROADCAST RATES

The following rates include station time 70%; news transcriptions, music, staff announcers' services, etc., 30%.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	100.00	60.00	40.00	30.00	25.00
26 times	95.00	57.00	38.00	28.50	23.75
52 times	90.00	54.00	36.00	27.00	22.50
104 times	85.00	51.00	34.00	25.50	21.25
156 times	80.00	48.00	32.00	24.00	20.00
260 times	75.00	45.00	30.00	22.50	18.75
312 times	70.00	42.00	28.00	21.00	17.50

## NEW JERSEY

### ANNOUNCEMENTS

1 time	12.00	156 times	0.50
52 times	11.00	312 times	0.50
104 times	10.50		

### Package Plan (Run-of-schedule)

1-minute announcements, no frequency discounts:	Per wk.
10 spots per week	90.00
15 spots per week	120.00
20 spots per week	144.00
30 spots per week	180.00
40 spots per week	215.00
70 spots per week	290.00
8-second spots, when available, flat, each	2.00
30-second spots—60% of above rates.	

### SPECIAL FEATURES

News Service—UPI.  
Sports programs, weather reports, time signals, local news programs, news commentaries—rates on request.

### POLITICAL

Regular rates apply; payable in advance.

Closing Time  
Copy of all political talks or programs involving controversial subjects must be submitted to station at least 36 hours in advance of broadcast.

## W L D B

ATLANTIC CITY

(Established 1955)

## Mutual Network



Rates effective November 1, 1958. (Card No. 5.)

Rates received October 7, 1958.

Owned and operated by Atlantic City Broadcasting Co.

Personnel  
Pres. & Gen'l Mgr.—Leroy Bremmer.

Bus. & Com'l Mgr.—Dorothy Bremmer.

Representatives  
Charles Bernard Company.

Mailing Instructions

Business Office and Studio—Senator Hotel, Atlantic City, N. J. Phone 4-6573.

Transmitter—1409-11 Huron Ave., Atlantic City, N. J.

Wave—Power—Time

Operating power—250 watts.

Frequency—1490 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Eastern Standard Time.

Daylight Saving Time observed.

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

Agency Commission

15% to recognized agencies on time only.

General Advertising

For combination rates see Mutual Broadcasting System.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	80.00	48.00	32.00	24.00	15.00
13 times	76.00	45.00	30.00	22.00	14.00
26 times	72.00	43.00	28.00	21.00	13.00
52 times	68.00	40.00	27.00	20.00	12.00
105 times	62.00	38.00	25.00	19.00	11.00
250 times	60.00	36.00	24.00	18.00	10.00

### ANNOUNCEMENTS

1 time	7.50	250 times	6.00
13 times	7.25	500 times	5.50
52 times	7.00	750 times	5.00
104 times	6.50	1000 times	4.50

### PACKAGE PLANS (Run-of-schedule)

1 minute:	Per week
10 spots, weekly	55.50
15 spots, weekly	78.75
20 spots, weekly	100.00
30 spots, weekly	135.00
40 spots, weekly	160.00
50 spots, weekly	175.00
30-second spots, 75% of 1-minute rate.	
10-second spots, flat	1.50

### Frequency Discounts

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

### SPECIAL FEATURES

News Service—Mutual 5-minute newscasts, on the hour every hour, 7:00 a.m. to 11:00 p.m. 1-minute participation spots, flat, each, 7.50. 5-minute newscasts, flat, each, 15.00.

### Participating Programs

1-minute spots, flat, each ..... 5.00  
"Kate Smith Show", "Queen for a Day", "The Answer Man", "U. N. Radio Review", "Bill Stern's Sports Beat", "The Big Decision", "Musical Wheel of Chance", "Boris Karloff Presents", "Gaylord Häuser", "Assignment Hollywood", "Capitol Assignment".

Western and Country Market  
"Hillbilly Jamboree"—4:05 p.m. to 5:00 p.m. Monday through Saturday.

### POLITICAL

Regular rates apply; payable in advance.

## W M I D

ATLANTIC CITY

(Established 1947)

Rates received August 22, 1951.

Owned and operated by the Mid-Atlantic Broadcasting Company.

Personnel  
President—David H. Freedman.

General Manager—David H. Freedman.

Representatives  
Stars National, Inc.

Mailing Instructions

Business Office and Studio—Brighton Hotel, Atlantic City, N. J., telephone 4-1340, TVX ACY 477.

Transmitter—Illinois Ave and Absecon Blvd., Atlantic City, N. J.

(This listing continued on next page)

# NEW JERSEY

## Atlantic City—W M I D—Continued

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1340 kilocycles.  
 Non-directional.  
 Licensed to operate full time on local channel.  
 Operates on Eastern Time.  
 Operating schedule: 24 hours daily except Sunday sign-on 8:00 a.m. to midnight.

**Agency Commission**  
 15% to recognized agencies on station time. 2% cash discount if paid by the 10th of following month.

**General Advertising**  
 For combination rates see ABC Radio.  
 Rates include music copyright fees.  
 ASCAP, SESAC and BMI licenses.

1 hr.	1/2 hr.	5 min.	1 min.	30 sec.
1 time.. 100.00	60.00	15.00	7.50	5.65
13 times.. 95.00	57.00	14.25	7.15	5.35
26 times.. 90.00	54.00	13.50	6.75	5.05
52 times.. 85.00	51.00	12.75	6.40	4.80
100 times.. 80.00	48.00	12.00	6.00	4.50
300 times.. 75.00	45.00	11.25	5.65	4.25

1/4 hour, flat..... 10.00  
 NOTE: Actual air times: 59:30 minutes for one hour; 29:30 minutes for 1/2 hour; 14:30 minutes for 1/4 hour.

### SPECIAL FEATURES

News Service—AP.  
 News Broadcasts: Add 10% to rate. Sports programs, weather reports, time signals, local news programs and commentaries—rates on request.  
**POLITICAL**  
 Payable in advance. One time rate applies.  
**TRANSCRIPTIONS**  
 Library Service—Associated.  
**Closing Time**  
 Copy and program material due 48 hours in advance of broadcast for approval of station management.

## WOND PLEASANTVILLE

(Established 1950)



Rates effective February 1, 1958. (Card No. 4.)  
 Card received January 13, 1958.  
 Owned and operated by South Jersey Radio, Inc.

**Personnel**  
 General Manager—Howard L. Green.  
 Program Director—Lee Small.  
 Chief Engineer—Milton Thurlow.

**Representatives**  
 Forje & Company, Inc.  
 Philadelphia—Morton Lowenstein.

**Mailing Instructions**  
 Business Office and Studio—Old Turnpike, Pleasantville, N. J. Phone, Atlantic City 2-4171.  
 Transmitter—Old Turnpike, Pleasantville, N. J.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1400 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Operates on Eastern Standard Time.  
 Operating schedule: 20 hours daily.

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

**General Advertising**  
 ASCAP, BMI and SESAC licenses.

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Ann.
1 time... 100.00	60.00	40.00	30.00	25.00	12.00
26 times.. 95.00	57.00	38.00	28.50	23.75	.....
52 times.. 90.00	54.00	36.00	27.00	22.50	.....
104 times.. 85.00	51.00	34.00	25.50	21.25	.....
156 times.. 80.00	48.00	32.00	24.00	20.00	.....
260 times.. 75.00	45.00	30.00	22.50	18.75	.....
312 times.. 70.00	42.00	28.00	21.00	17.50	.....

30-second announcements—2/3 of announcement rate.

### PACKAGE PLANS

5 times.. 55.00	6 wks. 50.00	13 wks. 47.50	26 wks. 45.00	52 wks. 43.50
10 times.. 105.00	90.00	85.00	80.00	75.00
15 times.. 142.50	120.00	112.50	105.00	97.50
20 times.. 170.00	140.00	130.00	120.00	110.00

### SPECIAL FEATURES

News every hour on the half-hour all day.  
 Participating Programs  
 Rates and details on request.  
**TRANSCRIPTIONS**  
 Library Service—Standard, Thesaurus.

## BRIDGETON

Cumberland County—Map Location C-11  
 See SRDS consumer market map and data at beginning of the State.

## WSNJ

(Established 1937)



Rates effective December 1, 1951.  
 Card received December 4, 1951.  
 Owned and operated by the Eastern States Broadcasting Corporation.

**Personnel**  
 Vice-Pres. & Gen'l Mgr.—Paul Alger.  
**Representatives**  
 Thomas F. Clark Company, Inc.

**Mailing Instructions**  
 Business Office and Studio—Bridgeton, N. J., Bridgeton 2930.  
 Transmitter—Bridgeton, N. J.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1240 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Operates on Eastern Time.  
 Daylight Saving Time observed.  
 Operating schedule: 6:00 a.m. to 12:00 midnight.

### F M Facilities

Effective radiated power—9,000 watts.  
 Frequency—98.9 megacycles; channel 228; Class B.  
 Antenna height—484 feet above average terrain.

**Agency Commission**  
 15% on net time charges only; no cash discount.

**General Advertising**  
 Affiliated with GMB—Good Music Broadcasters.  
 Accepts AAAA copyrighted contract.  
 FM operated in conjunction with AM.

The following rates are for national advertising and include music copyright fees.  
 BMI, ASCAP and SESAC licenses.

**CLASS "A"**  
 (7:00 a.m. to 7:00 p.m. daily)

	1 tl.	2 tl.	3 tl.	(*)
1 hour.....	70.00	63.00	59.50	56.00
55 minutes.....	63.00	56.70	53.55	50.40
1/2 hour.....	42.00	37.80	35.70	33.60
25 minutes.....	35.00	31.50	29.75	28.00
1/4 hour.....	28.00	25.20	23.80	22.40
10 minutes.....	24.50	22.05	20.83	19.60
5 minutes.....	21.00	18.90	17.85	16.80

**CLASS "B"**  
 (7:00 p.m. to 12:00 midnight)

1 hour.....	52.50	44.62	42.00	36.75
55 minutes.....	46.25	40.15	37.80	33.08
1/2 hour.....	31.50	26.77	25.20	22.05
25 minutes.....	26.25	22.31	21.00	18.38
1/4 hour.....	21.00	17.85	16.80	14.70
10 minutes.....	18.38	15.62	14.70	12.86
5 minutes.....	15.75	13.39	12.60	11.08

(\*) Five or more times.

**ANNOUNCEMENTS**  
**CLASS "A"**  
 (7:00 a.m. to 7:00 p.m.)

1 time....	10.00	9.00	300 times..	8.00	7.00
50 times..	9.50	8.50	400 times..	7.50	6.50
100 times..	9.00	8.00	600 or more	.....	.....
200 times..	8.50	7.50	times..	7.00	6.00

**CLASS "B"**  
 (6:00 a.m. to 7:00 a.m. and 7:00 p.m. to midnight)

1 time....	8.00	7.00	300 times..	6.00	5.00
50 times..	7.50	6.50	400 times..	5.50	4.50
100 times..	7.00	6.00	600 or more	.....	.....
200 times..	6.50	5.50	times..	5.00	4.00

(\*) 1 minute announcements.

(†) 1/2 minute announcements.

Discounts for Consecutive Weeks

Applicable only to periods of five minutes or more:	
13 weeks.....	5% 39 weeks..... 15%
26 weeks.....	10% 52 weeks..... 25%

### SPECIAL FEATURES

News Service—UPI.  
**TRANSCRIPTIONS**  
 Library Service—Thesaurus.  
**Closing Time**  
 48 hours in advance of broadcast for station approval.

## CAMDEN (2 AM)

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

## WCAM

(Established 1926)



Rates effective January 1, 1956.  
 Rates received November 14, 1955.  
 Rev. (1-min and Sta. brk. ann.) rec'd March 29, 1956.

Owned and operated by the City of Camden, N. J.  
**Personnel**  
 Station Director—Willard C. Schriver.  
 Manager—John Cleary.  
 Program Director—Jack LaMar.

**Representatives**  
 Broadcast Time Sales.  
**Mailing Instructions**  
 Business Office and Studio—6th and Market Sts., Camden 1, N. J. Emerson 5-5600.  
 Transmitter—Pyne Poynt Park, Camden, N. J.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1310 kilocycles.  
 Non-directional.  
 Operates on Eastern Standard Time.  
 Daylight Saving Time observed.  
 Licensed to operate full time.  
 Operating schedule: 24 hours daily.

**Agency Commission**  
 15% to recognized agencies on time only; no cash discount. Bills rendered monthly and payable by 20th of the month following broadcast.

**General Advertising**  
 Affiliated with New Jersey Network.  
 Rates include music copyright fees.  
 BMI, ASCAP and SESAC licenses.  
 Contracts must start within 30 days of signing date.  
 Programs take precedence over spot announcements.  
 The following rates are net to station. No further discounts are allowed.

Length of commercial copy:

5 minutes.....	150 words
10 minutes.....	250 words
15 minutes.....	350 words
30 minutes.....	500 words
60 minutes.....	750 words

**CLASS "A"**  
 (6:00 a.m. to 7:00 p.m. Sunday through Saturday)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time....	100.00	70.00	50.00	30.00	8.00	6.00
26 times..	95.00	66.50	47.50	28.50	7.40	5.70
52 times..	90.00	63.00	45.00	27.00	7.20	5.50
104 times..	85.00	60.00	42.00	25.00	6.80	5.20
156 times..	80.00	58.00	40.00	24.00	6.40	5.10
312 times..	70.00	49.00	35.00	21.00	6.00	4.65
624 times..	65.00	45.00	32.00	19.00	4.60	3.70

(\*) Station break.

**CLASS "B"**  
 Negro Programming  
 (7:00 p.m. to 6:00 a.m. Sunday through Saturday)  
 Program strip rates on request.

**SPECIAL FEATURES**  
 News Service—UPI and local news. Rates on request.

### Participating Programs

"Clock of the Morning"—6:00 a.m. to 9:30 a.m. Monday through Saturday. Regular rates apply.  
 "Housewives Serenade"—9:00 a.m. to 12:00 noon. Regular rates apply.  
 "Luncheon with Lou"—12:15 p.m. to 1:00 p.m. Regular rates apply.  
 "Something for the Ladies"—1:05 p.m. to 3:00 p.m. Regular rates apply.  
 "Startime Matinee"—3:05 p.m. to 5:00 p.m. Regular rates apply.  
 "Swinging in the Groove"—7:05 p.m. to 12:00 midnight.  
 1 to 52 times..... 10.00 156 times..... 6.00  
 104 times..... 8.00 312 times..... 5.00  
 "The All Night Show"—12:05 a.m. to 6:00 a.m. Sunday through Saturday.  
 Per spot ..... 4.00

### POLITICAL

Regular rates apply providing candidate meets necessary qualifications.

### TRANSCRIPTIONS

Library Service—Standard.

**Closing Time**  
 Copy must be submitted 48 hours before broadcast.

## WKDN

(Established 1948)



Rates effective April 1, 1958. (Card No. 3.)  
 Card received March 3, 1958.

Owned and operated by South Jersey Broadcasting Co.  
**Personnel**  
 President—Ranulf Compton.  
 General Manager—Gordon Giffen.  
 Commercial Manager—David Moss.

**Representatives**  
 Rameau, Vance, Hopple, Inc.  
**Mailing Instructions**  
 Business Office and Studio—Radio Park, 2881 Mt. Ephraim Ave., Camden, N. J.  
 Transmitter—2881 Mt. Ephraim Ave., Camden, N. J.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—800 kilocycles.  
 Non-directional.

Licensed to operate daytime.  
 Daylight Saving Time observed.  
 Operating schedule: 6:30 a.m. to local sunset.

**Agency Commission**  
 15% to recognized agencies on net time only. No cash discount. Bills rendered monthly; payable when rendered.

**General Advertising**  
 Rates include music copyright fees.  
 ASCAP, SESAC and BMI licenses.  
 Frequency discounts allowed as earned within each contract year. Programs and announcements may not be combined for discount purposes.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)	(†)
1 time	100.00	60.00	40.00	30.00	20.00	14.00	10.00
13 times	95.00	57.00	38.00	28.50	19.00	13.30	9.50
26 times	90.00	54.00	36.00	27.00	18.00	12.60	9.00
52 times	85.00	51.00	34.00	25.50	17.00	11.90	8.50
104 times	80.00	48.00	32.00	24.00	16.00	11.20	8.00
156 times	75.00	45.00	30.00	22.50	15.00	10.50	7.50
260 times	70.00	42.00	28.00	21.00	14.00	9.80	7.00
312 times	65.00	39.00	26.00	19.50	13.00	9.10	6.50

(\*) Announcements—1-minute or 100 words.  
 (†) Station breaks—30 seconds or 50 words.

**WEEKLY SPOT PACKAGE RATES**  
 Available 9:00 a.m. to 4:00 p.m. or before 7:00 a.m. and after 6:00 p.m. April through September. May be combined with other spots to establish frequency discounts but not package discounts.

	Spots per week				
	Base rate	6 wkly 5% off	13 wkly 10% off	26 wkly 15% off	40 wkly 20% off
1-minute:					
1 time.....	14.00	13.30	11.95	10.70	9.50
13 times.....	13.30	12.65	11.35	10.10	9.00
26 times.....	12.60	11.95	11.35	10.70	9.50
52 times.....	11.90	11.30	10.70	10.10	9.50
104 times.....	11.20	10.65	10.10	9.50	9.00
156 times.....	10.50	10.00	9.45	8.95	8.40
260 times.....	9.80	9.30	8.80	8.30	7.80
312 times.....	9.10	8.65	8.20	7.75	7.30

**30-second:**

1 time.....	10.00	9.50	.....	.....	.....
13 times.....	9.50	9.05	8.55	.....	.....
26 times.....	9.00	8.55	8.10	7.65	.....
52 times.....	8.50	8.10	7.65	7.15	6.80
104 times.....	8.00	7.60	7.20	6.80	6.40
156 times.....	7.50	7.15	6.75	6.40	6.00
260 times.....	7.00	6.65	6.30	5.95	5.60
312 times.....	6.50	6.20	5.85	5.55	5.20

**SPECIAL FEATURES**  
 News Service—AP and local news. No extra charge.

**Participating Programs**  
 "Western Music"—Sign-on to 8:00 a.m.  
 "Art's Gallery"—8:15 a.m. to 10:00 a.m. and 3:00 p.m. to 4:30 p.m.  
 "Talk of the Town"—10:05 a.m. to noon.

Foreign Language Programs  
 Polish and Greek—Sunday only.  
**POLITICAL**

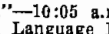
Cash in advance.  
**Closing Time**  
 48 hours in advance of broadcast. (D)

## EATONTOWN

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

## WHTG

(Established 1957)



Rates effective November 1, 1957. (Card No. 1.)  
 Card received November 22, 1957.  
 Owned and operated by Harold and Theo Gade.

**Personnel**  
 General Manager—Harold Gade.  
 Station Manager—Mrs. Theo Gade.

(This listing continued on next page)



**Eatontown—WHTG—Continued**

**Representatives**  
Grant Webb & Company.

**Mailing Instructions**  
Business Office, Studio and Transmitter—Route 1, Asbury Park, N. J. Kellogg 1-1410.

**Wave—Power—Time**  
Operating power—500 watts days.  
Frequency—1410 kilocycles.  
Non-directional.  
Operates on Eastern Time.  
Operating schedule: 6:30 a.m. to local sunset.

**Agency Commission**  
15% on time only; no cash discount.

**General Advertising**  
Rates include music copyright fees. ASCAP and BMI licenses.  
Frequency discounts credited as earned within 52 weeks of original broadcast.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	77.00	46.00	30.00	17.00
13 times.....	72.00	43.00	28.00	15.00
26 times.....	67.00	40.00	26.00	15.00
52 times.....	63.00	37.00	24.00	14.00
104 times.....	60.00	34.00	22.00	13.00
156 times.....	57.00	32.00	20.00	12.00
260 times.....	54.00	30.00	18.00	11.00
312 times.....	51.00	28.00	17.00	10.50
365 times.....	48.00	26.00	16.00	10.00

**ANNOUNCEMENTS**

	(*)	(†)	(*)	(†)
1 time.....	12.00	10.00	500 times	6.60
100 times.....	10.00	7.70	1000 or more	4.40
300 times.....	8.25	5.50	times.....	4.95

(\*) 1-minute (120 words).  
(†) 30-seconds (60 words).

**SHORT SPOTS**  
(20 words)

Less than 100 times	5.50	500 times.....	3.30
100 times.....	4.40	1000 or more times.....	2.75
300 times.....	3.85		

**SPECIAL FEATURES**  
News Service—AP and local.  
Fishing News; Weather Forecasts, Marine Forecasts; Tides, Aviation Weather, Egg and Poultry Prices; Farm and Garden News; Agricultural Weather Forecasts; Fort Monmouth News; Traffic Bulletins; Civil Service News; Science Notes; Strictly for Women; Wall Street Market Reports; Half-hourly Baseball Scores.

**POLITICAL**  
Regular rates apply; cash in advance.

**MILLVILLE**

Cumberland County—Map Location C-11  
See SRDS consumer market map and data at beginning of the State.

**WMVB**  
(Established 1953)

Rates effective March 1, 1958.  
Rates received February 3, 1958.  
Owned and operated by Union Lake Broadcasters, Inc.

**Personnel**  
General Manager—Fred M. Wood.

**Representatives**  
None.

**Mailing Instructions**  
Business Office, Studio and Transmitter—Millville, N. J., Taylor 5-2600.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1440 kilocycles.  
Directional.  
Licensed to operate daytime.  
Operates on Eastern Time.  
Operating schedule: 6:00 a.m. to sunset.

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

**General Advertising**  
Accepts AAAA copyrighted contract.  
Commercial copy limited to NAB standards.

**ANNOUNCEMENTS**

	1 min.	30 sec.
1 to 99 times.....	8.00	4.00
100 to 199 times.....	7.00	3.50
200 to 299 times.....	6.00	3.00
300 or more times.....	5.00	2.50

**SPECIAL FEATURES**  
News Service—UPI and local. Local news every hour.  
Participating Programs  
"Fred Wood Show"—8:00 a.m. to noon. Regular rates apply.

**Closing Time**  
48 hours in advance of broadcast.

**MORRISTOWN**

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

**WMTR**  
(Established 1948)

Rates effective December 12, 1953. (Card No. 3.)  
Card received January 4, 1954.  
Owned and operated by Morristown Broadcasting Corp.

**Personnel**  
General Manager—Kenneth A. Croy.  
Commercial Manager—Henry Behre.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—Park Square Bldg., Morristown, N. J., Jefferson 8-1250.  
Transmitter—Evergreen Ave., Hanover Twp., N. J.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1250 kilocycles.  
Non-directional.  
Licensed to operate daytime on regional channel.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: Sunrise to sunset.

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

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees. BMI, ASCAP and SESAC licenses.  
Contracts for programs and announcements accepted up to 30 days in advance of initial broadcast. Maximum length of contract 52 weeks. No time sold for resale. Programs and announcements may not be combined for discount purposes.

**Length of commercial copy:**

5 minutes.....	1:15 min.	1:10 min.
10 minutes.....	2:00 min.	
15 minutes.....	3:00 min.	
30 minutes.....	4:00 min.	
60 minutes.....	6:00 min.	

**ANNOUNCEMENTS**

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	72.00	43.20	28.80	21.60	14.40
13 times.....	68.40	41.05	27.35	20.50	13.70
26 times.....	64.80	38.90	25.90	19.45	12.95
52 times.....	61.20	36.70	24.50	18.35	12.25
104 times.....	57.60	34.55	23.05	17.30	11.50
156 times.....	54.00	32.40	21.60	16.20	10.80
260 times.....	50.40	30.25	20.15	15.10	10.10
312 times.....	46.80	28.10	18.75	14.05	9.35
500 times.....	43.20	25.90	17.30	12.95	8.65

**ANNOUNCEMENTS**

	1 min.	1/2 min.	15 sec.
1 time.....	8.25	7.25	6.00
13 times.....	7.85	6.90	5.70
26 times.....	7.45	6.55	5.40
52 times.....	7.05	6.20	5.10
104 times.....	6.60	5.80	4.80
156 times.....	6.20	5.45	4.50
260 times.....	5.75	5.05	4.20
312 times.....	5.35	4.70	3.90
500 times.....	4.95	4.35	3.60

**SPECIAL FEATURES**  
News Service—AP and local news 25% in addition to program rates.  
"Morning Stretch"—Sign-on to 9:00 a.m., music, news, time and weather.

**POLITICAL**  
Regular rates apply.  
Closing Time  
48 hours in advance; Sunday and Monday programs, noon Friday.

**NEWARK (4 AM; 1 FM)**

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

**WBGO**

—FM—  
(Established 1947)  
Board of Education of Newark in the County of Essex.  
Does not sell time.

**WHBI**

(Established 1922)  
Rates effective June 1, 1957.  
Rates received June 12, 1957.  
Owned and operated by May Radio Broadcasting Corp.

**Personnel**  
Pres. & Gen'l Mgr.—James L. Shearer.  
General Manager—William A. Masl.  
Program Director—Marie E. Masl.

**Representatives**  
None.

**Mailing Instructions**  
Business Office, Studios and Transmitter—35 Warren St., Newark 2, N. J., Mitchell 2-7353-4.

**Wave—Power—Time**  
Operating power—2,500 watts to local sunset; 1,000 watts thereafter.  
Frequency—1280 kilocycles.  
Non-directional.  
Licensed to operate 7:00 a.m. Sundays to 7:00 a.m. Mondays.  
Shares time with WOV, New York.  
Operates on Eastern Time.

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

**General Advertising**  
Limited to 30 second station breaks and one minute announcements. All other periods reserved for Religious Services and singing.

**CLASS "A"**  
(9:00 a.m. to midnight)  
Station breaks and one minute announcements.... 15.00

**CLASS "B"**  
(Before 9:00 a.m. and after midnight)  
Station breaks and one minute announcements.... 10.00  
Frequency and package rates on request.

**SPECIAL FEATURES**  
Participating Programs

Sundays:  
"Chruch Reporter"—7:45 a.m.  
"Bill Stubbs Reporting"—9:00 a.m.  
"Old Ship of Zion"—9:15 a.m.  
"Hotel Scott"—3:15 p.m.  
"Roving Reporter"—11:15 a.m.  
"Community Profile"—11:30 p.m.

**Closing Time**  
Closing date one week prior to first broadcast.

**WNJR**

(Established 1947)

**A Rollins Owned Station**  
Rates effective May 14, 1957.  
Rates received May 27, 1957.  
Owned and operated by Rollins Broadcasting-Telecasting of New York, Inc.  
For other Rollins owned stations see Rollins Broadcasting, Inc., listing.

**Personnel**  
President—O. Wayne Rollins.  
Vice-Pres. & Gen'l Mgr.—Hal Walton.

**Representatives**  
Rollins Broadcasting, Inc.  
San Francisco—W. S. Grant Company, Inc.

**Mailing Instructions**

Business Office—P. O. Box 1258, Newark, N. J., Murdock 8-3665. New York Exchange Worth 4-3445.

Transmitter—Union, N. J.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—1430 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Eastern Time.  
Operating schedule: Monday through Saturday 6:00 a.m. to 1:00 a.m.; Sunday 7:30 a.m. to 1:00 a.m.

**Agency Commission**  
15% to recognized agencies; no cash discount. Bills payable by 10th of month.

**General Advertising**  
Rates include music copyright fees. ASCAP, BMI and SESAC licenses.  
Advertising of beer and wine accepted.  
Discounts payable as earned, but allowed currently on non-cancellable contracts. Programs and announcements may not be combined for any discount purposes. Contracts accepted 30 days in advance of starting date for maximum of 52 consecutive weeks. All programs must conclude 30 seconds before end of period contracted for to allow for switching and station identification.

**Programs.** Length of commercial copy:

5 minutes.....	1:00 minutes
10 minutes.....	2:00 minutes
15 minutes.....	2:30 minutes
25 minutes.....	2:50 minutes
30 minutes.....	3:00 minutes
45 minutes.....	4:30 minutes
60 minutes.....	6:00 minutes

**1 hr. 10 min. 30 min. 15 min. 10 min. 5 min.**

1 hour.....	110.00	80.00	80.00	80.00	72.50	67.50
1/2 hour.....	80.00	60.00	55.00	50.00	45.00	36.50
1/4 hour.....	65.00	48.00	43.00	38.00	33.00	28.00
10 min.....	43.00	38.00	35.50	33.00	30.50	28.00
5 min.....	32.50	30.00	27.50	26.00	24.50	22.50
1 min.....	22.00	19.80	18.70	17.60	16.50	15.40
30 sec.....	16.50	14.85	14.00	13.20	12.35	11.55
20 sec.....	15.50	13.95	13.15	12.40	11.60	10.85
10 sec.....	12.50	11.25	10.60	10.00	9.35	8.75

**ANNOUNCEMENTS**  
One minute announcements may be either by transcription or 125 words or "live" copy. Station breaks may be either 20 second transcriptions or 35 words "live" copy. Announcements adjacent to higher time classification are charged for at the higher classification rate.

**WEEKLY SATURATION PACKAGE**  
(13-week minimum)

1/4 hour:	Each	Per wk.
6 times.....	50.00	300.00
10 minutes:		
6 times.....	35.00	210.00
12 times.....	32.50	390.00
5 minutes:		
6 times.....	25.00	150.00
12 times.....	22.50	250.00
30 seconds:		
12 times.....	11.00	132.00
18 times.....	9.50	171.00
30 times.....	8.00	240.00
1 minute:		
12 times.....	14.00	168.00
18 times.....	12.50	225.00
30 times.....	10.00	300.00

**Combination Rates**  
Sold in combination with WBBB, Chicago; KATZ, St. Louis; WRAP, Norfolk; WGEF, Indianapolis; WAMS, Wilmington and WJWL, Georgetown with multiple station discounts as shown under Network and Group Listings.

**SPECIAL FEATURES**  
News Service—AP.

**NEGRO MARKET PROGRAMS**  
(All Negro programming—19 hours a day)  
"Downbeat Club" with George Hudson—6:00 a.m. to 8:00 a.m. Monday through Saturday. Musical clock show.  
"Roll Jordan"—8:00 a.m. to 9:00 a.m. Monday through Sunday. Spirituals and religious music.  
"George Hudson Show"—9:15 a.m. to 10:00 a.m. Monday through Saturday. Recorded music.  
"Coffee Break" with Charlie Green—10:00 a.m. to 11:00 a.m. Monday through Saturday. Recorded music.  
"Good Blues Show" with George Hudson—11:00 a.m. to noon.  
"Noonday Spirituals" with Charles Green—noon to 1:00 p.m. Monday through Saturday. Spirituals and religious music.  
"Club 1430" with George Hudson—1:00 p.m. to 2:00 p.m. Monday through Saturday.  
"Walking with Mr. C" with Pat Connell—2:00 p.m. to 4:00 p.m. Monday through Saturday.  
"WNJR Record Report" with Charlie Green—4:00 p.m. to 5:00 p.m. Monday through Saturday.  
"R & B Express" with Pat Connell—5:00 p.m. to 6:00 p.m. Monday through Saturday.  
"Gospel Caravan" with Mark Alan—6:00 p.m. to 6:50 p.m. Monday through Saturday. Religious records.  
"Sports Time" with Jocko Maxwell—6:50 p.m. to 7:00 p.m. Monday through Saturday.  
"Party Time" with Mark Alan—7:00 p.m. to 8:30 p.m. Monday through Saturday. Recorded music.  
"Man About Town" with George Hudson—8:30 p.m. to 9:00 p.m. Monday through Saturday.  
"Mr. Blues Show" with Hal Ladell—9:00 p.m. to 9:30 p.m. Monday through Friday. Recorded music.  
"The Katman Show" with Danny "Katman" Stiles—9:30 p.m. to 11:30 p.m. Monday through Saturday. Recorded music.  
"Midnight Show"—midnight to 1:00 a.m. Monday through Saturday. Recorded music.

**POLITICAL**  
Time is sold for political broadcasts on the basis of conformity with station policies, the Federal Communications Act and rules and regulations of federal and state governments.

**TRANSCRIPTIONS**  
Library Service—Standard.  
Closing Time  
Continuity must be approved at least 48 hours before broadcast; for Sunday and Monday programs by noon Friday preceding.

(Newark continued on next page)

# NEW JERSEY

Newark—Continued

## WNTA

(Established 1926)

Rates effective May 7, 1958. (Card No. 1.)  
Rates received June 19, 1958.

Owned and operated by Bremer Broadcasting Corporation, a subsidiary of National Telefilm Associates, Inc.

### Personnel

Vice-Pers. & Gen'l Mgr.—Malcolm C. Klein.  
Station & Sales Mgr.—Sydney Kavaleer.  
Business Manager—Joseph Morris.  
Publicity Director—Barbara Wilkens.  
Program Director—Art Ford.

### Representatives

McGavren-Quinn Corp.  
New York Sales Office—10 Columbus Circle, New York City, N. Y., Judson 2-7300.

### Mailing Instructions

Executive Offices and Studios—1020 Broad St., Newark 1, N. J. Mitchell 2-6400; Barclay 7-3260.  
New York Studios—10 Columbus Circle, New York 16, N. Y.  
Transmitter—Kearny, N. J.

### Wave—Power—Time

Operating power—5,000 watts days, 1,000 watts nights.  
Frequency—870 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 6:00 a.m. to 1:30 a.m.

### F M Facilities

Effective radiated power—20,000 watts.  
Frequency—94.7 megacycles on channel 234.  
Antenna height—590 feet above average terrain.  
Transmitter—West Orange, N. J.

### Agency Commission

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

### General Advertising

Accepts AAAA copyrighted contract.  
ASCAP, BMI and SESAC licenses.  
Rates include music copyright fees.  
Maximum length of contract 52 weeks. Commitments made under this rate card will be protected for a period of not more than 6 months from the effective date of any rate increase, provided there is no lapse in schedule. Renewal contracts subject to rates in effect at time of renewal. Programs and announcements cannot be combined to earn frequency rates. All announcements and participations may be combined for frequency discounts.  
FM operated in conjunction with AM.

#### CLASS "A"

	(6:00 a.m. to 8:00 p.m.)			
	1 hr.	1/2 hr.	1/4 hr.	10 min.
1 time.....	320.00	200.00	120.00	95.00
3 times.....	290.00	175.00	105.00	85.00
5 times.....	260.00	160.00	95.00	75.00

#### CLASS "B"

	(8:00 p.m. to sign-off..)			
	1 hr.	1/2 hr.	1/4 hr.	10 min.
1 time.....	215.00	135.00	80.00	65.00
3 times.....	195.00	120.00	70.00	60.00
5 times.....	175.00	105.00	65.00	40.00

#### SPECIAL FEATURES

News Service—AP—rates on request.

#### Participating Programs

Per week:	1 ti.	5 ti.	10 ti.	15 ti.	20 ti.
"NBN", Nothing But News"—7:00 a.m. to 9:00 a.m. Monday through Friday:	38.00	34.00	32.00	28.00	25.00
"Paul Brenner's Best of All"—9:30 a.m. to 11:30 a.m. Monday through Friday:	38.00	34.00	32.00	28.00	25.00
"Art Ford's Morning Show"—11:30 a.m. to 1:00 p.m. Monday through Friday:	45.00	40.00	38.00	34.00	30.00
"Mary Margaret McBride"—1:00 p.m. to 2:00 p.m. Monday through Friday:	75.00	65.00	60.00	55.00	50.00
"Art Ford Show"—3:00 p.m. to 5:00 p.m. Monday through Friday:	30.00	27.00	25.00	23.00	20.00
"Art Ford Show"—4:30 p.m. to 6:00 p.m. Monday through Friday:	45.00	40.00	38.00	34.00	30.00
"Paul Brenner's Road Show"—6:00 p.m. to 7:00 p.m. Monday through Friday:	38.00	34.00	32.00	28.00	25.00
"Paul Brenner Saturday Show"—9:00 a.m. to 8:00 p.m. Saturday:	38.00	34.00	32.00	28.00	25.00
"Sunday with Art Ford"—noon to midnight Sunday (Noon to 8:00 p.m.):	45.00	40.00	38.00	34.00	30.00
Each.....	30.00	27.00	25.00	23.00	20.00

#### ANNOUNCEMENTS

Per week:	1 ti.	5 ti.	10 ti.	15 ti.	20 ti.
Sign-on to sign-off..	30.00	25.00	23.00	20.00	15.00

#### CLASS "A"

	(30-second—fixed position)			
	6:00 a.m. to 8:00 a.m.	30.00	25.00	23.00
8:00 p.m. to midnight	25.00	20.00	18.00	16.00

#### CLASS "B"

	(30-second—fixed position)			
	8:00 p.m. to midnight <th>25.00</th> <th>20.00</th> <th>18.00</th>	25.00	20.00	18.00
Consecutive week discount on time, participation and announcements:				
13 weeks.....	10%	52 weeks.....	20%	
26 weeks.....	15%			

#### DISCOUNTS

Regular rates apply; payable in advance.

### Closing Time

One week in advance of broadcast. All commercial copy must be approved 48 hours in advance of broadcast. (D)

# WVNJ

(Established 1947)



Rates effective May 1, 1958.  
Rates received April 17, 1958.

Owned and operated by Newark Broadcasting Corp.

### Personnel

General Manager—Ivon B. Newman.

### Representatives

Broadcast Time Sales.

### Mailing Instructions

Business Office and Studio—1225 Raymond Blvd., Newark 2, N. J. Mitchell 3-7600.  
Transmitter—Livingston, N. J.

### Wave—Power—Time

Operating power—5,000 watts.  
Frequency—620 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Operating schedule: 6:00 a.m. to midnight.

### Agency Commission

15% on time only; no cash discount. Bills due and payable when rendered. Without prior credit approval, cash in advance.

### General Advertising

Affiliated with New Jersey Network.  
Accepts AAAA copyrighted contracts with certain exceptions; modified contract forms available.  
Rates guaranteed for 6 months from date of 1st broadcast, or for 6 months from effective date of any increase in rate, providing advertising is actually running at time of effective date of increase and broadcasts continue without interruption.  
Discounts are retroactive within the broadcast year as earned, provided that programs and announcements may not be combined for frequency discounts. Contracts are not subject to cancellation on less than 2 weeks written notice.  
No periods sold in bulk for resale.  
No contract to exceed 1 year's duration.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

#### 5-MINUTE NEWSCASTS

Every hour on the hour, per week:	Each	Per wk.
Less than 6.....	45.00	.....
6 times.....	37.50	225.00
12 times.....	32.50	390.00
18 times.....	30.00	540.00
24 times.....	27.50	660.00
36 times.....	25.00	900.00

#### ANNOUNCEMENTS

##### 1-MINUTE

Fixed position announcements, each.....	30.00
(Run-of-schedule)	
Less than 6 times per week.....	25.00
6 times per week.....	22.50
12 times per week.....	20.00
18 times per week.....	17.50
24 times per week.....	15.00
36 times per week.....	14.00

##### 30-SECONDS

Fixed position announcements, each.....	22.50
(Run-of-schedule)	
Less than 6 times per week.....	18.75
6 times per week.....	17.00
12 times per week.....	15.00
18 times per week.....	13.00
24 times per week.....	12.00
36 times per week.....	10.50

##### 20-SECONDS

Fixed position announcements, each.....	18.00
(Run-of-schedule)	
Less than 6 times per week.....	15.00
6 times per week.....	13.50
12 times per week.....	12.00
18 times per week.....	10.50
24 times per week.....	9.50
36 times per week.....	8.50

##### 10-SECONDS

Fixed position announcements, each.....	12.00
(Run-of-schedule)	
*Less than 6 times per week.....	10.00
6 times per week.....	9.00
12 times per week.....	8.00
18 times per week.....	7.00
24 times per week.....	6.50
36 times per week.....	5.50

\*) Does not include traffic hours.  
On run-of-schedule packages, a maximum of 33-1/3% will be scheduled between 6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m., when available.

#### SPECIAL FEATURES

"Great Albums of Music"—LP albums exclusively. Programs approximately 10 minutes of uninterrupted music between commercial breaks. Details on request.

#### POLITICAL

Regular rates apply; cash in advance.

### Closing Time

24 hours in advance of broadcast. (D)

# NEW BRUNSWICK

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

## WCTC

(Established 1946)



Rates effective March 1, 1958. (Card No. 9.)  
Card received April 10, 1958.

Owned and operated by the Baritan Valley Broadcasting Co.

### Personnel

Pres. & Gen'l Mgr.—Joseph Rosenmiller.

Vice-President—Peter A. Bordes.

### Representatives

Chicago—Grant Webb & Company.  
New York—Call station direct.  
Philadelphia—Morton Lowenstein.

### Mailing Instructions

Business Office and Studio—P. O. Box 1111, Peoples National Bank Bldg., 385 George St., New Brunswick, N. J. Charter 7-1450.

Transmitter—Highland Park, N. J.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non directional.

Licensed to operate full time.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 24 hours daily, except Sunday 11:00 p.m. to Monday 5:00 a.m.

### FM Facilities

Effective radiated power—1,000 watts.  
Frequency—98.3 megacycles.  
Antenna height—110 feet above average terrain.  
Operating schedule—same as AM.

### Agency Commission

15% to recognized agencies on time only; no cash discount. Bills payable 15th of month.

### General Advertising

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Rates guaranteed for period of six months from date of any increase, providing advertising is actually running on date that rate increase is effective and broadcasts continue without interruption.  
Length of commercial copy: NAB Standards.  
15 minute newscasts daily at 7:45 a.m.; noon; 6:00 p.m.; 10:45 p.m.; 11:45 p.m. Every hour on the hour.

	CLASS "A"					
	(6:00 a.m. to 11:00 p.m.)					
	1 ti.	13 ti.	26 ti.	52 ti.	104 ti.	312 ti.
1 hour.....	55.00	52.25	49.50	46.75	44.00	38.50
1/2 hour.....	33.00	31.35	29.70	28.05	26.40	23.10
1/4 hour.....	22.00	20.90	19.80	18.70	17.60	15.40
10 minutes.....	16.50	15.68	14.85	14.00	13.20	11.55
5 minutes.....	11.00	10.40	9.90	9.35	8.80	7.70

#### ANNOUNCEMENTS

	1 min.	30 sec.	10 sec.
1 time.....	8.00	6.00	4.00
13 times.....	7.60	5.70	3.80
26 times.....	7.20	5.40	3.60
52 times.....	6.80	5.10	3.40
104 times.....	6.40	4.80	3.20
312 times.....	5.60	4.20	2.80
1,000 times.....	4.25	3.60	2.75
2,000 times.....	3.00	2.50	2.00

#### CLASS "B"

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

25% of Class "A" rates.  
1-minute transcribed or 20 words live; station break, 30 seconds transcribed or 50 words live; 10-seconds transcribed or 20 words, longer copy will be cut.

#### SPECIAL FEATURES

News Service—AP.  
15 minute newscasts daily at 7:45 a.m.; noon; 6:00 p.m.; 10:45 p.m.; 11:45 p.m. Every hour on the hour.

5 minute special news features daily at 8:30 a.m.; 12:15 p.m.; 6:15 p.m.; and 6:25 p.m.  
15 minute sportscast daily at 7:00 p.m. 5 minute newscasts daily at 6:30 a.m. and 5:30 p.m.  
Weathercasts daily.

#### Participating Programs

Monday through Saturday:  
"The Morning Show" with Cliff Heycock—6:05 a.m. to 10:00 a.m.  
"Stiles in the Penthouse" with Danny Stiles—10:05 a.m. to noon.  
"Stiles On the Sunny Side" with Danny Stiles—2:05 p.m. to 5:00 p.m.  
"The Jack Lavelle Show"—7:15 p.m. to 9:45 p.m.  
"Nighttime" with Bruce Parsons—Midnight to 6:00 a.m.

#### POLITICAL

Regular rates apply.

### Closing Time

2 weeks in advance of broadcast.

# NEWTON

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

## WNNJ

(Established 1953)



Rates effective July 1, 1958.

Rates received July 31, 1958.

Owned and operated by the Sussex County Broadcasters.

### Personnel

Gen'l & Com'l Mgr.—Robert C. Gessner.

News Director—Ronald L. Hickman.

Sports Director—John Bennett.

### Representatives

None.

### Mailing Instructions

Business Office, Studio and Transmitter—Andover Township, Newton, N. J., Newton 1616.

### Wave—Power—Time

Operating power—500 watts days.  
Frequency—1360 kilocycles.  
Non-directional.

Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 6:00 a.m. to local sunset week days; 7:15 a.m. to local sunset Sundays.

### Agency Commission

15% to recognized agencies; no cash discount. Bills rendered 1st of month; payable when rendered.

### General Advertising

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

	1 min.	30 sec.	10 sec.
1 time.....	11.76	5.88	4.12
13 times.....	11.18	5.59	3.92
26 times.....	10.59	5.29	3.70
52 times.....	10.00	5.00	3.50
104 times.....	9.41	4.71	3.30
156 times.....	8.82	4.41	3.09
260 times.....	8.24	4.12	2.88
312 times.....	7.65	3.82	2.68
365 times.....	7.06	3.53	2.47

**Newton—W N N J—Continued**

**WEEKLY SPOT PACKAGES**  
(To be used within a 7-day period)  
Per week: 1 min. 30 sec. 1 min. 30 sec.  
7 times... 32.94 23.06 28 times... 124.71 83.53  
14 times... 64.71 44.71 35 times... 152.94 101.18  
21 times... 95.29 64.70 42 times... 176.47 117.65

**SPECIAL FEATURES**  
News Service—AP. Newscasts, 10% extra.  
**POLITICAL**  
Regular rates apply; payable in advance.

**PATERSON (1 AM; 1 FM)**

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

**WPAT**

(Established 1941)  
Rates effective November 1, 1957. (Card No. 13.)  
Rates received October 2, 1957.  
Owned and operated by WPAT, Inc.

**Personnel**  
Pres. & Gen'l Mgr.—Dickens J. Wright.  
Vice-Pres. & Bus. Mgr.—Charles W. Parker.

**Representatives**  
Weed Radio Corporation.

**Mailing Instructions**  
Business Office—66 Hamilton St., Paterson, N. J.  
Armory 4-3400; New York City direct wire, Pennsylvania 6-2945.  
Transmitter and Studio—Hepburn Rd. and Broad St., Clifton, N. J.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—930 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate full time.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: 6:00 a.m. to 2:00 a.m.

**FM Facilities**  
Effective radiated power—20,000 watts.  
Frequency—93.1 megacycles; channel 226.

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

**General Advertising**  
Program time does not include talent. Programs and announcements may not be combined for any discount purposes. All discounts apply to time charges only. Contracts not accepted more than 60 days in advance of initial program. Maximum length of program one year. Rates subject to change without notice. AFTRA charges apply to live and transcribed programs.

**PROGRAMS**

	Per week			
	1 day	3 days	5 days	6 days
1 hour.....	400.00	1,080.00	1,600.00	1,680.00
1/2 hour.....	225.00	600.00	900.00	945.00
1/4 hour.....	175.00	450.00	700.00	735.00

**SPOT ANNOUNCEMENTS**

	News		
	1 min.	1/2 min.	briefs
1-49 times.....	60.00	45.00	75.00

**DISCOUNTS**

Programs:	Per week	Programs:	Per week
13-25 weeks.....	5%	39-51 weeks.....	20%
26-38 weeks.....	15%	52 weeks.....	30%
Spot announcements and news briefs:			
50-149 times.....	10%	250-499 times.....	25%
150-249 times.....	20%	500 or more times....	30%

**SPECIAL FEATURES**

Participating Programs  
Following programs scheduled 7 days weekly:  
"The Morning Show"—6:00 a.m. to 9:00 a.m.  
"Carousel"—9:00 a.m. to noon.  
"Gaslight Prevues"—noon to 4:00 p.m.  
"Limelight"—4:00 p.m. to 7:00 p.m.  
"Gaslight Revue"—7:00 p.m. to 11:00 p.m.  
"Encore"—11:00 p.m. to 2:00 a.m.  
Newsbriefs—Throughout the broadcast day.

**POLITICAL**

Regular rates apply.  
**Closing Time**  
All copy must be submitted at least 72 hours in advance of broadcast. (D)

**PLEASANTVILLE**

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

**See Atlantic City**

**PRINCETON**

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

**WPRB**

— FM —  
(Established 1947)

Rates effective May 1, 1957.  
Rates received December 20, 1957.  
Owned and operated by Princeton Broadcasting Service, Inc.

**Personnel**  
Station Manager—Harold R. Medina, III.  
Sales Manager—Roger H. Frazier.

**Representatives**  
None.

**Mailing Instructions**

Business Office and Studio—Holder Hall, Princeton University, Princeton, N. J. Walnut 1-6600, Extension 709 or Walnut 4-0788.  
Transmitter—Holder Tower, Princeton, N. J.

**Wave—Power—Time**

Effective radiated power—250 watts.  
Frequency—103.9 megacycles.  
Non-directional.  
Antenna height: 194 ft. above average terrain.  
Operating schedule: 7:00 a.m. to 9:30 a.m. and 1:00 p.m. to 1:00 a.m. daily.

**Agency Commission**  
15% on time only; no cash discount.

**General Advertising**

Affiliated with Ivy Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

	1 ti.	13 ti.	26 ti.	52 ti.	78 ti.	150 ti.
1 hour.....	37.50	36.50	35.00	32.50	30.00	.....
1/2 hour.....	26.00	25.00	23.50	22.00	20.00	.....
1/4 hour.....	17.00	15.80	14.75	13.75	12.75	.....
10 minutes.....	13.25	12.30	11.40	10.50	9.60	.....
5 minutes.....	9.75	9.00	8.40	7.80	7.20	.....
1 minute.....	5.50	5.40	5.15	4.80	4.50	4.00
20 seconds.....	3.75	3.60	3.45	3.30	3.15	2.70

**SPECIAL FEATURES**

News Service—UPI and local. No extra charge.  
**Closing Time**  
48 hours in advance of broadcast.

**SOUTH ORANGE**

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

**WSOU**

— FM —

(Established 1948)  
Owned and operated by Seton Hall University.  
Does not sell time.

**TRENTON (3 AM; 1 FM)**

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

**WBUD**

(Established 1947)



Rates effective September 1, 1958. (Card No. 6.)  
Card received September 22, 1958.

Owned and operated by WBUD, Inc.

**Personnel**  
General Manager—Richard M. Hardin.

**Representatives**  
New York—Bob Wittig, 420 Madison Ave., Plaza 5-9145.

**Mailing Instructions**  
Business Office, Studio and Transmitter—Ewingville Rd., Trenton, N. J. Export 4-7191.  
Transmitter—Ewingville Road, Ewing Township, N. J.

**Wave—Power—Time**  
Operating power—5,000 watts days, 1,000 watts nights.  
Frequency—1260 kilocycles.  
Directional—Separate patterns day and night.  
Licensed to operate full time.  
Operates on Eastern Time.  
Operating schedule: 6:30 a.m. to 12:05 a.m.

**Agency Commission**  
15% to recognized agencies on station time only; no cash discount. Bills rendered 1st of month; due 10th of month.

**General Advertising**  
Rates include copyright fees.  
BMI, ASCAP and SESAC licenses.  
Maximum length of contract is 52 weeks.  
No periods are sold in bulk for resale.  
The following rates are for national advertising:

	1		1/2		1/4		5		1		15	
	hr.	hr.	hr.	hr.	min.	min.	min.	min.	min.	min.	sec.	
1 time.....	60.00	36.00	21.60	14.25	7.50	4.75	.....	.....	.....	.....	.....	
52 times.....	58.00	34.80	20.90	13.60	7.00	4.15	.....	.....	.....	.....	.....	
156 times.....	55.00	33.00	19.80	12.15	6.50	3.65	.....	.....	.....	.....	.....	
312 times.....	50.00	30.00	18.00	10.75	6.00	3.30	.....	.....	.....	.....	.....	

**PACKAGE PLANS**

1-minute announcements, per week:			
	7 wks.	13 wks.	26 wks. 52 wks.
15 times, each.....	6.90	5.50	5.40 4.90
20 times, each.....	6.60	5.00	4.75 4.30
30 times, each.....	6.30	4.50	4.20 3.80

**SPECIAL FEATURES**

News Service—UPI and local news.  
Sports Events—See note following rates.

**TRANSCRIPTIONS**

Library Service—Lang-Worth, Thesaurus.

**WTNJ**

(Established 1923)

Rates effective September 1, 1958.  
Card received September 28, 1958.

Owned and operated by WOAX, Inc.

**Personnel**  
Gen'l & Com'l Mgr.—Ray McFadden.  
Chief Engineer—Nicolas Dalessandro.  
Dir. of News—Ronald Sherwood.

**Representatives**  
Broadcast Time Sales.

**Mailing Instructions**  
Business Office and Studio—416 Beilevue Ave., P. O. Box 273, Trenton, N. J., Export 3-4281.  
Transmitter—Lincoln Highway No. 1, one mile south of Morrisville, Pa.

**NEW JERSEY**

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1300 kilocycles.  
Non-directional.  
Operates on Eastern Time.  
Licensed to operate day time only.  
Daylight Saving Time observed.  
Operating schedule: 6:30 a.m. to 8:00 p.m.

**Agency Commission**

15% to recognized advertising agencies on net charges for station time; no cash discount.

**General Advertising**

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

	1		1/2		1/4		5		1		30	
	hr.	hr.	hr.	hr.	min.	min.	min.	min.	min.	min.	sec.	
1 time.....	50.00	35.00	25.00	15.00	5.50	4.00	.....	.....	.....	.....	.....	
26 times.....	42.75	28.50	19.00	11.40	5.20	3.50	.....	.....	.....	.....	.....	
52 times.....	40.50	27.00	18.00	10.80	4.95	3.10	.....	.....	.....	.....	.....	
104 times.....	38.25	25.50	17.00	10.20	4.60	2.90	.....	.....	.....	.....	.....	
156 times.....	36.00	24.00	16.00	9.60	4.40	2.80	.....	.....	.....	.....	.....	
312 times.....	33.75	22.50	15.00	9.00	4.15	2.70	.....	.....	.....	.....	.....	

Package Rate: 20 1-minute spots, per week..... 70.00

**SPECIAL FEATURES**

News Service—UPI and local. Five minutes on the hour.  
Time signals, weather reports, news—rates on request.

**Participating Programs**

Monday through Saturday:  
"Bircher's Brocnoclost"—6:30 a.m. to 10:00 a.m.  
"Ronnie Sherwood Show"—10:00 a.m. to 1:00 p.m.  
"Bircher in the P.M."—1:00 p.m. to 3:00 p.m.  
"Ronald and His Records"—3:00 p.m. to 6:30 p.m.  
Foreign Language programs—Sunday only. Rates on request.

**POLITICAL**

Regular rates apply. Talent fees on programs. Copy must be furnished in advance of broadcast.

**WTOA**

— FM —

(Established 1947)

Rates effective November 1, 1958. (Card No. 2.)  
Card received November 28, 1958.

Owned and operated by Mercer Broadcasting Co.

**Personnel**

General Manager—Jerome P. McCarthy.  
Commercial Manager—James M. Vogdes.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—558 Ingham Ave., Trenton 8, N. J., Owen 5-8541.  
Transmitter—558 Ingham Ave., Trenton, N. J.

**Wave—Power—Time**

Effective radiated power—14,500 watts.  
Frequency—97.5 megacycles; channel 248; Class B.  
Antenna height—300 feet above average terrain.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Operating schedule: 7:00 a.m. to 12:05 a.m.

**Agency Commission**

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

**General Advertising**

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

**Length of commercial copy:**

5 minutes.....	1:15 min.	15 minutes.....	3:00 min.
10 minutes.....	2:10 min.	30 minutes.....	4:15 min.
1 time.....	10.00	15 min. 5 min. 1 min.	7.50 5.00 4.00

**PACKAGE PLANS**

	Each	Per wk.
1 minute:		
5 times.....	3.50	17.50
10 times.....	3.25	32.50
15 times.....	3.00	45.00
20 times.....	2.75	55.00
25 times.....	2.50	62.50
30 seconds 75% of earned 1-minute rate.		
20 seconds 65% of earned 1-minute rate.		
10 seconds 50% of earned 1-minute rate.		
Time signal or temperature plus 15-second commercial same as 30-second rate.		

**DISCOUNTS**

26 weeks, 5%; 52 weeks, 10%.

**SPECIAL FEATURES**

News Service—UPI and local.

**NEWSCAST PACKAGES**

	Each	Per wk.
5 minutes:		
3 times.....	6.00	18.00
5 times.....	5.00	25.00
6 times.....	4.50	27.00
7 times.....	4.00	28.00

**POLITICAL**

Regular rates apply, cash in advance.

**TRANSCRIPTIONS**

Library Service—Sesae, Standard, London.  
(Trenton continued on next page)

# NEW JERSEY

Trenton—Continued

## WTTM (Established 1941) NBC Affiliate



A Peoples Broadcasting Station

Rates effective February 1, 1952. (Card No. 3-B.)  
Revision received March 27, 1952.  
Rev. (effc. date) rec'd November 28, 1953.  
Owned and operated by Peoples Broadcasting Corp.  
**Personnel**  
Vice-Pres. & Gen'l Mgr. (Peoples Broadcasting Corp.)  
—Herbert E. Evans.  
Vice-Pres. & Gen'l Mgr.—Fred E. Walker.  
**Representatives**  
George P. Hollingbery Company.  
Philadelphia—Morton Lowenstein.  
**Mailing Instructions**  
Business Office and Studio—P. O. Box 1244, Brunswick Ave. at Lake Drive, Colonial Lakelands, Trenton, N. J. Owen 5-8515.  
Transmitter—Yardley, Pa., four miles northwest of Trenton, N. J.  
**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—920 kilocycles.  
Directional—same pattern, all hours.  
Licensed to operate full time.  
Operates on Eastern Time. Daylight Saving Time observed.  
Operating schedule: 6:00 a.m. to 2:00 a.m. Monday through Friday; 7:00 a.m. to 2:00 a.m. Saturday; 7:30 a.m. to 12:05 p.m. Sunday.

**Agency Commission**  
15% to recognized agencies; no cash discount. Bills due and payable when rendered.  
**General Advertising**  
For combination rates see NBC Radio Network. Accepts AAAA copyrighted contract. Rates include music copyright fees. BMI, ASCAP and SESAC licenses. Discounts allowed retroactively on total number of broadcasts within contract year. Announcements and programs cannot be combined to earn larger discounts.

**CLASS "A"**  
(5:59 p.m. to 10:30 p.m. week days and 1:59 p.m. to 11:00 p.m. Sunday)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time...	120.00	72.00	48.00	24.00	16.00
52 times...	114.00	68.40	45.60	22.80	15.20
104 times...	108.00	64.80	43.20	21.60	14.40
156 times...	102.00	61.20	40.80	20.40	13.60
312 times...	96.00	57.60	38.40	19.20	12.80
500 times...	90.00	54.00	36.00	18.00	12.00

**CLASS "B"**  
(All other times)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time...	60.00	38.00	26.00	12.00	11.00
52 times...	57.00	36.20	24.80	11.40	10.60
104 times...	54.00	34.40	23.60	10.80	10.20
156 times...	51.00	32.60	22.40	10.20	9.80
312 times...	48.00	30.80	21.20	9.60	9.40
500 times...	45.00	29.00	20.00	9.20	8.80

**PACKAGE PLAN**  
One minute announcements:

	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
6 times.....	9.50	9.00	8.50	8.00	7.50
12 times.....	9.00	8.50	8.00	7.50	7.00
18 times.....	8.50	8.00	7.50	7.00	6.50
24 times.....	8.00	7.50	7.00	6.50	6.00
30 times.....	7.50	7.00	6.50	6.00	5.50
36 times.....	7.00	6.50	6.00	5.50	5.00
42 times.....	6.50	6.00	5.50	5.00	4.50
48 times.....	6.00	5.50	5.00	4.50	4.00
54 times.....	5.50	5.00	4.50	4.00	3.50
60 times.....	5.00	4.50	4.00	3.50	3.00

30-second announcements, minimum 8 per week, 5.00. No frequency discount.  
20-second announcements, minimum 12 per week, 4.00. No frequency discount.  
10-second billboard or time signal, minimum 16 per week, 3.00. No frequency discount.  
Announcements less than one minute cannot be combined to earn discounts on minute structure.

**SPECIAL FEATURES**  
News Service—UP. Complete local News Department. Time signals, weather and temperature reports, etc., rates on request.  
"Sports Review"—6:15 p.m. to 6:30 p.m. Monday through Saturday. Rates on request.  
Foreign Language: Italian—11:30 a.m. to noon Sunday.  
Hungarian—12:05 p.m. to 1:00 p.m. Sunday.  
Polish—7:05 p.m. to 8:00 p.m. Sunday.  
Rates on request.

**POLITICAL**  
Regular rates apply.  
**Closing Time**  
Contracts close one week in advance of first broadcast. Copy for political speeches or interviews involving controversial subjects must be submitted to station at least 24 hours in advance. Announcement copy closes 24 hours in advance of broadcast. Transcriptions close 48 hours in advance.

## VINELAND (2 AM)

Cumberland County—Map Location C-11  
See SRDS consumer market map and data at beginning of the State.

## WDVL (Established 1957)

Rates effective December 1, 1958.  
Rates received July 28, 1958.  
Rev. (effective date) rec'd Nov. 28, 1958.  
Owned and operated by Delsea Broadcasters.

**Personnel**  
President—Mort Hendrickson.  
Vice-President—Vivian E. Hendrickson.  
Secretary—John T. Jones, Jr.  
**Representatives**  
None.  
**Mailing Instructions**  
Business Office, Studio and Transmitter—Maurice River Blvd. and Almond Road (Radio Park) Vineland, N. J. Oxford 1-7550.

**Wave—Power—Time**  
Operating power—500 watts.  
Frequency—1270 kilocycles.  
Directional—days.  
Operating schedule: Sunrise to local sunset.  
**Agency Commission**  
15% on time only; no cash discount. Bills due and payable 1st of month.

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	80.00	45.00	27.00	12.00	8.00	5.00
26 times.....	77.00	43.00	25.75	11.00	7.50	4.80
52 times.....	74.00	41.00	24.50	10.00	7.00	4.60
104 times.....	71.00	39.00	23.25	9.00	6.50	4.40
156 times.....	68.00	37.00	22.00	8.00	6.00	4.20
260 times.....	65.00	35.00	20.75	7.00	5.50	4.00
320 times.....	62.00	33.00	19.50	6.00	5.00	3.80

8 20-second announcements per week, each 3.00.  
12 10-second announcements per week, no frequency discounts, each 2.25.  
Package rates on request.

**SPECIAL FEATURES**  
News Service—AP and local news.  
News, Time and Temperature every 15 minutes plus 1/2 hour news reports. Local news and music format participation shows available at no cost.  
News, farm market and egg reports.  
Foreign language broadcasts—2 hours on Saturday and Sunday only.

**POLITICAL**  
Regular rates apply.  
**Closing Time**  
48 hours in advance of broadcast.

## WMVB

City of license—Millville, N. J.  
Vineland—Lincoln Ave., Vineland, N. J.  
See listing under Millville, N. J.

## WWBZ

(Established 1946)



Rates effective November 1, 1956.  
Rates received November 1, 1956.  
Owned and operated by Community Broadcasting Service, Inc.

**Personnel**  
General Manager—Randolph H. Gretes.  
Commercial Manager—John F. Serra.  
**Representatives** Gill-Perna, Inc.  
Philadelphia—Mort Lowenstein.

**Mailing Instructions**  
Business Office and Studio—S. Delsea Drive, Vineland, N. J., Oxford 2-6500.  
Transmitter—Near Alliance, N. J.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1360 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time on regional channel. Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: 6:00 a.m. to midnight week days; 8:00 a.m. to midnight Sunday.

**Agency Commission**  
15%; no cash discount. Bills payable when rendered.  
**General Advertising**  
Accepts AAAA copyrighted contract. ASCAP, SESAC and BMI licenses.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	90.00	50.00	30.00	20.00	15.00	10.00	6.00
13 times.....	85.50	47.50	28.50	19.00	14.25	9.50	5.70
26 times.....	81.25	45.25	26.00	18.00	13.50	9.00	5.50
52 times.....	77.25	43.00	24.75	17.00	12.75	8.50	5.25
104 times.....	73.50	40.75	21.50	16.25	12.00	8.00	5.00
156 times.....	70.00	38.75	20.50	15.50	11.50	7.50	4.75
260 times.....	66.50	36.75	19.50	14.75	11.00	7.00	4.50
312 times.....	63.00	35.00	19.00	14.00	10.50	6.50	4.25

**SPECIAL FEATURES**  
Weather reports, market prices, egg prices.  
**POLITICAL**  
Regular rates apply.

**TRANSCRIPTIONS**  
Library Service—World.  
**Closing Time**  
All copy must be submitted at least 48 hours in advance of broadcast.

## WASHINGTON

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

## WCRV

(Established 1955)

Rates effective January 1, 1958.  
Rates received January 15, 1958.  
Owned and operated by Warren Broadcasting Corp.  
**Personnel**  
General Manager—George S. Croy.  
**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—First National Bank Bldg., 3 Belvidere Ave., Washington, N. J., Murray 9-2060.  
Transmitter—Myrtle Ave., Washington, N. J.

**Wave—Power—Time**  
Operating power—500 watts days.  
Frequency—1580 kilocycles.  
Non-directional.  
Licensed to operate daytime only on clear channel. Operates on Eastern Standard Time.  
Operating schedule: Sunrise to local sunset.  
**Agency Commission**  
15% to recognized agencies; no cash discount. Bills are due and payable when rendered.

**General Advertising**  
Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Maximum length of contract 52 weeks; acceptable up to 30 days before first scheduled broadcast. No time sold for resale. Beer and wine advertising accepted. All program segments are 1 minute less than indicated. Rates apply to number of times used within a period of 52 consecutive weeks.

	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	9.75	6.50
500 times.....	30.00	18.00	12.00	9.00	6.00

**ANNOUNCEMENTS**

	1 min.	30 sec.	15 sec.
1 time.....	5.00	4.00	3.00
13 times.....	4.75	3.80	2.85
26 times.....	4.50	3.60	2.70
52 times.....	4.25	3.40	2.55
104 times.....	4.00	3.20	2.40
156 times.....	3.75	3.00	2.25
260 times.....	3.50	2.80	2.10
312 times.....	3.25	2.60	1.95
500 times.....	3.00	2.40	1.80

1-minute or 120 words; 30-seconds or 60 words; 15-seconds or 30 words.

**SPECIAL FEATURES**  
News Service—AP. Add 10% to regular rates. Remote broadcasts and other special features—rates on request.

**POLITICAL**  
Regular rates apply.  
**TRANSCRIPTIONS**  
Library Service—Sesac.

**Closing Time**  
48 hours in advance of broadcast.

## WILDWOOD

Cape May County—Map Location D-11  
See SRDS consumer market map and data at beginning of the State.

## WCMC

(Established 1951)



Rates received February 9, 1953.  
Owned and operated by Francis J. Matrangola.  
**Personnel**  
Owner & Gen'l Mgr.—Francis J. Matrangola.  
Commercial Manager—Margaret Murphy.  
Program Director—George M. Hart.

**Mailing Instructions**  
Business Office and Studio—3010 New Jersey Ave., Wildwood, N. J., telephone 2-7751.  
Transmitter—19th and Virginia Aves., North Wildwood, N. J.

**Wave—Power—Time**  
Operating power—100 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate unlimited time. Operates on Eastern Time.  
Operating schedule: Sundays 8:30 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills rendered on the 1st of month; payable when rendered.

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

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.	15 sec.
1 hour.....	55.00	52.00	48.50	46.50	43.50	41.00	39.00	
1/2 hour.....	28.00	26.50	23.40	22.20	21.00	19.80		
1/4 hour.....	14.50	13.80	12.20	12.00	11.40	10.80	10.20	
10 minutes	11.40	10.80	10.20	9.60	9.00	8.40	7.80	
5 minutes	7.80	7.50	7.20	6.60	6.30	6.00	5.70	
1 minute..	4.50	4.30	4.15	3.95	3.80	3.60	3.35	
30 seconds	3.60	3.50	3.45	3.25	3.15	3.00	2.90	
Station break	3.00	2.85	2.75	2.65	2.55	2.40	2.30	

**SPECIAL FEATURES**  
News Service—UPI. No extra charge.

**POLITICAL**  
Regular rates apply—cash in advance.  
**TRANSCRIPTIONS**  
Library Service—Capitol.  
**Closing Time**  
48 hours in advance of broadcast.

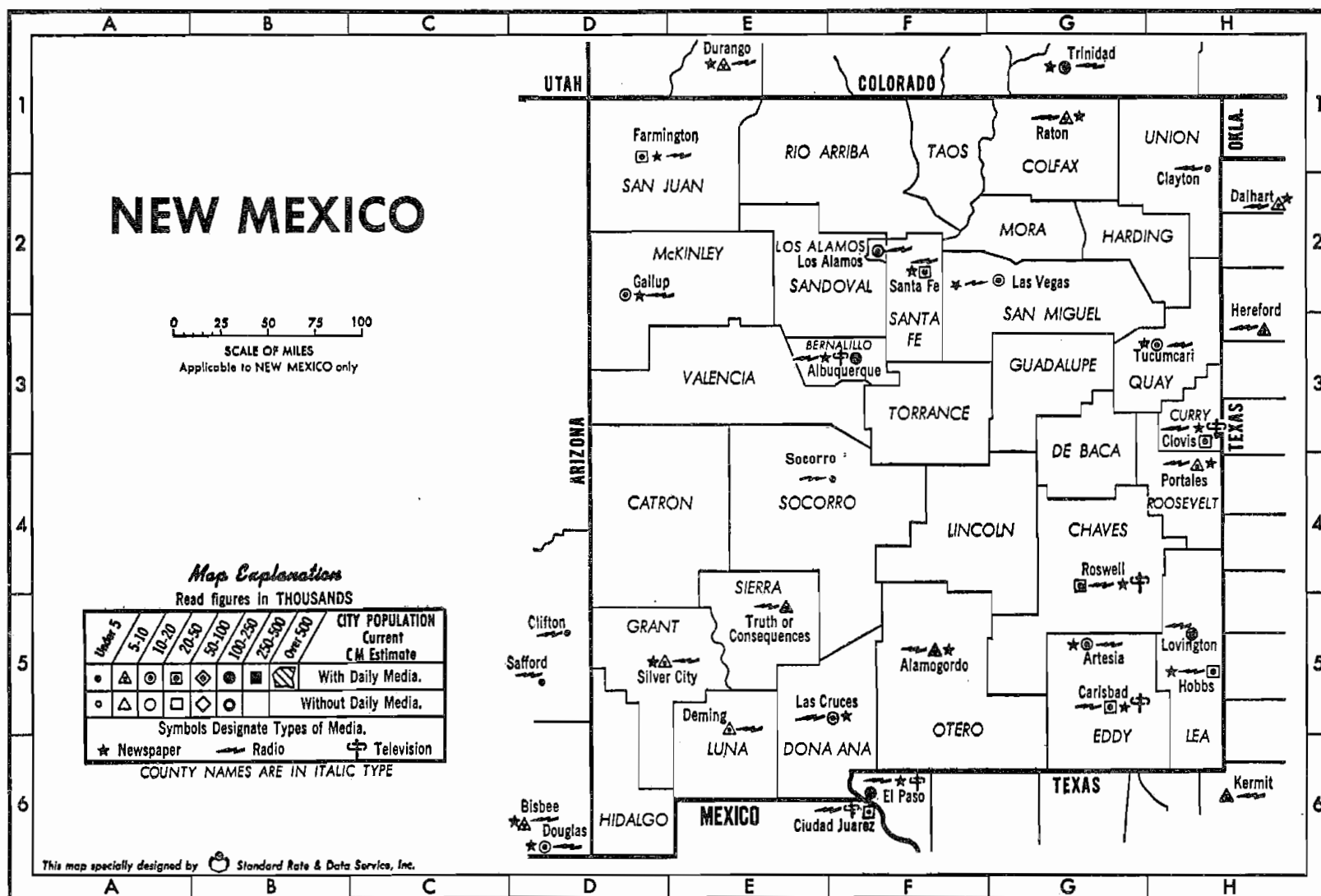
## ZAREPHATH

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

## WAWZ

Owned and operated by Pillar of Fire, Alma White College.  
Does not sell time.





## 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.

Albuquerque—Bernalillo  
Carlsbad—Eddy

Clovis—Curry  
Farmington—San Juan

Hobbs—Lea

Roswell—Chaves

Santa Fe—Santa Fe

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 (\$000)	
						Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)			Filling Station (\$000)
<b>NEW MEXICO STATE TOTALS</b>	855.8	228.93	1,192,112	5,207	979,394	234,471	40,587	117,463	46,661	43,289	203,797	111,943	115.6	242,058
<b>BERNALILLO F-3</b>	224.2	63.35	401,373	6,336	303,049	77,219	11,726	41,955	17,239	14,914	70,335	29,440	3.7	5,515
Albuquerque	182.8	52.03	343,524	6,602	297,663	75,409	11,148	41,691	17,236	14,499	69,029	28,502	.....	.....
Albuquerque Metro Area	224.2	63.35	401,373	6,336	303,049	77,219	11,726	41,955	17,239	14,914	70,335	29,440	.....	.....
CATRON D-4	2.5	.69	2,790	4,043	2,141	787	.....	414	.....	.....	.....	362	1.2	2,509
CHAVES G-4	54.0	14.93	90,435	6,057	58,806	12,061	1,936	7,753	3,157	2,523	15,075	5,553	4.9	37,297
Roswell	34.7	10.46	67,029	6,408	55,666	11,065	1,693	7,753	3,035	2,440	14,282	4,818	.....	.....
COLFAX G-1	15.4	4.18	15,678	3,751	12,947	3,206	468	2,283	326	240	2,672	1,853	2.0	4,705
CURRY H-3	27.8	8.34	37,824	4,535	40,179	6,826	1,552	4,939	2,661	3,791	9,142	3,450	3.2	12,171
Clovis	25.0	7.57	34,801	4,597	37,550	6,337	1,451	4,775	2,661	3,626	9,142	2,544	.....	.....
DE BACA G-3	3.3	.97	3,683	3,797	3,870	657	200	179	78	121	815	438	.7	2,571
DONA ANA E-6	47.5	11.86	60,434	5,096	46,968	13,172	1,555	2,861	2,317	1,590	6,490	5,727	9.1	34,147
EDDY G-5	53.8	14.99	92,805	6,191	62,340	17,793	2,905	6,302	3,376	5,851	9,196	6,138	4.8	27,145
Carlsbad	28.6	8.42	54,124	6,428	39,867	11,650	1,656	4,641	2,320	4,220	6,141	4,374	.....	.....
GRANT D-5	23.2	6.33	25,624	4,048	17,771	4,148	665	2,851	1,096	1,017	3,403	1,710	1.5	2,494
GUADALUPE G-3	5.3	1.32	4,804	3,639	7,781	1,045	254	830	127	224	641	3,085	1.3	2,859
HARDING G-2	2.0	.50	1,970	3,940	1,161	145	30	602	43	.....	74	207	1.3	2,125
HIDALGO D-6	5.4	1.49	7,833	5,257	7,435	641	276	1,236	327	133	1,509	1,417	.8	6,720
LEA H-5	49.3	14.79	84,156	5,690	77,368	15,190	5,932	4,875	3,051	3,128	16,499	7,242	2.9	20,130
Hobbs	30.2	9.29	58,767	6,326	49,038	9,205	3,671	3,167	2,527	1,661	14,170	2,788	.....	.....
LINCOLN F-4	6.5	1.81	9,265	5,119	9,325	1,535	372	987	156	.....	620	1,836	1.8	4,891
LOS ALAMOS E-2	18.8	5.12	37,651	7,354	10,713	4,855	421	707	303	170	299	1,257	.....	.....
LUNA E-6	10.7	2.91	14,709	5,055	15,329	3,756	1,413	834	1,142	290	3,423	2,691	1.6	12,503
McKINLEY D-2	30.7	6.49	30,607	4,716	40,564	7,800	945	6,669	2,235	935	8,525	4,349	13.6	1,373
MORA G-2	7.0	1.70	4,727	2,781	2,330	602	142	540	.....	.....	331	367	3.7	2,296
OTERO F-5	18.4	4.89	30,489	6,235	27,468	8,955	1,401	1,717	1,423	1,070	4,642	2,888	1.7	3,479
QUAY H-3	15.6	4.57	15,190	3,324	14,044	2,812	533	1,052	369	217	2,281	3,425	3.0	6,051
RIO ARRIBA E-1	25.2	5.83	19,302	3,311	15,128	4,064	559	2,259	476	357	3,786	1,559	10.7	3,524
ROOSEVELT H-4	18.1	5.29	21,997	4,158	15,674	3,806	727	1,281	608	810	2,786	2,527	5.7	13,023
SANDOVAL E-2	11.3	2.42	6,757	2,792	2,688	526	102	1,111	.....	.....	.....	641	5.7	931

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 (\$)	
						Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)			Filling Station (\$000)
SAN JUAN D-2.....	46.6	10.81	34,547	3,196	55,966	10,092	1,254	7,134	1,043	1,683	11,479	6,180	4.6	4,668
Farmington.....	22.8	6.39	23,046	3,607	40,673	7,276	1,158	3,811	926	1,488	9,856	3,355	.....	.....
SAN MIGUEL G-2.....	25.8	6.07	18,122	2,986	12,037	4,005	798	2,208	143	172	1,914	1,386	4.3	2,223
SANTA FE F-3.....	38.3	9.85	55,727	5,658	46,621	11,329	2,128	6,110	3,440	2,193	16,067	3,788	4.2	1,645
Santa Fe.....	34.2	8.92	51,902	5,819	43,947	10,843	2,012	5,736	3,440	2,193	14,974	3,151	.....	.....
SIERRA E-5.....	7.7	2.67	7,763	2,907	5,437	2,046	303	312	183	64	802	863	1.0	2,759
SOCORRO E-4.....	8.7	2.17	10,065	4,638	8,450	2,052	321	437	297	426	1,989	1,775	1.6	3,498
TAOS F-1.....	16.3	3.74	10,692	2,859	9,886	2,723	318	1,262	79	179	2,037	1,141	5.2	1,484
TORRANCE F-3.....	5.6	1.40	4,653	3,324	5,131	700	167	1,019	.....	41	483	1,894	2.1	3,267
UNION H-1.....	6.2	1.78	8,283	4,653	7,688	1,827	377	696	265	272	1,152	913	2.5	6,814
VALENCIA E-3.....	24.6	5.67	22,157	3,908	33,099	8,096	807	4,048	701	878	5,330	5,841	5.2	7,241

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. Total Radio Households 7-1-58
STATE TOTAL.....	228,930	208,570	.4265
Bernalillo .....	63,350	60,340	.1235
Catron .....	690	600	.0012
Chaves .....	14,930	14,070	.0288
Coffax .....	4,180	3,860	.0079
Curry .....	8,340	7,940	.0162
De Baca .....	970	890	.0018
Dona Ana .....	11,860	10,830	.0221
Eddy .....	14,990	14,130	.0289
Grant .....	6,330	5,900	.0121
Guadalupe .....	1,320	1,090	.0022
Harding .....	500	420	.0009
Hidalgo .....	1,490	1,360	.0028
Lea .....	14,790	13,940	.0285
Lincoln .....	1,810	1,560	.0032
Los Alamos .....	5,120	5,030	.0103
Luna .....	2,910	2,570	.0053
McKinley .....	6,490	4,840	.0099
Mora .....	1,700	1,270	.0026
Otero .....	4,890	4,470	.0091
Quay .....	4,570	4,260	.0087
Rio Arriba .....	5,830	4,810	.0098
Roosevelt .....	5,290	5,090	.0104
Sandoval .....	2,420	1,830	.0037
San Juan .....	10,810	8,280	.0169
San Miguel .....	6,070	5,070	.0104
Santa Fe .....	9,850	9,090	.0186
Sierra .....	2,670	2,460	.0050
Socorro .....	2,170	1,900	.0039
Taos .....	3,740	2,790	.0057
Torrance .....	1,400	1,210	.0025
Union .....	1,780	1,660	.0034
Valencia .....	5,670	5,010	.0102

Licensed to operate unlimited time.  
Operates on Mountain Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:30 a.m. to 10:00 p.m.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount.  
Bills rendered 1st of month; payable 10 days.

**General Advertising**  
Affiliated with Mutual Broadcasting System and Keystone Network.  
Rates include music copyright fees, ASCAP, BMI and SESAC licenses.  
Advertising of beer and wine accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	100 wds.	50 wds.
1 time.....	40.25	20.02	13.80	7.18	4.02	3.39
13 times.....	37.95	18.97	12.65	6.90	3.91	3.27
26 times.....	34.50	17.25	11.57	6.34	3.79	3.16
52 times.....	33.35	16.67	11.50	5.98	3.62	3.04
104 times.....	32.00	16.10	10.92	5.63	3.45	2.87
156 times.....	31.05	15.52	10.35	5.17	3.22	2.64
260 times.....	29.90	14.95	9.20	4.48	2.99	2.53
312 times.....	27.60	13.80	8.05	3.91	2.64	2.30

**SATURATION PACKAGES**  
50 announcements in a 5-day period..... 86.35  
100 announcements in a 10-day period..... 115.00

**SPECIAL FEATURES**  
News Service—UPI. No extra charge.  
**POLITICAL**  
Regular rates apply.

Foreign Language Programs  
Spanish—5:30 a.m. to midnight.  
**POLITICAL**  
Regular rates apply.

**KDEF**  
(Established 1953)  
Rates effective October 1, 1958. (Card No. 7.)  
Card received October 2, 1958.  
Owned and operated by KDEF Broadcasting Co.  
**Personnel**  
Pres. & Gen'l Mgr.—Frank Quinn.  
Manager—Ben Caine.  
**Representatives**  
McGavren-Quinn Corp.  
**Mailing Instructions**  
Business Office and Studio—506 2nd St., N. W., Albuquerque, N. M., telephone 3-7813.  
Transmitter—Gold Hill Rd., South of Albuquerque.  
**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1150 kilocycles.  
Non-directional.  
Operates on Mountain Standard Time.  
Operating schedule: Sunup to sundown.  
**Agency Commission**  
15% to recognized agencies on station time; no cash discount.  
**General Advertising**  
Accepts AAAA copyrighted contract.  
Intermittent broadcasts may be combined to earn quantity discounts within one year, but discount will not be retroactive.  
Announcements and programs cannot be combined to earn larger discounts.  
Rates apply to national, regional, and local accounts.

**PROGRAMS**

	55 min.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	63.00	44.50	25.00	18.00	12.75
13 times.....	60.00	41.50	24.00	17.25	12.25
26 times.....	57.50	39.00	22.00	16.50	11.75
52 times.....	54.75	37.50	21.00	15.75	11.25
104 times.....	51.75	35.50	20.00	15.00	10.75
156 times.....	49.00	33.50	19.00	14.50	10.25
260 times.....	46.00	31.00	18.00	14.00	9.75
312 times.....	43.50	28.25	17.00	13.50	9.25

**ANNOUNCEMENTS**

	(*)	(†)	(*)	(†)
1 time.....	6.35	8.00	156 times.....	4.50
26 times.....	6.00	7.50	260 times.....	4.00
52 times.....	5.50	7.00	520 times.....	3.75
104 times.....	5.00	6.50		5.00

(\*) 30 seconds or 60 words.  
(†) 60 seconds or 125 words.

**SATURATION ANNOUNCEMENTS**

	30 wds.	60 wds.	125 wds.
12 per wk., 6 per day.....	4.15	4.50	5.50
36 per wk., 6 per day.....	3.75	4.15	5.25
60 per wk., 10 per day.....	3.50	3.75	5.00

**SPECIAL FEATURES**  
5-minute news—regular 5-minute rates. No charge for news service.  
Weather reports—regular 5-minute rates.  
1-minute news headlines. Includes introduction, 50 word commercial and news headlines. 1-minute rates apply.  
**Participation Programs**  
Monday through Friday:  
"Country Roundup" with Famous Amos—5:00 a.m. to 7:00 a.m.  
"Musically Yours" with Bernie Thomas—7:05 a.m. to 10:00 a.m.  
"A Woman's World" with Bill Sexton—10:05 a.m. to noon.  
"Say It With Music" with Joe Groves—12:05 p.m. to 3:00 p.m.  
"Top of the Nation" with Don Roy—3:05 p.m. to sign-off.  
Saturday:  
"KDEF Hit Parade"—9:00 a.m. to noon.  
"KDEF Country Jamboree"—12:05 p.m. to sign-off.  
**POLITICAL**  
Regular rates apply.

**ALBUQUERQUE (7 AM; 1 PM)**  
Bernalillo County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

**KABQ**  
(Established 1947)

Rates effective October 1, 1958.  
Rates received September 2, 1958.  
Owned and operated by Duke City Broadcasting.

**Personnel**  
Pres. & Gen'l Mgr.—Edward M. Sleighel.  
Program Director—Jose Gallegos.

**Representatives**  
National Time Sales  
Los Angeles-San Francisco—Harlan G. Oakes & Associates.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 1388, 1309 Yale S.E., Albuquerque, N. M. Chapel 3-1744.  
Transmitter—1.5 airline miles from business district on Perea St., Albuquerque, N. M.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—1350 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Mountain Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:00 a.m. to midnight.

**Agency Commission**  
15% to recognized agencies on net charges for station time and talent; 2% cash discount on all bills paid before 10th of month.

**General Advertising**  
Affiliated with National Spanish Language Network.  
Accepts AAAA copyrighted contract.  
Advertising of alcoholic beverages accepted; not restricted to certain hours.  
Full time Spanish from: 5:30 a.m. to midnight.

	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	24.00	18.00	15.00	9.00
26 times.....	23.00	17.00	14.00	8.50
52 times.....	22.00	16.00	13.00	8.00
104 times.....	21.00	15.00	12.00	7.50
156 times.....	20.00	14.00	11.00	7.00
260 times.....	19.00	13.00	10.00	6.50

ID's—each, 4.50.

**Package Plan**  
15 spots per week, 13 weeks minimum, per week 90.00

**SPECIAL FEATURES**  
News Service—UPI. No additional charge.  
Special Farm Service, Market Reports—details on request.

**KALG**  
(Established 1950)

Rates effective .....  
Rates received December 18, 1957.  
Owned and operated by William Wayne Phelps.  
Licensee dba Radio Station KALG.

**Personnel**  
Manager—Wayne Phelps.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 268, Alamogordo, N. M., He 7-1505.  
Transmitter—Cuba at Canyon Road, Alamogordo, N. M.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.

**PROGRAMS**  
Monday through Friday:  
"Country Roundup" with Famous Amos—5:00 a.m. to 7:00 a.m.  
"Musically Yours" with Bernie Thomas—7:05 a.m. to 10:00 a.m.  
"A Woman's World" with Bill Sexton—10:05 a.m. to noon.  
"Say It With Music" with Joe Groves—12:05 p.m. to 3:00 p.m.  
"Top of the Nation" with Don Roy—3:05 p.m. to sign-off.  
Saturday:  
"KDEF Hit Parade"—9:00 a.m. to noon.  
"KDEF Country Jamboree"—12:05 p.m. to sign-off.  
**POLITICAL**  
Regular rates apply.

**KGGM**  
(Established 1926)  
Rates effective August 1, 1958. (Card No. 9.)  
Card received June 26, 1956.  
Owned and operated by New Mexico Broadcasting Co.

**Personnel**  
President—A. R. Hebenstret.  
Assistant Manager—A. E. (Bill) Mickel.  
Exec. Sec'y & Nat'l Sales—Miss Vergie Abeyta.

**Representatives**  
The Branham Company.  
(This listing continued on next page)

NEW MEXICO

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

ALAMOGORDO

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



Rates effective .....  
Rates received December 18, 1957.  
Owned and operated by William Wayne Phelps.  
Licensee dba Radio Station KALG.

**Personnel**  
Manager—Wayne Phelps.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 268, Alamogordo, N. M., He 7-1505.  
Transmitter—Cuba at Canyon Road, Alamogordo, N. M.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.

Albuquerque—K G G M—Continued

Mailing Instructions

Business Office Address—Box 1294, Albuquerque, N. M., Chaple 3-2285.  
 Studio—1414 Coal Ave., S. W., Albuquerque, N. M.  
 Transmitter—On banks of Rio Grande, five miles south of Albuquerque, N. M.

Wave—Power—Time

Operating power—5,000 watts.  
 Frequency—610 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time.  
 Operates on Mountain Standard Time.  
 Operating schedule: 5:00 a.m. to 12:05 a.m. daily.

Agency Commission

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

General Advertising

For combination rates see CBS Radio Network (Mountain Group).  
 NOTE: 10% discount for use of both KGGM and KVSF with comparable schedules, except Saturation Plans.  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 BMI, ASCAP and SESAC licenses.  
 Advertising of alcoholic beverages not accepted, excepting beer and light wines.—Day and Evening—  
 Length of commercial copy: Programs News  
 5 minutes..... 1:45 min. 1:30 min.  
 15 minutes..... 2:00 min. 1:45 min.  
 30 minutes..... 3:00 min.  
 60 minutes..... 6:00 min.

PROGRAMS

CLASS "A"

(7:00 a.m. to noon, Monday through Sunday)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	90.00	54.00	36.00	28.00	18.00
26 times	85.00	51.00	34.00	27.00	17.00
52 times	80.00	48.00	32.00	26.00	16.00
104 times	75.00	45.00	30.00	25.00	15.00
156 times	70.00	42.00	28.00	24.00	14.00
260 times	65.00	39.00	26.00	23.00	13.00
520 times	60.00	36.00	24.00	22.00	12.00
1,040 times	55.00	33.00	22.00	21.00	11.00

CLASS "B"

(All other times)

	1 time..	26 times	52 times	104 times	156 times	260 times	520 times	1,040 times
1 min.	70.00	66.00	62.00	58.00	54.00	50.00	46.00	42.00
50 wds.	40.00	38.00	36.00	34.00	32.00	30.00	28.00	26.00
100 wds.	30.00	28.00	26.00	24.00	23.00	22.00	21.00	20.00
156 times	20.00	19.00	18.00	17.00	16.00	15.00	14.00	13.00
260 times	15.00	14.50	14.00	13.50	13.00	12.50	12.00	11.50

ANNOUNCEMENTS

CLASS "A"

(7:00 a.m. to noon, Monday through Sunday)

	1 min.	50 wds.	1 min.	50 wds.
1 time..	13.00	10.00	156 times	10.00
26 times..	12.25	9.50	260 times	9.25
52 times..	11.50	9.00	520 times	8.50
104 times..	10.75	8.50	1040 times	8.00

CLASS "B"

(All other times)

	1 time..	26 times..	52 times..	104 times..
1 min.	11.00	10.50	10.00	9.50
50 wds.	8.00	7.50	7.00	6.50
156 times	9.00	8.50	8.00	7.50
260 times	6.00	5.50	5.00	4.50

PARTICIPATION

(Run-of-schedule)

CLASS "A"

	1 min.	50 wds.
10 announcements per week.....	9.00	7.00
20 announcements per week.....	8.00	6.00
30 announcements per week.....	7.00	5.00
10 announcements per week.....	7.50	6.50
20 announcements per week.....	6.50	5.50
30 announcements per week.....	5.50	4.50

CLASS "B"

	1 min.	50 wds.
10 announcements per week.....	7.50	6.50
20 announcements per week.....	6.50	5.50
30 announcements per week.....	5.50	4.50

SPECIAL FEATURES

News Service UPI.  
 News Service Charge: 20% additional to the earned rate for time.  
 No extra charge for newscasters; agency commission paid on news rates.  
 "KGGM Radio Secretary"—9:30 a.m. to 9:45 a.m. Monday through Friday. No extra charge.

POLITICAL AND RELIGIOUS

Rates and details on request.

Closing Time

Copy and material must be in station 72 hours in advance of broadcast.

KHAM

(Established 1956)



Rates effective June 1, 1958. (Card No. 3.)  
 Card received May 2, 1958.

Owned and operated by KHAM, Inc.

Personnel

President—J. W. Hedges.  
 Vice-Pres. & Gen'l. Mgr.—J. L. Anderson.  
 Station Manager—J. L. Anderson

Representatives

Continental Radio Sales.

Mailing Instructions

Business Office, Studio and Transmitter—P. O. Box 122, 202 Claremont, N. E., Albuquerque, N. M., Diamond 4-2394.

Wave—Power—Time

Operating power—1,000 watts days.  
 Frequency—1580 kilocycles.  
 Non-directional.  
 Operates on Mountain Standard Time.  
 Operating schedule: local sunrise to sunset.

Agency Commission

15% on time, news and talent; no cash discount. Bills rendered monthly, payable 10 days.

General Advertising

For combination rates see ABC or Mutual Broadcasting System.  
 Affiliated with Keystone Network.  
 Accepts AAAA copyrighted contracts.  
 Alcoholic beverage advertising; not accepted.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.

FLAT RATES  
(Best time available)

59-1/2 minutes.....	44.00
29-1/2 minutes.....	25.00
1/4 hour.....	15.00
10 minutes.....	11.00
5 minutes.....	7.00
1 minute or 120 words.....	4.50
50 seconds or 100 words.....	3.75
30 seconds or 60 words.....	2.75
20 seconds or 40 words.....	2.00
10 seconds or 10 words.....	1.50

Frequency Discounts

26 consecutive weeks—6% allowed retroactively to initial date.

PACKAGE PLANS

20 announcements per week, less.....	5%
30 announcements per week, less.....	10%
50 announcements per week, less.....	20%
100 announcements per week, less.....	25%

SPECIAL FEATURES

News Service—UPI. Regular rates plus 20%.

POLITICAL

Regular rates and discounts apply. Cash in advance.

Closing Time

48 hours in advance of broadcast.

KHFM

—FM—

(Established 1954)

Rates received November 13, 1956.

Owned and operated by the CHE Broadcasting Company, Inc.

Personnel

President—J. D. Hopperton.  
 General Manager—William Weimrod.  
 Program Dir.—E. A. Perkins.  
 Sales Manager—L. Greenfield.  
 Chief Eng.—C. J. Reed.

Representatives

Hil F. Best Company.  
 Good Music Broadcasters, Inc.

Mailing Instructions

Business Office and Studio—5900 Domingo Road, N. E., Albuquerque, New Mexico. Al 6-9001.

Wave—Power—Time

Effective radiated power—1,800 watts.  
 Frequency—96.3 megacycles.  
 Antenna height: 140 feet above average terrain.  
 Operating schedule: 8:00 a.m. to midnight Monday through Saturday and 9:00 a.m. to midnight Sunday.

Agency Commission

15% to recognized agencies; no cash discount.

General Advertising

Affiliated with the Economy Network and the Western FM Network.  
 Rates include music copyright fees.  
 ASCAP, BMI, and SESAC licenses.

	2 hrs.	1 hr.	1/2 hr.	1/4 hr.	1 min.
1 time..	75.00	40.00	25.00	17.50	5.50
6 times	65.00	37.50	20.00	14.00	5.00
26 times	55.00	30.00	16.50	12.00	4.50
52 times	50.00	27.50	15.00	11.00	4.00
104 times	45.00	25.00	13.50	10.00	3.50
208 times	45.00	25.00	13.50	10.00	3.00

Weather—Nightly at 10:00 p.m.:

1 time .....	10.00
1 week (7 broadcasts).....	35.00
1 month (31 broadcasts).....	100.00
1 year (365 broadcasts).....	700.00

Time Signals:

1 time .....	2.50
6 times .....	2.00
26 times .....	1.75
52 times .....	1.50
104 times .....	1.25

PACKAGE PLANS

Full day of broadcasting (8 hours).....	200.00
Full day of broadcasting (12 hours).....	300.00

SPECIAL FEATURES

"Crosssection USA"—15 minute news program (5 days per week):  
 1 time..... 20.00 52 times..... 14.00  
 6 times..... 17.50 \*260 times..... 2,860.00  
 26 times..... 15.00  
 "Friday Evening Opera"—Minimum 2 hours, total contract:  
 1 time..... 75.00 26 times..... 1,500.00  
 6 times..... 350.00 \*52 times..... 2,900.00

(\* One year.  
 All music programming—48% classical, 40% semi-classical, 10% jazz, and 2% news.

Participating Programs

"Telemusic Quiz"—6.00 per program plus a suitable prize.  
 "La Belle Jazz"—all jazz music DJ program.  
 Regular rates plus 1.00 per program talent fee.

Closing Time

72 hours before broadcast.  
 (Albuquerque continued on next page)

# 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

# NEW MEXICO

## Albuquerque—Continued

### KLOS

Rates effective January 1, 1957. (Card No. 1.)  
Card received January 9, 1957.  
Owned and operated by B & M Broadcasters, Inc.  
Personnel  
General Manager—Frank Redfield.  
Representatives  
Bob Dore Associates.  
Mailing Instructions  
Business Office and Studio—106 Richmond Dr., S. E.,  
P. O. Box 1298, Albuquerque, N. M. Alpine 6-  
9866.  
Transmitter—2701 Central Ave., N. W., Albuquerque,  
N. M.  
Wave—Power—Time  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Licensed to operate unlimited time.  
Operates on Mountain Standard Time.  
Operating schedule: 5:30 a.m. to 1:00 a.m. weekdays;  
6:00 a.m. to midnight Sundays.

Agency Commission  
15% to recognized agencies; 2% cash discount.  
General Advertising  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	55.20	34.05	22.75	11.80	8.20	5.70
26 times.....	52.45	32.40	21.60	11.10	7.75	5.35
52 times.....	49.60	30.60	20.50	10.65	7.30	5.20
104 times.....	46.90	29.05	19.05	10.05	6.85	4.80
156 times.....	44.10	27.30	18.25	9.45	6.55	4.50
260 times.....	41.50	25.50	17.05	8.95	6.10	4.20
312 times.....	38.65	23.95	15.85	8.35	5.70	3.85

#### PACKAGE PLANS

	1 min.	30 sec.
60 announcements per week.....	186.00	120.00
30 announcements per week.....	105.00	67.50

#### DISCOUNTS

Per week:	Off earned frequency
10 to 14 announcements.....	10%
15 to 19 announcements.....	15%
20 to 24 announcements.....	20%
25 or more announcements.....	25%

#### SPECIAL FEATURES

News Service—AP.  
Mobile unit available for special broadcasts.

#### POLITICAL

Regular rates apply.  
Closing Time  
72 hours in advance of broadcast.

### KOB

(Established 1920)



Rates effective July 1, 1957. (Card No. 9.)  
Card received April 19, 1956.  
Rev. (Saturation Annet. Plan) rec'd September  
26, 1957.

Owned and operated by Albuquerque Broadcasting Co.  
Personnel  
President—Stanley E. Hubbard.  
General Manager—George S. Johnson.  
Sales Manager—Frank P. Redfield.  
Promotion Manager—Lowell Christison.  
Program Director—Michael Dillon.  
Representatives  
Edward Petry & Company, Inc.  
Mailing Instructions  
Business Office and Studio—14th and Coal, S. W.,  
P. O. Box 1351, Albuquerque, N. M., CH 3-4411,  
TWX AQ 95.  
Transmitter—8-1/2 miles north of Albuquerque at  
Alameda, N. M.  
Wave—Power—Time  
Operating power—50,000 watts days; 25,000 watts  
nights.  
Frequency—770 kilocycles.  
Directional—nighttime only.  
Licensed to operate unlimited time.  
Operates on Mountain Standard Time.  
Daylight Saving Time not observed.  
Operating schedule: 5:30 a.m. to 1:00 a.m.

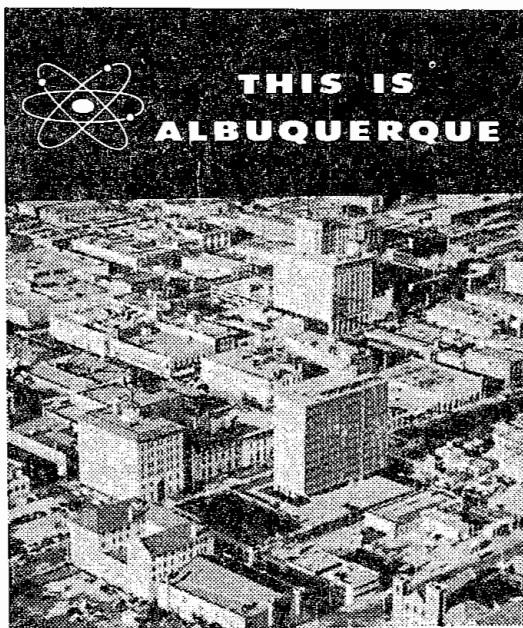
Agency Commission  
15% on net station time to recognized advertising  
agencies; no cash discount.  
All bills are due and payable by the 10th of month  
following service.

General Advertising  
For combination rates see NBC Radio Network.  
Accepts AAAA copyrighted contract.  
BMI, ASCAP and SESAC licenses.  
Announcements are accepted with the understanding  
that programs take precedence, and that announce-  
ments scheduled for periods later sold for programs  
may be re-scheduled by the station at equally ad-  
vantageous periods. Rates for periods longer than  
one hour are in exact proportion to the corresponding  
one hour rate. All acceptable accounts are subject  
to the same rates. No periods are sold in bulk for  
re-sale. Announcements adjacent to rate change take  
highest adjacent rates.  
All contracts subject to cancellation by either party  
on 28 days written notice on programs, 14 days  
written notice on announcements with acknowledge-  
ment of adjusted rate to the date of cancellation. No  
contract is written for longer than one year. All  
facilities furnished in accordance with the terms of  
station's standard contract or AAAA form. All time  
periods exceeding one minute include 30 seconds for  
station identification, etc.

#### CLASS "A"

(6:30 a.m. to 9:00 a.m.; noon to 1:00 p.m.  
and 4:30 p.m. to 6:30 p.m. Monday through  
Friday)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	130.00	78.00	52.00	42.00	26.00
13 times.....	123.50	74.10	49.40	39.90	24.70
26 times.....	117.00	70.20	46.80	37.80	23.40



## The Nation's Newest Billion Dollar Market

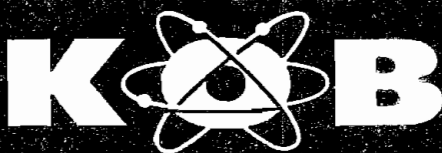


In this vital, fast-  
growing market,



# RADIO

reaches more than  
**300,000**  
radio homes and  
is **FIRST** in  
New Mexico



**770 On Your Dial**  
**NBC Affiliate**  
**50,000 WATTS**  
**Albuquerque, New Mexico**  
REPRESENTED BY EDWARD PETRY & CO.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
52 times.....	110.50	66.30	44.20	35.70	22.10
104 times.....	104.00	62.40	41.60	33.60	20.80
156 times.....	97.50	58.50	39.00	31.50	19.50
260 times.....	91.00	54.60	36.40	29.40	18.20

#### CLASS "B"

	(All other times)	(*)	(†)
1 time.....	120.00	72.00	48.00
13 times.....	114.00	68.40	45.60
26 times.....	108.00	64.80	43.20
52 times.....	102.00	61.20	40.80
104 times.....	96.00	57.60	38.40
156 times.....	90.00	54.00	36.00
200 times.....	84.00	50.40	33.60

#### ANNOUNCEMENTS

##### CLASS "A"

(6:30 a.m. to 9:00 a.m.; noon to 1:00 p.m.  
and 4:30 p.m. to 6:30 p.m. Monday through  
Saturday)

	(*)	(†)
1 time.....	20.00	17.00
13 times.....	19.00	16.15
26 times.....	18.00	15.30

##### CLASS "B"

	(All other times)	(*)	(†)
1 time.....	18.00	15.00	12.75
13 times.....	17.10	14.25	12.00
26 times.....	16.20	13.50	11.25

(\*) One minute.  
(†) Station break.

8-second announcements—50% of applicable station  
break rate.

#### SATURATION ANNOUNCEMENT PLAN

(6:15 a.m. to 9:00 a.m.; noon to 1:00 p.m.  
and 4:30 p.m. to 6:30 p.m. Monday through  
Saturday)

	—1 minute—	—Station break—
Per week, flat:	Each	Total
10 times.....	14.00	140.00
15 times.....	13.00	195.00
20 times.....	12.00	240.00
30 times.....	11.00	330.00

Announcements on rotating basis. Maximum of 16  
per week in morning and minimum of 1 per day in  
morning. Spots will rotate within selected time pe-  
riod only.

#### (All Other Times)

	Fixed position, not guaranteed; per week, flat:	Each	Total
10 times.....	11.00	110.00	9.00
15 times.....	10.50	157.50	8.50
20 times.....	10.00	200.00	8.00
25 times.....	9.50	237.50	7.50
30 times.....	9.00	270.00	7.00
40 times.....	8.50	340.00	6.50

Package announcements cannot be combined with regu-  
lar announcements for frequency discounts.

An advertiser entering a second 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. If the schedule is increased in the re-  
newal year, discounts greater than those earned in  
the previous year must be independently earned. If  
the schedule is reduced, the advertiser then earns  
the reduced 52 week rate. Any lapse of consecutiv-  
ity in the second year automatically cancels the con-  
tinuing discount privilege and upon resumption of  
a schedule, a new contract year must be established.  
All rates guaranteed for one year from date of first  
broadcast if continuous.

#### SPECIAL FEATURES

News Service—UPI. No extra charge.

#### POLITICAL

Regular rates apply. Cash in advance.

#### Copying Time

Copy and other broadcast materials should be sub-  
mitted 48 hours in advance of broadcast.

### KQEO

(Formerly KQUE)  
(Established 1946)

Rates effective October 5, 1958.  
Rates received October 6, 1958.

Owned and operated by Dandy Broadcasting Corp.

#### Personnel

Vice-Pres. & Gen'l Mgr.—Richard H. Harris.  
Program Director—Ed Montray.

#### Representatives

The Bolling Company, Inc.

#### Mailing Instructions

Business Office, Studio and Transmitter—2000 Indian  
School Rd., Albuquerque, N. M. Chaple 7-8848,  
TWX AQ 283.

#### Wave—Power—Time

Operating power—1,000 watts days; 500 watts nights.  
Frequency—920 kilocycles.

Directional—Nighttime only.

Licensed to operate unlimited time.

Operates on Mountain Standard Time.

Daylight Saving Time not observed.

Operating schedule: 24 hours daily.

#### Agency Commission

15% to recognized advertising agencies; no cash dis-  
count.

#### General Advertising

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

No mail order advertising accepted.

Programs and announcements not combinable to earn  
discounts.

Rates to which advertiser is entitled is determined  
by total number of broadcasts used within 1 year  
from date of initial broadcast.

#### CLASS "A"

(7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00  
p.m. Monday through Saturday; 6:00 a.m. to  
noon Sunday)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	85.00	50.00	30.00	16.00
26 times.....	80.00	45.00	29.00	15.00
52 times.....	75.00	40.00	28.00	14.00
156 times.....	70.00	38.00	26.00	13.00
260 times.....	65.00	35.00	24.00	12.00
312 times.....	60.00	33.00	22.00	11.00
500 times.....	55.00	30.00	20.00	10.00

(This listing continued on next page)



	CLASS "B"			
	All Other Times		1/4 hr.	5 min.
1 time.....	60.00	40.00	25.00	14.00
26 times.....	58.00	38.00	24.00	13.00
52 times.....	55.00	35.00	22.00	12.00
156 times.....	50.00	33.00	20.00	11.00
260 times.....	45.00	30.00	18.00	10.00
312 times.....	40.00	28.00	16.00	9.00
500 times.....				8.00

	ANNOUNCEMENTS	
	-1 minute-	-30 seconds-
1 time.....	10.00	8.00
50 times.....	8.50	7.00
150 times.....	7.00	6.00
250 times.....	6.00	5.00
500 times.....	5.00	4.00
1,000 times.....	4.50	3.50

NEWS PACKAGES	
150 times.....	9.00 500 times..... 7.00
250 times.....	8.00 1,000 times..... 6.00

MIGHTY MITE	
10-seconds or less:	
1 time.....	5.00 250 times..... 3.00
50 times.....	4.00 500 times..... 2.50
150 times.....	3.50 1,000 times..... 2.00

SPECIAL PACKAGES (1-minute)	
Per week:	
12 announcements..	90.00 24 announcements.. 156.00
18 announcements..	126.00 30 announcements.. 180.00

**SPECIAL FEATURES**  
 News Service—UPI. Regular rates apply.  
 2 mobile units.  
 All news scheduled at 25 minutes past the hour, each hour.

**Participating Programs**  
 Monday through Saturday:  
 "Morning Mayor Show"—6:30 a.m. to 8:30 a.m.  
 "Ed Monray Show"—8:30 a.m. to 10:30 a.m.  
 "Paul Bain"—10:30 a.m. to 11:30 a.m.  
 "Noon Whistle Show"—11:30 a.m. to 1:30 p.m.  
 "Marty Sullivan"—1:30 p.m. to 2:30 p.m.  
 "Al Tafoya Show"—2:30 p.m. to 4:30 p.m.  
 "The Big Parade"—4:30 p.m. to 6:30 p.m.  
 "Dean Retter Show"—6:30 p.m. to 8:30 p.m.  
 "The 920 Club"—8:30 p.m. to 12:30 a.m.  
 "Jimmy Hogg"—12:30 a.m. to 6:30 a.m.

**POLITICAL**  
 Regular rates apply; cash in advance.

**RELIGIOUS**  
 Class "A" rates apply, frequency as earned. Programmed Sunday before noon only.

# KQEO

## FIRST in

# ALBUQUERQUE

**49.5%**  
 all day average audience, according to the September, October, November HOOPER... Now 11 months of first place dominance.

To SELL ALBUQUERQUE at the LOWEST POSSIBLE COST, write, wire or call

# KQEO

ALBUQUERQUE, NEW MEXICO  
 1000 watts... 920 kc  
 National Reps., The Bolling Co.

## ARTESIA

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

### KSVF

(Established 1946)

Rates effective November 21, 1957.  
 Rates received December 31, 1957.  
 Owned and operated by Artesia Broadcasting Company.

**Personnel**  
 General Manager—Bob Hess.  
**Representatives**  
 Clyde Melville Company.  
**Mailing Instructions**  
 Business Office, Studio and Transmitter—P. O. Box 38, 1450 S. Roselawn, Artesia, N. M., Sherwood 6-2751.

**Wave—Power—Time**  
 Operating power—1000 watts days; 250 watts nights. Frequency—990 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Operates on Mountain Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 6:00 a.m. to 11:00 p.m.

**Agency Commission**  
 15% to recognized agencies; no cash discount. Commission does not apply to talent. Bills rendered monthly.

**General Advertising**  
 Affiliated with Keystone Network.  
 Rates include music copyright fees and ASCAP, BMI, SESAC licenses.  
 Maximum length of contract 52 weeks. Client may cancel contract by giving 14 days' written notice. Cancelled contracts subject to short rate. All programs and announcements subject to change of time with three days' notice.  
 Advertising of alcoholic beverages, other than beer and wine, not accepted.  
 Station reserves the right to cancel any program with or without notice, in order to broadcast a special feature deemed in the public interest. However, if service is interrupted, another suitable time will be provided.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Ann.
1 time.....	55.00	27.50	19.00	14.00	10.00	5.20
13 times.....	51.00	26.00	18.00	13.00	9.50	5.00
26 times.....	47.50	24.50	17.00	12.50	9.00	4.70
52 times.....	45.00	23.00	16.00	12.00	8.50	4.30
104 times.....	44.00	22.00	15.00	11.00	8.00	4.00
156 times.....	40.00	20.00	13.00	10.00	7.25	3.85
260 times.....	37.00	18.50	10.50	8.25	6.50	3.25
365 times.....	33.00	17.00	9.00	7.00	5.40	2.90
1,092 times.....	29.00	12.00	7.00	6.00	4.75	2.00

**SPECIAL FEATURES**  
 News Services—AP and local news. Rates for news service on request.  
 Local newscasts by station reporter four times each day.

**Participating Programs**  
 "Fitts and Stars"—6:00 a.m. to 7:00 a.m. Monday through Saturday.  
 "Showmanship Radio"—1:00 p.m. to 3:30 p.m. Monday through Saturday.  
 "Jack's Western Hayride"—3:30 p.m. to 5:00 p.m. Monday through Friday.  
 "Mostly Music"—8:35 p.m. to 10:00 p.m. Monday through Sunday.

**Foreign Language Program**  
 Spanish: 6:35 p.m. to 7:30 p.m. Monday, Wednesday and Friday. Disc jockey program. Regular rates apply.

**POLITICAL**  
 Regular rates apply; payable in advance.  
**TRANSCRIPTIONS**  
 Library Service—Capitol, Standard.

## CARLSBAD (2 AM)

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

### KAVE

(Established 1936)

Rates effective July 1, 1956.  
 Rates received May 25, 1956.  
 Owned and operated by Voice of the Caverns, Inc.

**Personnel**  
 General Manager—Tom Wiseheart.  
 Program Director—Neal R. Jones.  
**Representatives**  
 The Branham Company.  
**Mailing Instructions**  
 Business Office—2907 W. Church St., Carlsbad, N. M. Studio and Transmitter—539 Radio Blvd., Carlsbad, N. M.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1240 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time.  
 Operates on Mountain Standard Time  
 Daylight Saving Time not observed  
 Operating schedule: 6:00 a.m. to 10:00 p.m. daily.

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

**General Advertising**  
 For combination rates see CBS Radio Network and Southwest Network.  
 Affiliated with KAVE-TV.  
 Accepts AAAA copyrighted contract.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time.....	48.00	29.00	19.00	10.00	7.00	5.00
26 times.....	45.60	27.55	18.05	9.50	6.65	4.75
52 times.....	43.20	26.10	17.10	9.00	6.30	4.50
104 times.....	40.80	24.65	16.15	8.50	5.95	4.25
156 times.....	38.40	23.20	15.20	8.00	5.60	4.00
260 times.....	37.00	21.75	14.25	7.50	5.25	3.75
312 times.....	34.00	20.30	13.30	7.00	4.90	3.50

(\*) Station break.

## NEW MEXICO

**PACKAGE ANNOUNCEMENTS**  
 10 spots weekly—one-time rate less 40%.  
 20 spots weekly—one-time rate less 45%.  
 30 spots weekly—one-time rate less 50%.  
**Closing Time**  
 24 hours before broadcast time.

### KPBM

(Established 1950)



Rates effective June 1, 1956.  
 Rates received May 1, 1956.  
 Owned and operated by Coronado Broadcasting Co., Inc.

**Personnel**  
 Pres. & Gen'l Mgr.—Darrell A. Swayze.  
**Representatives**  
 New York—Devney, Incorporated.  
 Southwest—Clyde Melville Company.

**Mailing Instructions**  
 Business Office and Studio—313 W. Mermod St., Carlsbad, N. M., Tu 5-5373.  
 Transmitter—Three miles northeast of Courthouse, outside Carlsbad, N. M.  
**Wave—Power—Time**  
 Operating power—1,000 watts days, 740 kilocycles.  
 Non-directional.  
 Licensed to operate daytime.  
 Operates on Mountain Standard Time.  
 Operating schedule: Local sunrise to local sunset.

**Agency Commission**  
 15% to recognized agencies on time only; no cash discount. Bills rendered monthly; payable 10 days.

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

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	(*)
1 time.....	45.00	30.00	20.00	15.00	10.00	7.50	5.00
13 times.....	42.75	28.50	19.00	14.25	9.50	7.15	4.75
26 times.....	40.50	27.00	18.00	13.50	9.00	6.75	4.50
52 times.....	38.25	25.50	17.00	12.75	8.50	6.40	4.25
104 times.....	36.00	24.00	16.00	12.00	8.00	6.00	4.00
156 times.....	33.75	22.50	15.00	11.25	7.50	5.65	3.75
260 times.....	31.50	21.00	14.00	10.50	7.00	5.25	3.50
312 times.....	29.25	19.50	13.00	9.75	6.50	4.90	3.25
520 times.....	27.00	18.00	12.00	9.00	6.00	4.50	3.00
1,000 times.....	24.75	16.50	11.00	8.25	5.50	3.75	2.50

(\* 30 seconds or less.)  
**SPECIAL FEATURES**  
 News Service—AP. News Service Charge—1.50 per 15 minute program. News Sports, Market reports, Time Signals—rates on request.  
 Local newscasts available.

**Participating Programs**  
 "Western Jamboree"—11:00 a.m. to noon Monday through Saturday.  
 "Platter Party"—1:00 p.m. to 5:00 p.m. Saturday.  
 Foreign Language Programs  
 Spanish disc jockey show, Monday through Friday. Rates and details on request.

**POLITICAL**  
 Regular rates apply, cash in advance.  
**TRANSCRIPTIONS**  
 Library Service—World.

**Closing Time**  
 One week in advance of broadcast.

## CLAYTON

Union County—Map Location H-1  
 See SRDS consumer market map and data at beginning of the State.

### KLMX

(Established 1950)



Rates effective January 1, 1956. (Card No. 3.)  
 Card received October 26, 1955.  
 Owned and operated by Ari-Ne-Mex Broadcasting Corp.

**Personnel**  
 President—Arthur Jernigan.  
 Manager—Franklin E. Vale.  
**Representatives**  
 Denver—Kenneth E. Palmer & Co.

**Mailing Instructions**  
 Business Office and Studio—Fair Grounds, P. O. Box 7, Clayton, N. M., telephone 616.  
 Transmitter—Fair Grounds, Clayton, N. M.  
**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1450 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time.  
 Operates on Mountain Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 6:00 a.m. to 10:00 p.m. weekdays; 8:00 a.m. to 4:00 p.m. Sunday.

**Agency Commission**  
 15% to recognized agencies on net time; no cash discount. Bills rendered 1st of month; payable 10 days.

**General Advertising**  
 Affiliated with Keystone Network.  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Beer advertising accepted on a limited basis.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	(*)
1 time.....	32.50	19.50	11.05	8.78	7.15	3.12	2.47
13 times.....	31.00	18.20	10.27	8.13	6.63	2.93	2.28
26 times.....	29.00	16.90	9.40	7.48	6.11	2.73	2.08
52 times.....	28.60	15.60	8.71	6.83	5.59	2.54	1.89
104 times.....	27.30	14.30	7.93	6.18	5.07	2.34	1.69
260 times.....	26.00	13.00	7.15	5.53	4.55	2.15	1.50
520 times.....	24.70	11.70	6.37	4.88	4.03	1.95	1.30
780 times.....	23.40	10.40	5.59	4.23	.....	1.69	.....

(\* 30 seconds or less.)  
 (This listing continued on next page)

# NEW MEXICO

## Clayton—K L M X—Continued

**SPECIAL FEATURES**  
 News Service—UPI. No extra charge.  
**POLITICAL**  
 Regular rates apply; cash in advance.  
**TRANSCRIPTIONS**  
 Library Service—World.  
**Closing Time**  
 24 hours in advance of broadcast.

## CLOVIS (2 AM)

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

### KCLV

(Established 1952)



Rates effective July 1, 1952.  
 Owned and operated by the New-Tex Broadcasting.  
**Personnel**  
 President—Odis Echols Sr.  
 Manager—Odis Echols, Jr.  
 Commercial Manager—Al Rinn.  
**Representatives**  
 George T. Hopewell, Inc.  
**Mailing Instructions**  
 Business Office and Studio—1221 Main, Clovis, N. M., telephone 4401.  
 Transmitter—2112 Thornton St., Clovis, N. M.  
**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1240 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Operates on Mountain Standard Time.  
 Operating schedule: 5:30 a.m. to 11:00 p.m.  
**Agency Commission**  
 15% to recognized agencies on station time and talent; no cash discount. Bills due and payable when rendered.  
**General Advertising**  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Advertising of alcoholic beverages not accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time....	45.00	25.00	12.00	10.00	5.00
26 times....	42.50	22.50	12.00	9.00	4.50
52 times....	40.00	21.00	12.00	8.00	4.00
104 times....	37.50	18.50	11.00	7.00	3.75
156 times....	35.00	17.50	11.00	6.50	3.50
312 times....	32.50	16.00	10.00	6.00	3.00

(\*) Spot announcements.  
**SPECIAL FEATURES**  
 News—regular time charge.  
 Time signals, temperatures, weather and market reports available. Rates on request.  
**POLITICAL**  
 Payment and copy require 48 hours previous to broadcast time.

### KICA

(Established 1933)

Rates effective January 1, 1957.  
 Rates received February 19, 1957.  
 Owned and operated by KICA, Inc.  
**Personnel**  
 President—Frank Lesley.  
 General Manager—J. H. Morris.  
**Representatives**  
 None.  
**Mailing Instructions**  
 P. O. Box 111, 1000 Sycamore Road, Clovis, N. M. Porter 3-5511.  
 Transmitter—Clovis, N. M.  
**Wave—Power—Time**  
 Operating power—1,000 watts.  
 Frequency—980 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time.  
 Operates on Mountain Time.  
 Operating schedule: 5:30 a.m. to 11:00 p.m. Monday through Friday; 5:30 a.m. to midnight Saturday; 7:00 a.m. to 10:00 p.m. Sunday.  
**Agency Commission**  
 15% on station time to recognized agencies; no cash discount. Bills due on 10th of month following broadcasts.  
**General Advertising**  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Contracts subject to cancellation on 14 day advance notice in writing. Cancelled contracts subject to short rates. Maximum length of contract one year. All rates guaranteed for six months from date of first broadcast without interruption. Discounts allowed on total number of broadcasts within one year. Announcements and programs cannot be combined to earn larger discounts.

**PROGRAM RATES**  
 (5:30 a.m. to 11:00 p.m. Monday through Friday; 5:30 a.m. to midnight Saturday; 7:00 a.m. to 10:00 p.m. Sunday)

	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....	47.50	28.50	19.00	14.25	9.50
52 times....	45.00	27.00	18.00	13.50	9.00
104 times....	42.50	25.50	17.00	12.75	8.50
156 times....	40.00	24.00	16.00	12.00	8.00
260 times....	37.50	22.50	15.00	11.25	7.50

**ANNOUNCEMENTS**

	1 min.	20 sec.	10 sec.
1 time.....	7.50	5.00	3.75
26 times.....	7.12	4.75	3.56
52 times.....	6.75	4.50	3.37
104 times.....	6.37	4.25	3.19
156 times.....	6.00	4.00	3.00
260 times.....	5.62	3.75	2.81

## ANNOUNCEMENT PACKAGES

To be broadcast within any 7 consecutive days.  
 Per week: 1 min. 20 sec. 10 sec.  
 15 announcements, each..... 5.25 3.50 2.62  
 30 announcements, each..... 4.50 3.00 2.25  
 50 announcements, each..... 3.75 2.50 1.87  
 Any combination of minutes, 20-second and/or 10-second announcements may be used in this package plan. Announcements bought in this package cannot be combined with other announcements or schedules to earn frequency discounts.

### POLITICAL

All political broadcasts are at general rates.

## DEMING

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

### KOTS

(Established 1954)



Rates effective February 1, 1955.  
 Rates received January 10, 1955.  
 Owned and operated by Luna County Broadcasting Co.  
**Personnel**  
 General Manager—Robert W. Tobey.  
**Representatives**  
 None.  
**Mailing Instructions**  
 Business Office and Studio—P. O. Box 470, Deming, N. M., telephone 999.  
 Transmitter—1700 S. Radium, Deming, N. M.  
**Wave—Power—Time**  
 Operating power—250 watts days.  
 Frequency—1230 kilocycles.  
 Non-directional.  
 Licensed to operate sunrise to sunset.  
 Operates on Mountain Standard Time.  
 Operating schedule: Sunrise to sunset.  
**Agency Commission**  
 15% to recognized agencies on time only; no cash discount. Bills rendered last day of month, payable 15th of following month.  
**General Advertising**  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time.....	40.00	22.00	12.00	6.00	4.50	3.00
26 times....	36.00	19.80	10.80	5.40	4.10	2.75
52 times....	34.00	18.70	10.20	5.10	3.90	2.50
156 times....	30.00	16.50	9.00	4.50	3.50	2.25
312 times....	24.00	13.20	7.20	3.60	2.90	2.00

(\*) 30 seconds or less.

### SPECIAL FEATURES

News Service—UPI.  
**POLITICAL**  
 Frequency discounts apply; cash in advance.  
**TRANSCRIPTIONS**  
 Library Service—World.

## FARMINGTON

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

### KENN

(Established 1951)



Rates effective July 1, 1956.  
 Rates received August 2, 1956.  
 Owned and operated by Radio Station KENN.  
**Personnel**  
 General Manager—C. O. Kendrick.  
**Representatives**  
 Devney, Incorporated.  
 Dallas—Clyde Melville Company.  
**Mailing Instructions**  
 Business Office and Studio—212 W. Apache St., Farmington, N. M. Davis 5-3541.  
 Transmitter—Farmington, N. M.  
**Wave—Power—Time**  
 Operating power—5,000 watts days; 1,000 watts nights.  
 Frequency—1390 kilocycles.  
 Directional—nights.  
 Licensed to operate unlimited time.  
 Operates on Mountain Standard Time.  
 Operating schedule: 6:00 a.m. to 11:00 p.m.  
**Agency Commission**  
 15% to recognized agencies on station time and talent; no cash discount. Bills due on 10th of month following broadcasts.  
**General Advertising**  
 Accepts AAAA copyrighted contract.  
 Rates include station time, music copyright fees, and one announcer on duty.  
 Advertising of beer and light wines accepted.  
 Discounts allowed on total number of broadcasts within one year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, without interruption. No contract to exceed one year's duration.

**GENERAL BROADCASTING RATES**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time.....	40.00	25.00	15.00	10.00	6.00	4.00
13 times....	38.00	23.75	14.25	9.50	5.70	3.80
26 times....	36.00	22.50	13.75	9.00	5.40	3.60
52 times....	34.00	21.50	13.00	8.50	5.10	3.40
104 times....	32.00	20.50	12.50	8.00	4.80	3.20
156 times....	31.00	19.25	12.00	7.50	4.50	3.00
260 times....	29.50	18.00	11.50	7.00	4.20	2.80
312 times....	28.00	16.75	11.00	6.50	3.90	2.60

(\*) 30 seconds or less.

## SPECIAL FEATURES

News—15% additional.  
 Foreign Language Programs  
 One and one-half hours Navajo Monday through Saturday. Regular rates apply for broadcasts in Navajo language.

### POLITICAL

Regular rates apply.

### Closing Time

All copy must be submitted 24 hours prior to broadcast.

## KWYK

(Established —)

Rates effective August 3, 1957.  
 Rates received October 28, 1957.  
 Owned and operated by Basin Broadcasting Co.

### Personnel

General Manager—Jim Gober.  
 Station Manager—Benny R. Smith.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—418 W. Broadway, Farmington, N. M. Davis 5-6932.

### Transmitter

### Wave—Power—Time

Operating power—1,000 watts days.  
 Frequency—960 kilocycles.  
 Non-directional.

Operates on Mountain Standard Time.  
 Operating schedule: 5:30 a.m. to local sunset.

### Agency Commission

15% on time only; no cash discount. Bills rendered last day of month, payable 15th of following month.

### General Advertising

Accepts AAAA copyrighted contract.  
 Maximum length of contract 1 year.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	40.00	22.00	12.00	6.60	6.00	4.00
26 times....	36.00	19.80	10.80	6.30	5.40	3.60
52 times....	34.00	18.70	10.20	6.00	5.00	3.40
156 times....	30.00	16.50	9.00	5.50	4.50	3.00
312 times....	24.00	13.20	8.10	5.00	3.90	2.60

### Combination Rates

Can be bought in combination with KOTS, Deming, N. M., KOBE, Las Cruces, N. M. Rates on request.

### SPECIAL FEATURES

Foreign language programs—2 hours daily in Navajo language Monday through Saturday. Regular rates apply.

## GALLUP

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

### KGAK

(Established 1945)



Rates effective August 1, 1957. (Card No. 3.)  
 Rates received July 1, 1957.  
 Owned and operated by Thunderbird Broadcasting Co.  
**Personnel**  
 President—Merle H. Tucker.  
 General Manager—Mrs. Mida Tucker.  
 Station & Com'l Mgr.—C. A. Humbert.  
**Representatives**  
 Richard O'Connell, Inc.  
 Chicago-Detroit—William J. Reilly.  
 Dallas—Clarke Brown Co.  
 Los Angeles—Tracy Moore & Associates.  
**Mailing Instructions**  
 Business Office and Studio—Mailing Address—P. O. Box 1231, Gallup, N. M., Union 3-4444.  
 Transmitter—Gamerco, north of Gallup, N. M.

### Wave—Power—Time

Operating power—5,000 watts days, 1,000 watts nights.  
 Frequency—1330 kilocycles.

Directional—nighttime only.  
 Licensed to operate full time on local channel.  
 Daylight Saving Time not observed.

Operating schedule: 5:30 a.m. to 11:00 p.m. Monday through Saturday; 7:00 a.m. to 10:00 p.m. Sunday.

### Agency Commission

15% to recognized advertising agencies on net charges for station time; no cash discount. No commission on program charges. Bills due and payable when rendered.

### General Advertising

Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 Discounts allowed retroactively on the number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast on firm contracts only.

1/2 hour.....	30.00	5 minutes.....	10.00
1/4 hour.....	18.00	1 minute or less....	7.00

### PACKAGE RATES

Per week:	
5 times.....	32.50
10 times.....	62.50
15 times.....	90.00
20 times.....	110.00
30 times.....	150.00
50 times.....	200.00
10-second ID's—50% applicable minute rate.	
Discount for 26 weeks.....	5%
Discount for 52 weeks.....	10%

### SPECIAL FEATURES

News Service—AP. Newscasts available in 5, 10 or 15 minute periods.

News, sports and weather.

5-minute newscast packages:

3 times weekly.....	28.50
5 times weekly.....	45.00
6 times weekly.....	52.50

(This listing continued on next page)

Gallup—K G A K—Continued

Foreign Language Programs  
 "Early Navajo Hour"—5:30 a.m. to 6:00 a.m. Monday through Saturday.  
 "Original Navajo Indian Hour"—1:00 p.m. to 4:15 p.m. Monday through Saturday.  
 "Spanish Hour"—4:15 p.m. to 4:45 p.m. to 4:45 p.m. Monday through Saturday.  
 Regular rates apply to Indian language broadcasting. Only 2 announcements per single advertiser acceptable on each program.

POLITICAL

Regular rates apply.

TRANSCRIPTIONS

Library Service—World.

Closing Time

Closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date. No changes within two days preceding broadcast.

GRANTS

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

KMIN

(Established 1956)

Rates effective September 1, 1956.  
 Rates received March 17, 1958.  
 Owned and operated by Radio KMIN.

Personnel

Manager—Dave Button.

Representatives

Hal Holman Company.

Mailing Instructions

Business Office and Studio—P. O. Box 608, Grants, N. M.

Transmitter: 980 San Rafael Rd., Grants, N. M.

Wave—Power—Time

Operating power—1,000 watts.

Frequency—980 kilocycles.

Operating schedule: 6:00 a.m. to local sunset.

Agency Commission

15%; no cash discount.

General Advertising

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	36.00	20.00	12.00	10.00	7.00	6.00	4.00
13 times.....	33.00	18.50	10.00	8.50	6.50	5.50	3.75
26 times.....	30.00	17.50	9.00	8.00	6.15	5.25	3.50
52 times.....	29.00	17.00	8.50	7.75	5.75	5.00	3.25
104 times.....	28.00	16.25	8.25	7.50	5.50	4.75	3.00
156 times.....	27.00	15.50	8.00	7.25	5.25	4.50	2.75
260 times.....	25.50	15.00	7.75	7.00	5.00	4.25	2.50

Spanish and Indian language—rates on request.

HOBBS (2 AM)

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

KHOB

(Established 1954)



Rates effective August 1, 1954.

Rates received September 2, 1954.

Owned and operated by Permian Basin Radio Corp.

Personnel

Co-Mgrs.—Charles R. Scott & Quenton K. Crandall.

Representatives

Thomas F. Clark Company, Inc.

Regional—Clyde Melville Company.

Mailing Instructions

Business Office, Studio and Transmitter—Seminole-By-Pass, P. O. Box 247, Hobbs, N. M., Express 3-5148, 3-5149.

Wave—Power—Time

Operating power—1,000 watts days.

Frequency—1280 kilocycles.

Non-directional.

Licensed to operate daytime only.

Operates on Mountain Standard Time.

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

Agency Commission

15% to recognized agencies on net charges for station time; no cash discount. Bills due and payable when rendered.

General Advertising

Alcoholic beverage advertising accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	40.00	22.00	12.00	6.00	4.00
26 times.....	36.00	19.80	10.80	5.40	3.60
52 times.....	34.00	18.70	10.20	5.10	3.40
156 times.....	30.00	16.50	9.00	4.50	3.00
312 times.....	24.00	13.20	7.20	3.60	2.40

(\*) One minute or less.

SPECIAL FEATURES

News Service—AP.

Regular rates apply.

POLITICAL

Library Service—World and Lang-Worth.

Closing Time

24 hours before broadcast.

KWEW

(Established 1938)

Rates effective July 1, 1956.

Rates received May 15, 1956.

Personnel

Manager—Harry McAdams.

Representatives

The Branham Company.

Mailing Instructions

Business Office and Studio—Hobbs, N. M.

Transmitter—Hobbs, N. M.

Wave—Power—Time

Operating power—1,000 watts.

Frequency—1480 kilocycles.

Directional—nighttime only.

Licensed to operate unlimited time.  
 Operates on Mountain Time.  
 Operating schedule: 6:00 a.m. to 11:00 p.m.

Agency Commission

15% on time only; no cash discount. No commission on talent.

General Advertising

For combination rates see Mutual Broadcasting System and Southwest Network.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time.....	55.00	33.00	22.00	15.00	8.00	6.00
26 times.....	52.25	31.35	20.90	14.25	7.60	5.70
52 times.....	49.50	29.70	19.80	13.50	7.20	5.40
104 times.....	46.75	28.05	18.70	12.75	6.80	5.10
156 times.....	44.00	26.40	17.60	12.00	6.00	4.80
260 times.....	41.25	24.75	16.50	11.25	5.20	4.50
312 times.....	38.50	23.10	15.40	10.50	4.80	4.20

(\*) Station break.

PACKAGE ANNOUNCEMENTS

10 spots weekly—one-time rate less 40%.

20 spots weekly—one-time rate less 45%.

30 spots weekly—one-time rate less 50%.

SPECIAL FEATURES

News: Regular time charges plus 20% of base rate.  
 Time Signals, Sporting Events, Shopping Hour, Farm Flashes, Market Reports—rates on request.

POLITICAL

Political broadcasts subject to usual discounts.

Closing Time

Ten days before broadcast.

LAS CRUCES (2 AM)

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

KGRT

(Established 1955)

Rates effective December 1, 1956.

Rates received December 3, 1956.

Personnel

President—W. C. Taylor.

General Manager—William R. Lask.

Sales Manager—Dick Fox, P. O. Box 968, Las Cruces, N.M.

Representatives

None.

Mailing Instructions

Business Office and Studio—P. O. Box 968, Las Cruces, N. M., Jackson 6-6681.

Transmitter—Las Cruces, N. M.

Wave—Power—Time

Operating power—1,000 watts days.

Frequency—570 kilocycles.

Non-directional.

Licensed to operate daytime only.

Operates on Mountain Standard Time.

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

Agency Commission

15% to recognized agencies; no cash discount.

General Advertising

ASCAP, BMI and SESAC licenses.

5% discount for combination of KBIM, Roswell, N. M.; KGRT, Las Cruces, N. M.; and KFAP, Colorado Springs, Colo. All national business accepted through General Offices, P. O. Box 525, Roswell, N. M.

Beer advertising accepted.

General Advertising

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	40.00	26.00	14.00	8.00	5.00	4.15
26 times.....	38.00	24.00	12.50	7.00	4.50	3.85
52 times.....	36.00	22.00	12.00	6.50	4.35	3.65
104 times.....	34.00	20.00	11.50	6.00	4.15	3.50
156 times.....	32.00	19.00	11.00	5.75	4.00	3.35
260 times.....	30.00	18.00	10.50	5.50	3.85	3.15
312 times.....	28.00	17.00	10.00	5.25	3.65	3.00

Spanish spots—regular rates apply.

SPECIAL FEATURES

News Service—AP.

Full time local newsmen with Mobile Transmitting Unit.

Closing Time

24 hours in advance of broadcast.

KOBE

(Established 1947)

Rates effective May 1, 1954.

Rates received April 16, 1954.

Owned and operated by Mesilla Valley Broadcasting Company.

Personnel

President—Robert W. Tobey.

General Manager—Jim Gober.

Representatives

None.

Mailing Instructions

Business Office and Studio—940 N. Main, Las Cruces, N. M., Jackson 6-2496.

Transmitter—One mile west of Las Cruces, N. M.

Wave—Power—Time

Operating power—250 watts.

Frequency—1450 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Mountain Standard Time.

Daylight Saving Time not observed.

Operating schedule: 5:00 a.m. to 10:30 p.m.

Agency Commission

15% to recognized advertising agencies on net charges for station time only. No cash discount. All bills due and payable when rendered.

General Advertising

Beer and light wine advertising accepted.

The following rates are for national advertising.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time.....	25.00	18.00	13.00	8.50	6.05	4.75
26 times.....	22.00	16.00	11.50	8.00	5.50	4.25
52 times.....	20.00	15.00	11.00	7.50	5.00	4.00
104 times.....	19.00	14.00	10.50	7.00	4.75	3.75
156 times.....	18.00	13.00	10.00	6.50	4.50	3.50
260 times.....	17.00	12.00	9.50	6.00	4.25	3.25
312 times.....	16.00	11.00	9.00	5.50	4.00	3.00

(\*) Station break.

SPECIAL FEATURES

News Service—UPI. Regular rates apply.  
 Special announcers—rates on request.  
 Special Programs for Negro and Spanish audience.  
 Temperature and weather reports—regular announcement or station break rates apply.

Closing Time

Two weeks in advance of initial program. Program material must be arranged one week in advance of broadcast date. No changes within two days preceding broadcasting.

LAS VEGAS

San Miguel County—Map Location G-2  
 See SRDS consumer market map and data at beginning of the State.

KFUN

(Established 1941)



Owned and operated by Southwest Broadcasters, Inc.

Personnel

Pres. & Gen'l Mgr.—E. N. Thwaites.

Representatives

None.

Mailing Instructions

Business Office and Studio—P. O. Box 710, Las Vegas, N. M.

Transmitter—Radio Heights, 1/2 mile east of business district, Las Vegas, N. M.

Wave—Power—Time

Operating power—250 watts.

Frequency—1230 kilocycles.

Non-directional.

Licensed to operate full time on local channel.

Operates on Mountain Standard Time.

Operating schedule: Sundays 8:00 a.m. to 11:00 p.m., week days 6:00 a.m. to 11:00 p.m.

Agency Commission

15% to recognized advertising agencies on net charges for station time; no cash discount. No commission on program charges. Bills due and payable when rendered.

General Advertising

For combination rates see ABC Radio.

Beer advertising accepted.

	Per week					
	1 day	2 days	3 days	4 days	5 days	6 days
1 hour:						
1-12 weeks.....	30.00	28.50	27.00	25.50	24.00	22.50
13-25 weeks.....	28.50	27.08	25.65	24.23	22.80	21.38
26-38 weeks.....	27.00	25.65	24.30	22.95	21.60	20.25
39-51 weeks.....	25.50	24.23	22.95	21.68	20.40	19.13
52 weeks.....	24.00	22.80	21.60			

# NEW MEXICO

## Los Alamos—KRSN—Continued

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1490 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time.  
 Operates on Mountain Time.  
 Daylight Saving Time observed.  
 Operating schedule: 6:30 a.m. to 11:00 p.m.

**FM Facilities**  
 Effective radiated power—4,600 watts.  
 Frequency—98.5 megacycles.

**Agency Commission**  
 15% to recognized agencies on time only; no cash discount. Bills rendered 1st of month; payable when rendered.

**General Advertising**  
 Affiliated with the ABC Radio.  
 Accepts AAAA copyrighted contract.  
 FM operated in conjunction with AM.  
 The following rates for advertising include 53% for air time and 47% for production and service.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	(*)
1 time....	30.00	18.00	12.00	9.60	7.50	4.50	3.00
13 times....	28.50	17.10	11.40	9.12	7.13	.....	.....
26 times....	27.00	16.20	10.80	8.64	6.75	.....	.....
52 times....	25.50	15.30	10.20	8.16	6.38	4.28	2.85
104 times....	24.00	14.40	9.60	7.68	6.00	4.05	2.70
156 times....	22.50	13.50	9.00	7.20	5.63	3.83	2.55
260 times....	21.00	12.60	8.40	6.72	5.25	3.60	2.40
312 times....	19.50	11.70	7.80	6.24	4.88	3.38	2.25

(\*) Station break.  
 1 week:  
 10 spots—takes the 156 time rate.  
 20 spots—takes the 260 time rate.  
 30 spots—takes the 312 time rate.

## LOVINGTON

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

### KLEA

(Established 1952)  
 Rates effective March 1, 1957.  
 Rates received June 5, 1957.  
 Owned and operated by Lea County Broadcasting Co.

**Personnel**  
 President—David R. Worley.  
 Vice-Pres. & Gen'l Mgr.—Hoyt Caldwell.  
 Assistant Manager—Harold W. Chesnut.

**Representatives**  
 None.

**Mailing Instructions**  
 Business Office and Studio—P. O. Drawer 877, Lovington, N. M. Telephone 8911 or 6-2211.  
 Transmitter—1700 S. Main St., Lovington, N. M.

**Wave—Power—Time**  
 Operating power—500 watts days.  
 Frequency—630 kilocycles.  
 Non-directional.  
 Daylight Saving Time not observed.  
 Operates daytime only.  
 Operates on Mountain Standard Time.  
 Operating schedule: 6:00 a.m. to local sunset.

**Agency Commission**  
 15% to recognized agencies.

**General Advertising**  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Beer and light wine advertising accepted.  
 Special short term spot saturation rates on request.  
 Rates include 10% transcription and news premium fees.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	50 wds.
1 time....	40.00	22.00	12.00	6.00	3.00	2.50
26 times....	36.00	19.80	10.80	5.40	2.70	2.25
52 times....	34.00	18.70	10.20	5.10	2.55	2.00
156 times....	30.00	16.50	9.00	4.50	2.25	1.75
312 times....	24.00	13.20	7.20	3.60	1.80	1.50

**SPECIAL FEATURES**  
 News Service—AP and Lovington Press newspaper.  
 Time signals, weather jingles, sporting events, shopping hour, farm flashes, market reports. Rates on request.

Foreign Language Programs  
 Spanish. Announcement rates, one minute or less, 3.00; 15 minute segments, 12.00. Frequency rates on request.

**TRANSCRIPTIONS**  
 Library Service—Standard.  
**Closing Time**  
 24 hours before broadcast.

## PORTALES

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

### KENM

(Established 1950)

Rates received July 30, 1951.  
 Owned and operated by Plains Broadcast Co., Inc.

**Personnel**  
 President—John Burroughs.  
 Manager—Bob Hoffman.

**Representatives**  
 None.

**Mailing Instructions**  
 Business Office and Studio—Portales, N. M., Republic 6-6681.  
 Transmitter—Campus, Portales, N. M.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1450 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time.  
 Operates on Mountain Time.  
 Operating schedule: 5:30 a.m. to 11:00 p.m. week days; 7:00 a.m. to 10:00 p.m. Sundays.

**Agency Commission**  
 15% to recognized agencies on time only; no cash discount. Bills rendered 1st of month following broadcast; payable 10th of month.

**General Advertising**  
 ASCAP, BMI and SESAC licenses.  
 5% discount if purchased in combination with KMUL, Muleshoe, Tex., KZUM, Farmington, N.M.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time....	33.50	18.75	13.50	8.35	5.80	4.00
13 times....	31.83	17.82	12.82	7.94	5.50	3.80
26 times....	31.00	17.35	12.50	7.72	5.37	3.70
52 times....	30.00	16.78	12.15	7.52	5.22	3.60
104 times....	28.25	15.95	11.48	7.10	4.93	3.40
156 times....	26.80	15.00	10.80	6.68	4.64	3.20
312 times....	23.45	13.25	9.45	5.85	4.06	2.80

(\*) 100 words live or transcribed.  
 (†) 50 words live, transcribed or station break.

**SPECIAL FEATURES**  
 News Service—AP, 5% additional charge.

**POLITICAL**  
 Regular rates apply.

**TRANSCRIPTIONS**  
 Library Service—Lang-Worth, World.  
**Closing Time**  
 48 hours before broadcast.

## RATON

Colfax County—Map Location G-1  
 See SRDS consumer market map and data at beginning of the State.

### KRTN

(Established 1948)

Rates effective January 1, 1957.  
 Rates received January 29, 1957.  
 Owned and operated by Colfax County Broadcasting Co.

**Personnel**  
 Owner & General Manager—Lloyd Hawkins.  
 Commercial Manager—James L. Littlejohn.

**Representatives**  
 None.

**Mailing Instructions**  
 Business Office and Studio—P. O. Box 350, 1128 State Street, Raton, N. M. Phone 875, 74.  
 Transmitter—1128 State St., Raton N. M. Phone 875, 74.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1490 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time.  
 Operates on Mountain Standard Time.  
 Operating schedule: 6:00 a.m. to 10:00 p.m. Monday through Saturday. 7:00 a.m. to 11:00 p.m. Sundays.

**Agency Commission**  
 15% to recognized agencies; no cash discount. Bills rendered 1st of month; payable when rendered.

**General Advertising**  
 For combination rates see ABC Radio.  
 Alcoholic beverage advertising not accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	26.00	16.00	10.00	7.50	6.00
26 times....	22.00	14.00	9.00	7.00	5.00
52 times....	18.00	12.00	8.00	6.00	4.00
156 times....	14.00	10.00	7.00	5.25	3.50
312 times....	10.00	8.00	6.00	4.50	3.00

**SPECIAL FEATURES**  
 News Service—UPI.  
 Sports, remotes and other special programs and/or announcements—rates on request.

**TRANSCRIPTIONS**  
 Library Service—World.

## ROSWELL (3 AM)

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

### KBIM

(Established 1953)  
 Rates effective December 1, 1956.  
 Rates received September 29, 1958.  
 Owned and operated by Taylor Broadcasting Co.

**Personnel**  
 President—W. C. Taylor.  
 Manager—G. F. (Jud) Roberts.

**Representatives**  
 Thomas F. Clark Company, Inc.  
 Regional—Clarke Brown Company.

**Mailing Instructions**  
 Business Office and Studio—P. O. Box 525, Roswell, N. M., Ma 2-2121.  
 Transmitter—East 2nd St., Roswell, N. M.

**Wave—Power—Time**  
 Operating power—5,000 watts days.  
 Frequency—910 kilocycles.  
 Non-directional.  
 Licensed to operate daytime only.  
 Operates on Mountain Standard Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 6:00 a.m. to local sunset.

**Agency Commission**  
 15% to recognized agencies on time only; no cash discount.

**General Advertising**  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI, SESAC licenses.  
 5% discount for combination with KGRT, Las Cruces, N. M.  
 All National business accepted through General Offices at P. O. Box 525, Roswell, N. M.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time....	50.00	30.00	18.00	10.00	6.00	5.00
26 times....	45.00	25.00	15.00	9.50	5.50	4.50
52 times....	42.50	24.00	13.00	9.00	4.90	4.25
104 times....	40.00	23.00	12.50	8.75	4.60	4.00
156 times....	38.00	22.00	12.00	8.50	4.35	3.85
260 times....	36.50	21.00	11.50	8.25	4.15	3.65
312 times....	35.00	20.00	11.00	8.00	3.95	3.50

**Impact Package**

1-minute:	
12 spots per week.....	49.80
18 spots per week.....	71.10
24 spots per week.....	90.00
30-seconds:	
12 spots per week.....	43.80
18 spots per week.....	63.00
24 spots per week.....	80.40

**Quickies**

Per week:	
12 times.....	25.00
18 times.....	35.00
24 times.....	45.00
36 times.....	64.00
48 times.....	80.00

**SPECIAL FEATURES**  
 Spanish spots—regular rates apply.  
 News Service—AP and local. Mobile units available.  
 Time signals and temperature rates on request.

**POLITICAL AND RELIGIOUS**  
 Regular rates apply.  
**Closing Time**  
 24 hours in advance of broadcast.

## KGFL

(Established 1927)  
 Rates effective July 1, 1956.  
 Rates received May 9, 1956.  
 Rev. rec'd September 29, 1958.  
 Owned and operated by KGFL, Inc.

**Personnel**  
 General Manager—W. E. Whitmore, Jr.  
 Sales Manager—Clifford "Buzz" Jackson.  
 Station Manager—A. Stan Gallup.

**Representatives**  
 The Branham Company.

**Mailing Instructions**  
 Business Office, Studio and Transmitter—1621 N Washington, P. O. Box 1019, Roswell, N. M. Ma 2-5110.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1400 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time.  
 Operates on Mountain Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 6:00 a.m. to 12:00 midnight.

**Agency Commission**  
 15% to recognized agencies; no cash discount. No commission on talent.

**General Advertising**  
 Affiliated with the Mutual Broadcasting System and the Southwest Network.  
 Accepts AAAA copyrighted contract.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	Station break
1 time....	40.00	24.00	16.00	10.00	5.50	4.50
26 times....	38.00	22.80	15.20	9.10	5.22	4.27
52 times....	36.00	21.60	14.40	9.00	4.85	4.05
104 times....	34.00	20.40	13.60	8.50	4.55	3.82
156 times....	32.00	19.20	12.80	8.00	4.30	3.60
260 times....	30.00	18.00	12.00	7.50	4.12	3.37
312 times....	28.00	16.80	11.20	7.00	3.85	3.15

**PACKAGE ANNOUNCEMENTS**  
 10 spots weekly—one-time rate less 40%.  
 20 spots weekly—one-time rate less 45%.  
 30 spots weekly—one-time rate less 50%.

**SPECIAL FEATURES**  
 Time signals, sporting events, shopping hour, farm flashes, market reports—rates on request.  
 Foreign Language Programs  
 Spanish—rates on request.

**Closing Time**  
 24 hours before broadcast.

## KSWS

(Established 1947)

Rates effective December 1, 1951. (Card No. 2.)  
 Rates received October 26, 1951.  
 Owned and operated by John A. Barnett.

**Personnel**  
 General Manager—John A. Barnett.  
 Station Manager—Robert E. Wagner.

**Representatives**  
 The Meeker Company, Inc.  
 Regional—Clyde Melville Company.

**Mailing Instructions**  
 Business Office and Studio—1717 W. 2nd St., P. O. Box 670, Roswell, N. M., Main 2-6450.  
 Transmitter—Roswell, N. M.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1230 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Operates on Mountain Time.  
 Daylight Saving Time not observed.  
 Operating schedule: 6:00 a.m. to 12:05 p.m.

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

**General Advertising**  
 Affiliated with National Broadcasting Company.  
 The following rates are for national advertising.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time....	52.50	30.00	15.00	8.25	5.25	4.50
13 times....	47.25	27.00	13.50	7.50	5.00	4.05
26 times....	42.00	24.00	12.00	6.60	4.50	3.75
52 times....	39.50	22.50	11.25	6.15	4.25	3.51
104 times....	34.25	18.50	9.75	5.50	3.75	3.06
156 times....	31.50	18.00	9.00	4.85	3.25	2.70
300 or more times....	29.00	16.50	8.25	4.50	3.00	2.50

(\*) 1 minute transcribed or 100 words live.  
 (†) 1/2 minute transcribed or 50 words live; 35 second station break.

**SPECIAL FEATURES**  
 News service available—rates on request.  
 Sports, market summaries, weather reports—rates on request.

**POLITICAL**  
 Regular rates apply.  
**Closing Time**  
 One week unless otherwise approved by management.



# SANTA FE (2 AM)

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

## KTRC

(Established 1946)

Rates effective June 1, 1957.  
Rates received May 31, 1957.  
Owned and operated by G. C. Packard.

**Personnel**  
Owner & Manager—G. C. Packard.  
**Representatives**  
Devney, Incorporated.  
**Mailing Instructions**  
Business Office, Studio and Transmitter—P. O. Box 1715, 210 E. Marcy St., Santa Fe, N. M., Yucca 2-2666.  
**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Mountain Time.  
Operating schedule: 6:00 a.m. to 11:00 p.m. Monday through Saturday; 7:00 a.m. to 11:00 p.m. Sunday.

**Agency Commission**  
15% to recognized agencies; no cash discount.  
**General Advertising**  
Affiliated with ABC Radio.  
AAAA copyrighted contract terms apply to all contracts.  
ASCAP, BMI, and SESAC licenses.

	1	1/2	25	15	10	5
	hr.	hr.	min.	min.	min.	min.
1 time.....	40.00	24.00	20.00	16.00	12.00	8.00
26 times.....	38.00	22.80	19.00	15.20	11.40	7.60
52 times.....	36.00	21.60	18.00	14.40	10.80	7.20
104 times.....	34.00	20.40	17.00	13.60	10.20	6.80
156 times.....	32.00	19.20	16.00	12.80	9.60	6.40
260 times.....	30.00	18.00	15.00	12.00	9.00	6.00

**ANNOUNCEMENTS**  
1 min. 10 or less sec. 1 min. 10 or less sec.  
1 time..... 6.00 2.00 104 times..... 5.10 1.70  
26 times..... 5.70 1.90 156 times..... 4.80 1.60  
52 times..... 5.40 1.80 260 times..... 4.50 1.50

**PACKAGE RATES**  
Within any 7 consecutive days. Per week:  
12 announcements—base rate less 30%.  
18 announcements—base rate less 40%.  
24 announcements—base rate less 50%.  
**SPECIAL FEATURES**  
Foreign Language Programs  
Spanish Program—6:05 a.m. to 7:00 a.m. and 4:05 p.m. to 5:00 p.m. Monday through Saturday; 7:05 p.m. to 8:00 p.m. Monday through Friday; 9:30 a.m. to 10:30 a.m. Sunday. Regular rates apply.  
Pueblo Indian Show—1:05 p.m. to 2:00 p.m. Sunday. Regular rates apply.

**POLITICAL**  
Regular rates apply; cash in advance.

## KVSF

(Established 1936)

Rates effective October 1, 1953. (Card No. 5.)  
Card received January 8, 1954.  
Owned and operated by the New Mexico Broadcasting Company.

**Personnel**  
Manager—Ivan Head.  
**Representatives**  
The Branham Company.  
**Mailing Instructions**  
Business Office and Studio—803 Cerrillos Road, Santa Fe, N. M., Yucca 3-7319.  
Transmitter—Alameda Drive, Santa Fe, N. M.  
**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1260 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Mountain Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:00 a.m. to 12:00 midnight.

**Agency Commission**  
15% to recognized advertising agencies on time charges only. Bills rendered monthly.  
**General Advertising**  
For combination rates see CBS Radio Network (Mountain Group).  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Advertising of alcoholic beverages not accepted, excepting light wines and beer.

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

	1	1/2	1/4	5	1	50
	hr.	hr.	hr.	min.	min.	wds.
1 time..	50.00	30.00	20.00	12.00	8.00	6.00
26 times	47.50	28.50	19.00	11.40	7.40	5.70
52 times	45.00	27.00	18.00	10.80	7.00	5.40
104 times	42.50	25.50	17.00	10.20	6.60	5.10
156 times	40.00	24.00	16.00	9.60	6.20	4.80
260 times	37.50	22.50	15.00	9.00	5.80	4.50
520 times	35.00	21.00	14.00	8.40	5.40	4.20
1,040 times	32.50	19.50	13.00	7.80	5.00	3.90

**SATURATION RATES**  
1 time, 1-minute or 30 second rate:  
10 per week..... 30% 20 per week..... 40%  
15 per week..... 35% 30 per week..... 50%  
The 10% discount for the use of KGGM-Albuquerque, N. M. and KVSF-Santa Fe, N. M. does not apply to the saturation rate.

**SPECIAL FEATURES**  
News Service—UPI.  
News broadcasts commissionable; no extra charge for newscasters. Regular rates plus 20% additional charge.

**FOREIGN LANGUAGE PROGRAMS**  
Spanish language programs broadcast daily except Sunday, 7:15 a.m. to 7:30 a.m.; available for announcements and programs.

**POLITICAL**  
Rates on request.  
**Closing Time**  
Copy and material must be in station 72 hours in advance of broadcast.

# SILVER CITY

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

## KSIL

(Established 1946)

Rates effective August 1, 1956.  
Rev. card No. G-2 rec'd May 23, 1956.  
Owned and operated by James H. Duncan.

**Personnel**  
Owner and Mgr.—James H. Duncan.  
**Representatives**  
The Branham Company.  
**Mailing Instructions**  
Business Office and Studio—17th and Cactus Sts., Silver City, N. M.  
Transmitter—17th and Cactus Sts., Silver City, N. M.  
**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Mountain Standard Time.  
Operating schedule: 6:00 a.m. to 11:15 p.m. Monday through Saturday; 6:30 a.m. to 11:15 p.m. Sunday.

**Agency Commission**  
15% to recognized advertising agencies on station time; no cash discount.  
**General Advertising**  
For combination rates see CBS Radio Network and Southwest Network.  
ASCAP, BMI and SESAC licenses.  
Accepts AAAA copyrighted contract.  
Advertising of alcoholic beverages other than beer and wine not accepted.  
Announcements and programs cannot be combined to earn larger discounts.  
All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration.

	1	26	52	104	156	260	312
	hr.	hr.	hr.	hr.	hr.	hr.	hr.
1 hour.....	40.00	39.00	38.00	36.00	34.00	32.00	30.00
1/2 hour.....	24.00	23.40	22.80	21.60	20.40	19.20	18.00
1/4 hour.....	16.00	15.60	15.20	14.40	13.60	12.80	12.00
5 minutes.....	10.00	9.75	9.50	9.00	8.50	8.00	7.50
1 minute.....	6.00	5.88	5.75	5.50	5.25	5.00	4.75

**PACKAGE ANNOUNCEMENTS**  
10 spots weekly—one-time rate less 40%.  
20 spots weekly—one-time rate less 45%.  
30 spots weekly—one-time rate less 50%.

**SPECIAL FEATURES**  
News Service—AP. Rates on request.  
Foreign Language Programs  
Spanish language programs 4:00 p.m. to 5:00 p.m. Monday through Saturday and 8:30 p.m. to 9:15 p.m. Saturdays. Regular rates apply.

**TRANSCRIPTIONS**  
Transcriptions of 5 minutes or longer at regular rates

# SOCORRO

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

## KSRC

(Established 1958)

Rates effective June 1, 1958. (Card No. 1.)  
Card received May 22, 1958.  
Owned and operated by Socorro Broadcasting Co.

**Personnel**  
President—John Blake.  
Manager—John J. Tobola.  
**Representatives**  
Hal Holman Company.  
**Mailing Instructions**  
Business Office and Studio—P. O. Box 1277, No. 1 Broadcast Pl., Socorro, N. M. Phone 1290.  
Transmitter—Hwy. 60, West, Socorro, N. M.

**Wave—Power—Time**  
Operating power—1,000 watts, days.  
Frequency—1290 kilocycles.  
Non-directional.  
Operates on Mountain Standard Time.  
Operating schedule: 6:00 a.m. to local sunset weekdays; 7:00 a.m. to local sunset Sunday.

**Agency Commission**  
15% on time only; no cash discount.  
**General Advertising**  
Affiliated with Keystone Network.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

	1	1/2	1/4	hr.	5 min.	1 min.	30 sec.
1 time.....	36.00	20.00	12.00	7.00	6.00	4.00	
13 times.....	33.00	18.50	10.00	6.50	5.50	3.75	
26 times.....	30.00	17.50	9.00	6.15	5.25	3.50	
52 times.....	29.00	17.00	8.50	5.75	5.00	3.25	
104 times.....	28.00	16.25	8.25	5.50	4.75	3.00	
156 times.....	27.00	15.50	8.00	5.25	4.50	2.75	
260 times.....	25.50	15.00	7.75	5.00	4.25	2.50	

**PACKAGE ANNOUNCEMENTS**  
12 announcements per week—1 time rate less 30%  
18 announcements per week—1 time rate less 40%  
24 announcements per week—1 time rate less 50%  
**SPECIAL FEATURES**  
News Service—UPI.  
Weather reports and time signals available on request.  
Foreign Language Programs  
Spanish broadcasts available on request.  
"Spanish Program"—2:05 p.m. to 3:00 p.m. Monday through Saturday. Regular rates apply.

**POLITICAL**  
Regular rates apply.

# TRUTH OR CONSEQUENCES

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

## KCHS

(Established 1946)

Rates effective August 1, 1957. (Card No. 4.)  
Card received August 18, 1958.  
Owned and operated by Rex A. Tynes.

# NEW MEXICO

**Personnel**  
Owner—Rex A. Tynes.  
Manager—C. Earl Williams.  
**Representatives**  
Continental Radio Sales.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 351, Butte Hwy., Truth or Consequences, N. M., telephone 1400.  
Transmitter—Truth or Consequences, N. M.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Mountain Time.  
Daylight Saving Time not observed.  
Operating schedule: 6:30 a.m. to 7:00 p.m. week days; 8:00 a.m. to 6:00 p.m. Sundays.

**Agency Commission**  
15% to recognized agencies; no cash discount. All bills due and payable when rendered.

**General Advertising**  
Affiliated with Mutual Broadcasting System and Keystone Network.  
Accepts AAAA copyrighted contract.  
Announcements and programs cannot be combined to earn discounts.  
All contracts subject to cancellation by either party on 7 days written notice; advertiser's cancellation to be accompanied by full payment at earned rate.  
Rates are for time only.

	1	1/2	1/4	5 min.	1 min.
	hr.	hr.	hr.	min.	min.
1 time.....	24.00	17.50	10.00	5.50	2.40
13 times.....	20.00	16.00	9.00	4.50	2.00
26 times.....	17.00	14.50	8.00	3.70	1.80
52 times.....	15.50	13.00	7.00	3.20	1.60
156 times.....	14.00	11.50	6.00	2.90	1.40
312 times.....	12.50	10.00	5.00	2.50	1.25

**PACKAGES**  
5 1-minute announcements in 1 day..... 8.00  
10 1-minute announcements in 1 day..... 14.00  
15 1-minute announcements in 3 days..... 20.00  
30 1-minute announcements in 3 days..... 35.00  
35 1-minute announcements used in 1 week..... 40.00  
70 1-minute announcements used in 1 week..... 75.00  
100 1-minute announcements in 1 month..... 100.00

**SPECIAL FEATURES**  
News Service—AP. No extra charge.  
Spanish programs and announcements available at card rate plus talent.  
Time signals, weather reports, market and stock reports available—rates on request. Participating programs rates and details on request.

**POLITICAL**  
Regular rates apply; cash in advance.

**Closing Time**  
One week in advance of broadcast unless otherwise approved by station management.

# TUCUMCARI

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

## KTNM

(Established 1941)

Rates effective August 1, 1948.  
Owned and operated by The Quay County Broadcasting Company.

**Personnel**  
Co-owner & Manager—Howard Maudlin.  
**Representatives**  
Dallas—Clyde Melville Company.

**Mailing Instructions**  
Business Office and Studio—U. S. Highway 66, P. O. Box 688, Tucumcari, N. M., telephone 100.  
Transmitter—1-1/2 miles S. E. of business district, Tucumcari, N. M.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Operates on Mountain Time.  
Licensed to operate unlimited time.  
Operating schedule: Sundays 7:00 a.m. to 10:30 p.m.; week days 6:00 a.m. to 10:00 p.m.

**Agency Commission**  
No commission on 1/4 hour programs; 15% on all other programs and announcements to recognized agencies; no cash discount. Bills rendered 1st of month; due 10th of month.

**General Advertising**  
For combination rates see Mutual Broadcasting System and Intermountain Network, Inc.  
Accepts AAAA copyrighted contract.  
Special short term spot saturation rates on request.  
ASCAP, BMI and SESAC licenses.  
The following rates are for national advertising and include music copyright fees.

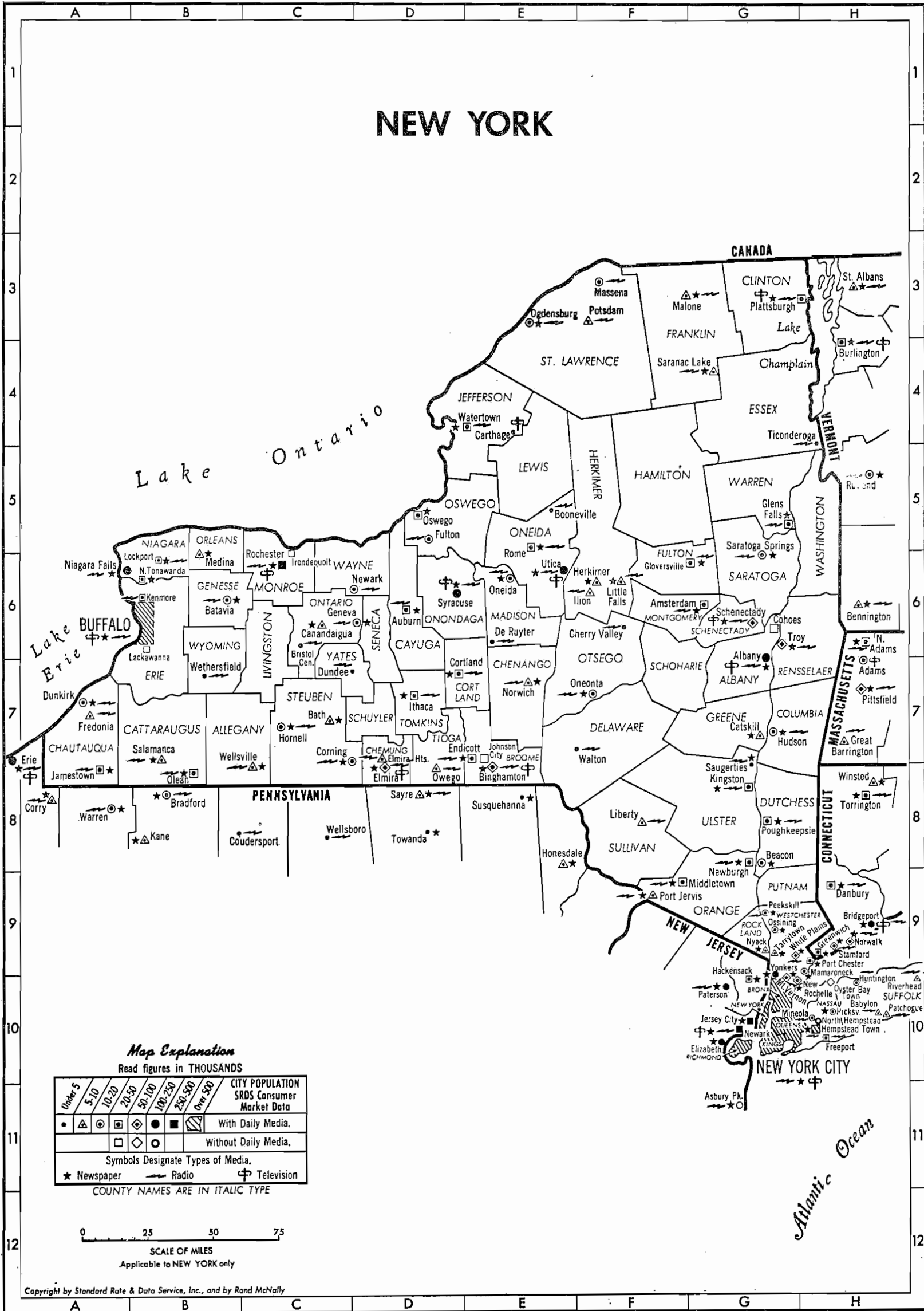
	1	1/2	*1/4	10	5	100	50
	hr.	hr.	hr.	min.	min.	wds.	wds.
1 tl.	60.00	35.00	10.00	16.00	12.00	6.00	4.50
26 tl.						5.50	4.00
52 tl.	54.00	31.00	10.00	14.40	10.80	5.00	3.80
156 tl.	48.00	28.00	10.00	12.00	9.00	4.50	3.50
312 tl.	40.00	22.00	10.00	9.60	7.20	4.00	3.00

(\* 1/4 hour rates non-commissionable; no frequency discount.  
**SPECIAL FEATURES**  
News Service—AP. News service charge 30%.  
Time signals—rates on request.

**POLITICAL**  
Regular commercial rates apply.

**Closing Time**  
Musical or dramatic productions close one week in advance of program.

# NEW YORK



### 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

0 25 50 75

SCALE OF MILES

Applicable to NEW YORK only

Copyright by Standard Rate & Data Service, Inc., and by Rand McNally

# 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.

Albany—Albany  
 Amsterdam—Montgomery  
 Auburn—Cayuga  
 Binghamton—Broome  
 Buffalo—Erie

Cohoes—Albany  
 Cortland—Cortland  
 Elmira—Chemung  
 Endicott—Broome  
 Glens Falls—Warren  
 Gloversville—Fulton  
 Hempstead Town—Nassau  
 Irondequoit Town—Monroe  
 Ithaca—Tompkins

Jamestown—Chautauqua  
 Johnson City—Broome  
 Kenmore—Erie  
 Kingston—Ulster  
 Lackawanna—Erie  
 Lockport—Niagara  
 Long Beach—Nassau  
 Middletown—Orange  
 Mount Vernon—Westchester

Newburgh—Orange  
 New Rochelle—Westchester  
 New York City—New York  
 Bronx—Bronx  
 Brooklyn—Kings  
 Manhattan—New York  
 Queens—Queens  
 Richmond—Richmond  
 Niagara Falls—Niagara

North Hempstead Town—Nassau  
 North Tonawanda—Niagara  
 Olean—Cattaraugus  
 Oswego—Oswego  
 Oyster Bay Town—Nassau  
 Plattsburg—Clinton  
 Port Chester—Westchester  
 Poughkeepsie—Dutchess

Rochester—Monroe  
 Rome—Oneida  
 Schenectady—Schenectady  
 Syracuse—Onondaga  
 Troy—Rensselaer  
 Utica—Oneida  
 Watertown—Jefferson  
 White Plains—Westchester  
 Yonkers—Westchester

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- lat. 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>NEW YORK</b>														
STATE TOTALS.....	16,218.7	4,852.85	35,403,943	7,295	19,912,937	5,520,884	537,736	1,975,206	2,030,280	1,141,881	2,647,725	938,422	510.7	923,516
ALBANY G-7.....	261.5	81.33	473,779	5,825	377,064	88,125	9,006	32,150	33,426	19,731	58,126	19,836	6.0	8,363
Albany.....	142.3	45.56	282,761	6,206	259,478	58,887	7,619	21,392	31,396	15,781	46,523	9,894	.....	.....
Albany-Schenectady- Troy Metro Area.....	560.9	172.95	1,117,034	6,459	732,928	190,538	18,290	68,472	65,920	37,514	110,965	41,758	.....	.....
Cohoes.....	21.2	6.13	32,359	5,279	19,096	6,565	603	774	1,648	1,067	2,512	1,685	.....	.....
ALLEGANY C-7.....	47.3	13.91	80,372	5,778	38,592	10,075	1,004	2,984	1,455	1,430	8,424	3,245	10.1	11,540
BRONX G-10.....	1,435.6	433.35	2,994,552	6,910	1,125,309	459,164	30,418	40,243	131,116	70,823	120,888	42,278	.....	171
Bronx Borough.....	1,435.6	433.35	2,994,552	6,910	1,125,309	459,164	30,418	40,243	131,116	70,823	120,888	42,278	.....	.....
BROOME E-7.....	206.7	61.86	391,842	6,334	251,584	62,350	7,331	37,455	15,621	11,929	44,090	17,595	10.0	11,021
Binghamton.....	82.5	24.76	165,451	6,682	147,530	31,294	4,390	31,117	9,446	7,798	26,371	9,259	.....	.....
Binghamton Metro Area.....	206.7	61.86	391,842	6,334	251,584	62,350	7,331	37,455	15,621	11,929	44,090	17,595	.....	.....
Endicott.....	20.3	6.14	38,990	6,350	40,866	12,886	1,680	4,289	3,718	1,689	7,770	1,928	.....	.....
Johnson City.....	20.0	6.15	37,170	6,044	20,392	6,044	709	729	1,223	1,293	3,164	1,306	.....	.....
CATTARAUGUS B-7.....	82.2	24.15	132,219	5,475	89,245	22,966	2,522	7,582	5,920	4,816	15,366	6,209	14.8	18,467
Olean.....	24.1	7.34	41,129	5,603	40,094	10,430	1,198	5,043	4,528	3,239	6,537	2,154	.....	.....
CAYUGA D-6.....	72.1	21.34	113,525	5,320	83,209	20,903	1,729	5,763	5,925	4,840	16,072	4,416	12.4	20,029
Auburn.....	36.2	10.50	62,813	5,982	57,848	15,765	1,346	4,870	5,653	4,340	9,026	2,931	.....	.....
CHAUTAUQUA A-7.....	144.3	45.76	261,836	5,722	165,734	43,953	4,147	16,659	11,145	6,664	30,309	13,211	20.5	30,983
Jamestown.....	43.1	14.66	93,359	6,368	71,122	18,936	2,052	11,693	6,977	3,622	11,057	4,651	.....	.....
CHEMUNG D-7.....	100.5	30.59	184,553	6,033	121,384	31,868	3,102	11,334	10,342	6,863	22,552	7,048	5.4	6,343
Elmira.....	52.5	16.05	100,514	6,263	97,774	23,287	2,677	10,776	9,734	5,702	18,775	5,012	.....	.....
Elmira Metro Area.....	100.5	30.59	184,553	6,033	121,384	31,868	3,102	11,334	10,342	6,863	22,552	7,048	.....	.....
CHEMUNGO E-7.....	41.3	12.44	70,125	5,637	48,088	11,674	825	3,316	2,177	1,059	7,730	3,598	11.2	20,328
CLINTON G-3.....	46.9	11.70	67,995	5,812	53,943	14,778	1,152	8,369	2,664	1,684	9,707	3,285	10.5	12,963
Plattsburgh.....	20.0	5.27	35,336	6,705	31,703	7,935	912	6,587	2,333	1,176	5,542	1,440	.....	.....
COLUMBIA H-7.....	44.7	13.90	69,260	4,983	52,698	14,841	1,081	2,688	2,451	1,729	11,211	4,325	7.4	17,515
CORTLAND D-7.....	39.9	11.87	65,158	5,489	51,588	11,743	929	4,124	2,789	1,671	10,932	3,221	6.3	13,046
Cortland.....	20.1	6.19	35,551	5,743	33,564	8,097	622	3,555	2,640	1,336	6,657	1,701	.....	.....
DELAWARE F-7.....	47.3	13.99	92,221	6,592	53,887	11,555	1,003	3,018	1,357	1,640	12,850	4,037	13.3	26,973
DUTCHESS G-8.....	143.8	37.57	272,596	7,256	183,284	45,480	4,767	23,198	10,474	6,747	32,024	12,080	7.6	20,870
Poughkeepsie.....	45.1	14.24	93,096	6,538	110,285	22,911	2,349	20,125	8,502	4,930	16,100	5,190	.....	.....
Poughkeepsie Metro Area.....	143.8	37.57	272,596	7,256	183,284	45,480	4,767	23,198	10,474	6,747	32,024	12,080	.....	.....
ERIE B-6.....	979.0	283.91	1,840,554	6,483	1,265,114	336,452	38,295	166,446	107,752	63,992	209,343	76,515	21.4	29,606
Buffalo.....	593.1	173.54	1,110,868	6,401	897,908	206,962	25,713	148,292	92,963	52,048	131,481	46,191	.....	.....
Buffalo Metro Area.....	1,212.4	351.64	2,321,195	6,601	1,522,205	404,009	45,898	189,971	125,301	75,788	253,660	95,746	.....	.....
Kenmore.....	21.4	6.69	47,664	7,125	53,603	25,456	1,994	473	1,720	1,329	14,586	3,771	.....	.....
Lackawanna.....	29.5	7.29	47,173	6,471	39,195	13,187	1,392	3,465	1,063	2,050	9,969	1,600	.....	.....
ESSEX G-4.....	35.8	10.23	48,650	4,756	36,244	10,042	1,270	1,888	2,083	1,450	7,707	2,799	3.8	3,956
FRANKLIN G-3.....	45.3	12.57	66,733	5,309	54,831	13,170	1,673	5,527	3,470	2,077	11,163	3,949	9.1	11,433
FULTON F-6.....	52.8	17.38	84,131	4,841	59,127	16,447	1,367	3,854	3,950	2,770	13,273	3,904	3.1	3,460
Gloversville.....	24.0	8.22	41,035	4,992	34,978	9,433	803	2,831	3,122	1,640	7,759	1,805	.....	.....
GENESEE B-6.....	50.2	14.67	82,292	5,610	66,088	15,219	1,757	5,550	4,279	2,977	16,713	4,844	9.0	20,503
GREENE G-7.....	29.5	9.10	40,228	4,421	41,753	10,949	1,008	2,634	1,111	1,578	8,902	3,752	4.0	9,203
HAMILTON F-5.....	3.9	1.28	5,933	4,635	5,269	1,068	130	1,213	23	22	800	761	.....	42
HERKIMER F-5.....	62.8	19.08	107,400	5,629	68,935	20,724	1,460	5,394	2,955	3,730	11,340	5,315	8.5	14,401
JEFFERSON E-4.....	86.7	26.23	146,752	5,595	111,635	25,503	3,297	12,032	7,742	3,574	21,225	7,461	14.1	23,791
Watertown.....	35.7	11.08	73,199	6,606	64,263	15,213	1,829	9,818	6,783	2,628	12,155	2,904	.....	.....
KINGS G-10.....	2,613.7	782.08	4,805,705	6,145	2,308,858	856,111	68,220	188,917	258,240	162,647	218,474	91,681	.....	820
Brooklyn.....	2,613.7	782.08	4,805,705	6,145	2,308,858	856,111	68,220	188,917	258,240	162,647	218,474	91,681	.....	.....
LEWIS E-5.....	22.3	6.17	30,793	4,991	20,777	4,542	436	2,097	480	707	4,536	1,803	6.9	13,113
LIVINGSTON C-6.....	41.6	11.24	58,303	5,187	44,789	11,064	891	1,939	1,539	2,097	12,061	3,858	8.2	18,891
MADISON E-6.....	51.4	14.92	87,967	5,896	57,870	12,850	2,095	2,511	2,450	2,520	13,589	4,604	9.0	20,124
MONROE C-6.....	526.7	159.46	1,126,479	7,064	695,496	173,713	21,751	99,194	51,311	38,000	133,485	39,356	15.8	28,634
Irondequoit Town.....	52.6	15.87	96,664	6,091	71,583	3,351	626	74	71	154	4,860	2,840	.....	.....
Rochester.....	337.3	103.72	671,554	6,475	603,879	147,357	19,351	95,877	48,731	34,730	105,686	29,596	.....	.....
Rochester Metro Area.....	526.7	159.46	1,126,479	7,064	695,496	173,713	21,751	99,194	51,311	38,000	133,485	39,356	.....	.....
MONTGOMERY F-6.....	60.0	18.77	112,546	5,996	68,952	19,697	1,626	4,671	4,785	3,450	11,419	4,507	5.4	10,998
Amsterdam.....	31.0	9.76	59,428	6,089	42,672	12,284	986	3,578	3,870	2,515	7,536	1,747	.....	.....
NASSAU H-10.....	1,236.3	356.44	4,135,773	11,603	1,651,349	478,523	42,056	118,808	114,306	85,722	273,911	105,915	1.1	12,545
Hempstead Town.....	708.0	203.57	1,819,866	8,940	1,131,085	316,470	27,801	88,964	96,013	67,927	188,369	67,541	.....	.....
Long Beach.....	31.9	10.41	88,622	8,513	45,385	18,669	1,583	781	3,900	1,545	4,108	1,932	.....	.....
North Hempstead Town.....	210.8	60.95	537,773	8,823	292,716	94,686	6,127	18,855	8,210	11,601	52,326	24,911	.....	.....
Oyster Bay Town.....	254.9	73.54	664,866	9,041	114,368	39,117	4,837	9,582	3,258					

# 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)				
ORLEANS B-5.....	31.3	9.63	49,732	5,164	34,391	9,914	889	1,857	1,671	1,414	6,312	2,340	7.8	21,325	
OSWEGO E-5.....	82.0	23.83	118,970	4,992	78,119	22,319	2,740	6,228	3,360	3,550	13,263	6,478	13.7	14,061	
Oswego.....	23.2	6.50	35,187	5,413	27,386	9,006	1,059	2,203	1,937	1,074	4,733	1,737	.....	.....	
OTSEGO F-6.....	54.5	16.78	85,133	5,073	69,888	14,324	1,620	7,780	2,261	1,603	12,974	3,987	12.8	21,805	
PUTNAM G-9.....	23.3	7.17	40,091	5,591	35,118	8,190	1,034	888	486	656	10,621	2,430	1.1	2,283	
QUEENS G-10.....	1,769.4	544.60	4,091,769	7,513	1,754,240	643,244	45,672	127,076	130,405	102,243	246,319	85,859	.....	3,737	
Queens Borough.....	1,769.4	544.60	4,091,769	7,513	1,754,240	643,244	45,672	127,076	130,405	102,243	246,319	85,859	.....	.....	
RENSSELAER H-7.....	141.2	41.82	249,296	5,961	152,286	43,742	3,617	10,858	17,006	8,630	24,815	10,256	8.5	10,283	
Troy.....	74.1	21.68	139,910	6,453	108,588	30,793	2,522	8,780	16,790	7,001	17,013	5,249	.....	.....	
Albany-Schenectady- Troy Metro Area.....	560.9	172.95	1,117,034	6,459	732,928	190,538	18,290	68,472	65,920	37,514	110,965	41,758	.....	.....	
RICHMOND G-10.....	226.7	62.86	442,851	7,045	182,807	70,161	5,283	9,591	11,772	8,070	29,229	8,029	.....	1,201	
Richmond Borough.....	226.7	62.86	442,851	7,045	182,807	70,161	5,283	9,591	11,772	8,070	29,229	8,029	.....	.....	
ROCKLAND G-9.....	116.9	29.28	222,605	7,603	106,319	33,025	2,695	3,222	6,017	4,694	20,767	6,018	1.2	2,733	
ST. LAWRENCE F-4.....	116.8	30.97	182,978	5,908	106,289	27,928	2,602	9,465	6,301	3,759	20,442	7,836	20.7	26,857	
SARATOGA G-6.....	82.3	24.53	133,629	5,448	80,524	25,129	2,003	3,806	3,300	2,931	14,942	6,190	8.0	8,032	
SCHENECTADY G-6.....	158.2	49.80	393,959	7,911	203,578	58,671	5,667	25,464	15,488	9,153	28,024	11,666	2.2	2,814	
Schenectady.....	96.8	30.88	226,292	7,328	180,387	50,921	4,829	25,348	15,329	8,322	24,880	9,344	.....	.....	
Albany-Schenectady- Troy Metro Area.....	560.9	172.95	1,117,034	6,459	732,928	190,538	18,290	68,472	65,920	37,514	110,965	41,758	.....	.....	
SCHOHARIE F-7.....	24.1	7.26	36,369	5,010	27,372	5,727	457	1,949	431	648	5,925	2,772	7.0	11,714	
SCHUYLER D-7.....	15.3	4.67	20,911	4,478	13,957	4,060	225	314	455	640	3,343	1,378	4.3	5,094	
SENECA D-6.....	26.7	6.96	42,700	6,135	30,105	8,088	927	646	1,121	953	7,497	3,871	5.0	8,781	
STEBUN C-7.....	96.5	28.50	165,239	5,798	96,812	26,446	2,311	7,712	6,134	4,267	20,371	7,699	15.9	22,961	
SUFFOLK H-10.....	539.4	143.76	932,173	6,484	526,866	154,556	12,671	23,920	28,670	19,837	86,998	34,582	7.2	53,502	
SULLIVAN F-8.....	42.9	13.38	68,218	5,099	85,582	23,375	2,768	3,145	3,885	2,684	14,209	4,335	5.4	13,928	
TIOGA D-7.....	32.5	9.92	46,079	4,645	34,917	8,832	517	1,674	1,310	729	5,948	3,288	8.1	11,218	
TOMPKINS D-7.....	64.9	17.62	132,571	7,524	70,358	18,812	2,385	6,585	3,910	2,864	12,360	5,460	7.3	10,786	
Ithaca.....	28.9	7.22	63,876	8,847	53,302	12,523	1,480	6,200	3,727	2,346	10,256	4,383	.....	.....	
ULSTER G-8.....	97.2	30.25	152,791	5,051	122,508	32,067	3,388	9,487	6,146	4,902	18,533	8,416	8.9	21,452	
Kingston.....	30.9	9.75	52,010	5,334	58,620	14,044	1,715	6,555	4,788	2,781	9,902	2,712	.....	.....	
WARREN G-5.....	41.6	12.78	60,996	4,773	74,921	18,802	2,429	7,608	6,143	3,370	15,589	3,843	2.6	1,371	
Glens Falls.....	20.4	6.40	34,789	5,436	48,346	12,637	1,538	6,703	5,763	2,941	7,507	2,044	.....	.....	
WASHINGTON H-5.....	47.6	13.80	67,903	4,921	42,413	13,049	1,168	1,741	1,319	875	4,974	4,289	9.5	16,782	
WAYNE D-6.....	60.7	18.20	97,077	5,334	134,102	17,958	2,100	4,274	2,408	2,923	18,870	4,610	15.2	34,567	
WESTCHESTER H-9.....	773.1	223.23	2,312,390	10,359	992,036	287,006	25,380	71,352	90,965	58,266	172,954	61,329	2.1	6,852	
Mount Vernon.....	76.2	22.93	205,037	8,942	93,043	26,536	2,187	4,360	7,927	7,365	18,891	4,155	.....	.....	
New Rochelle.....	73.3	20.86	246,501	11,817	109,126	25,369	2,419	10,960	13,719	6,126	27,876	4,376	.....	.....	
Port Chester.....	24.8	7.05	54,204	7,689	35,480	12,003	1,097	2,444	3,664	2,743	3,641	1,962	.....	.....	
White Plains.....	50.1	14.21	143,007	10,064	179,940	32,484	1,990	28,410	28,418	15,997	29,465	7,430	.....	.....	
Yonkers.....	180.2	54.41	457,606	8,410	182,380	61,687	4,996	7,741	17,555	10,635	32,240	11,615	.....	.....	
WYOMING B-6.....	34.1	9.69	45,492	4,695	37,641	8,937	855	2,558	1,229	1,193	9,172	2,616	9.6	20,417	
YATES C-6.....	18.4	5.77	29,841	5,172	21,006	6,222	103	1,398	568	700	4,987	1,695	6.0	10,213	

## 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.....	4,852,850	4,700,240	9.6127
Albany.....	81,330	79,060	.1617
Allegany.....	13,910	13,250	.0271
Bronx.....	433,350	421,250	.8615
Broome.....	61,860	59,520	.1217
Cattaraugus.....	24,150	23,480	.0480
Cayuga.....	21,340	20,530	.0420
Chautauqua.....	45,760	44,480	.0910
Chemung.....	30,590	29,730	.0608
Chenango.....	12,440	11,970	.0245
Clinton.....	11,700	11,140	.0228
Columbia.....	13,900	13,370	.0273
Cortland.....	11,870	11,420	.0234
Delaware.....	13,990	13,320	.0272
Dutchess.....	37,570	36,150	.0739
Erie.....	283,910	276,000	.5645
Essex.....	10,230	9,740	.0199
Franklin.....	12,570	12,100	.0247
Fulton.....	17,380	16,550	.0338
Genesee.....	14,670	14,260	.0292
Greene.....	9,100	8,760	.0179
Hamilton.....	1,280	1,210	.0025
Herkimer.....	19,080	18,550	.0379
Jefferson.....	26,230	25,240	.0516
Kings.....	782,080	760,250	1.5548

County	Estimated Total Households 7-1-58	Estimated Households with Radio 7-1-58	% U.S. Total Radio Households 7-1-58
Lewis.....	6,170	5,750	.0118
Livingston.....	11,240	10,930	.0224
Madison.....	14,920	14,500	.0297
Monroe.....	159,460	155,010	.3170
Montgomery.....	18,770	18,060	.0369
Nassau.....	356,440	346,490	.7086
New York.....	592,230	564,060	1.1536
Niagara.....	67,730	65,840	.1347
Oneida.....	65,630	63,160	.1292
Onondaga.....	118,130	114,830	.2348
Ontario.....	17,630	16,970	.0347
Orange.....	47,150	45,370	.0928
Orleans.....	9,630	9,270	.0190
Oswego.....	23,830	23,160	.0474
Otsego.....	16,780	15,990	.0327
Putnam.....	7,170	6,900	.0141
Queens.....	544,600	534,740	1.0936
Rensselaer.....	41,820	40,650	.0831
Richmond.....	62,860	61,100	.1250
Rockland.....	29,280	28,170	.0576
St. Lawrence.....	30,970	29,500	.0603
Saratoga.....	24,530	23,840	.0488
Schenectady.....	49,800	48,410	.0990
Schoharie.....	7,260	6,840	.0140
Schuyler.....	4,670	4,400	.0090
Seneca.....	6,960	6,700	.0137
Steuben.....	28,500	27,150	.0555
Suffolk.....	143,760	138,330	.2829
Sullivan.....	13,380	12,870	.0263
Tioga.....	9,920	9,350	.0191
Tompkins.....	17,620	17,120	.0350
Ulster.....	30,250	28,810	.0589
Warren.....	12,780	11,790	.0241
Washington.....	13,800	13,280	.0272
Wayne.....	18,200	17,690	.0362
Westchester.....	223,230	217,000	.4438
Wyoming.....	9,690	9,330	.0191
Yates.....	5,770	5,550	.0114

## NEW YORK

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

### STATE NETWORK

#### Better Music Group, The

Owned and operated by Broadcast Time Sales, 280 Madison Ave., New York 16, New York. Murray Hill 4-6740.

Representatives  
Broadcast Time Sales

Comprised of:  
WYNJ—New York City, N. Y.  
WJMJ—Philadelphia, Pa.  
WAYE—Baltimore, Md.  
WDOF—Cleveland, Ohio.  
KADY—St. Louis, Mo.  
XEMO—San Diego, Calif.  
KIXL—Dallas, Tex.

#### Agency Commission

15%; no cash discount.

#### General Advertising

All 7 stations, per 1-minute announcement..... 60.00

Discounts  
When Better Music Group is bought as a package, a 47% discount off open rates is available.

#### Northeast Radio Network

Rates effective June 1, 1957.

Rates received June 3, 1957.

Rev. (Combination Rates) rec'd August 6, 1958.

Owned and operated by Northeast Radio Corp. Terrace Hill, Ithaca, N. Y. phone 4-6357.

#### Personnel

President—R. G. Gervan.  
Vice-Pres. & Network Mgr.—H. S. Brown.

Representatives  
Avery-Knodel, Inc.

#### Comprised of: AM STATIONS



**Northeast Radio Network—Continued**

FM STATIONS			
WFLY-FM—Albany-Schenectady-Troy	WHLD-FM—Niagara Falls	WKOP-FM—Binghamton	WHDL-FM—Olean
WRRL-FM—Buffalo	WRRE-FM—Bristol	WRRR-FM—Syracuse	WRUN-FM—Utica-Rome
WJTN-FM—Jamestown	WRRC-FM—Mohawk Valley	WHAM-FM—Rochester	

**Agency Commission**  
15% to recognized agencies on net station time only; no cash discount. Bills rendered monthly.

**General Advertising**  
Rates include music copyright fees, BMI, ASCAP and SESAC licenses. Two weeks written cancellation notice for announcements; four weeks written cancellation notice for all other types of material. All cancelled contracts subject to spot rate. Maximum length of contract 52 weeks. Length of commercial copy allowed conforms to standards of practice of NAB. As rates listed are the combined rates of the 30 stations and there is considerable variation in hours, exact quotations should be obtained from the network or its representatives.

**COMBINATION RATES**  
18 AM and 12 FM Stations  
(times specified below)

	6:25 a.m.	7:15 a.m.	12:15 p.m.	*6:15 p.m.
5 minutes:				
1 time.....	341.98	373.60	370.90	300.20
26 times.....	323.44	352.75	350.05	283.29
52 times.....	306.85	335.91	333.34	270.62
156 times.....	282.55	306.29	303.99	248.02
260 times.....	268.22	290.74	288.58	235.96
312 times.....	258.92	280.01	277.85	226.36

(\* Less 6 daytime only stations.  
11 FM stations only, see listing of the WQXR Network.

**SPECIAL FEATURES**  
News Service, Agricultural news service, Statewide weather round-ups, road condition reports, market reports. All above in five-minute segments at regular rates.

Participating Programs  
Rates and details on request.

**POLITICAL**  
Regular rates apply. Copy and payment must be in network offices 24 hours in advance.

**Closing Time**  
Five days before broadcast.

**WQXR Network, The**

Rates effective December 8, 1958. (Card No. 2.)  
Rates received December 2, 1958.

Owned and operated by The WQXR Network.

**Personnel**  
Sales Manager—James Sondheim.

**Representatives**  
None.

**NOTE:** Station WQXR AM & FM rates not included.  
Comprised of:

WFLY-FM—Albany-Schenectady-Troy	WHLD-FM—Niagara Falls	WKOP-FM—Binghamton	WHDL-FM—Olean
WRRL-FM—Buffalo	WRRE-FM—Bristol	WRRR-FM—Syracuse	WRUN-FM—Syracuse
WJTN-FM—Jamestown	WRRC-FM—Mohawk Valley	WHAM-FM—Rochester	

**Mailing Instructions**  
Business Office and Studio—229 W. 43rd St., New York 36, N. Y. La 4-1100.

**Agency Commission**  
15% on net time only; no cash discount.

**General Advertising**  
(6:00 p.m. to 11:00 p.m. daily)

	1 tl.	2 tl.	3-4 tl.	5-7 tl.
1 hour.....	300.00	270.00	255.00	240.00
55 minutes.....	270.00	243.00	229.50	218.00
1/2 hour.....	180.00	162.00	153.00	144.00
25 minutes.....	150.00	135.00	127.50	120.00
1/4 hour.....	120.00	108.00	102.00	96.00
10 minutes.....	105.00	94.50	89.50	84.00
5 minutes.....	90.00	81.00	76.50	72.00

(All other times)

	1 hr.	15 min.	10 min.	5 min.
1 hour.....	210.00	168.00	147.00	126.00
55 minutes.....	189.00	151.00	133.00	113.50
1/2 hour.....	126.00	101.00	88.00	75.50
25 minutes.....	105.00	84.00	73.50	63.00
1/4 hour.....	84.00	67.00	59.00	50.50
10 minutes.....	73.50	59.00	51.50	44.00
5 minutes.....	63.00	50.50	44.00	38.00

**DISCOUNTS**  
5 minutes or more:  
13 consecutive wks 5% 39 consecutive wks.... 15%  
26 consecutive wks 10% 52 consecutive wks.... 25%

**ANNOUNCEMENTS**  
(6:00 p.m. to 11:06 p.m. Monday through Saturday)

1 minute:	1 wk.	6 wks.	12 wks.	24 wks.	36 wks.
N. Y. Times News adjacencies.....	50.00	45.00	40.00	35.00	30.00
Other announcements.....	40.00	36.00	32.00	28.00	24.00

(All other times)

1 minute:	1 wk.	6 wks.	12 wks.	24 wks.	36 wks.
N. Y. Times News adjacencies.....	36.00	32.00	28.00	25.00	22.00
Other announcements.....	30.00	27.00	24.00	21.00	18.00

**20 seconds:**  
(6:00 a.m. to 11:00 p.m. daily and noon to 11:00 p.m. Sunday)

1 time.....	24.00	22.00	20.00	18.00	16.00
1 time.....	18.00	16.00	14.00	13.00	12.00

(All other times)

**SPECIAL FEATURES**

Participating Programs  
"Other People's Business" with Alma Dettinger—2:30 p.m. to 3:00 p.m. Monday through Friday and/or "Listening with Jacques Fray"—4:05 p.m. Monday through Saturday.  
1 time, per week... 45.00 5 times, per week... 155.00  
2 times, per week... 80.00 6 times, per week... 175.00  
3 times, per week... 115.00  
Time Signals Packages  
5 evening, 15 daytime, per week..... 190.00  
5 evening, 20 daytime, per week..... 200.00  
2-minute weatherecasts—rates on request.

**ALBANY-SCHENECTADY-TROY**  
(7 AM; 1 FM)

Albany, Albany County—Map Location G-7  
Schenectady, Schenectady Co.—Map Location G-6  
Troy, Rensselaer County—Map Location H-7  
See SIBS 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.

**WABY**  
ALBANY  
(Established 1934)

Rates effective June 15, 1957. (Card No. 9.)  
Card received June 24, 1957.

Owned and operated by Eastern New York Broadcasting Corp.

**Personnel**  
General Manager—Edward L. Trudeau.  
Station Manager—Toni Brady.

**Representatives**  
Porjoe & Company, Inc.

**Mailing Instructions**  
Business Office and Studio—80 Braintree St., Albany, New York, Albany 2-3353.  
Transmitter—Braintree St., Town of Colonie, N. Y.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1400 kilocycles.  
Non-directional.  
Licensed to operate full time on local channel.  
Operates on Eastern Time.  
Daylight Saving Time observed.

**Agency Commission**  
15% to recognized agencies on net charges for station time; no cash discount. No commission or discount on lines or talent. Bills due and payable when rendered.

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	100.00	60.00	30.00	15.00
13 times.....	90.00	57.00	28.50	14.25
26 times.....	82.50	54.00	27.00	13.50
52 times.....	75.00	50.00	25.00	12.50
260 times.....	40.00	20.00	10.00	10.00
312 times.....	35.00	16.00	8.00	

**PACKAGE RATES**  
(Best available times, position guaranteed)  
One minute announcements, per week:

	1 wk.	13 wks.	26 wks.	52 wks.
1 time.....	7.00	6.90	6.70	6.40
6 times.....	36.75	36.00	34.75	33.00
12 times.....	70.00	68.75	66.25	62.50
18 times.....	93.75	92.50	88.75	83.75
24 times.....	117.50	115.00	110.00	105.00
30 times.....	140.00	137.50	131.75	125.00
36 times.....	161.25	158.75	152.50	143.75
42 times.....	181.25	178.75	171.25	162.50

20-second announcements—70% of 1-minute package rates.  
8-second announcements—50% of 1-minute package rates.

**SPECIAL FEATURES**  
News Service—AP. No extra charge.

**POLITICAL**  
Regular rates apply (except Saturation Plans not available); cash in advance.

**WFLY**  
—FM—  
TROY

(Established 1948)



Rates effective March 15, 1949. (Card No. 1.)  
Owned and operated by The Troy Record Co.

**Personnel**  
General Manager—Frank L. York.  
Station Manager—Robert C. Goodrich.  
Commercial Manager—Don G. Girard.

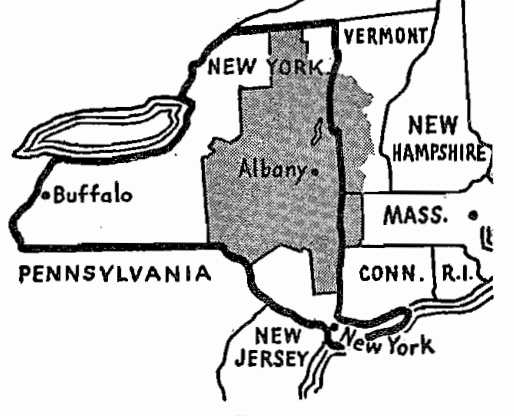
**Representatives**  
Gill-Perna, Inc.

**Mailing Instructions**  
Business Office and Studio—Hotel Troy, Troy, N. Y., Ashley 2-7700.  
Transmitter—Atop Mount Pinnacle, New Scotland N. Y.

**Wave—Power—Time**  
Effective radiated power—5,400 watts.  
Frequency—92.3 megacycles; channel 222; Class B Antenna height—840 feet above average terrain.  
Operates on Eastern Time.  
Licensed to operate unlimited time.  
Operating schedule: 6:30 a.m. to 12:05 a.m.  
(This listing continued on next page)

**NEW YORK**

**COVERAGE**



**USE WGY**  
**USE WGY**  
**USE WGY**

**50,000 WATTS** Serving . . .  
**N'EASTERN NEW YORK**  
**VERMONT**  
**WESTERN MASSACHUSETTS**

**"THE THREE-DIMENSIONAL MARKET"**

**METROPOLITAN**  
WGY blankets Albany, Troy and Schenectady—The Capital District.

**INDUSTRIAL**  
Schenectady is the heart of G.E.—but by no means the only industry in the area. Steel, paper and textiles employ thousands.

**AGRICULTURAL**  
The heart of the rich N'eastern U.S. dairy farming area.

**WGY**  
50,000 watts 310 Kilocycles  
A General Electric Station

**GENERAL ELECTRIC**

982-8A  
**Represented**  
**Nationally**



Measure of a Great Radio Station  
by Henry I. Christal Co.

# NEW YORK

## Albany-Schenectady-Troy-WFLY—Con't

**Agency Commission**  
15% to recognized agencies on net station time; no cash discount. Bills rendered monthly; payable within 30 days.

**General Advertising**  
Northeast Radio Network Affiliate.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees, ASCAP and BMI licenses.  
The following rates are for national and local advertising.

CLASS "A"						
(After 6:00 p.m. week days and all day Sundays)						
	1 ti.	26 ti.	52 ti.	104 ti.	260 ti.	312 ti.
1 hour.....	25.00	23.75	23.13	22.50	21.25	20.00
3/4 hour.....	21.25	20.19	19.66	19.13	18.06	17.00
1/2 hour.....	15.00	14.25	13.88	13.50	12.75	12.00
1/4 hour.....	10.00	9.50	9.25	9.00	8.50	8.00
10 minutes	8.00	7.60	7.40	7.20	6.80	6.40
5 minutes	5.00	4.75	4.63	4.50	4.25	4.00
1 minute..	3.75	3.56	3.47	3.38	3.19	3.00
30 seconds..	2.50	2.37	2.31	2.25	2.13	2.00

CLASS "B"						
(6:30 a.m. to 6:00 p.m. week days)						
	1 ti.	26 ti.	52 ti.	104 ti.	260 ti.	312 ti.
1 hour.....	18.75	17.81	17.35	16.88	15.94	15.00
3/4 hour.....	15.94	15.14	14.75	14.35	13.55	12.75
1/2 hour.....	11.25	10.69	10.41	10.13	9.56	9.00
1/4 hour.....	7.50	7.13	6.94	6.75	6.38	6.00
10 minutes	6.00	5.70	5.55	5.40	5.10	4.80
5 minutes	3.75	3.56	3.47	3.38	3.19	3.00
1 minute..	2.81	2.68	2.60	2.54	2.39	2.25
30 seconds..	1.88	1.76	1.73	1.69	1.60	1.50

**SPECIAL FEATURES**  
News Service—AP.  
**TRANSCRIPTIONS**  
Library Service—Associated.  
**Closing Time**  
One week in advance of broadcast.

**WGY**  
**SCHENECTADY**  
(Established 1922)

**Basic NBC Affiliate**



Rates effective September 1, 1955.  
Rates received October 6, 1954.  
Rev. (eff. date) rec'd May 5, 1956.  
Rev. (Class "A" changes) rec'd July 2, 1956.  
Rev. (Announcements) rec'd April 1, 1957.  
Owned and operated by the General Electric Co.

**Personnel**  
General Manager—J. Milton Lang.  
Marketing Manager—Robert F. Reid.  
Operations Manager—Merl L. Galusha.  
Sales Manager—John Schumacher.  
Promotion Manager—A. R. Garland.  
Production Manager—Donn M. Chown.  
News Manager—Albert Zink.

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

**Mailing Instructions**  
Business Office and Main Studio—1400 Balltown Rd., Schenectady 9, N. Y. Fr 7-2261.  
Transmitter—On Mariaville Road, five miles from Schenectady 6, N. Y.

**Wave—Power—Time**  
Operating power—50,000 watts.  
Frequency—810 kilocycles.  
Non-directional.  
Licensed to operate full time on cleared channel.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: 24 hours daily.

**Agency Commission**  
15% to recognized advertising agencies no net charges for station time; no cash discount. No commission on program or wire charges. Bills due and payable when rendered.

**General Advertising**  
For combination rates see NBC Radio Network and Northeast Radio Network.  
Rates include music copyright fees, ASCAP, BMI and SESAC licenses.  
All programs are subject to cancellation to broadcast significant public events.  
Contracts accepted 30 days in advance of initial broadcast. Maximum length of contract one year. 28 day cancellation notice on programs; 14 day cancellation notice on announcements.  
This rate card is for the convenient reference of advertisers and agencies and does not constitute an offer on the part of the station. Rates subject to change without notice.  
No periods are sold in bulk for resale.  
All programs and commercial copy are subject to approval of the station.  
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.  
Length of commercial copy:  
5 minutes..... 1:15 min. 30 minutes..... 4:15 min  
10 minutes..... 2:10 min. 45 minutes..... 5:45 min  
15 minutes..... 3:00 min. 60 minutes..... 7:00 min  
25 minutes..... 4:00 min.

**PROGRAM TIME RATES**

CLASS "A"						
(7:00 a.m. to 10:00 p.m.)						
	1 ti.	26 ti.	52 ti.	104 ti.	260 ti.	312 ti.
1 hour.....	220.00	209.00	198.00	187.00	176.00	165.00
1/2 hour.....	132.00	125.40	118.80	112.20	105.60	99.00
1/4 hour.....	88.00	83.60	79.20	74.80	70.40	66.00
10 minutes	74.00	70.30	66.60	62.90	59.20	55.50
5 minutes	50.00	47.50	45.00	42.50	40.00	37.50

CLASS "B"						
(10:00 p.m. to 7:00 a.m.)						
	1 ti.	26 ti.	52 ti.	104 ti.	260 ti.	312 ti.
1 hour.....	125.00	118.75	112.50	106.25	100.00	93.75
1/2 hour.....	75.00	71.25	67.50	63.75	60.00	56.25
1/4 hour.....	50.00	47.50	45.00	42.50	40.00	37.50
10 minutes	42.50	40.38	38.25	36.13	34.00	31.88
5 minutes	30.00	28.75	27.50	26.25	25.00	23.75

**ANNOUNCEMENTS**

CLASS "A"						
(7:00 a.m. to 10:00 p.m.)						
	1 ti.	26 ti.	52 ti.	104 ti.	260 ti.	312 ti.
1 minute....	45.00	42.75	40.50	38.25	36.00	33.75
20 seconds...	35.00	33.25	31.50	29.75	28.00	26.25
8 seconds....	17.50	16.62	15.75	14.87	14.00	13.12

CLASS "B"						
(6:00 a.m. to 7:00 a.m.)						
	1 ti.	26 ti.	52 ti.	104 ti.	260 ti.	312 ti.
1 minute....	40.00	38.00	36.00	34.00	32.00	30.00
20 seconds...	30.00	28.50	27.00	25.50	24.00	22.50
8 seconds....	15.00	14.25	13.50	12.75	12.00	11.25

CLASS "C"						
(10:00 p.m. to 6:00 a.m.)						
	1 ti.	26 ti.	52 ti.	104 ti.	260 ti.	312 ti.
1 minute....	30.00	28.50	27.00	25.50	24.00	22.50
20 seconds...	25.00	23.75	22.50	21.25	20.00	18.75
8 seconds....	12.50	11.87	11.25	10.62	10.00	9.37

Eight second and 20 second announcements will be double-spotted in station break periods except in the period 6:00 a.m. through 10:00 a.m. Monday to Saturday and in the station breaks that occur between consecutive 5 minute and 10 minute news broadcasts Monday through Saturday. In these periods, 8-second announcements will be scheduled in station breaks, will not be double-spotted and eight second announcements are subject to pre-emption by 20 second station breaks.

**DISCOUNTS**  
Frequency rates on announcements and programs of 5 minutes or longer are based on the number used during an established 12 month period. However, announcements and programs will each establish their individual discount schedule and may not be combined for higher discounts.

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 12 or more announcements (1 minute or 20 seconds) on the following basis:

12 to 14 announcements per week.....	5%
15 to 19 announcements per week.....	10%
20 to 24 announcements per week.....	15%
25 to 29 announcements per week.....	20%
30 or more announcements per week.....	25%

Weekly quantity discounts are applicable after the deduction of frequency discounts and apply to 1 minute and 20 second announcements which may be combined, and to 8-second announcements which may be combined with other types of announcements.

**SPECIAL FEATURES**  
News Service—AP, UPL. Rates on request.  
Weather—7:05 a.m. and 8:05 a.m. Monday through Friday. 7:05 a.m. Saturday. Regular rate plus talent charge.

**Participating Programs**  
"Chore Time"—5:45 a.m. to 6:00 a.m. Monday through Saturday. Farm news.  
"Chanticleer"—6:05 a.m. to 7:00 a.m. Monday through Saturday.  
"Breakfast with Bill"—7:10 a.m. to 9:25 a.m. Monday through Friday; 7:10 a.m. to 10:00 a.m. Saturday.  
"Martha Brooks"—9:30 a.m. to 10:00 a.m. Monday through Friday. Women's program.  
"WGY Traveler"—12:15 p.m. to 12:30 p.m. History program.  
"Farm Paper of the Air"—12:30 p.m. to 1:00 p.m. Monday through Friday.  
"Time Out for Music"—1:05 p.m. to 2:30 p.m. Monday through Friday.  
"Earle Pudney"—4:05 p.m. to 5:45 p.m. Monday through Friday.  
"Sports Spotlight"—5:45 p.m. to 6:00 p.m. Monday through Friday.  
"Melody Room"—6:15 p.m. to 6:45 p.m. Monday through Friday.  
"Kelly's Korner"—7:05 p.m. to 7:30 p.m. Monday through Friday. Anecdotes and music.  
"Late Date"—1:05 p.m. to midnight Monday through Friday; 11:05 p.m. to midnight Saturday.

**POLITICAL**  
Time is sold for political broadcasts on the basis of conformity with station policies, the Federal Communications Act, Federal Communications Rules and Regulations and all other pertinent statutes, rules and regulations, both Federal and State.

**TRANSCRIPTIONS**  
Library Service—Capitol (partial).  
Instantaneous reference recordings: 5, 10 or 15 minutes 5:00 each; 30 minute programs 10.00 each.

**Closing Time**  
Closing date is two weeks in advance of initial program, and program material must be arranged one-week in advance of broadcast date. No changes within two days preceding broadcast.

**WOKO**  
**ALBANY**

(Established 1924)



Rates effective November 1, 1957.  
Rates received October 4, 1957.  
Owned and operated by Gov. Dongan Broadcasting Corp.

**Personnel**  
General Manager—Howard B. Hayes.  
Station Manager—Charles L. Murn.

**Representatives**  
Rambau, Vance, Hopple, Inc.

**Mailing Instructions**  
Business Office, Studio and Transmitter—P. O. Box 1520, Albany, N. Y., Delmar 9957.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—1460 kilocycles.  
Directional—nighttime only.  
Licensed to operate on cleared regional channel.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: 6:00 a.m. to midnight.

**Agency Commission**  
15% on national accounts to recognized agencies on net station time.

**General Advertising**  
For combination rates see ABC Radio and Mutual Broadcasting System.  
The following rates are for national advertising and include music copyright fees and talent.  
Accepts AAAA copyrighted contract.  
No commissions or discounts on talent and mechanical charges.

Contracts are not subject to cancellation upon less than 28 days written notice for program schedules and 14 days for announcement schedules. Maximum length of contract is 52 weeks. Cancelled contract subject to short rate. Discounts are retroactive as earned.

	1	13	26	52	104	156	312
	ti.	ti.	ti.	ti.	ti.	ti.	ti.
1 hour.....	60.00	58.00	56.00	52.00	48.00	44.00	40.00
1/2 hour.....	50.00	48.00	47.00	44.00	41.00	38.00	35.00
1/4 hour.....	35.00	34.00	33.00	31.00	29.00	27.00	25.00
10 min.....	26.00	25.00	24.00	23.00	21.00	19.00	17.00
5 min.....	18.00	17.00	16.00	15.00	14.00	13.00	12.00
1 min.....	13.00	12.00	11.00	10.00	9.00	8.00	7.50
1/2 min.....	11.00	10.00	9.00	8.00	7.00	6.00	5.00
10 sec.....	9.00	8.00	7.00	6.00	5.00	4.00	3.00

**PACKAGE RATES**  
Weekly, fixed position guaranteed, other than special features.  
Per week: 1 1/2 min. or less  
10 announcements..... 80.00 55.00  
15 announcements..... 105.00 75.00  
20 announcements..... 120.00 90.00  
25 announcements..... 137.50 100.00

**ANNOUNCEMENT PACKAGE**  
Monthly saturation plan. Minimum four weeks, fixed position guaranteed, other than special features.  
Per week:  
10 announcements..... 75.00 47.50  
15 announcements..... 97.50 60.00  
20 announcements..... 110.00 65.00  
25 announcements..... 125.00 75.00

**DISCOUNTS**  
Programs combinable with announcements to earn maximum discounts for announcements but announcements not combinable to earn discounts for programs. Minute and station break announcements combinable with "Radio Shorts" for earning the maximum discounts for the latter, however, "Radio Shorts" are not combinable to earn discounts for regular announcements.

**SPECIAL FEATURES**  
1-minute participations available in "Forrest Willis Show"—7:00 a.m. to 7:55 a.m. and 8:30 a.m. to 8:55 a.m. Monday through Friday as follows:  
10 announcements weekly (1 daily, Monday through Friday), program plus 1 daily announcement Monday through Friday, at other fixed position times..... 90.00  
15 announcements weekly (1 daily Monday through Friday), program plus 2 daily announcements Monday through Friday at other fixed position times..... 115.00  
20 announcements weekly (1 daily Monday through Friday), program plus 3 daily announcements Monday through Friday, at other fixed position times..... 130.00  
"The WOKO Moon Dial"—10:00 p.m. to midnight Monday through Saturday.  
1-minute participations:  
10 announcements per week..... 40.00  
15 announcements per week..... 52.50  
20 announcements per week..... 60.00  
25 announcements per week..... 68.75

Local news staff; wire services.  
**FOREIGN LANGUAGE AND RELIGIOUS**  
Rates on request.

**Closing Time**  
Contracts close two weeks in advance of first broadcast. Announcement copy, transcripts close 24 hours in advance. Talks, 48 hours in advance.

**WPTR**  
**ALBANY**

(Established 1948)

**Independent**



Rates effective February 1, 1958.  
Rates received February 5, 1958.  
Owned and operated by Patroon Broadcasting Co., Inc.

**Personnel**  
Exec. Vice-Pres. & Gen'l Mgr.—Duncan Mounsey.  
Commercial Manager—J. A. Farrar.  
Program Director—Martin Ross.

**Representatives**  
Adam Young, Inc.

**Mailing Instructions**  
Business Office and Studio—WPTR Bldg., 1820 Central Ave., Albany, N. Y. Un 9-9271.  
Transmitter—Middle Road, Town of Colonie, Albany, N. Y.

**Wave—Power—Time**  
Operating power—50,000 watts.  
Frequency—1540 kilocycles.  
Directional—same pattern, all hours.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 24 hours daily.

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

**General Advertising**  
Rates include music copyright fees, as licensed. BMI, ASCAP and SESAC licenses.  
Programs subject to cancellation or time change to broadcast significant public events.  
Rates guaranteed for 6 months from date of first broadcast or 6 months from effective date of any increase in these rates, providing advertising is actually running at time of effective date of increase and continuing without interruption.  
Length of commercial copy: Programs  
5 minutes..... 1:20 minutes  
10 minutes..... 2:00 minutes  
15 minutes..... 2:30 minutes  
30 minutes..... 3:00 minutes  
60 minutes..... 6:00 minutes

**ANNOUNCEMENTS**  
**WEEKLY SATURATION PLANS**  
Plan I  
Maximum of 1/3 of Saturation Plan spot 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 (This listing continued on next page)

**Albany-Schenectady-Troy—W P T R—Cont'd**

announcements in Traffic Time by paying regular rates for those announcements in excess of the allowable 1/3.

	1-12	13-25	26-38	39-51	52
1-minute: wks.					
36 times..	648.00	631.80	615.60	599.40	583.20
24 times..	456.00	445.20	433.20	422.40	410.40
18 times..	360.00	351.00	342.00	333.00	324.00
12 times..	252.00	246.00	239.40	233.40	226.80
20 or 30 seconds:					
36 times..	436.00	473.40	462.60	450.00	437.40
24 times..	342.00	333.60	325.20	316.80	308.40
18 times..	270.00	263.70	256.50	250.20	243.00
12 times..	189.00	184.20	179.40	174.60	170.40
10-seconds:					
72 times..	648.00	631.80	615.60	599.40	583.20
48 times..	456.00	445.20	433.20	422.40	410.40
36 times..	360.00	351.00	342.00	333.00	324.00
24 times..	252.00	246.00	239.40	233.40	226.80

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.

1-minute:

	1-12	13-25	26-38	39-51	52
36 times..	477.00	464.40	453.60	441.00	430.20
24 times..	324.00	315.60	308.40	300.00	291.60
18 times..	247.50	241.20	234.90	228.60	222.30
12 times..	168.00	163.80	159.60	155.40	151.20
20 or 30 seconds:					
36 times..	358.20	349.20	340.20	331.20	322.20
24 times..	243.60	237.60	231.60	225.60	219.60
18 times..	185.40	180.90	176.40	171.90	166.50
12 times..	126.00	123.00	120.00	116.40	113.40
10-seconds:					
72 times..	477.00	464.40	453.60	441.00	430.20
48 times..	324.00	315.60	308.40	300.00	291.60
36 times..	247.50	241.60	234.90	228.60	223.20
24 times..	168.00	163.80	159.60	155.40	151.20

Saturation Plan announcements may not be combined with other announcements to earn additional frequency discounts.

**ANNOUNCEMENTS**

**CLASS "AA"**

(6:00 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.....	23.00	21.00	14.50
26 times.....	27.50	20.65	14.00
52 times.....	27.00	20.25	13.75
104 times.....	26.50	19.90	13.50
156 times.....	26.00	19.50	13.40
260 times.....	25.50	19.15	13.25
312 times.....	25.00	18.75	13.00
500 times.....	24.00	18.00	12.75
750 times.....	23.00	17.25	12.50
1,000 times.....	22.00	16.50	12.00

**CLASS "A"**

(9:00 a.m. to 4:00 p.m. and 7:00 p.m. to 8:00 p.m.)

1 time.....	24.00	18.00	12.50
26 times.....	23.50	17.65	12.00
52 times.....	23.00	17.25	11.75
104 times.....	22.50	16.90	11.50
156 times.....	22.00	16.50	11.40
260 times.....	21.50	16.15	11.25
312 times.....	21.00	15.75	11.00
500 times.....	20.00	15.00	10.75
750 times.....	19.00	14.25	10.50
1,000 times.....	18.00	13.50	10.00

**CLASS "B"**

(8:00 p.m. to midnight)

1 time.....	14.00	10.50	7.50
26 times.....	13.75	10.30	7.00
52 times.....	13.50	10.15	6.90
104 times.....	13.25	9.95	6.75
156 times.....	13.00	9.75	6.70
260 times.....	12.75	9.55	6.65
312 times.....	12.50	9.40	6.50
500 times.....	12.00	9.00	6.40
750 times.....	11.50	8.65	6.25
1,000 times.....	11.00	8.25	6.00

**CLASS "C"**

(All other times)

1 time.....	12.00	9.00	6.50
26 times.....	11.75	8.80	6.00
52 times.....	11.50	8.65	5.90
104 times.....	11.25	8.45	5.75
156 times.....	11.00	8.25	5.70
260 times.....	10.75	8.05	5.65
312 times.....	10.50	7.90	5.50
500 times.....	10.00	7.50	5.40
750 times.....	9.50	7.15	5.25
1,000 times.....	9.00	6.75	5.00

**5-MINUTE NEWSCASTS**

**CLASS "AA"**

(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m.)

	1-12	13-25	26-38	39-51	52
Per week:					
5 times.....	240.00	230.00	220.00	210.00	200.00
6 times.....	276.00	264.00	252.00	240.00	230.00
10 times.....	350.00	360.00	340.00	320.00	300.00
12 times.....	408.00	384.00	360.00	336.00	316.00
15 times.....	465.00	435.00	405.00	375.00	350.00
18 times.....	504.00	468.00	432.00	396.00	366.00

**CLASS "A"**

(9:00 a.m. to 4:00 p.m. and 7:00 p.m. to 8:00 p.m.)

5 times.....	210.00	202.50	195.00	187.50	180.00
6 times.....	243.00	234.00	225.00	216.00	207.00
10 times.....	345.00	330.00	315.00	300.00	285.00
12 times.....	378.00	360.00	342.00	324.00	306.00
15 times.....	435.00	405.00	375.00	345.00	315.00
18 times.....	468.00	432.00	396.00	360.00	324.00

**CLASS "B" & "C"**

(8:00 p.m. to 6:00 a.m.)

5 times.....	120.00	115.00	110.00	105.00	100.00
6 times.....	138.00	132.00	126.00	120.00	114.00
10 times.....	190.00	180.00	170.00	160.00	150.00
12 times.....	204.00	192.00	180.00	168.00	156.00
15 times.....	232.50	217.50	202.50	187.50	172.50
18 times.....	252.00	234.00	216.00	198.00	180.00

**PROGRAMS**

**CLASS "A"**

(6:00 a.m. to 8:00 p.m.)

	Per week										
	1	55	1/2	25	1/4	10	5	hr.	min.	hr.	min.
1 time.....	150.00	135.00	90.00	81.00	54.00	43.20	33.00				
13 wks.....	135.00	121.50	81.00	72.90	48.60	38.88	32.00				
26 wks.....	127.50	114.76	76.50	68.50	45.90	36.72	31.04				
52 wks.....	120.00	108.00	72.00	64.80	43.20	34.56	30.11				

Per week

	1	55	1/2	25	1/4	10	5
2 times: hr. min.	hr.	min.	hr.	min.	hr.	min.	min.
1 wk.....	270.00	243.00	162.00	145.80	97.20	77.76	62.70
13 wks.....	243.00	218.72	145.80	131.24	87.48	70.00	60.82
26 wks.....	229.52	206.56	137.70	123.96	82.64	66.12	59.00
52 wks.....	216.00	194.40	129.60	116.64	77.76	62.24	57.23

3 times

1 wk.....	382.50	344.28	229.50	206.58	137.10	110.16	89.37
13 wks.....	342.30	309.90	206.58	185.94	123.96	99.14	86.69
26 wks.....	325.14	292.68	195.12	175.62	117.46	93.66	84.09
52 wks.....	306.00	275.46	183.60	165.30	110.16	88.14	81.57

4 times

1 wk.....	480.00	422.00	288.00	259.20	172.80	138.24	113.24
13 wks.....	422.00	388.80	259.20	233.36	155.52	124.48	109.85
26 wks.....	408.00	367.20	244.80	220.32	146.88	117.52	106.56
52 wks.....	384.00	345.60	230.40	207.36	138.24	110.60	103.37

5 times

1 wk.....	525.00	472.50	315.00	263.50	189.00	151.20	134.50
13 wks.....	472.50	427.80	263.50	255.20	170.10	146.10	130.47
26 wks.....	446.28	401.70	267.80	241.00	160.70	138.60	126.56
52 wks.....	420.00	378.00	252.00	226.80	151.20	130.96	122.77

6 times

1 wk.....	585.00	526.56	351.00	315.96	210.60	168.48	153.36
13 wks.....	526.56	473.88	315.96	284.40	189.60	161.68	148.76
26 wks.....	497.28	447.60	298.44	268.56	179.04	155.28	144.30
52 wks.....	468.00	421.20	280.80	252.72	168.48	150.88	139.98

7 times

1 wk.....	630.00	567.00	378.00	340.00	226.80	181.46	170.03
13 wks.....	567.00	510.30	340.20	306.32	204.26	176.38	164.93
26 wks.....	535.50	482.02	321.30	289.24	192.92	170.28	160.00
52 wks.....	504.00	453.60	302.40	272.30	181.58	164.18	155.20

**CLASS "B"**

(8:00 p.m. to 6:00 a.m.)  
50% of Class "A" rates.

**SPECIAL FEATURES**  
News Service—AP and local.  
5-minute Newscasts 25 minutes past hour; 5 minutes to hour.  
Mobile unit news coverage within 55 mile radius of tri-city area—no extra charge.  
Time signals or weather reports—rates on request.  
International live radio press available.

**Participating Programs**

"Paul Flanagan's Morning Show 'Listen'"—6:00 a.m. to 9:00 a.m.  
"Homemaker's Highway" with Bill Hiekoek—9:00 a.m. to 11:30 a.m.  
"Jack Spector's Housewife's Hit Parade"—11:30 a.m. to 1:00 p.m.  
"Bill Hiekoek's Afternoon Show"—1:00 p.m. to 3:00 p.m.  
"Paul Flanagan's Afternoon Ballroom"—3:00 p.m. to 6:00 p.m.  
"Smilin' Jack Spector's All Request Show"—6:00 p.m. to 9:30 p.m.  
"Sherwood Show with Crazy Titles"—9:30 p.m. to 12:30 a.m.  
"The Night Space Show" with Gene L'Haire—12:30 a.m. to 6:00 a.m.

**Closing Time**

Program copy must be in one week before broadcast. Announcement copy must be in 24 hours before broadcast.

**NEW YORK**

**W R O W**  
**ALBANY**  
(Established 1947)

**CBS Radio Network**



Rates effective March 1, 1958.  
Rates received January 31, 1958.  
Owned and operated by Capital Cities Television Corp.

**Personnel**

Station Manager—George M. Perkins.  
Commercial Manager—Albert M. Fiala, Jr.  
Promotion Manager—Harry L. Goldman.  
Traffic Manager—Russell B. Wilde.

**Representatives**

Avery-Knodel, Inc.

**Mailing Instructions**

Business Office and Studio—Glenmore Road, North Greenbush, N. Y., Albany 3-2225.  
Mailing Address: P.O. Box 590, Albany, N. Y.  
Transmitter—On Route 9W south of Albany, N. Y.

**Wave—Power—Time**

Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—590 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate full time.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule—6:00 a.m. to 1:00 a.m.

**Agency Commission**

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

**General Advertising**

For combination rates see CBS Radio Network (Basic).  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Rates for periods longer than one hour are in exact proportion to one hour rate. Length of commercial copy may not exceed copy limits specified by the code of NAB.  
Advertising of alcoholic beverages other than beer and wine not accepted.

**CLASS "A"**

(6:00 a.m. to 8:00 p.m.)

	1	1/2	1/4	10	5
1 time.....	120.00				



# NEW YORK

## Albany-Schenectady-Troy—Cont'd

### WSNY

#### SCHENECTADY

(Established 1942)

Rates effective July 1, 1956. (Card No. A.)

Rates received June 10, 1957.

Owned and operated by Western Gateway Broadcasting Corporation.

#### Personnel

President—Winslow Leighton.

#### Representatives

Forjoe & Company, Inc.

#### Mailing Instructions

Main Sales Office—619 State St., Schenectady, N. Y., Express 3-3622.

Business Office and Studio—Plaza Theatre Bldg., Schenectady, N. Y., telephone 2-3622.

Transmitter—Campbell Road, near Rice Road, Town of Rotterdam, N. Y.

#### Wave—Power—Time

Operating power—250 watts.

Frequency—1240 kilocycles.

Non-directional.

Licensed to operate full time on local channel.

Operates on Eastern Time.

Daylight Saving Time observed.

Operating schedule: 8:00 a.m. to 12:05 a.m. Sunday; 5:00 a.m. to 1:00 a.m. weekdays.

#### Agency Commission

15% to recognized agencies on net charges for station time; no cash discount. No commission or discount on lines or talent. Bills due and payable when rendered.

#### General Advertising

Accepts AAAA copyrighted contract.

ASCAP, BMI and SESAC licenses.

After first year advertiser may continue at same discount until schedule is reduced or interrupted.

All proposals and schedules subject to stations' rights to cancel or offer another satisfactory time on 28 days' notice.

No hard liquor advertising accepted.

Without talent—gross

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	75.00	45.00	30.00	25.00	20.00
13 times.....	72.00	43.00	29.00	24.00	19.00
26 times.....	69.00	41.00	28.00	23.00	18.00
52 times.....	66.00	39.00	27.00	22.00	17.00
104 times.....	63.00	37.00	26.00	21.00	16.00
260 times.....	60.00	35.00	25.00	20.00	15.00
312 times.....	57.00	33.00	24.00	19.00	14.00

#### ANNOUNCEMENTS

	(*)	(†)	(‡)
1 time.....	10.00	7.50	5.00
13 times.....	9.75	7.25	4.75
26 times.....	9.50	7.00	4.50
52 times.....	9.25	6.75	4.25
104 times.....	9.00	6.50	4.00
260 times.....	8.75	6.25	3.75
312 times.....	8.50	6.00	3.50

(\*) One minute or 150 words.

(†) 20-seconds or 50 words.

(‡) 8-seconds or 20 words.

One minute transcribed or 150 words live:

#### SATURATION PLANS

Per week:	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
12 times.....	100.00	97.00	94.00	91.00	88.00
18 times.....	140.00	136.00	132.00	128.00	124.00
24 times.....	175.00	170.00	165.00	160.00	155.00
30 times.....	205.00	199.00	193.00	187.00	181.00
36 times.....	230.00	223.00	216.00	209.00	202.00
42 times.....	255.00	247.00	239.00	231.00	223.00

20-second announcements, 75% of above rates.

8-second announcements, 50% of above rates.

#### SPECIAL FEATURES

News Service—AP. No extra charge.

#### POLITICAL

Regular rates apply (except Saturation Plans not available); cash in advance.

### WTRY

#### TROY

(Established 1940)

## THE JOHN BLAIR STATION

# Independent



Rates effective September 1, 1958.

Rates received August 1, 1958.

Owned and operated by The WTRY Broadcasting Corp.

#### Personnel

Chairman of the Board—Victor W. Knauth.

President—Daniel W. Kops.

Exec. Vice-Pres.—Richard J. Monahan.

Vice-Pres. & Gen'l Mgr.—Sam S. Nielsen.

Program Manager—George Le Zotte.

#### Representatives

John Blair & Company.

#### Mailing Instructions

Business Office and Studio—92 Fourth St., Troy N. Y., Ashley 4-1100.

Other Offices and Studio—Dewitt Clinton Hotel, Albany, N. Y.

Transmitter—Niskayuna Township.

#### Wave—Power—Time

Operating power—5,000 watts.

Frequency—980 kilocycles.

Directional—same pattern, all hours.

Licensed to operate full time on cleared regional channel.

Operating schedule: 24 hours daily.

#### Agency Commission

15% to recognized agencies on net charges for station time; no cash discounts. No commissions or discounts on lines or talent. Bills due and payable when rendered.

## General Advertising

### ANNOUNCEMENTS

(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)

Specified position (6:00 a.m. to 9:00 a.m. only)	Flat		Station breaks	
	Each	Per wk.	Each	Per wk.
Less than 6 weekly, staggered	30.00			
6 weekly, staggered, 1 per day	28.00	168.00		
12 spots weekly	26.00	312.00		
24 spots weekly	24.00	576.00		
48 spots weekly	22.00	1,056.00		
96 spots weekly	18.00	1,728.00		

Specified position (9:00 a.m. to 4:00 p.m. Monday through Saturday)	Flat		Station breaks	
	Each	Per wk.	Each	Per wk.
Less than 6 weekly	28.00		21.00	
6 weekly, 1 per day	25.00	150.00	19.00	114.00
12 spots weekly	22.00	264.00	16.00	192.00
24 spots weekly	20.00	480.00	15.00	360.00
48 spots weekly	18.00	864.00	14.00	672.00
96 spots weekly	16.00	1,536.00	13.00	1,248.00

Specified position (After 7:00 p.m. Monday through Saturday; all day Sunday)	Flat		Station breaks	
	Each	Per wk.	Each	Per wk.
Less than 6 weekly	20.00		15.00	
6 weekly, 1 per day	18.00	108.00	14.00	84.00
12 spots weekly	15.00	180.00	11.00	132.00
24 spots weekly	14.00	336.00	10.00	240.00
48 spots weekly	12.00	576.00	9.00	432.00
96 spots weekly	10.00	960.00	8.00	768.00

50% applicable 1-minute rate. ID's, stationbreaks and minutes may be combined for maximum frequency.

### NEWSCASTS

(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Monday through Saturday)

Specified position (3 weekly, Monday, Wednesday, Friday or Tuesday, Thursday, Saturday, alternating weekly)	Flat		Station breaks	
	Each	Per wk.	Each	Per wk.
6 weekly, Monday through Saturday	37.50	225.00		
12 weekly, Monday through Saturday	35.00	420.00		

Specified position (9:00 a.m. to 4:00 p.m. Monday through Saturday)	Flat		Station breaks	
	Each	Per wk.	Each	Per wk.
3 weekly (Monday, Wednesday, Friday or Tuesday, Thursday, Saturday, alternating weekly)	30.00	90.00		
6 weekly, Monday through Saturday	27.50	165.00		
12 weekly, Monday through Saturday	25.00	300.00		

(After 7:00 p.m. Monday through Saturday; all day Sunday)

Specified position (3 weekly (Monday, Wednesday, Friday or Tuesday, Thursday, Saturday, alternating weekly)	Flat		Station breaks	
	Each	Per wk.	Each	Per wk.
6 weekly, Monday through Saturday	22.50	135.00		
12 weekly, Monday through Saturday	20.00	240.00		

### SPECIAL FEATURES

Mobile news unit 24 hours daily.

#### Participating Programs

"Timekeeper" with Stan Roberts—6:00 a.m. to 9:00 a.m. Monday through Saturday.

"Caravan of Music" with John Mountier—9:00 a.m. to noon daily.

"George Le Zotte Show"—noon to 3:00 p.m. daily.

"Paul James Show"—3:00 p.m. to 7:00 p.m. Monday through Saturday; 5:00 p.m. to 7:00 p.m. Sunday.

"Tri-City Ballroom" with Dick Brown—7:00 p.m. to midnight daily.

"Night Owl" with Bill Taylor—midnight to 6:00 a.m. Monday through Saturday.

### POLITICAL

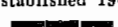
Announcements only; regular rates apply. Cash in advance.

## AMSTERDAM

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

### WCSS

(Established 1947)



Rates received December 13, 1956.

Owned and operated by Community Service Broadcasting Corp.

#### Personnel

General Manager—Philip Spencer.

Commercial Manager—Daniel Libeg.

#### Representatives

Devney, Incorporated.

#### Mailing Instructions

Business Office and Studio—Upper Locust Ave., Amsterdam, N. Y., Victor 3-2500.

Transmitter—Amsterdam, N. Y.

#### Wave—Power—Time

Operating power—250 watts.

Frequency—1,190 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Eastern Time.

Daylight Saving Time observed.

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

#### Agency Commission

15% to recognized agencies on net station time only.

No cash discount. No commission on talent or line charges. Bills rendered first of month.

#### General Advertising

Accepts AAAA copyrighted contract.

Itates include music copyright fees.

BMI, ASCAP and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	45.50	30.00	20.00	10.00	6.00
13 times.....	45.50	28.65	19.10	9.55	5.80
26 times.....	45.50	27.30	18.20	9.00	5.55
52 times.....	42.75	25.65	17.20	8.50	5.20
104 times.....	40.75	24.45	16.30	8.00	5.00
156 times.....	38.25	23.00	15.30	7.50	4.80
260 times.....	36.25	21.75	14.50	7.00	4.00

### SPECIAL FEATURES

News Service—UPI.

Athletic events, sports, local football, basketball, and baseball, also boxing wrestling—rates on request.

## Foreign Language Programs

Polish, Italian, Lithuanian, Ukrainian:

1-minute announcements:

1 to 24 times, each..... 8.00

25 times or more, each..... 7.00

#### Closing Time

Monday through Friday—48 hours.

Saturday and Sunday—72 hours.

## AUBURN (1 AM; 1 FM)

Cayuga County—Map Location D-6

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

### WMBO

(Established 1927)



Rates effective April 1, 1957.

Revisions received March 4, 1958.

Owned by the Auburn Publishing Company.

Operated by WMBO, Inc.

Affiliated with the Auburn Citizen-Advertiser.

#### Personnel

Gen'l & Prom. Mgr.—Frederick L. Keese.

Program Director—R. B. Morgan.

#### Representatives

Thomas F. Clark Co., Inc.

#### Mailing Instructions

Business Office and Studio—141 Genesee St., Metcalf Bldg., Auburn, N. Y., Auburn 2-3511.

Transmitter—Corner York and Division Sts., Auburn, N. Y.

#### Wave—Power—Time

Operating power—250 watts.

Frequency—1340 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Eastern Time.

Daylight Saving Time observed.

Operating schedule: 6:00 a.m. to 11:30 p.m.

#### FM Facilities

Effective radiated power—18,000 watts.

Frequency—96.1 megacycles on channel 241; Class B.

Antenna height—243 feet above average terrain.



**Babylon—W B A B—Continued**

**General Advertising**

Accepts AAAA copyrighted contract. Beer and wine advertising accepted. Rates include music copyright fees. At station's option, cancellation of contracts cannot become effective until 2 weeks after contractual starting date.

All rates guaranteed for 1 year from date of first broadcast, with or without interruption. Maximum length of contract, 1 year.

Length of commercial copy:		NAB standards.				
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	
1 time....	75.00	45.00	30.00	22.50	15.00	
26 times....	71.25	42.75	28.50	21.37	14.25	
52 times....	67.50	40.50	27.00	20.25	13.50	
104 times....	63.75	38.25	25.50	19.12	12.75	
156 times....	63.00	36.00	24.00	18.00	12.00	
260 times....	59.25	33.75	22.50	16.87	11.25	

**ANNOUNCEMENTS**

	(*)	(†)	(*)	(†)
1 time....	10.00	6.65	300 times....	8.00 5.35
50 times....	9.50	6.20	500 times....	7.00 4.65
100 times....	9.00	6.00	1000 times....	6.00 4.25
200 times....	8.50	5.65		

(\* ) 1-minute transcribed or 125 words.  
(† ) 30-seconds transcribed or 60 words.  
Announcement rates are not subject to any further discounts.

**SATURATION PACKAGES**

(14-day period)		
10-14 1-minute announcements.....	200 time rate.	
15-24 1-minute announcements.....	300 time rate.	
25-49 1-minute announcements.....	500 time rate.	
50 or more 1-minute announcements....	1000 time rate.	

**SPECIAL FEATURES**

News Service—AP and local. Hourly newscasts, 10 minutes, 5:00; 5 minutes, 2:50. Time Signals—50% of 1-minute rate. Weathercasts—50% of 1-minute rate. Merchandising—copy testing, details on request.

**POLITICAL**

Regular rates apply; payment in advance. Copy 48 hours in advance.  
**Closing Time**  
24 hours in advance of broadcast.

**WGLI**

(Established 1958)

Rates effective September 15, 1958. (Card No. 1.)

Card received September 22, 1958.

Owned and operated by WGLI, Inc.

**Personnel**

President—William H. Reuman.  
General Manager—Edith Dick.  
Program Manager—Fred Barr.  
Station Manager—Jerry Warren.  
Production Manager—Jerry Stevens.

**Representatives**

None.

**Mailing Instructions**

Business Office, Studio and Transmitter—Falmouth Rd. and Madison Ave., Babylon, Long Island, N. Y.

**Wave—Power—Time**

Operating power—1,000 watts.  
Frequency—1290 kilocycles.  
Directional.  
Operates on Eastern Standard Time.  
Daylight saving time observed.  
Operating schedule: 6:00 a.m. to midnight.

**FM Facilities—WTFM**

Effective radiated power—15,000 watts.  
Frequency—103.5 megacycles.

**Agency Commission**

15% on net time only; no cash discount. All invoices rendered monthly unless otherwise requested. Short rate billing rendered if discounts are unearned.

**General Advertising**

ASCAP, BMI and SESAC licenses. Maximum contract: 1 year. Renewal contracts subject to rates in effect at time of renewal. Production and talent charges are in addition to station time charges. Broadcast time is fractionally reduced in conventional manner to allow for station identification, etc.

	1-12 wks.	13-25 wks.	26-38 wks.	39-51 wks.	52 wks.
<b>1 hour:</b>					
1 time..	100.00	95.00	90.00	85.00	80.00
3 times	86.00	81.70	77.40	73.10	68.80
6 times	65.00	61.75	58.50	55.25	52.00
<b>1/2 hour:</b>					
1 time..	70.00	66.50	63.00	59.50	56.00
3 times	60.20	57.20	54.20	51.20	48.15
6 times	45.50	43.25	40.95	38.70	36.40
<b>25 minutes:</b>					
1 time..	59.50	56.55	53.55	50.60	47.60
3 times	51.20	48.65	46.05	43.50	40.95
6 times	38.70	36.75	34.80	32.90	30.95
<b>1/4 hour:</b>					
1 time..	49.00	46.55	44.10	41.65	39.20
3 times	42.15	40.05	37.95	35.80	33.70
6 times	31.85	30.30	28.65	27.10	25.50
<b>10 minutes:</b>					
1 time..	36.75	34.90	33.05	31.25	29.40
3 times	31.60	30.00	28.40	26.90	25.30
6 times	23.90	22.70	21.50	20.30	19.10
<b>5 minutes:</b>					
1 time..	25.70	24.40	23.15	21.85	20.55
3 times	22.10	21.00	19.90	18.80	17.70
6 times	16.70	15.85	15.05	14.20	13.35

**ANNOUNCEMENTS**

(Fixed Position)		1 min.	30 sec.	1 min.	30 sec.
1 time....	15.00	10.50	300 times	9.80	6.90
50 times....	13.50	9.45	500 times	8.82	6.20
100 times....	12.15	8.50	1,000 times	7.95	5.60
200 times....	10.90	7.65			

**WEEKLY MULTI-SPOT PLAN**

(Fixed position not guaranteed)		(*)
1 minute or less:		25%
14 spots per week.....		30%
28 spots per week.....		35%
42 spots per week.....		40%
56 spots per week.....		40%

(\* ) Discount off the 1 time rate.

**Additional Discounts**

100.00 per wk..... 8% 300.00 per wk..... 16%  
200.00 per wk..... 12%  
Based upon net weekly spot announcement expenditure. May not be used in conjunction with Weekly Multi-Spot Plan.

**SPECIAL FEATURES**

News Service—AP.  
**POLITICAL**  
1 time rates, no discount; cash in advance. Will accept orders for Political broadcasts only between Primary Day and Election Day as well as during Special Elections.

**Closing Time**

Copy for Mondays programs and announcements must be received before noon Friday.

**BATAVIA**

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

**WBTA**

(Established 1941)

Rates effective April 1, 1952.  
Rates received January 31, 1952.  
Owned and operated by the Batavia Broadcasting Corp.

**Personnel**

Pres. & Mgr.—Edmund R. Gamble.  
Program Director—Winnie Legg.  
Commercial Manager—James A. Delbridge.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—22 Seaver Pl., Batavia, N. Y. Phones 715, 716.

Transmitter—Creek Road, Batavia, N. Y.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: Sundays 8:00 a.m. to midnight; week days 6:00 a.m. to midnight.

**Agency Commission**

15% to recognized agencies on net charges for station time; no cash discount. No commission on talent or line charges. Bills rendered 1st of month; payable 10 days.

**General Advertising**

For combination rates see Mutual Broadcasting System.

Accepts AAAA copyrighted contract. Beer and wine advertising accepted. The following rates are for national advertising and include music copyright fees.

Programs and announcements may not be combined to earn higher discounts.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	Station brk.
1 hour.....	50.00	47.75	45.50	42.75	40.75	38.25 36.25
1/2 hour.....	30.00	28.45	27.30	25.65	24.45	23.00 21.75
1/4 hour.....	20.00	19.10	18.20	17.20	16.30	15.30 14.50
5 minutes....	10.00	9.55	9.10	8.55	8.15	7.65 7.25
1 minute....	6.00	5.80	5.55	5.20	5.00	4.80 4.65
Station brk.	6.00	5.80	5.55	5.20	5.00	4.80 4.65

**SPECIAL FEATURES**

News Service—AP. Rates on request.  
**Participating Programs**  
"Early Riser's Club"—6:00 a.m. to 9:00 a.m. Monday through Friday. Music and features. Available in 1/4 hour rotating segments.  
"Dinner Date"—6:15 p.m. to 6:45 p.m. Dinner music. Participating spots.  
"Music Till Midnight"—9:00 p.m. to midnight; music and news. Participating spots.

**Closing Time**

Forty-eight hours in advance of broadcast.

**BEACON**

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

(Call letters not received)

(C. P. 1,000 w. days; 1260 ke.)

Alfred Dresner  
66 Court St.  
Brooklyn, N. Y.

**BINGHAMTON**

(including Endicott)  
(4 AM; 2 FM)  
Broome County—Map Location E-7  
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.

**WENE**

**ENDICOTT**

(Established 1947)

Considered by ABC Radio as their Binghamton-Endicott outlet.  
Rates effective September 30, 1956. (Card No. 3.)  
Rates received September 10, 1956.  
Owned and operated by Ottaway Stations, Inc.  
Affiliated with the Daily Bulletin.  
Affiliated with WDOS, Oneonta, N. Y., and WVPO, Stroudsburg, Pa.

**Personnel**

President—James H. Ottaway.  
Vice-Pres. and Managing Director—F. H. Brinkley.  
General Manager—Howard N. Johansen.

**NEW YORK**

**Representative**

Radio-TV Representatives, Inc.  
**Mailing Instructions**  
Business Office and Studio—WENE Radio Center, 909 E. Main St., Endicott, N. Y., telephone 5-3351.  
Transmitter—Pierce Hill, Vestal, N. Y.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—1430 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: Sundays 8:00 a.m. to 12:05 a.m.; week days 6:00 a.m. to 12:05 a.m.

**Agency Commission**

15% to recognized agencies on net time charges; no cash discount. Bills payable when rendered.

**General Advertising**

For combination rates see ABC Radio. Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Rates are for station time only. Advertising of alcoholic beverages other than beer and wine not accepted. Length of commercial copy in accordance with NAB Standards.

	5 min.	1 min.	5 min.	1 min.
1 time.....	16.00	7.50	156 times....	14.00 6.70
26 times....	15.50	7.30	260 times....	13.50 6.35
52 times....	15.00	7.10	312 times....	13.00 6.00
104 times....	14.50	6.90	624 times....	12.50 5.65

**SPECIAL FEATURES**

News Service—UPI.  
Weather broadcasts—Exclusive service originating three times daily from U. S. Weather Bureau.

**Participating Programs**

(Regular rates apply)  
"Mr. Morning"—6:00 a.m. to 9:00 a.m. Monday through Friday. Music, news, time, weather.  
"Hospitality House"—11:15 a.m. to 12:30 p.m. Music, guest appearances.  
"Dottie Baker Robinson"—11:00 a.m. to 11:15 a.m. Monday through Friday. Woman's program.  
"Melody Matinee"—1:00 p.m. to 3:30 p.m. Monday through Friday.  
"Rollin' Home"—3:30 p.m. to 5:50 p.m. Monday through Friday. Music and motorist information.  
"Music from the Movies"—9:30 a.m. to 11:00 a.m. Saturday.  
"Sunday Morning"—9:00 a.m. to 11:00 a.m. Familiar show tunes and light concert music; time, weather, news.

**WINR**

(Established 1946)

**Basic NBC Affiliate**



Rates effective January 1, 1959. (Card No. 10.)  
Card received December 2, 1958.

Owned and operated by Binghamton Press Company, Inc.

**Personnel**

General Manager—David F. Milligan.  
Local Sales Manager—Kenneth A. Cable.  
Program Director—Shirley Ricciardelli.  
Technical Director—G. Ricciardelli.

**Representatives**

Everett-McKinney, Inc.

**Mailing Instructions**

Business Office and Studio—70 Henry St., Binghamton, N. Y. Phone 3-8251.

Transmitter—2.5 miles east of Binghamton.

**Wave—Power—Time**

Operating power—1,000 watts days; 500 watts nights.  
Frequency—680 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate full time.  
Operates on New York City Time.  
Daylight Saving Time observed.  
Operating schedule: 5:30 a.m. to midnight Monday through Saturday; 8:00 a.m. to midnight Sunday.

**Agency Commission**

15% to all recognized advertising agencies; no cash discount. Bills payable 10 days from receipt of invoice.

**General Advertising**

For combination rates see NBC Radio Network. Accepts AAAA copyrighted contract. ASCAP, BMI, and SESAC, licenses. Rate protection guaranteed 6 months, from effective date of rate change. Announcements cannot be combined with programs to earn lower quantity rate.

**General Advertising**

CLASS "AA"		(6:45 a.m. to 8:30 a.m.)	
1 minute, flat.....	10.00		
20 seconds, flat.....	7.00		

CLASS "A"		(8:30 a.m. to 11:00 p.m.)	
	1 min.	20 sec.	1 min.
1 time.....	10.00	7.00	104 times....
26 times....	9.60	6.60	156 times....
52 times....	9.20	6.20	260 times....

CLASS "B"		(11:00 p.m. to 6:45 a.m.)	
	1 min.	20 sec.	1 min.
1-minute and 20-seconds—60% of the applicable rate.			
10-seconds—50% of the applicable 1-minute rate in any time class.			

Weekly Saturation Packages		1 min.
10 per week, each.....		7.00
20 per week, each.....		6.50
30 per week, each.....		6.00

(This listing continued on next page)

# NEW YORK

## Binghamton—W I N R—Continued

Programs	5 min.	10 min.	1/4 hr.
1 time.....	14.00	21.00	28.00
26 times.....	13.30	19.95	26.60
52 times.....	12.60	18.90	25.20
104 times.....	11.90	17.85	23.80
156 times.....	11.20	16.80	22.40
260 times.....	9.80	14.70	19.60

### SPECIAL FEATURES

News Service—UPI.  
 Political—regular rates apply, payable in advance.  
 "Morning Call"—5:30 a.m. to 10:00 a.m. Monday through Saturday.  
 "Music Box"—10:05 a.m. to 11:00 a.m. Monday through Friday.  
 "Best Sellers"—12:15 p.m. to 1:00 p.m. Monday through Friday.  
 "Music Call"—3:10 p.m. to 6:00 p.m. Monday through Friday.  
 "Strictly Jazz"—7:05 p.m. to 7:30 p.m. Monday through Friday.  
 "Six-Eight-Oh"—8:15 a.m. to 10:00 a.m. Sunday.

### POLITICAL

Broadcast at commercial rates.

## WKOP

(Established 1947)



Rates effective August 23, 1955.  
 Rates received September 30, 1955.  
 Owned and operated by Binghamton Broadcasters, Inc.

### Personnel

Station Manager—Andrew Jarema.

### Representatives

The Bolling Company, Inc.

### Mailing Instructions

Business Office and Studio—34 Chenango St., Binghamton, N. Y., telephone 2-3437.  
 Transmitter—Park Terrace Hill, south of Binghamton, N. Y.

### Wave—Power—Time

Operating power—5,000 watts days; 500 watts nights.  
 Frequency—1360 kilocycles.  
 Directional—day and night.  
 Licensed to operate unlimited time.  
 Operates on Eastern Time.  
 Daylight Saving Time observed.  
 Operating schedule: Sunday 7:30 a.m. to 12:00 midnight week days 5:30 a.m. to 12:00 midnight.

### FM Facilities

Effective radiated power—420 watts.  
 Frequency—95.3 megacycles; Class A.  
 Antenna ht.—320 feet above average terrain.  
 Licensed to operate full time.  
 Operating schedule: 5:30 a.m. to 12:05 a.m.  
 Affiliated with the WQXR Network.

### Agency Commission

15% to recognized agencies on net charges for station time. No cash discount. Bills payable when rendered.

### General Advertising

For combination rates see Mutual Broadcasting System.  
 Accepts AAAA copyrighted contract.  
 B.M.I., ASCAP and SESAC licenses.

(5:30 a.m. to 12:00 midnight)

	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	7.00
26 times.....	68.25	40.95	27.30	20.48	13.65	6.83
52 times.....	66.50	39.90	26.60	19.95	13.30	6.65
104 times.....	63.00	37.80	25.20	18.90	12.60	6.30
156 times.....	59.50	35.70	23.80	17.85	11.90	5.95
260 times.....	52.50	31.50	21.00	15.75	10.50	5.60

Announcements cannot be combined with programs for greater frequency discounts.

### Radio Shorts

8 seconds: 50% of announcement rate.

### SPECIAL FEATURES

News—Leased wire service available.

### POLITICAL

One time rate; payable in advance.

### TRANSCRIPTIONS

Library Service—World.

### Closing Time

Talent programs close two weeks in advance. Announcements, talks and recorded broadcasts close one week in advance.

## WNBF

(Established 1928)

### A Triangle Station THE JOHN BLAIR STATION



Rates effective January 1, 1959.  
 Rates received December 3, 1958.  
 Owned and operated by Triangle Publications, Inc., Radio and Television Division.

### Personnel

General Manager—George R. Dunham.  
 Sales Manager—Kenneth Leslie.  
 Business Manager—E. William Farnett.  
 Station Manager—H. George Carroll.  
 Nat'l Sales Director—Edward H. Benedict.  
 485 Lexington Ave., New York, N. Y. Oxford 7-9738.

### Representatives

John Blair & Company.

### Mailing Instructions

Offices and Studios—1 Henry St., Binghamton, N. Y., telephone 3-7311, TWX BN 186.  
 Transmitter—Ingraham Hill Rd., Binghamton, N. Y.

### Wave—Power—Time

Operating power—5,000 watts.  
 Frequency—1290 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time.  
 Operates on Eastern Time.

Daylight Saving Time observed.  
 Operating schedule: Sunday 7:45 a.m. to 12:05 a.m.; week days 5:45 a.m. to 12:05 a.m.

### FM Facilities

Effective radiated power—4,700 watts.  
 Frequency—98.1 megacycles, Class B.  
 Antenna height—2,546 ft. above mean sea level.  
 Licensed to operate full time.  
 Operating schedule: 6:00 p.m. to 12:00 midnight.

### Agency Commission

15% to recognized agencies on all time, news and talent charges. Bills rendered monthly, payable by 10th of month following broadcast.

### General Advertising

For combination rates see CBS Radio Network (Basic Supplementary Group) and Northeast Radio Network. Accepts AAAA copyrighted contract.  
 ASCAP, BMI and SESAC licenses.  
 Maximum length of contract is one year.

Rates quoted herein are subject to change without notice. Advertisers using facilities on the effective date of any rate increase will be protected on time rates quoted herein for a maximum period of 1 year on all schedules continuing without interruption. Contracts signed prior to the effective date of any rate increase must start within 30 days of the effective date in order to gain rate protection.  
 Announcements cannot be combined with programs to earn a lower rate.

### CLASS "A"

	(6:30 a.m. to 11:00 p.m.)	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	90.00	54.00	36.00	27.00	18.00	
26 times.....	87.75	52.65	35.10	26.33	17.55	
52 times.....	85.50	51.30	34.20	25.65	17.10	
104 times.....	83.25	49.95	33.30	24.98	16.65	
156 times.....	81.00	48.60	32.40	24.30	16.20	
260 times.....	78.75	47.25	31.50	23.63	15.75	
312 times.....	76.50	45.90	30.60	22.95	15.30	
624 times.....	72.00	43.20	28.80	21.60	14.40	

### CLASS "B"

	(Sign-on to 6:30 a.m.; 11:00 p.m. to sign-off)	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	54.00	32.40	21.60	16.20	10.80	
26 times.....	52.65	31.59	21.06	15.80	10.53	
52 times.....	51.30	30.78	20.52	15.39	10.26	
104 times.....	49.95	29.97	19.98	14.99	9.99	
156 times.....	48.60	29.16	19.44	14.58	9.72	
260 times.....	47.25	28.35	18.90	14.18	9.45	
312 times.....	45.90	27.54	18.36	13.77	9.18	
624 times.....	43.20	25.92	17.28	12.96	8.64	

### ANNOUNCEMENT PACKAGES

	(6:00 a.m. to 7:00 p.m. Monday through Friday)	1 min.	20/30 sec.
Specified position (6:00 a.m. to 9:00 a.m.).....	15.00	10.50	
Less than 6 weekly.....	13.00	9.10	
6 weekly.....	11.00	7.70	
12 weekly.....	9.00	6.30	
18 weekly.....	8.00	5.60	
24 weekly.....	7.00	4.90	
30 weekly.....	6.20	4.35	
36 weekly.....	5.60	3.90	

	(7:00 p.m. to sign-off Monday through Friday; sign-on to sign-off Saturday & Sunday)	1 min.	20/30 sec.
Less than 6 weekly.....	6.50	4.55	
6 weekly.....	5.50	3.85	
12 weekly.....	4.50	3.15	
18 weekly.....	4.00	2.80	
24 weekly.....	3.50	2.45	
30 weekly.....	3.10	2.20	
36 weekly.....	2.80	1.95	

### Identifications

50% applicable 1-minute rate. Minutes, station breaks and ID's are combinable for maximum frequency discount.

### DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given in one year. All flat rate announcements may be included in computing the frequency earned on announcements subject to frequency discount. Announcement or program schedules continued without interruption or reduction of schedule after completion of the first contract year will continue to earn the frequency discount established within such contract year but any interruption or reduction of schedules will automatically cancel this clause and billing will revert to the open rate.

### SPECIAL FEATURES

News Service—UPI. Rates on request.  
 Farm News—5:50 a.m. to 6:00 a.m. flat, each.... 6.75

### TRANSCRIPTIONS

Library Service—Thesaurus.  
 Instantaneous reference recordings: 5 minute programs or longer, one recording for each 13 weeks series or one recording of program change during series, no charge. Additional recordings, 5, 10 or 15 minute programs, each 5.50; 30 minute programs, each 11.50.

### Closing Time

All program material and commercial copy are subject to the approval of the station and must be delivered to the station at least 72 hours in advance of scheduled air time.

### Division Personnel

Radio and Television, 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.  
 Director of Public Relations and Programming—John D. Schuer.  
 Director of Engineering—Henry E. Rhea.  
 Business Manager—John C. Harlan.  
 Chief Statistician—Richard W. Gideon.

## BOONVILLE

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

## WBRV

(Established 1955)



Rates received August 17, 1956.  
 Owned and operated by Black River Radio, Inc.

### Personnel

Pres. & Gen'l Mgr.—Livingston Lansing.  
 Sales Manager—Leon Renodin.

### Representatives

Indie Sales, Inc.  
 Mailing Instructions  
 Business Office and Studios—Boonville, New York, telephone 11 or 110.  
 Remote studio—Lowville, N. Y., phone 234.  
 Transmitter—Boonville, N. Y.

### Wave—Power—Time

Operating power—1,000 watts days.  
 Frequency—900 kilocycles.  
 Non-directional.  
 Licensed to operate daytime only.  
 Operates on Eastern Standard Time.  
 Daylight Saving Time observed.

### Operating schedule:

### Agency Commission

15% to recognized agencies; no cash discount.

### General Advertising

	1 hr.	1/2 hr.	1/4 hr.	10 min.	1 min.
1 time.....	50.00	33.33	23.33	20.00	8.33
26 times.....	47.50	31.67	22.17	19.00	7.92
52 times.....	45.00	30.00	21.00	18.00	7.50
104 times.....	42.50	28.34	19.84	17.00	7.09
156 times.....	40.00	26.67	18.67	16.00	6.67
260 times.....	35.00	23.34	16.34	14.00	5.84

### SPECIAL FEATURES

### News Service—AP.

Local news, local sports, local farm news and local weather programs available. Rates on request.  
 Remote broadcasts available.

## BRISTOL CENTER

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

## WRRE

—FM—  
 (Established 1948)

Owned and operated by Northeast Radio Corp.

### Mailing Instructions

Mailing address—R.F.D. No. 3, Canandaigua, N. Y.  
 Business Office—Terrace Hill, Itasca, N. Y., telephone 4-6357.  
 Transmitter—Worden Hill near Bristol Center, N. Y.

### Wave—Power—Time

Effective radiated power—5,400 watts.  
 Frequency—95.1 megacycles.  
 Antenna height—993 feet above average terrain.  
 Licensed to operate unlimited time.  
 Operates on Eastern Standard Time.  
 Operating schedule: 6:15 a.m. to 1:00 a.m. weekdays; noon to 1:00 a.m. Sundays.

### General Advertising

See listing Northeast Radio Network.

## BROOKLYN

### See New York City

### For busy media buyers:

## MORE INFORMATION IN LESS TIME

In 40 years of publishing a large 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!* Consequently 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 information 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 information while the Service-Ads give the needed information relative to editorial trends, 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

# BUFFALO-NIAGARA FALLS

(including Cheektowaga, Kenmore)  
(10 AM; 4 PM)

Buffalo, Erie County—Map Location B-6  
Niagara Falls, Niagara County—Map Location B-5  
Cheektowaga, Erie County—Map Location B-6  
Kenmore, Erie County—Map Location B-6

See SIDS 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.

## WBEN

BUFFALO

(Established 1930)

Rates effective April 15, 1958. (Card No. 19.)

Card received April 23, 1958.

Owned and operated by WBEN, Inc.

### Personnel

General Manager—C. Robert Thompson.

Sales Manager—Chester E. Daly.

### Representatives

Henry I. Christal Company, Inc.

### Mailing Instructions

Studio—Hotel Statler Hilton, Buffalo, N. Y., Mohawk 0930.

Mailing address—WBEN, Inc., Buffalo 2, N. Y.

Transmitter—Grand Island, N. Y.

### Wave—Power—Time

Operating power—5,000 watts.

Frequency—930 kilocycles.

Directional—nighttime only.

Licensed to operate full time.

Operates on Eastern Time.

Daylight Saving Time observed.

Operating schedule: Sundays 8:00 a.m. to 12:05 a.m.;

week days 5:00 a.m. to 1:00 a.m.

### F M Facilities

Effective radiated power—10,800 watts.

Frequency—102.5 megacycles; Class "B".

Antenna height—1,345 feet above average terrain.

Operating schedule: Sundays 8:00 a.m. to 12:05 a.m.;

week days 5:00 a.m. to 1:00 a.m.

### Agency Commission

15% to recognized agencies on net charges for station time; no cash discount. No commission on program charges. Bills due and payable when rendered.

### General Advertising

For combination rates see CBS Radio Network.

Accepts AAAA copyrighted contract. Except that, in the event of rate increase, continuous broadcasts will be protected for 26 weeks from effective date of increase.

ASCAP, BMI and SESAC licensees.

Commercial copy limited according to NAB standards of practice.

(6:00 a.m. to 10:00 p.m.)  
1 tl. 52 tl. 104 tl. 156 tl. 260 tl. 312 tl.

1 hour.... 300.00 285.00 277.50 270.00 255.00 240.00

1/2 hour.... 165.00 156.75 152.63 148.50 140.25 132.00

1/4 hour.... 100.00 95.00 92.50 90.00 85.00 80.00

1 min..... 50.00 47.50 46.25 45.00 42.50 40.00

40 sec.... 36.50 34.68 33.76 32.85 31.03 29.20

20 sec.... 32.50 30.88 30.06 29.25 27.63 26.00

10 sec.... 18.00 17.10 16.65 16.20 15.30 14.40

(10:00 p.m. to sign-off)

1 hour.... 200.00 190.00 185.00 180.00 170.00 160.00

1/2 hour.... 115.00 109.25 106.38 103.50 97.75 92.00

1/4 hour.... 62.50 59.38 57.81 56.25 53.13 50.00

1 min..... 32.50 30.88 30.06 29.25 27.63 26.00

40 sec.... 25.00 23.75 23.13 22.50 21.25 20.00

20 sec.... 21.50 20.43 19.89 19.35 18.28 17.20

10 sec.... 12.00 11.40 11.10 10.80 10.20 9.60

40 seconds transcribed or 100 words; 20 seconds transcribed or 40 words; 10 seconds transcribed or 20 words.

### DISCOUNTS

Discounts allowed retroactively on the number of broadcasts used within contract year. Announcements and programs may not be combined to earn discounts. Flat rate announcements or programs, which do not earn any discounts, may be added to other announcements or programs to qualify the latter for frequency and weekly quantity discounts. In event of rate increase continuous broadcasts under then current contract will be protected for 26 weeks from effective date of increase. Two or more programs broadcast on same day for same sponsor within same rate bracket may be combined to earn 1/2 hour, 3/4 hour or one hour rate, which ever applies. Programs so combined to earn a lower rate may be scheduled contiguously at option of station on 28 days' notice. No contract to exceed one year's duration.

### WEEKLY QUANTITY DISCOUNTS

An advertiser can also earn weekly quantity discounts for any week (period of seven consecutive days effective with the date of the first broadcast), or weeks during which he broadcasts 10 or more times, on the following basis, per week:

10 to 14 times..... 5%

15 to 19 times..... 7-1/2%

20 to 24 times..... 10%

25 to 29 times..... 15%

30 or more times..... 20%

Ten-second transcriptions or 20-word announcements are not subject to, nor included in calculating weekly quantity discounts.

### SPECIAL FEATURES

News Service—AP, UPI, Buffalo Evening News.

"Newscasts"—6:00 a.m., 7:00 a.m., 8:00 a.m., 9:00 a.m., noon and 6:00 p.m. Each newscast of 13 minutes duration, rates on request. Other newscasts available, rates on request.

### Participating Programs

Farm Program—5:00 a.m. to 6:00 a.m. Monday through Saturday. 10 minute program (two 1-minute commercials) flat, 31.00. Announcements, 1-minute or less, flat, 14.50.

"Clint Buehman"—6:00 a.m. to 9:00 a.m. Monday through Saturday. A musical clock program with breaks for news broadcasts on the hour. Program sponsors rotate. 6 14-minute program segments per week, 450.00; 3 14-minute program segments per week, flat, 250.00.

"Buehman Minutes"—6:00 a.m. to 8:45 a.m. Monday through Saturday. Sponsors rotate, flat, each

50.00. May be added to other announcements to earn frequency and weekly quantity discounts but such discounts will not apply to announcements within the Clint Buehman program.

"Breakfast at the Sheraton"—9:15 a.m. to 10:00 a.m. Monday through Saturday. Regular rates apply.

"Luncheon Club"—12:15 p.m. to 1:00 p.m. Monday through Saturday. Regular rates apply.

"Car and Kitchen"—4:15 p.m. to 6:00 p.m. Monday through Friday. Regular rates apply.

"Statler Hop"—3:00 p.m. to 6:00 p.m. Saturday. Regular rates apply.

"Dateline"—10:00 p.m. to midnight Monday through Friday. Minute announcements, flat, 20.00; 100 word announcements, flat, 15.00. May be added to other announcements to earn frequency and weekly quantity discount but such discounts will not apply to announcements broadcast within the Dateline program.

### TRANSCRIPTIONS

Library Service—Lang-Worth,

## WBNY

BUFFALO

(Established 1935)

An Associated Independent Metropolitan Station



Rates effective August 1, 1957.

Rates received June 24, 1957.

Owned and operated by Roy L. Albertson, Inc.

### Personnel

General Manager—Charles E. Denny.

Program Director—Henry Brach.

Production Director—Henry Brach.

Sales Manager—Gene McWhite.

FM Manager—Carl Spavento.

### Representatives

Jack Masla & Co., Inc.

West Coast—Lee F. O'Connell Company.

### Mailing Instructions

Business Office and Studio—485 Main St., Buffalo 3, N. Y., Mohawk 1400.

Transmitter—154 E. Eagle St., Buffalo, N. Y.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1400 kilocycles.

Non-directional.

Licensed to operate full time.

Operates on Eastern Time.

Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; Monday through Friday 6:00 a.m. to 12:00 midnight; Saturday 6:00 a.m. to 2:00 a.m.

### F M Facilities

Effective radiated power—100,000 watts.

Frequency—92.9 megacycles; Class B.

Antenna height—500 feet above average terrain.

Operating schedule: Sundays 12:00 noon to 2:00 a.m.;

Monday through Saturday 6:45 a.m. to 2:00 a.m.

### Agency Commission

15% to recognized agencies on net charges for station time only; no commission on talent. All bills due and payable when rendered. No cash discount.

### General Advertising

Accepts AAAA copyrighted contract.

Rates are for national advertising and include music copyright fees.

A charge of 1.00 per announcement is made for talent and production, commissionable.

ASCAP, BMI and SESAC licensees.

Station reserves right to demand cash in advance where advisable in judgement of station management.

Rates guaranteed for 6 months from date of first broadcast or 6 months from effective date of rate increase, providing advertising is running at time of increase and continues without interruption.

Copy restrictions:

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

FM operated independently of AM.

For FM information consult station management.

The following rates are for AM national advertising.

### ANNOUNCEMENTS

#### CLASS "AA"

(6:00 a.m. to 9:00 a.m. and 3:00 p.m. to 7:00 p.m. Monday through Saturday)

Per announcement:

1 time..... 21.00 156 times..... 19.00

26 times..... 20.50 260 times..... 18.00

52 times..... 20.00 312 times..... 17.00

104 times..... 19.50

#### CLASS "A"

(6:00 a.m. to 7:00 a.m.; 9:00 a.m. to 4:00 p.m. and 7:00 p.m. to 8:00 p.m. Monday through Saturday all day Sunday)

Per announcement:

1 time..... 18.00 156 times..... 15.00

26 times..... 17.25 260 times..... 14.25

52 times..... 16.50 312 times..... 13.50

104 times..... 15.75

#### CLASS "B"

(All other times)

Per announcement:

1 time..... 15.00 156 times..... 11.00

26 times..... 14.00 260 times..... 10.00

52 times..... 13.00 312 times..... 9.00

#### CLASS "AA"

Per week

One time: 1 wk. 13 wks. 26 wks. 52 wks.

1 hour..... 144.00 136.00 129.00 121.00

1/2 hour..... 72.00 70.00 68.00 64.80

25 minutes..... 61.00 58.30 56.00 54.30

1/4 hour..... 48.00 46.20 45.60 43.20

10 minutes..... 36.00 35.30 34.20 32.40

5 minutes..... 24.00 23.50 22.80 21.60

Two times:

1 hour..... 278.00 262.00 248.00 232.00

1/2 hour..... 139.00 131.00 125.80 120.60

25 minutes..... 114.00 108.60 104.00 100.60

1/4 hour..... 89.00 85.40 84.20 79.40

10 minutes..... 66.00 64.60 62.40 58.80

5 minutes..... 43.00 42.00 40.60 38.20

Three times:

1 hour..... 414.00 390.00 369.00 345.00

1/2 hour..... 207.00 194.00 189.20 178.40

25 minutes..... 168.00 160.90 154.00 148.90

1/4 hour..... 126.00 120.60 118.80 111.60

10 minutes..... 90.00 87.90 84.60 79.20

5 minutes..... 62.00 60.50 58.10 54.80

# NEW YORK

	1 wk.	13 wks.	26 wks.	52 wks.
Four times:				
1 hour.....	546.00	514.00	486.00	454.00
1/2 hour.....	256.00	252.00	240.80	231.20
25 minutes.....	218.00	216.20	198.00	191.20
1/4 hour.....	168.00	160.80	158.40	148.80
10 minutes.....	122.00	119.20	114.40	107.60
5 minutes.....	81.00	79.00	76.20	61.40
Five times:				
1 hour.....	672.00	632.10	597.00	557.00
1/2 hour.....	326.00	305.00	290.60	279.00
25 minutes.....	262.00	249.50	238.20	229.50
1/4 hour.....	200.00	191.20	183.00	161.80
10 minutes.....	151.00	147.50	141.00	133.00
5 minutes.....	102.00	99.50	95.70	90.00
Six times:				
1 hour.....	820.00	772.00	730.00	782.00
1/2 hour.....	407.00	391.00	371.40	349.80
25 minutes.....	331.00	314.80	301.00	290.80
1/4 hour.....	246.00	235.20	231.60	217.20
10 minutes.....	174.00	169.80	173.20	152.40
5 minutes.....	128.00	117.00	112.20	106.60
Seven times:				
1 hour.....	880.00	800.20	772.00	752.00
1/2 hour.....	421.00	407.00	392.20	375.00
25 minutes.....	370.00	352.50	347.00	321.20
1/4 hour.....	259.00	247.00	243.80	239.00
10 minutes.....	197.00	191.20	185.00	175.30
5 minutes.....	144.00	139.00	134.00	98.60

### CLASS "A"

One time:				
1 hour.....	100.00	96.20	91.20	86.40
1/2 hour.....	52.00	48.00	45.60	43.20
25 minutes.....	50.00	45.00	42.60	40.00
1/4 hour.....	35.00	32.00	30.40	28.80
10 minutes.....	29.00	25.60	22.20	21.00
5 minutes.....	21.00	18.00	17.10	16.20
Two times:				



**NEW YORK**

**Buffalo-Niagara Falls—W B N Y—Continued**

	Per week			
	1 wk.	13 wks.	26 wks.	52 wks.
<b>Five times:</b>				
1 hour.....	490.00	470.00	445.60	422.00
1/2 hour.....	252.00	231.40	218.80	208.00
25 minutes.....	241.00	219.00	203.00	191.20
1/4 hour.....	167.00	153.20	144.00	124.70
10 minutes.....	134.00	120.20	105.40	101.00
5 minutes.....	100.00	93.00	79.50	75.60
<b>Six times:</b>				
1 hour.....	587.00	574.20	533.80	505.40
1/2 hour.....	298.00	276.40	269.40	249.20
25 minutes.....	289.00	262.00	243.60	228.00
1/4 hour.....	200.00	183.20	172.40	141.80
10 minutes.....	162.00	141.80	128.60	124.00
5 minutes.....	121.00	117.00	95.60	92.80
<b>Seven times:</b>				
1 hour.....	685.00	663.40	622.80	590.80
1/2 hour.....	350.00	323.60	306.40	292.40
25 minutes.....	338.00	306.00	285.20	267.00
1/4 hour.....	233.00	213.00	189.60	177.00
10 minutes.....	186.00	166.30	145.00	129.00
5 minutes.....	120.00	118.00	110.00	104.80

**CLASS "B"**

Rates on request.

**SPECIAL FEATURES**

News Service—AP, UPI, U. S. Weather Bureau wire. News broadcasts—6:55 a.m., 7:55 a.m., 8:55 a.m., 9:55 a.m., 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., 5:55 p.m., 6:55 p.m., 7:55 p.m., 8:55 p.m., 9:55 p.m., 10:55 p.m., and 11:30 p.m. Monday through Saturday.

**NEWSCASTS CLASS "AA"**

(Daily except Sunday)

Per week:				
6 times.....	192.00	18 times.....	540.00	
12 times.....	372.00			

**CLASS "A"**

(Daily except Sunday)

Per week:				
6 times.....	162.00	18 times.....	450.00	
12 times.....	312.00			

News and sports—3:55 p.m., 4:55 p.m., 5:55 p.m. and 6:55 p.m. Monday through Saturday.

**SPORTSCASTS**

Per week:				
6 times.....	192.00	12 times.....	372.00	

**Participating Programs**

Monday through Saturday:  
 "The Lucky Pierre Show"—6:00 a.m. to 9:00 a.m. Time, temperature, weather, special events, electronic news and Fernando, the Spanish speaking parrot.  
 "The Freddie Kleistine Show"—9:00 a.m. to 11:00 a.m. Top pop music.  
 "The Lucky Pierre Show"—11:00 a.m. to noon. Top tunes of the day.  
 "The Freddie Kleistine Show"—noon to 2:00 p.m. Pop music and cash prizes.  
 "The Dick Carr Show"—2:00 p.m. to 7:00 p.m. Top 40 tunes.  
 "The Mark W. Edwards Show"—7:00 p.m. to 11:30 p.m. Music for the entire family.

**POLITICAL**

Regular rates apply; cash in advance.

**Closing Time**

48 hours prior to broadcast.

**WE BR**

**BUFFALO**

(Established 1924)

Buffalo Courier Express Station.



Rates effective January 1, 1957. (Card No. 16).  
 Card received November 29, 1956.  
 Revisions received July 3, 1958.  
 Owned and operated by WE BR, Inc.

**Personnel**

General Manager—David F. Leopold.  
 Commercial Manager—George T. Stage.  
 Prog. & Pub. Dir.—Bill Schweitzer.

**Representatives**

The Katz Agency, Inc.

**Mailing Instructions**

Business Office and Studio—23 North St., Buffalo 2, N. Y., Lincoln 7133.  
 Transmitter—Big Tree Road, Hamburg, N. Y.

**Wave—Power—Time**

Operating power—5,000 watts.  
 Frequency—970 kilocycles.  
 Directional—same pattern, all hours.  
 Licensed to operate full time.  
 Operates on Eastern Time.  
 Operating schedule: Sundays 7:00 a.m. to 2:00 a.m.; week days 5:30 a.m. to 2:00 a.m.

**Agency Commission**

15% to recognized advertising agencies; no cash discount. Bills rendered monthly.

**General Advertising**

For combination rates see Mutual Broadcasting System. Advertising of alcoholic beverages other than beer and wine not accepted.  
 ASCAP, BMI and SESAC licenses.  
 Actual broadcast time is as follows: 29 minutes for 1/2 hour; 14 minutes for 1/4 hour. One minute announcement, live 160 words; station break, live 65 words, transcribed 30 seconds.  
 Announcements adjacent to a higher rate classification take the rate of the higher classification.  
 Station reserves the right to change its rates effective on such date as it may announce.  
 Changes which increase rates will not apply to advertisers on the air at the time the increase is announced until six months after the effective date of any new rates. One year contracts, however, will be accepted only for the purpose of determining frequency.

(7:00 a.m. to 2:00 p.m. Monday through Saturday)  
 (See special features for 1:00 p.m. to 2:00 p.m. Monday through Friday)

	1/2 hr.	1/4 hr.	5 min.	1 min.	1 sta. brk.	10 sec.
1 time.....	48.00	32.00	22.00	16.00	11.00	8.00
52 times.....	46.50	31.00	21.00	15.50	10.75	7.75
104 times.....	45.00	30.00	20.00	15.00	10.50	7.50
156 times.....	43.50	29.00	19.00	14.50	10.25	7.25
260 times.....	42.00	28.00	18.00	14.00	10.00	7.00

(2:00 p.m. to 7:00 p.m. Monday through Saturday; 11:00 a.m. to 7:00 p.m. Sunday)

1 time.....	69.00	46.00	36.00	23.00	16.00	11.50
52 times.....	67.50	45.00	35.00	22.50	15.50	11.25
104 times.....	66.00	44.00	34.00	22.00	15.00	11.00
156 times.....	64.50	43.00	33.00	21.50	14.50	10.75
260 times.....	63.00	42.00	32.00	21.00	14.00	10.50

(7:00 p.m. to 11:30 p.m. Monday through Sunday)

1 time.....	36.00	24.00	17.00	12.00	8.50	6.00
52 times.....	35.25	23.50	16.50	11.75	8.25	5.85
104 times.....	34.50	23.00	16.00	11.50	8.00	5.75
156 times.....	33.75	22.50	15.50	11.25	7.75	5.65
260 times.....	33.00	22.00	15.00	11.00	7.50	5.50

(11:30 p.m. to 7:00 a.m. Monday through Saturday; 7:00 a.m. to 11:00 a.m. Sunday)

1 time.....	21.00	14.00	9.50	7.50	5.00	3.50
52 times.....	20.25	13.50	9.25	7.25	4.80	3.40
104 times.....	19.50	13.00	9.00	7.00	4.60	3.25
156 times.....	18.75	12.50	8.75	6.75	4.40	3.15
260 times.....	18.00	12.00	8.50	6.50	4.20	3.00

Minute and station breaks may be counted to help earn frequency discounts on 10-second announcements; but 10-second announcements may not be counted to help earn frequency discounts on minutes and station-breaks.

**MULTI-SPOT PLAN (Fixed but Pre-emptible)**

**CLASS "A"**  
 (Monday through Saturday, 2:00 p.m. to 7:00 p.m.; Sunday, noon to 7:00 p.m.)

1-minute ann.:	1 wk.	13 wks.	26 wks.	52 wks.
10 times per week.....	210.00	205.00	200.00	195.00
15 times per week.....	300.00	292.50	285.00	277.50
20 times per week.....	380.00	370.00	360.00	350.00

**CLASS "B"**  
 (Monday through Saturday, 7:00 a.m. to 2:00 p.m.)

1-minute announcements:				
10 times per week.....	140.00	135.00	130.00	125.00
15 times per week.....	195.00	187.50	180.00	172.50
20 times per week.....	240.00	230.00	220.00	210.00

**CLASS "C"**  
 (Monday through Saturday, 7:00 p.m. to 11:30 p.m.)

1-minute announcements:				
10 times per week.....	110.00	105.00	100.00	95.00
15 times per week.....	150.00	142.50	135.00	127.50
20 times per week.....	180.00	170.00	160.00	150.00

**CLASS "D"**  
 (Monday through Saturday, 11:30 p.m. to 7:00 a.m.; Sunday 7:00 a.m. to noon)

1-minute announcements:				
10 times per week.....	65.00	62.50	60.00	57.50
15 times per week.....	90.00	86.25	82.50	78.75
20 times per week.....	110.00	105.00	100.00	95.00

Station Breaks—70% of minute rate.  
 10-Seconds—50% of minute rate.  
 The number of weeks rate is determined by the number of weeks in which a minimum of 10 announcements per week is scheduled.  
 The times per-week rate is then determined by the number of announcements scheduled in a given week. Multi-Spot Plan announcements may be counted for frequency discounts on non-Plan announcements. Minutes and Station Breaks may be counted to help earn Multi-Spot Plan rates for 10-second announcements; but 10-second announcements may not be counted to help earn Multi-Spot Plan rates for Minutes and Station Breaks.

**"ROUND THE CLOCK PLAN"**

Based on units consisting of 7 announcements per week, 1 announcement in each of following day parts:  
 7:00 a.m. to 10:00 a.m.; 10:00 a.m. to 2:00 p.m.;  
 2:00 p.m. to 7:00 p.m.; 7:00 p.m. to 11:30 p.m.;  
 11:30 p.m. to 7:00 a.m. Monday through Friday.  
 7:00 a.m. to 1:30 p.m. Saturday.  
 11:00 a.m. to 6:00 p.m. Sunday.

The 5 Monday through Friday announcements in a unit can be used vertically (all in 1 day) or spread throughout the week, so long as there is 1 announcement in each day part. In addition, there will be 1 announcement in each unit scheduled on Saturday and 1 on Sunday.  
 To earn the rate for 4 units, announcements must be scheduled within 4 consecutive weeks. For example, all 4 units can be scheduled in 1 week; or 2 units in the 1st week and 2 units in the 3rd week; or 1 unit in each of the week; or any other variation, so long as all 4 units are run within a period of 4 consecutive weeks.  
 Cost per unit (7 announcements):

	1 min.	20 sec.	10 sec.
1 to 3 units.....	86.50	62.00	43.00
4 units.....	75.50	56.00	38.75

**SPECIAL FEATURES**

News Service—AP, UPI (Press & Sports), Buffalo Courier Express, INS.  
 "Hi-Teen" (Saturday afternoon):  
 1/2 hour..... 100.00 1/4 hour..... 50.00

**Newscasts**

	1 tl.	52 tl.	104 tl.	156 tl.	260 tl.
6:00 a.m. to 6:10 a.m., Monday through Saturday.....	11.00	10.50	10.00	9.50	9.00
7:00 a.m. to 7:10 a.m., Monday through Saturday.....	32.00	31.50	31.00	30.50	30.00
8:00 a.m. to 8:10 a.m., Monday through Saturday.....	32.00	31.50	31.00	30.50	30.00
9:00 a.m. to 9:10 a.m., Monday through Saturday.....	32.00	31.50	31.00	30.50	30.00
10:00 a.m. to 10:05 a.m. Monday through Friday.....	22.00	21.50	21.00	20.50	20.00
Noon to 12:10 p.m., Monday through Sunday.....	50.00	48.75	47.50	46.25	45.00
3:00 p.m. to 3:03 p.m., Monday through Friday.....	37.00	36.50	36.00	35.50	35.00
4:00 p.m. to 4:03 p.m., Monday through Friday.....	37.00	36.50	36.00	35.50	35.00
5:00 p.m. to 5:03 p.m., Monday through Friday.....	37.00	36.50	36.00	35.50	35.00

	1 tl.	52 tl.	104 tl.	156 tl.	260 tl.
6:00 p.m. to 6:10 p.m., Monday through Saturday.....	50.00	48.75	47.50	46.25	45.00
10:00 p.m. to 10:05 p.m., Monday through Saturday.....	14.00	13.50	13.00	12.50	12.00

News & Sports:  
 11:00 p.m. to 11:14 p.m., Monday through Sunday..... 27.00 26.50 26.00 25.50 25.00

Sports:  
 6:15 p.m. to 6:29 p.m., Monday through Saturday..... 50.00 48.75 47.50 46.25 45.00

**POLITICAL**

Regular rates apply.  
 Foreign Language Programs  
 No foreign language programs accepted.  
**TRANSCRIPTIONS**  
 Library Service—Thesaurus and Standard.  
 Recordings accepted.  
 Reference recordings—no charge for first program; 10.00 each thereafter. Announcement transcriptions, each 3.00.  
**Closing Time**  
 Contracts required two weeks in advance. Copy and program material 48 hours in advance.

**WGR**

**BUFFALO**

(Established 1922)

**NBC Network**



Rates effective March 1, 1957. (Card No. 24).  
 Card received February 14, 1957.  
 Owned and operated by Transcontinent Television Corporation.

**Personnel**

President—David C. Moore.  
 Station Manager—Nat L. Cohen.  
 Program Director—Sidney Gaby.  
 Administrative Manager—Robert J. Strigl.

**Representatives**

Peters, Griffin, Woodward, Inc.  
 Canada—Radio & Television Sales, Inc. (Toronto).

**Mailing Instructions**

Business Office and Studio—Hotel Lafayette, Buffalo 5, N. Y., Washington 3100.  
 Transmitter—Big Tree Road, Hamburg, N. Y.

**Wave—Power—Time**

Operating power—5,000 watts non-directional to local sunset; 5,000 watts directional thereafter.  
 Frequency—550 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time.  
 Operates on Eastern Time.  
 Daylight Saving Time observed.  
 Operating schedule: 24 hours daily except 2:00 a.m. to 5:30 a.m. Monday.

**Agency Commission**

15% to recognized agencies on time and talent; no cash discount. All bills rendered monthly; payable in 10 days.

**General Advertising**

Affiliated with ABC and NBC Radio.  
 Rates include music copyright fees.  
 BMI, ASCAP and SESAC licenses.  
 Contracts accepted 30 days in advance of starting date. No contract may cover a period longer than 52 weeks. Announcements and program periods of five minutes or more may not be combined for discount purposes. Service which has been maintained for 52 consecutive weeks and continues weekly without lapse, will receive the same frequency rate or the frequency rate applicable to that portion of the service which continues.  
 Length of commercial copy:

5 minutes.....	1:30 minutes
10 minutes.....	2:00 minutes
15 minutes.....	2:30 minutes
30 minutes.....	3:00 minutes
60 minutes.....	6:00 minutes

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

**PROGRAMS CLASS "A"**

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

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 tl.....	175.00	105.00	70.00	55.00	40.00
26 tl.....	166.25	99.75	66.50	52.25	38.00
52 tl.....	157.50	94.50	63.00	49.50	36.00
156 tl.....	148.75	89.25	59.50	46.75	34.00
260 tl.....	140.00	84.00	56.00	44.00	32.00
520 tl.....	131.25	78.75	52.50	41.25	30.00
1000 tl.....	122.50	73.50	49.00	38.50	28.00



**Buffalo-Niagara Falls—WGR—Continued**

**CLASS "C"**  
(Midnight to 6:30 a.m.)

(*)	(†)	(*)	(†)
1 time.... 14.00	9.00	260 times 11.20	7.20
26 times.. 13.30	8.55	520 times 10.50	6.75
52 times.. 12.60	8.10	1000 times 9.80	6.30
156 times.. 11.90	7.05		

(\*) 1 minute transcribed or 125 words live.  
(†) 20 seconds transcribed or 35 words live.

**WEEKLY VOLUME DISCOUNT PLANS**  
(Fixed position between 10:00 a.m. and 10:00 p.m.; 20% discount for floating schedule)

	Per week	Per week	Per week
6 announcements weekly.....	1 min. 20 sec. 8 sec.	150.00	100.00 50.00
13 announcements weekly.....	Thirteen Plan	286.00	191.00 97.50
21 announcements weekly.....	Twenty-One Plan	399.00	266.00 135.00

Announcements in non-package periods can apply to the total to earn package discounts, but announcements at package rates cannot be combined with announcements at regular card rates to earn greater frequency discounts.

**SPECIAL FEATURES AND SERVICES**  
Participating Programs

**FARM**  
AM 6:05-6:15, M-Sat., "Farm Reporter" Agricultural bulletins, market news, weather. 10 minute program, per program, 25.00.

**NEWS**  
News Service—UPI and local.  
5-minute news every hour at 5 minutes to the hour.  
20-second commercials with News Headlines at the 1/2 hour:

6 times per week.....	100.00
13 times per week.....	181.00
21 times per week.....	266.00

Rates include time, news preparation, announcer. Following rates apply on all news programs:

5 minutes, per program.....	15.00
(All other times)	
5 minutes, per program.....	35.00
10 minutes, per program.....	50.00

**MUSIC**  
AM 6:15-9:55, Monday through Friday.  
6:15-8:50, Saturday. "Musical Clock." Time, weather, pop music.

10-minute live participation only.  
6 times weekly, per week.... 240.00  
5 times weekly, per week.... 200.00  
3 times weekly, per week.... 125.00

Standard Class "A" and "C" rates less frequency discounts apply for one minute announcements only.  
PM Popular music, news, time signals, weather, road conditions.

Announcements: Standard Class "A" rates apply less frequency discounts.  
"Frank Dill Show"—11:00 a.m. to 3:00 p.m. Monday through Friday. Music, weather.  
"Danny Neaverth Show"—3:00 p.m. to 5:55 p.m. Monday through Friday. Music, weather.  
"Warren Kelly Show"—8:00 p.m. to midnight. Monday through Saturday. Music, weather, news.  
Class A and B rates apply for station breaks and minute announcements.  
"Hernando's Highway"—midnight to 5:30 a.m. Monday through Saturday; midnight to 2:00 a.m. Sunday. Music, weather.

**SPORTS**  
PM 6:05-6:25, Monday through Friday, "Sports Review".  
6 times weekly, per week..... 335.00  
5 times weekly, per week..... 280.00  
3 times weekly, per week..... 175.00

**POLITICAL**  
Regular rates apply, payable in advance.  
**TRANSCRIPTIONS**  
Instantaneous reference recordings: Reasonable requests for airchecks will be honored without charge. Others available at 7.50 per 15 minute program.

**WHL D**  
**NIAGARA FALLS**  
(Established 1940)



Rates effective August 1, 1955.  
Rates received August 5, 1955.  
Revisions (eff. date) rec'd August 30, 1955.  
Owned and operated by Earl C. Hull, Niagara Falls, N. Y.

**Personnel**  
Owner & Gen'l Mgr.—Earl C. Hull.  
Business Manager—Robert J. Manning.

**Representatives**  
Headley-Reed Company.

**Mailing Instructions**  
Business Office—United Building, Niagara Falls, N. Y. Bu 4-6464.  
Studios—Treadway Inn, Niagara Falls, N. Y. Bu 5-8421.

Buffalo Sales Office—Peace Bridge Motel, Buffalo, N. Y.—Jackson 6930.  
Transmitter—Staley Road (midway between Niagara Falls and Buffalo), Grand Island, N. Y.

**Wave—Power—Time**  
Operating power—5,000 watts days.  
Frequency—1270 kilocycles.  
Non-directional.

Licensed to operate days.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: Sundays 7:30 a.m. to local sunset; week days 6:00 a.m. to local sunset.

**FM Facilities**  
Effective radiated power—47,000 watts.  
Frequency—98.5 megacycles; Class C.  
Antenna height—420 feet above average terrain.

Licensed to operate unlimited time.  
Operates on Eastern Time.  
Operating schedule: 6:00 a.m. to 12:00 midnight.

**Agency Commission**  
15% to recognized agencies on station time charges; no commission on talent or remote charges. Bills rendered 1st of month, due 10th of month.

**General Advertising**  
Affiliated with Northeast Radio Network.  
Accepts AAAA copyrighted contract.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	120.00	70.00	40.00	27.00	20.00
13 times.....	115.00	65.00	37.50	26.00	19.00
26 times.....	110.00	60.00	35.00	25.00	18.00
52 times.....	95.00	55.00	32.50	24.00	17.00
104 times.....	85.00	50.00	30.00	23.00	16.00
156 times.....	80.00	45.00	27.50	22.00	15.00
260 times.....	75.00	40.00	25.00	21.00	14.00
312 times.....	70.00	35.00	22.50	20.00	13.00

**ANNOUNCEMENTS**

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	12.00	10.00	104 times..	10.00 8.00
13 times.....	11.50	9.50	156 times..	9.50 7.50
26 times.....	11.00	9.00	260 times..	9.00 7.00
52 times.....	10.50	8.50	312 times..	8.50 6.50

**SPECIAL FEATURES**  
News Service—UPI.  
Saturation news and Announcement Packages available on request.

**Participating Programs**  
Monday through Friday:  
"Eddy Jo Show"—7:05 a.m. to 8:30 a.m.  
"Kathy Hehir Show"—9:05 a.m. to 9:30 a.m.  
"Radio Relay"—11:30 a.m. to noon.  
"Joe Rico Show"—5:05 p.m. to 7:00 p.m.  
Rates on request.

**Foreign Languages**  
Polish, Italian, Ukrainian programs available—rates on request.  
**Closing Time**  
Contracts close one week in advance of first broadcast; announcement copy and transcriptions close 24 hours in advance; talks close 72 hours in advance.

**WINE**  
**KENMORE**  
(Established 1948)  
**Independent**  
A Kluge Group Station



Rates effective October 15, 1957.  
Rates received October 3, 1957.  
Owned and operated by Western New York Broadcasting Co., Inc.

**Personnel**  
President—John Kluge.  
General Manager—Alfred E. Anselme.  
Nat'l Sales Dir.—Harvey L. Glascock.

**Representatives**  
Stars National, Inc.

**Mailing Instructions**  
Business Office and Studio—13 S. Cayuga Rd., Williamsville, N. Y.  
Transmitter—Niagara Falls Blvd., Buffalo 17, N. Y.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1080 kilocycles.  
Non-directional.

Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: Local sunrise to sunset.

Jan.....	7:45 a.m.-5:00 p.m.	July..	4:45 a.m.-8:00 p.m.
Feb.....	7:15 a.m.-5:45 p.m.	Aug..	5:15 a.m.-7:15 p.m.
Mar....	6:30 a.m.-6:15 p.m.	Sept..	6:00 a.m.-6:30 p.m.
Apr....	5:30 a.m.-7:00 p.m.	Oct..	6:30 a.m.-5:30 p.m.
May....	4:45 a.m.-7:30 p.m.	Nov..	7:00 a.m.-5:00 p.m.
June..	4:30 a.m.-8:00 p.m.	Dec..	7:45 a.m.-4:45 p.m.

**FM FACILITIES**  
Effective radiated power—4,600 watts.  
Frequency—103.3 megacycles.

**Agency Commission**  
15% on time only; no cash discount. Bills due and payable when rendered.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Time rates include music copyright fees.  
B.M.I., ASCAP and SESAC licenses.

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.  
Announcements and programs may not be combined to earn a greater frequency discount.

	1 min.	40 sec.	30 sec.	20 sec.
1 time.....	12.00	10.00	9.00	8.00
13 times.....	11.75	9.75	8.75	7.75
26 times.....	11.50	9.50	8.50	7.50
52 times.....	11.25	9.25	8.25	7.25
104 times.....	10.75	8.75	7.75	6.75
156 times.....	10.25	8.25	7.25	6.25
260 times.....	10.00	8.00	7.00	6.00
312 times.....	9.50	7.50	6.50	5.50
365 times.....	9.00	7.00	6.00	5.00

**MONTHLY IMPACT PLAN**  
(Monday through Sunday)

30 times.....	10.00	8.00	7.00	6.00
60 times.....	9.50	7.60	6.70	5.75
90 times.....	9.00	7.20	6.40	5.50
120 times.....	8.50	6.80	6.10	5.25
150 times.....	8.00	6.40	5.80	5.00
180 times.....	7.50	6.00	5.50	4.75

**WEEKLY IMPACT PLAN**

7 times.....	11.00	9.00	8.00	7.00
14 times.....	10.50	8.55	7.60	6.70
21 times.....	10.00	8.10	7.20	6.40
28 times.....	9.50	7.65	6.80	6.10
35 times.....	9.00	7.20	6.40	5.80
42 times.....	8.50	6.75	6.00	5.50

**SPECIAL FEATURES**  
News Service—UPI, local and Sports Wire. Newscasts scheduled every hour at 5 minutes of the hour.

**News Package Rates**  
6 5-minute newscasts weekly, flat, per week..... 90.00  
Less than 6 5-minute newscasts weekly, flat, each ..... 17.50

**NEW YORK**

**Participating Programs**  
General Manager—Alfred E. Anselme.  
Monday through Saturday:  
"Don Fortune Show"—7:00 a.m. to 10:00 a.m.  
"Jim Fagan Show"—10:00 a.m. to 2:00 p.m.  
"Grey Scott Show"—2:00 p.m. to sign-off.  
Sunday:  
"Sunday Serenade"—8:00 a.m. to sign-off.

**TRANSCRIPTIONS**  
Library Service—World.  
**Closing Time**  
48 hours in advance of broadcast.

**WJLL**  
**NIAGARA FALLS**  
(Established 1947)



Rates received September 3, 1957.  
Owned and operated by Niagara Frontier Broadcasting Corp.

**Personnel**  
Exec. Vice-Pres. & Gen'l Mgr.—Tom W. Talbot.  
Program Director—Tom Kennedy.

**Representatives**  
John E. Pearson Company.

**Mailing Instructions**  
Business Office and Studio—Hotel Niagara, Niagara Falls, N. Y. Butler 5-5796.  
Transmitter—55th St. and Buffalo Ave., Niagara Falls, N. Y.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1440 kilocycles.  
Non-directional.

Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 5:45 a.m. to local sunset.

**Agency Commission**  
15% to recognized agencies; no cash discount. Bills due 10 days from invoice date.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Contracts may be signed 90 days in advance of starting date. All contracts to be completed within one year and subject to the earned rate, even though advertising placed is not continuous.  
B.M.I., ASCAP and SESAC licenses.

**Copy length:**  
5 minutes..... 1.45 30 minutes..... 5.00  
10 minutes..... 2.45 60 minutes..... 9.00  
15 minutes..... 3.00

	1 hr.	1/2 hr.	25 min.	1/4 hr.	10 min.	5 min.
1 time.....	75.00	43.00	40.00	26.00	23.00	15.00
13 times.....	70.00	40.00	38.00	25.00	22.00	14.50
26 times.....	65.00	38.00	36.00	23.00	21.00	14.00
39 times.....	63.00	36.00	33.00	22.00	20.00	13.50
52 times.....	57.00	34.00	31.00	20.00	18.00	13.00
104 times.....	54.00	32.00	29.00	18.00	16.00	12.50
156 times.....	52.00	30.00	27.00	16.00	14.00	12.00
260 times.....	50.00	28.00	25.00	15.00	13.00	11.50
312 times.....	48.00	25.00	22.00	14.00	12.00	11.00

**SPOT ANNOUNCEMENTS**

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	10.00	8.00	104 times..	8.25 6.50
13 times.....	9.50	7.75	156 times..	7.75 6.25
26 times.....	9.25	7.50	260 times..	7.00 6.00
39 times.....	9.00	7.25	312 times..	6.50 5.50
52 times.....	8.75	7.00		

**SATURATION PACKAGES**  
One minute or less, per week:  
10 spots..... 65.00 20 spots..... 120.00  
15 spots..... 97.50 30 spots..... 180.00

**SPECIAL FEATURES**  
News Service—UPI and local.  
5-Minute News—on the hour; 15-minute news 8:00 a.m., 12:30 p.m., 4:30 p.m.

Talent, time signals, weather, sound effects, sports department and recordings available.  
"WJLL Powerhouse Merchandising Plan" available on purchase of 15 minutes daily Monday through Friday for minimum of 13 weeks. Includes three daily promotional announcements, maximum of 1,000 merchandising letters to outlets, paid newspaper ad monthly. All promotion will carry sponsor identification.

**Participating Programs**  
"Rainbow Ridge with Ramblin' Lou"—5:45 a.m. to 8:55 a.m.  
"The Polish Lark"—10:00 a.m. to 11:00 a.m. News and special features in Polish.  
"Noontime Jamboree"—11:00 a.m. to noon. Country and western music.  
"Tom Kennedy Show"—1:05 p.m. to 4:30 p.m. Music and news.

**POLITICAL**  
Programs and announcements accepted for broadcast on behalf of qualified candidates. Regular rates apply; payable in advance.

**TRANSCRIPTIONS**  
Library Service—World. Records cut at nominal cost.

**WKBW**  
**BUFFALO**  
(Established 1925)  
**Independent**



Rates effective October 1, 1958. (Card No. 21N.)  
Card received August 27, 1958.  
Owned and operated by WKBW, Inc.

**Personnel**  
Pres. & Gen'l Mgr.—Dr. Clinton H. Churchill.  
Station Manager—Clinton D. Churchill.  
Commercial Manager—Anthony C. Rocco.  
Program Director—Mike Joseph.

**Representatives**  
Avery-Knodel, Inc.  
(This listing continued on next page)

# NEW YORK

## Buffalo-Niagara Falls—W K B W—Continued

**Mailing Instructions**  
Business Office and Studio—1430 Main St., Buffalo 9, N. Y., Grant 5101.  
Transmitter—Big Tree Road, Hamburg, N. Y.

**Wave—Power—Time**  
Operating power—50,000 watts.  
Frequency—1520 kilocycles.  
Directional—same pattern, all hours.  
Licensed to operate full time.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: Continuous 24 hour operation.

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

**General Advertising**  
Rates include music copyright fees. BMI, ASCAP and SESAC licenses. Current advertisers are protected for 26 weeks from the effective date of any rate or discount revision. Length of commercial copy:

5 minutes.....	1:30 minutes
10 minutes.....	2:00 minutes
15 minutes.....	2:30 minutes
30 minutes.....	4:00 minutes
60 minutes.....	6:00 minutes

CLASS "A"				
(6:00 a.m. to 10:00 p.m.)				
	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	200.00	120.00	80.00	40.00
26 times.....	190.00	114.00	76.00	38.00
52 times.....	180.00	108.00	72.00	36.00
156 times.....	170.00	102.00	68.00	34.00
260 times.....	160.00	96.00	64.00	32.00
312 times.....	150.00	90.00	60.00	30.00

CLASS "B"				
(All other times)				
	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	150.00	90.00	60.00	30.00
26 times.....	142.50	85.50	57.00	28.50
52 times.....	135.00	81.00	54.00	27.00
156 times.....	127.50	76.50	51.00	26.50
260 times.....	120.00	72.00	48.00	25.00
312 times.....	112.50	67.50	45.00	24.50

**ANNOUNCEMENTS**  
**CLASS "A"**

	1 min.	30 sec.	10 sec.
1 time.....	20.00	15.00	10.00
13 times.....	19.00	14.25	9.50
52 times.....	18.00	13.50	9.00
156 times.....	17.00	12.75	8.50
260 times.....	16.00	12.00	8.00
520 times.....	15.00	11.25	7.50

**CLASS "B"**

	1 min.	30 sec.	10 sec.
1 time.....	15.00	11.25	7.50
13 times.....	14.00	10.50	7.00
52 times.....	13.00	9.75	6.50
156 times.....	12.00	9.00	6.00
260 times.....	11.00	8.25	5.50
520 times.....	10.00	7.50	5.00

**WEEKLY PACKAGE RATES**

1-minute	Each	Total	Each	Total	
5 times	15.00	75.00	20 times....	12.00	240.00
10 times	14.00	140.00	25 times....	11.00	275.00
15 times	13.00	195.00	30 times....	10.00	300.00

**30-seconds:**

5 times	11.25	56.25	20 times....	9.00	180.00
10 times	10.50	105.00	25 times....	8.25	206.25
15 times	9.75	146.25	30 times....	7.50	225.00

**10-seconds:**

5 times	7.50	37.50	20 times....	6.00	120.00
10 times	7.00	70.00	25 times....	5.50	137.50
15 times	6.50	97.50	30 times....	5.00	150.00

**DISCOUNTS**  
Program service of five minutes or longer and announcements of one minute or less cannot be added together in arriving at discounts. Each service must be computed separately.

**SPECIAL FEATURES**  
News Service—UPI and local news staff.  
Mobile news units available.

**Participation Programs**  
"The Perry Allen Show"—6:00 a.m. to 9:00 a.m. and 11:00 a.m. to noon Monday through Saturday. Popular music, time, temperature and weather. Card and package rates apply.  
"The Russ Syracuse Show"—9:00 a.m. to 11:00 a.m. and noon to 2:00 p.m. Monday through Saturday. Popular music, time, temperature and weather. Card and package rates apply.  
"The Art Roberts Show"—2:00 p.m. to 6:00 p.m. Monday through Saturday. Top hit tunes, time, temperature and weather. Card and package rates apply.  
"The Dick Biendi Show"—6:00 p.m. to midnight Monday through Saturday. Popular music, news, time, temperature, and weather. Card and package rates apply.  
"The Jack Kelly Show"—midnight to 5:00 a.m. Monday through Saturday. Popular music, time, temperature and weather. 20 1-minute announcements per week with one hour separation between spots; card, saturation and special rate of 100.00.

"Pulsebeat News"—1/4 and 3/4 hour mark 24 hours a day. Sponsor ID at both open and close plus 1-minute announcement showcased in the news. Strip of 6 newscasts, Monday through Saturday, flat, 100.00.  
"Sports Scoreboard"—local and national sports. Sponsor ID at both open and close plus 1-minute announcement within the sports. A package of 21 scoreboards, 3 a day, 7 days a week available for a flat 250.00 per week.  
"Farm and Home Hour"—5:00 a.m. to 6:00 a.m. Tuesday through Sunday. Card and saturation rates apply.

**POLITICAL**  
Accepted at regular rates. Payment required in advance.

**Closing Time**  
All commercial copy and contracts close 48 hours in advance.

# WNIA BUFFALO (Established 1956.) Independent

Rates effective January 1, 1957. (Card No. 1.)  
Card received February 12 1957.  
Owned and operated by Niagara Broadcasting System,

**Personnel**  
General Manager—Gordon P. Brown.  
**Representatives**  
Walker-Rawalt Company, Inc.  
**Mailing Instructions**  
Business Office and Studio—2900 Genessee St., Buffalo 25, N. Y., Fillmore 9600.  
Transmitter—Buffalo, N. Y.

**Wave—Power—Time** Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Operating schedule: \_\_\_\_\_

**Agency Commission**  
15% to recognized agencies on net station time; no cash discount. Bill rendered monthly, payable when rendered, not later than 10th of the month.

**General Advertising**  
All commercial copy and program matter subject to approval of station management. Contracts accepted 60 days in advance of starting date. No contract may cover a period longer than 52 weeks. In the event of a rate increase, continuous broadcasts under current contracts will be protected for 52 weeks from effective date of the increase.  
Advertising of liquor, certain medicinal products, per inquiry and "bait" advertising, unacceptable.  
Beer and wine advertising accepted at regular rates.  
Length of commercial copy:

5 minutes.....	1 minute
10 minutes.....	2 minutes
15 minutes.....	3 minutes
30 minutes.....	6 minutes
60 minutes.....	12 minutes

**CLASS "A"**  
(7:00 a.m. to 10:30 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time..	130.00	78.00	52.00	26.00	15.00
13 times	123.50	74.10	49.40	24.70	14.60
26 times	117.00	70.20	46.80	23.40	14.25
52 times	110.50	66.30	44.20	22.10	13.50
156 times	104.00	62.40	41.60	20.80	11.65
250 times	97.50	58.50	39.00	19.50	11.25

**CLASS "B"**  
(10:30 p.m. to 7:00 a.m.)

1 time....	97.50	58.50	39.00	19.50	11.25
13 times..	92.60	55.60	37.00	18.50	10.95
26 times..	87.75	52.65	35.10	17.55	10.70
52 times..	82.85	49.70	33.15	16.55	10.10
156 times..	78.00	46.80	31.20	15.60	8.75
250 times..	73.10	43.80	29.25	14.60	8.45

**ANNOUNCEMENTS**  
When used consecutively (without interruption) and placed in one contract:  
1 minute transcribed, 150 words live (max.)  
30 seconds transcribed, 75 words live (max.)  
20 seconds transcribed, 50 words live (max.)

	1 min.	30 sec.	20 sec.
1 time.....	15.00	12.00	10.50
25 times.....	14.25	11.40	10.00
50 times.....	13.50	10.80	9.45
75 times.....	12.75	10.20	8.95
100 times.....	12.00	9.60	8.40
250 times.....	11.25	9.00	7.85
350 times.....	10.50	8.40	7.35

**WEEKLY SATURATION PLAN**  
Per week

Minutes:	12 spots	18 spots	24 spots	30 spots	50 spots
1 week..	150.00	213.75	270.00	318.75	500.00
7 weeks	142.50	194.43	246.80	287.75	420.00
14 weeks	135.00	183.58	220.32	260.10	408.00
28 weeks	127.50	170.85	218.20	257.55	404.00
52 weeks	120.00	170.00	216.00	255.00	400.00

**Twenty seconds:**  
1 week.. 100.00 147.25 185.60 210.38 410.00  
7 weeks 95.00 141.98 170.85 202.45 316.00  
14 weeks 90.00 134.32 162.00 191.25 300.00  
28 weeks 85.00 130.30 151.20 176.50 280.00  
52 weeks 80.00 115.32 145.80 172.10 266.00

10 seconds or less (minimum 12 spots per week)—3.35 each flat, no frequency.  
10-Second Announcements & Time Signals  
Time Signals shall consist of giving the correct time plus 20 words (max.) commercial copy at regular 10 second announcement rate.  
Minimum of 12 announcements per week.

**POLITICAL**  
Regular rates apply; payable in advance.  
**Closing Time**  
All commercial copy and signed contracts must be submitted 48 hours in advance. Copy and contracts for Sunday not later than preceding Thursday, at noon.

# WWOL BUFFALO (Established 1947)

Rates effective May 1, 1957.  
Rates received March 6, 1957.  
Owned and operated by Greater Erie Broadcasting Co.,

**Personnel**  
Owner—Leon Wyszatycki.  
Station Manager—Herb Resnick.  
General Manager—Ted Wyszatycki.  
Commercial Manager—Alan Baer.  
**Representatives**  
Forloe & Company, Inc.

**Mailing Instructions**  
Business Office and Studio—315-317 Main St., Buffalo, N. Y., Mohawk 1200.  
Transmitter—Near Dorrance St., and Onondaga Ave., West Seneca, N. Y.

**Wave—Power—Time**  
Operating power 1,000 watts.  
Frequency—1120 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Eastern Time.  
Daylight Saving Time observed.

**Operating schedule:**  
Jan... 7:45 a.m.-5:00 p.m. July... 6:00 a.m.-8:00 p.m.  
Feb... 7:15 a.m.-5:45 p.m. Aug... 6:00 a.m.-7:15 p.m.  
Mar... 6:30 a.m.-6:15 p.m. Sept... 6:00 a.m.-6:30 p.m.  
Apr... 6:00 a.m.-7:00 p.m. Oct... 6:30 a.m.-5:30 p.m.  
May... 6:00 a.m.-7:30 p.m. Nov... 7:00 a.m.-5:00 p.m.  
June... 6:00 a.m.-8:00 p.m. Dec... 7:45 a.m.-4:45 p.m.

**Agency Commission**  
15% to recognized agencies on net station time; no cash discount. Bills rendered monthly.

**General Advertising**  
FM operated in conjunction with AM.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.

**ANNOUNCEMENTS**

	1 min.	30 sec.	20 sec.
1 time.....	12.50	10.00	9.00
26 times.....	12.00	9.50	8.50
52 times.....	11.50	9.00	8.00
104 times.....	11.00	8.50	7.50
208 times.....	10.50	8.00	7.00
312 times.....	10.00	7.50	6.50

**SPECIAL FEATURES**  
"Stan Jasinski"—Polish-American D. J., 150-word non-competitive participation. Flat rate, 20.00.  
"Stan Jasinski's Polka Party"—11:00 a.m. to 1:30 p.m. Saturday.  
"Sunday Polish-American Program"—noon to 3:30 p.m. Sunday.  
"Stan Jasinski Show"—10:00 a.m. to 11:00 a.m. Monday through Friday.

# CHEEKTOWAGA

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

## See Buffalo-Niagara Falls

# CHERRY VALLEY

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

# WRRC —FM—

(Established 1948)

Owned and operated by Northeast Radio Corp.  
**Mailing Instructions**  
Mailing address—P. O. Box M, Cherry Valley, N. Y.  
Business Office—Terrace Hill, Ithaca, N. Y., telephone 4-6357.  
Transmitter—Cherry Valley, N. Y.

**Wave—Power—Time**  
Effective radiated power—5,400 watts.  
Frequency—101.9 megacycles.  
Antenna height—1,080 feet above average terrain.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Operating schedule: 6:15 a.m. to 1:00 a.m. weekdays; noon to 1:00 p.m. Sundays.

**General Advertising**  
For combination rates see listing of Northeast Radio Network.

# CORNING (2 AM; 1 FM)

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

# WCBA

(Established 1949)

Rates effective July 1, 1949. (Card No. 1.)  
Owned and operated by Wellsboro-Corning Broadcasting Advertisers, Inc.

**Personnel**  
Vice-Pres. & Sta. Mgr.—Bob Shaddock.  
Com'l Mgr. & Sec'y-Treas.—Paul E. Carpenter.  
Program Director—Bob Shaddock.  
**Representatives**  
Devney, Incorporated.

**Mailing Instructions**  
Business Office—Davis Road, P. O. Box 117, Corning, N. Y., telephone 6-7000.  
Studio and Transmitter—South of Corning on Caton Road.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1350 kilocycles.  
Non-directional.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: Sunrise to local sunset.

**Agency Commission**  
15% to recognized agencies on net charges for station time. No cash discount. Bills due and payable when rendered.

**General Advertising**  
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.  
All time contracted for must be used within one year from starting date.

Time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts only in event that said broadcast periods are scheduled in time set aside for network use. Independent announcements may be moved to other periods if available and as arranged by station management upon 24 hours notice. Rates quoted herein are subject to change without notice.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	(*)	(†)
1 time.....	60.00	36.00	24.00	18.00	12.00	7.50
13 times.....	57.00	34.20	22.80	17.10	11.40	7.15
26 times.....	54.00	32.40	21.60	16.20	10.80	6.80
52 times.....	51.00	30.60	20.40	15.30	10.20	6.45
104 times.....	48.00	28.80	19.20	14.40	9.60	6.10
260 or more times.....	45.00	27.00	18.00	13.50	9.00	5.75

(\*) Five minutes, available in restricted periods.  
(†) One minute or station break.

(This listing continued on next page)

**Corning—W C B A—Continued**

**SPECIAL FEATURES**  
 News Service—UPI. Rates on request.  
 Time signals: Three a day—Monday through Saturday, consisting of the correct time and 15 words, per week 60.00. Subject to rebates for consecutive weeks.  
 Service features: Six announcements weekly Monday through Saturday; 125 words live or one minute transcription, 27.50. Subject to rebates for consecutive weeks.

**DISCOUNTS FOR CONSECUTIVE WEEKS**  
 13 weeks..... 2-1/2% 39 weeks..... 7-1/2%  
 26 weeks..... 5% 52 weeks..... 10%  
 "Club Shad-rack"; "Dave's Melody Corner"—top 100 tunes of week; "Music Country Style"—30-minutes of Western tunes; "Noontime Variety Show"; "Dial M for Music" and "Variety Shop".

**POLITICAL**  
 Payable in advance. Rates and details on request.  
**TRANSCRIPTIONS**  
 Library Service—Lang-Worth.

**Closing Time**  
 Closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date. No changes within two days preceding broadcast.

**WCLI**

(Established 1947)



Rates effective March 1, 1955. (Card No. 3.)  
 Card received March 28, 1955.  
 Owned and operated by Radio Corning Inc.  
**Personnel**  
 Gen'l & Com'l Mgr.—Gordon M. Jenkins.  
 Sta. Mgr. & Prog. Dir.—George P. Drcelle, Jr.

**Representatives**  
 Donald Cooke, Inc.  
**Mailing Instructions**  
 Business Office and Studio—P. O. Box 100, 99 W. 1st St., Corning, N. Y., telephone 6-5421.  
 Transmitter—Denmark Hill, Corning, N. Y.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1450 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Daylight Saving Time observed.  
 Operating schedule: 6:30 a.m. to 12:00 midnight week days; 8:00 a.m. to 12:00 midnight Sundays.

**F M Facilities**  
 Effective radiated power—4,200 watts.  
 Frequency—106.1 megacycles; channel 291.  
 Antenna height—500 feet above average terrain.  
 Licensed to operate unlimited time.  
 Operating schedule: 6:30 a.m. to 12:00 midnight week days; 8:00 a.m. to 12:00 midnight Sundays

**Agency Commission**  
 15% agency commission; no cash discount.

**General Advertising**  
 Affiliated with ABC Radio.  
 Accepts AAAA copyrighted contract.  
 AM duplicated over FM at no additional charge.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Maximum length of contract one year.

**CLASS "A"**  
 (5:59 p.m. to 8:00 p.m.)

	1	13	26	52	104	260
1 hour.....	70.00	63.25	66.50	64.75	63.00	59.50
1/2 hour.....	42.00	40.95	39.90	38.85	37.80	35.70
1/4 hour.....	28.00	27.30	26.60	25.90	25.20	23.80
10 minutes	21.00	20.45	19.95	19.40	18.90	17.85
5 minutes	14.00	13.65	13.30	12.95	12.60	11.90

**CLASS "B"**  
 (All other times)

	1	13	26	52	104	260
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	22.00
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**  
 One minute or 30 second station break:

	Class "A"	Class "B"	Class "A"	Class "B"
1 time.....	7.50	6.50	156 times.....	6.25 5.25
13 times.....	7.25	6.25	260 times.....	6.00 5.00
26 times.....	7.00	6.00	312 times.....	5.75 4.75
52 times.....	6.75	5.75	624 times.....	5.50 4.50
104 times.....	6.50	5.50		

**Saturation Spots**  
 One minute announcements or station breaks, run-of-schedule:  
 5 per day..... 18.00 15 per day..... 38.00  
 10 per day..... 28.00

**Time Signals**  
 15 words, run-of-schedule:  
 Minimum 25 per week, each..... 2.50  
 Minimum 35 per week, each..... 2.25  
 Minimum 50 per week, each..... 2.00

**SPECIAL FEATURES**  
 News Service—AP.  
 Newscasts available at no extra cost. Talent fees for local newscasters, sportscasters, women's programs and special features, upon request.

**POLITICAL**  
 Regular rates apply. Copy required 48 hours in advance.

**Closing Time**  
 Announcement copy 48 hours in advance; talent program copy, one week.

**CORTLAND (1 AM; 1 FM)**

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

**WKRT**

(Established 1947)



Rates effective November 1, 1951.  
 Revisions received January 28, 1952.  
 Owned and operated by Radio Cortland, Inc.

**Personnel**  
 President—Leighton A. Hope.  
 General Manager—William L. Thompson.  
**Representatives**  
 Gill-Perna, Inc.  
**Mailing Instructions**  
 Business Office and Studio—27 N. Main St., Cortland, N. Y., Skyline 6-2828.  
 Transmitter—Cortlandville-Virgil Rd., Cortland, N.Y.

**Wave—Power—Time**  
 Operating power—1,000 watts days; 500 watts nights.  
 Frequency—920 kilocycles.  
 Directional—nighttime only.  
 Operates on Eastern Time.  
 Licensed to operate full time.  
 Daylight Saving Time observed.  
 Operating schedule: 6:00 a.m. to 11:15 p.m. week days; 9:00 a.m. to 11:15 p.m. Sundays.

**F M Facilities**  
 Operating power—15,000 watts.  
 Frequency—99.9 megacycles; channel 260.  
 Operating schedule: 6:00 a.m. to 11:15 p.m.

**Agency Commission**  
 15% to recognized agencies on net station time only. No cash discount. Charges payable as billed.

**General Advertising**  
 The following rates are for both WKRT and WKRT-FM. FM separate rates on request. Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Maximum length of contract one year.

	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	34.00	23.00	17.00	11.50
26 times.....	54.00	32.00	21.50	16.00	11.00
52 times.....	46.00	26.00	18.00	14.00	9.00
260 times.....	38.00	22.00	16.00	12.00	8.00

**ANNOUNCEMENTS**  
 1 tl. 26 tl. 52 tl. 104 tl. 260 tl.  
 1 minute.. 7.50 7.00 6.50 6.00 5.20  
 1/2 minute. 6.00 5.50 5.00 4.50 3.70  
 Time discounts apply to total broadcasts in each classification for the same sponsor within the current year. No time discounts on talent or line charges.

**SPECIAL FEATURES**  
 News Service—UPI.  
 Stereophonic broadcast available for sponsorship.  
**TRANSCRIPTIONS**  
 Library Service—Lang-Worth.

**DE RUYTER**

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

**WRRD**

—FM—  
 (Established 1948)



Owned and operated by Northeast Radio Corp.  
**Mailing Instructions**  
 Mailing address—R. D. DeRuyter, N. Y.  
 Business Office—Terrace Hill, Ithaca, N. Y., telephone 4-6357.  
 Transmitter—Hunt's Hill near DeRuyter, N. Y.

**Wave—Power—Time**  
 Effective radiated power—5,400 watts.  
 Frequency—105.1 megacycles.  
 Antenna height—560 feet above average terrain.  
 Licensed to operate unlimited time.  
 Operates on Eastern Time.  
 Operating schedule: 6:15 a.m. to 1:00 a.m. week-days, and noon to 1:00 a.m. Sunday.

**General Advertising**  
 For combination rates see listing of Northeast Radio Network.

**DUNDEE**

Yates County—Map Location C-6  
 See SRDS consumer markets map and data at beginning of the State.

**WFLR**

(Established 1956)



Rates effective March 1, 1958.  
 Rates received January 31, 1958.  
 Owned and operated by Finger Lakes Broadcasting Co.  
**Personnel**  
 General Manager—Robert Burns.  
 Sales Manager—V. Fowler.  
 Assistant Manager—R. W. Nenno.

**Representatives**  
 None.  
**Mailing Instructions**  
 Business Office and Studio—30 Main St., Dundee, N. Y., telephone 158.  
 Other Studio—110 E. Elm St., Penn Yan, N. Y. Phone 2306.  
 Transmitter—Dundee, N. Y.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—1570 kilocycles.  
 Non-directional.  
 Licensed to operate to local sunset.  
 Operates on Eastern Standard Time.  
 Operating schedule: \_\_\_\_\_

**Agency Commission**  
 15%; no cash discount.

**General Advertising**  
 ASCAP and BMI licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	20 sec.
1 time.....	48.50	26.50	17.50	10.50	6.30	4.60
13 times.....	45.50	25.35	16.60	10.20	6.00	4.45
26 times.....	43.15	24.20	15.70	9.80	5.70	4.30
52 times.....	40.50	23.00	14.85	9.30	5.35	4.10
104 times.....	38.50	21.85	13.95	8.75	5.05	3.90
156 times.....	36.10	20.65	13.10	8.45	4.80	3.60
260 times.....	33.75	19.75	12.80	8.15	4.50	3.30

**Saturation Plan**  
 3 day saturation, minimum 50 announcements..... 225.00  
 2 day saturation, minimum 30 announcements..... 157.50

**NEW YORK**

**Discounts**  
 With exception of newscasts all advertisers will earn 5% discount for 26 consecutive weeks advertising and 10% discount for 52 consecutive weeks advertising.

**SPECIAL FEATURES**  
 News Service—AP.  
 Payable in advance.

**DUNKIRK**

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

**WDOE**

(Established 1949)



Owned and Operated by the Lake Shore Broadcasting Co., Inc.

**Personnel**  
 President—Simon Goldman.  
 General Manager—Richard Burt.

**Representatives**  
 Walker-Rawalt Company, Inc.

**Mailing Instructions**  
 Business Office, Studio and Transmitter—Willow Road, Dunkirk, N. Y., telephone 7756.

**Wave—Power—Time**  
 Operating power—500 watts.  
 Frequency—1410 kilocycles.  
 Directional—nights.  
 Licensed to operate unlimited time.  
 Operates on Eastern Time.  
 Daylight Saving Time observed.  
 Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

**Agency Commission**  
 15% to recognized agencies on time only; no cash discount. Bills rendered last day of month; payable within 10 days.

**General Advertising**  
 ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	44.00	26.40	17.60	13.20	8.80
13 times.....	40.70	24.40	16.28	12.20	8.14
26 times.....	37.40	22.44	14.96	11.22	7.48
52 times.....	34.10	20.40	13.64	10.23	6.82
104 times.....	30.80	18.48	12.32	9.24	6.16
156 times.....	27.50	16.50	11.00	8.25	5.50
260 times.....	24.20	14.52	8.80	7.26	4.84

**ANNOUNCEMENTS**

	1 min. 75 wds.	1 min. 75 wds.
1 time.....	6.00 4.80	260 times..... 3.90 3.12
26 times.....	4.98 3.96	500 times..... 3.60 2.88
100 times.....	4.26 3.42	Tie-in announcements 6.00

**SATURATION ANNOUNCEMENT PLAN**  
 (Run-of-schedule)

	—1 min.—	—20 sec.—
Per week:	Each Total	Each Total
10 times.....	5.00 50.00	4.00 40.00
15 times.....	4.75 71.25	3.75 56.25
20 times.....	4.50 90.00	3.50 70.00
30 times.....	4.25 127.50	3.25 97.50
8-second ID's, flat, each.....		2.50

**SPECIAL FEATURES**  
 News Service—UPI. 25% extra.

**POLITICAL**  
 Regular rates apply.

**Participating Programs**  
 Announcement rates plus proportionate share of talent charges.

**TRANSCRIPTIONS**  
 Library Service—Thesaurus.  
**Closing Time**  
 48 hours in advance of broadcast.

**ELMIRA (2 AM)**

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

**WELM**

(Established 1947)

**Basic CBS Affiliate**



Rates effective November 1, 1957.  
 Rates received October 31, 1957.  
 Owned and operated by Radio Elmira, Inc.

**Personnel**  
 General Manager—Keith W. Horton.  
 Program Director—Ruth E. Dibble.  
 Production Director—William J. Griffiths.

**Representatives**  
 Burn-Smith Company, Inc.

**Mailing Instructions**  
 Business Office and Studio—222 E. Market St., Elmira, N. Y., telephone 3-5626, 2-1400, TWX EL 92.  
 Transmitter—Upper Sheridan Ave., Elmira, N. Y.

**Wave—Power—Time**  
 Operating power—250 watts.  
 Frequency—1400 kilocycles.  
 Non-directional.  
 Licensed to operate full time on local channel.  
 Operates on Eastern Time.  
 Daylight Saving Time observed.  
 Operating schedule: 5:00 a.m. to 1:00 a.m., weekdays; 7:00 a.m. to 1:00 a.m. Sunday.

**Agency Commission**  
 15% to agencies recognized by station management on time, and by special quotation on other services; no cash discount. Bills rendered monthly and payable by 10th of month following service.

(This listing continued on next page)



# NEW YORK

## Elmira—W E L M—Continued

### General Advertising

For combination rates see CBS Radio Network and Northeast Radio Network. Accepts AAAA copyrighted contract. Rates include music copyright fees, as licensed. ASCAP, BMI and SESAC licenses.

CLASS "A"									
(6:30 a.m. to 11:15 p.m.)									
	1	1/2	1/4	10	5				
	hr.	hr.	hr.	min.	min.	(*)	(†)		
1 time.....	60.00	48.00	32.00	24.00	16.00	9.00	4.50		
13 times....	57.00	45.00	30.40	22.80	15.20	8.55	4.28		
26 times....	54.00	43.20	28.80	21.00	14.40	8.10	4.05		
52 times....	51.00	40.80	27.20	20.40	13.00	7.45	3.73		
104 times....	48.00	38.40	25.00	19.20	12.80	6.80	3.40		
208 times....	45.00	36.00	24.00	18.00	12.00	6.15	3.08		
312 times....	42.00	33.00	22.40	16.80	11.20	5.50	2.75		

(\*) 1-minute or less.  
(†) 10-seconds or less.  
CLASS "B"  
(All other times)  
70% of above rates.  
Frequency Discounts

Per week:  
Three to five programs (minimum 52 times).... 10%  
Six or more programs (minimum 78 times).... 20%

### ANNOUNCEMENT PACKAGE RATES

(Run-of-Schedule)

The announcement packages listed below may not be combined with regular announcements to earn frequency discounts. Retroactive discounts on package rates for continuous schedules only:

Minutes	Station	Breaks
10 per week.....	65.00	50.00
15 per week.....	90.00	71.25
20 per week.....	115.00	90.00
25 per week.....	137.50	106.25
50 per week.....	225.00	162.50

### Package Discounts

Discounts apply to above package rates:			
4 weeks.....	5%	13 weeks.....	15%
6 weeks.....	8%	26 weeks.....	20%
8 weeks.....	10%	39 weeks.....	25%
10 weeks.....	12%	52 weeks.....	30%

Quantity discount is for consecutive weeks and within 52 weeks after start of service. Renewals without lapse beyond 52 weeks will carry the 52 week discount. Announcement and station break discounts apply to the total number used in consecutive weeks within 52 weeks after the start of service. Renewals without lapse beyond 52 weeks will carry the 52 weeks discount.

News Service—AP and local news staff.  
Newscast rates on request, fully commissionable.  
CBS and ABC—co-op rates on request.  
"Listen Ladies" with Ethel Parker—11:30 a.m. to 11:50 a.m. Monday through Friday.  
"Mid-day"—Noon to 1:00 p.m. Monday through Friday.  
"Between Friends" with Ethel Parker—1:15 p.m. to 1:30 p.m. Monday through Friday.  
"Cornflakes with Griffiths" with Bill Griffiths—5:30 a.m. to 9:00 a.m. Monday through Saturday.  
"Musie with Morgan"—4:00 p.m. to 6:00 p.m. Monday through Friday.  
"Newsbeat"—6:00 p.m. to 7:00 p.m. Monday through Friday.

### POLITICAL

Commercial political broadcasts in behalf of qualified candidates earn regular discounts.

### TRANSCRIPTIONS

Instantaneous reference recordings: Lateral cut reference recordings as follows:  
Up to 5 minutes..... 5.00  
Over 5 to 15 minutes..... 6.00  
Over 15 to 30 minutes..... 12.00

### Closing Time

Closing time for talent program copy one week in advance. For announcement copy 48 hours.

## W E L M

(Established 1939)

## Basic NBC Affiliate



Rates effective May 1, 1958. (Card No. 8.)  
Card received April 28, 1958.  
Owned and operated by Elmira Star-Gazette, Inc.

### Personnel

General Manager—Dale L. Taylor.  
Commercial Manager—Dal Gray.  
Program Director—Ted Hodge.

### Representatives

Everett-McKinney, Inc.

### Mailing Instructions

Business Office and Studio—Mark Twain Hotel, Elmira, N. Y., telephone 5181. TWX EL 84.  
Transmitter—Schuyler Ave., two miles southeast of Elmira, N. Y.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; 6:00 a.m. to midnight weekdays.

### Agency Commission

15% to recognized advertising agencies on time charge only; no cash discount. Payment date, 10th of each month.

### General Advertising

For combination rates see NBC Radio Network. Accepts AAAA copyrighted contract. Advertising of alcoholic beverages not accepted. Rates include music copyright fees. BMI, SESAC, AMP and ASCAP blanket licenses. Rates guaranteed for 6 months. All time sold in network option hours, subject to recapture by station upon 56 days notice. Length of commercial copy in accordance with NAB Standards.

1 hour, 1 time.....	80.00
	1 13 26 52 104 260 312
	tl. tl. tl. tl. tl. tl. tl.
1/4 hour.....	32.00 30.40 28.80 27.20 25.60 24.00 22.40
10 minutes	24.00 22.80 21.60 20.40 19.20 18.00 16.80
5 minutes	16.00 15.20 14.40 13.60 12.80 12.00 11.20
1 minute..	9.00 8.55 8.10 7.65 7.20 6.75 6.30
20 seconds	6.75 6.40 6.05 5.75 5.40 5.05 4.80

(All times)  
10 seconds—50% above applicable 20 second rate.  
(7:01 p.m. to 6:29 a.m.)  
1-minute or 20-seconds—50% of applicable rate.

### WEEKLY ANNOUNCEMENT PACKAGE

(1-minute or less)

10-19 per wk., each.. 5.50 30-49 per wk., each.. 4.50  
20-29 per wk., each.. 5.00 50 per wk., each.. 4.00  
Cannot be combined with regular announcements to earn frequency discounts.

### SPECIAL FEATURES

News Service—AP, local and Gannett News Bureaus. National and local sports.

### Participating Programs

Regular rates apply.  
"Musical Clock" with Charlie Hobart—6:00 a.m. to 9:45 a.m.  
"For the Ladies" with Edna Bartlett—11:30 a.m. to 11:45 a.m. and 1:05 p.m. to 1:45 p.m.  
"Goin' Home Show" with Jack Hewett—4:05 p.m. to 6:00 p.m.

### POLITICAL

Regular rates and discounts apply; payable in advance.

### Closing Time

Talent programs close one week in advance. Announcement copy required two days prior to broadcast.

## ELMIRA HEIGHTS—HORSEHEADS

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

## W E H H

(Established 1956)

Rates effective October 1, 1956.  
Rates received August 27, 1956.  
Owned and operated by Elmira Heights-Horseheads Broadcasting Co.

### Personnel

General Manager—Frank P. Sala.  
Commercial Manager—Harry Keavin.  
Program Director—Norman Decker.

### Representatives

Devney, Incorporated.

### Mailing Instructions

Mailing address—P. O. Box 2097, Elmira Heights, N. Y.  
Business Office—107 W. Franklin St., Horseheads, N. Y.  
Studios—217 Oakwood Ave., Elmira Heights, N. Y., 107 W. Franklin St., Horseheads, N. Y.  
Transmitter—Latta Brook Road, three miles north of Elmira, N. Y.

### Wave—Power—Time

Operating power—500 watts days.  
Frequency—1590 kilocycles.  
Non-directional.  
Operates on Eastern Daylight Saving Time.  
Operation schedule: Sunrise to sunset.

### Agency Commission

15% to recognized agencies.

### General Advertising

Affiliated with Mutual Broadcasting System.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Maximum length of contract one year.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	42.00	26.40	15.60	13.20	9.60
13 times....	39.60	25.20	14.40	12.60	8.40
26 times....	38.40	24.00	13.80	11.40	8.10
52 times....	37.20	22.80	13.20	10.80	7.80
104 times....	36.00	21.60	12.60	10.20	7.50
208 times....	34.80	20.40	12.00	9.60	7.20
312 times....	33.60	19.20	11.40	9.00	6.90

### Announcements

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	7.00	6.00	156 times..	4.50 3.50
13 times....	6.50	5.50	260 times..	4.00 3.00
26 times....	6.00	5.00	312 times..	3.50 2.50
52 times....	5.50	4.50	624 times..	3.00 2.00
104 times....	5.00	4.00		

### SPECIAL FEATURES

News Service—UPI.

## ENDICOTT

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

## See Binghamton

## FLORAL PARK

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

## WSHS

—FM—

(Established 1947)

Owned and operated by Board of Education, Sewanaka High School.  
Does not sell time.

## FREDONIA

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

## WBUZ

(Established 1947)

Rates effective ———, (Card No. 1.)  
Card received February 17, 1958.  
Owned and operated by Louis W. Skelly dba Sherwood Broadcasting Co.

### Personnel

Pres. & Gen'l Mgr.—Louis W. Skelly.  
Station Manager—Frank Michaels.  
Commercial Manager—Elmer Reed.

### Representatives

None.

### Mailing Instructions

Business Office, Studio and Transmitter 13-15 E. Main St., Fredonia, N. Y. Phone 22157.

### Wave—Power—Time

Operating power—250 watts days.  
Frequency—1570 kilocycles.  
Non-directional.

Operates on Eastern Standard Time.  
Operating schedule: local sunrise to sunset.

### Agency Commission

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

### General Advertising

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

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time.....	45.00	25.75	18.25	12.25	10.00	4.75
13 times....	43.00	24.25	17.05	11.70	9.50	4.50
26 times....	41.00	22.75	15.85	11.15	9.00	4.25
52 times....	39.00	21.25	14.65	10.60	8.50	4.00
104 times....	37.00	19.75	13.45	10.05	8.00	3.75
260 times....	35.00	18.25	12.25	9.50	7.50	3.50

Special programs subject to extra talent and production charges.

### SPECIAL FEATURES

News Service—AP.

### Participating Programs

"Breakfast with Buzz," "Potpourri," "A Dab of Dabney," "Frank Michaels Show," "Boots Bell Show."

### Closing Time

24 hours in advance of broadcast.

## FREEPORT

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

## WGBB

(Established 1924)

Rates effective September 1, 1958. (Card No. 3.)  
Rates received October 25, 1956.  
Rev. (card no.) rec'd Sept. 2, 1958.

Owned and operated by Long Island's First Station, Inc.

### Personnel

Vice-Pres. & Gen'l Mgr.—Edward J. Fitzgerald.  
Assistant Station Manager—Michael C. Sands.  
Commercial Manager—Murray C. Evans.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—44 S. Grove St., Freeport, N. Y., Mayfair 3-1240.

Transmitter—215 Bedell St., Freeport, N. Y.

### Wave—Power—Time

Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.

Licensed to operate full time.  
Operates on Eastern Time.  
Daylight Saving Time observed.

Operating schedule: 6:00 a.m. to 10:00 p.m. Monday through Saturday; 7:55 a.m. to 10:00 p.m. Sunday.

### Agency Commission

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

### General Advertising

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Rates determined by number of combinable broadcasts 1 year from date of initial broadcast.  
Announcements and programs may not be combined to earn greater frequency discount.

	15	10	5 min.
	min.	min.	news
1 time.....	40.00	30.00	25.00
13 times....	39.50	29.50	24.75
39 times....	39.00	29.00	24.50
65 times....	37.00	28.00	24.00
156 times....	35.00	26.50	23.00
260 times....	33.00	25.00	22.00
312 times....	32.00	24.25	21.50
520 times....	31.00	23.50	21.00

Rates are based on total programs used within 52 week period.

(This listing continued on next page)



Freeport—W G B B—Continued

ANNOUNCEMENTS					
	1 min.	30 sec.	1 min.	30 sec.	
1 time.....	15.00	12.00	300 times..	12.00	10.00
50 times....	14.50	11.75	500 times..	11.00	9.25
100 times....	14.00	11.50	1000 times..	10.00	8.50
200 times....	13.00	10.75			

SATURATION SCHEDULE RATES  
(to be used within 7 day period)

10-14 spots—200 time rate.  
15-24 spots—300 time rate.  
25-49 spots—500 time rate.  
52 or more—1000 time rate.  
When WGBB and WGSM, Huntington carry equal program and/or announcement schedules of the same program and/or announcement length, the programs and/or announcements can be combined for the lowest earned rate on each station and earns an additional 15% discount for programs and 10% discount for announcements.

SPECIAL FEATURES

New Service—AP and local Nassau-Suffolk staff plus L. I. Daily Press ticker.  
News charges—15-minute programs additional, 5.00 net to station. Remote broadcasts—rates on request.

POLITICAL

Regular rates apply. Payable in advance.

TRANSCRIPTIONS

Library Service—Lang-Worth.

Closing Time

Program material and commercial copy must be submitted 48 hours in advance for station approval.

FULTON

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

WOSC

(Established 1949)

Rates effective April 1, 1951. (Card No. 2.)  
Card received August 27, 1954.  
Owned and operated by Cassifi Radio Corporation.

Personnel

President—Richard C. Mitchell,  
General Manager—Jack Burgess.

Representatives

Hil F. Best Company.

Mailing Instructions

Business Office and Studio—Corner of West Bridge and Water Sts., Oswego, N. Y., telephone 3088.  
Main Studio and Transmitter—Bowens Corner, Granby, N. Y., telephone 2-2255.

Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1300 kilocycles.  
Non-directional.

Licensed to operate to local sunset.

Operates on Eastern Time.

Operating schedule: Sunrise to sunset.

Agency Commission

15% to recognized agencies; no cash discount.

General Advertising

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Maximum length of contract one year.  
Discounts apply to total broadcasts in each classification for the same sponsor within the current year.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time....	60.00	36.00	24.00	18.00	12.00
19 times..	57.00	34.20	22.80	17.10	11.40
26 times..	54.00	32.40	21.60	16.20	10.80
39 times..	51.00	30.60	20.40	15.30	10.20
52 times..	48.00	28.80	19.20	14.40	9.60
104 times..	45.00	27.00	18.00	13.50	9.00
156 times..	42.00	25.20	16.80	12.60	8.40
260 times..	39.00	23.40	15.60	11.70	7.80
312 times..	36.00	21.60	14.40	10.80	7.20

ANNOUNCEMENTS

	1	13	26	52	104	260	312	520
	ti.	ti.	ti.	ti.	ti.	ti.	ti.	ti.
One minute or 100 words.....	6.00	5.70	5.40	5.10	4.80	4.50	4.20	3.90
1/2 minute or 50 words.....	5.00	4.75	4.50	4.25	4.00	3.75	3.50	3.25
20 second station breaks.....	4.00	3.80	3.60	3.40	3.20	3.00	2.80	2.60
10 second time signals.....	3.00	2.85	2.70	2.55	2.40	2.25	2.10	1.95

SPECIAL FEATURES

News Service—UPI and local news. News regularly scheduled every hour on the hour.  
Sports programs regularly scheduled every morning, every late afternoon.

"Show of Shows"—Morning and afternoon disc jockey program in 10 minute sections:

	1-a- wk.	2-a- wk.	3-a- wk.	4-a- wk.	5-a- wk.	6-a- wk.	10-a- wk.
13 weeks..	8.75	8.50	8.25	8.00	7.75	7.50	7.25
26 weeks..	8.50	8.25	8.00	7.75	7.50	7.25	7.00
39 weeks..	8.25	8.00	7.75	7.50	7.25	7.00	6.75
52 weeks..	8.00	7.75	7.50	7.25	7.00	6.75	6.50

TRANSCRIPTIONS

Library Service—Thesaurus.

Closing Time

Ten days before broadcast for inclusion in general publicity and printed announcements.

GENEVA

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

WGVA

(Established 1947)



Rates effective June 24, 1952. (Card No. 4.)  
Card received June 22, 1951.  
Rev. (time class.) eff. Oct. 1, '56; rec'd Oct. 3 '56.  
Owned and operated by Star Broadcasting Co., Inc.

Personnel

President—Maurice R. Forman.  
Vice-Pres. & Gen'l Mgr.—Thomas L. Brown.

Representatives

Donald Cooke, Inc.

Mailing Instructions

Business Office and Studio—Geneva Federal Savings Bldg., Geneva, N. Y., Geneva 6691.  
Transmitter—Lenox Park, N. Y.

Wave—Power—Time

Operating power—250 watts.  
Frequency—1240 kilocycles.

Non-directional.

Licensed to operate unlimited time on local channel.  
Operates on Eastern Standard and Eastern Daylight Saving Time.

Operating schedule: 5:55 a.m. to 11:30 p.m.

Agency Commission

15% to recognized agencies; 2% cash discount if paid in 10 days. Bills rendered monthly. From retroactive discounts station will deduct any excess commissions previously paid.

General Advertising

For combination rates see ABC Radio.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Advertising of alcoholic beverages other than beer and wine not accepted. Station may eliminate, without notice or consent, any programs or announcements or parts thereof it may consider contrary to its policy or public interest. Firm contracts may be signed 60 days in advance of starting date. Maximum contract one year. Contracts renewed for identical service, without interruption, beyond the 52-week term will earn the same rate for such extended, continuous service, as the rate earned for the original 52 week term. This provision shall not apply, however, for more than 52 weeks from the effective date of any revision of rates. All contracts accepted subject to station's right to cancel or offer another period of time for broadcast on 28 days' notice. No periods sold in bulk for resale. Advertisers cooperating in group broadcasts must make individual contracts with the station subject to card rates and regulations. No contests in spot announcements. Announcements and program schedules may not be combined to earn lower rates.

CLASS "A"

	(6:59 a.m. to 10:30 p.m.)	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	260 tl.
1/4 hour.....	32.00	30.40	28.80	27.20	25.60	24.00	
10 minutes	24.00	22.80	21.60	20.40	19.20	18.00	
5 minutes	16.00	15.20	14.40	13.60	12.80	12.00	

CLASS "B"

	(Before 7:00 a.m. and after 10:30 p.m.)	1/4 hour..... <th>10 minutes <th>5 minutes </th></th>	10 minutes <th>5 minutes </th>	5 minutes
		24.00	22.80	21.60
		18.00	17.10	16.20
		12.00	11.40	10.80

ANNOUNCEMENTS

CLASS "A"

	(6:59 a.m. to 10:30 p.m.)	One minute	Station break
		(120 words) 8.00	7.60
		(40 words) 7.00	6.65

CLASS "B"

	(All other times)	One minute	Station break
		(120 words) 7.00	6.65
		(40 words) 6.00	5.70

SPECIAL FEATURES

News Service—AP, local news bureau. 25% of time charge commissionable.

POLITICAL

Programs or announcements accepted for broadcast in behalf of legally qualified candidates for public office at card rates. Payment required in advance. Political material for broadcast must be delivered to station not less than 24 hours in advance of broadcast.

TRANSCRIPTIONS

Instantaneous Reference Recordings: One reference recording free for each 26 programs broadcast; one reference recording without charge for each 52 announcements and/or station breaks broadcast. Additional recordings at the following rates:

Announcements, station breaks or 5-minute programs.....	5.00
10 or 15 minute programs.....	7.50
30 minute programs.....	10.00
Programs longer than 30 minutes, per 1/4 hour or fraction thereof.....	5.00

Closing Time

Program copy closes one week in advance of broadcast. Announcement copy and transcriptions, 48 hours in advance.

GLENS FALLS

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

WWSC

(Established 1946)



Rates effective February 1, 1952. (Card No. 3.)  
Card received February 29, 1952.  
Revisions received January 28, 1957.  
Owned and operated by Great Northern Radio, Inc.

Personnel

President and General Manager—Martin R. Karig  
Vice-Pres. and Ass't Manager—Thomas Humphrey  
Commercial Manager—Frank Costello.

Representatives

Boston—Harry Wheeler & Co.  
Chicago-Detroit—William J. Reilly.  
Other cities—call station collect.

Mailing Instructions

Business Office and Studio—13 Warren St., Glens Falls, N. Y., telephone 2-6518.  
Transmitter—Dix Avenue, Glens Falls, N. Y.

Wave—Power—Time

Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission

15% to recognized advertising agencies. Bills rendered on first of each month unless weekly billing is requested by advertiser or station management.

General Advertising

For combination rates see ABC Radio.  
ASCAP, BMI and SESAC blanket licenses.  
No music license fee is charged to the sponsor.  
Rate tables shown after the deduction of all applicable discounts.  
Program units 30 seconds less than indicated.  
One or more times:  
1/2 hour..... 30.00 5 minutes..... 10.00  
1/4 hour..... 20.00 1 minute or less..... 7.00  
10 minutes..... 15.00  
Ten-second ID's at 50% of minute rate.

WEEKLY PACKAGE PLANS

One minute or less:	
10 spots.....	65.00
20 spots.....	110.00
15 spots.....	90.00
30 spots.....	150.00

SPECIAL FEATURES

News Service—AP and local.  
A news charge of .10 a minute is added to all wire news and .50 a minute on local.

TRANSCRIPTIONS

Library Service—World.

Closing Time

All program matter and commercial copy must be submitted at least 24 hours in advance.

GLOVERSVILLE

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

WENT

(Established 1944)



Rates effective October 1, 1955.  
Rates received September 29, 1955.  
Owned and operated by the WENT Broadcasting Corporation.

Personnel

Pres. & Treas.—Joseph H. Tobin.

Representatives

Gill-Perna, Inc.

Mailing Instructions

Business Office and Studio—Radio Center, 8 W. Fulton St., Gloversville, N. Y., telephone 4-7175  
Transmitter—Harrison Street extension, Gloversville, N. Y.

Wave—Power—Time

Operating power—250 watts.  
Frequency—1340 kilocycles.  
Directional.  
Licensed to operate unlimited time.  
Operating schedule: 6:00 a.m. to 12:05 a.m. week days; 8:00 a.m. to 11:15 p.m. Sundays.

Agency Commission

15% on net time charges for station time to recognized advertising agencies; no cash discount. Invoices due and payable when rendered. Accounts rendered weekly or monthly, as requested.

General Advertising

For combination rates see CBS Radio Network.  
Accepts AAAA copyrighted contract.  
Beer and wine advertising accepted, subject to station copy and time clearance.  
The following rates are for national advertising and include music copyright fees.

	1	1/2	1/4	5	
	hr.	hr.	hr.	min.	(*)
1 time....	75.00	45.00	30.00	15.00	8.00
13 times..	71.25	42.75	28.50	14.25	7.60
26 times..	67.50	40.50	27.00	13.50	7.20
52 times..	63.75	38.25	25.50	12.75	6.80
104 times..	60.00	36.00	24.00	12.00	6.40

(\*) One minute or station break.

SPECIAL FEATURES

News Service—UPI.  
Transcribed announcements accepted at normal rates for time period.  
Weather reports, sports events, news programs and other unusual features—rates on request.  
Rates on request for talent groups. Specified talent 15% of time charge, individual performer.

Closing Time

Talent programs close one week in advance of broadcast day; announcements, talks, or recorded programs 48 hours in advance.

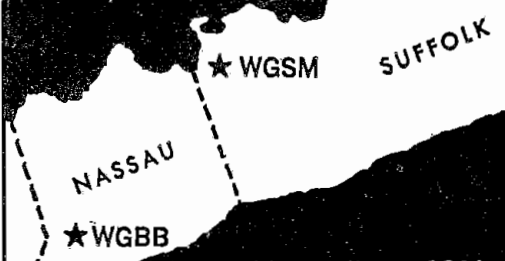
IN CLOSED CONFERENCES

... you probably refer to SRDS many times, especially with your clients. Use the *Service-Ads*, too, because they tell the same accurate story SRDS listings do... good reasons why you'll want to consider these alert, aggressive media.

**Before  
You Buy  
LONG  
ISLAND...**

Study the unbiased Pulse ratings (March 1958) covering the entire Suburban Long Island Market\* — not a limited segment of the area.

\*Nassau County and Western Suffolk where 436,000 radio homes equal 10.3% of the 17-County NYC Metro Market . . .



... which delivers 13% to 26% of the total sales in Food Stores, Automobiles, Gas and Oil, and Building Materials.

WGSM—WGSB, in combination, deliver the Long Island Market at far lower cost per thousand than any other Long Island station.

WGSM—WGSB, in combination, deliver from 25% to 50% more audience for less cost, at any time of the day, than any other Long Island station.

To sell the Long Island Market, get the facts. Write or phone:

**WGSM**  
HUNTINGTON  
**WGSB**  
FREEPORT

Lenox (N.Y.C.) 9-3132

379 New York Avenue, Huntington, L. I., N. Y.

**HEMPSTEAD (1 AM; 1 FM)**

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

**WHLI**

(Established 1947)

**RAB**

Rates effective December 1, 1957. (Card No. 8.)  
Card received October 30, 1957.

Owned and operated by FM Broadcasting Corp.

**Personnel**  
General Manager—Paul Godofsky.  
Sales Manager—Joseph A. Lenn.

**Representatives**  
Gill-Perna, Inc.

**Mailing Instructions**  
Business Office and Studio—WHLI Bldg., 384 Clinton St., Hempstead, N. Y. Ivanhoe 1-8000. New York, Olympia 8-1100.  
Transmitter—Hempstead, N. Y.

**Wave—Power—Time**  
Operating power—10,000 watts.  
Frequency—1100 kilocycles.

Directional.  
Licensed to operate daytime only on clear channel.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: Local sunrise to local sunset.

**Agency Commission**  
15% to recognized advertising agencies on net time charges only; no cash discount. Bills payable monthly on the 10th of each month.

**General Advertising**  
For time and announcement charges after sunset see WHLI-FM listing.

Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Alcoholic beverages, other than beer and wine, not accepted.

Length of commercial copy:  
5 minutes.....1:15 min. 30 minutes.....4:15 min.  
10 minutes.....2:00 min. 60 minutes.....6:15 min.  
15 minutes.....3:00 min.

(\*) Maximum opening commercial: 20 seconds for five minute program; no middle commercial permitted.

**General Broadcasting**  
Net time rates after deduction of all applicable discounts. Per week rates apply within any seven consecutive days. Weekly rates based on consecutive weeks of uninterrupted broadcasting. Sunday time only, 15% additional. AM programs may be duplicated over FM.

Station reserves the right to change its rates effective on such date as it may announce. Advertisers working under contract at time the change is announced will not be affected by the rate change until six months after the effective date of new rates.

**CLASS "A"**  
(6:30 a.m. to 9:00 a.m.; 4:00 p.m. to 7:00 p.m.)

	1 tl.	3 tl.	4 tl.	5 tl.	6 tl.	7 tl.
1 hour....	200.00	540.00	680.00	800.00	900.00	980.00
1/2 hour....	120.00	324.00	408.00	480.00	540.00	588.00
1/4 hour....	80.00	216.00	272.00	320.00	360.00	392.00
10 minutes	60.00	162.00	204.00	240.00	270.00	294.00
5 minute news.....	50.00	135.00	170.00	200.00	225.00	245.00

**CLASS "B"**  
(All other times)

1 hour....	160.00	432.00	576.00	640.00	720.00	784.00
1/2 hour....	96.00	259.20	326.40	384.00	432.00	470.40
1/4 hour....	64.00	172.80	217.60	256.00	288.00	313.60
10 minutes	48.00	129.60	163.20	192.00	216.00	235.20
5 minute news.....	40.00	108.00	138.00	160.00	180.00	196.00

**DISCOUNTS**  
Applicable only to periods of five minutes or more.

13 consecutive weeks.....	5%
26 consecutive weeks.....	10%
39 consecutive weeks.....	15%
52 consecutive weeks.....	20%

**SPOT ANNOUNCEMENTS**  
**CLASS "A"**  
(6:30 a.m. to 9:00 a.m.; 4:00 p.m. to 7:00 p.m.)

1-minute, live or transcribed, 125 words:	
1 time.....	25.00
100 times.....	23.75
300 times.....	20.00

**CLASS "B"**  
(All other times)

1-minute, live or transcribed:	
1 time.....	21.00
100 times.....	19.95
300 times.....	16.80

Rates for greater quantities on request.  
Announcement rates are not subject to any further discounts. Advertisers are restricted to a maximum of six spot announcements within any 24 hour period, for any one of their products or services. Sponsorship of time signals and weather reports is excepted.

**SPECIAL FEATURES**  
News Service—UPI and local news by staff radio reporters.

**POLITICAL**  
Regular rates apply.

**TRANSCRIPTIONS**  
Library Service—RCA, World, Sesac.

**Closing Time**  
All program material and commercial copy must be submitted 96 hours in advance for management approval.

**WHLI-FM**

(Established 1947)

Rates effective May 1, 1947. (Card No. 1.)  
Owned and operated by FM Broadcasting Corp.

**Mailing Instructions**  
Business Office and Studio—384 Clinton St., Hempstead, N. Y. Ivanhoe 1-8000, New York, Olympia 8-1100.  
Transmitter—Hempstead, N. Y.

**Wave—Power—Time**

Effective radiated power—1,000 watts.  
Frequency—98.3 megacycles; Class A.  
Antenna height—250 feet above average terrain.  
Licensed to operate full time on Class "A" channel.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 6:30 a.m. to 7:00 p.m. (6:45 a.m. February and November; 7:00 a.m. October, 7:15 a.m. January and December).

**Agency Commission**

15% to recognized advertising agencies on time and talent; no cash discount. Bills payable monthly on the 10th day of each month.

**General Advertising**

Net time costs after deduction of all applicable discounts.

1 hour:			
1 to 12 weeks....	30.00	26 to 51 weeks.....	27.00
13 to 25 weeks....	28.50	52 weeks.....	24.00
55 minutes:			
1 to 12 weeks....	27.50	26 to 51 weeks.....	24.75
13 to 25 weeks....	26.13	52 weeks.....	22.00
1/2 hour:			
1 to 12 weeks....	18.00	26 to 51 weeks.....	16.20
13 to 25 weeks....	17.10	52 weeks.....	14.40
25 minutes:			
1 to 12 weeks....	15.00	26 to 51 weeks.....	13.50
13 to 25 weeks....	14.25	52 weeks.....	12.00
1/4 hour:			
1 to 12 weeks....	12.00	26 to 51 weeks.....	10.80
13 to 25 weeks....	11.40	52 weeks.....	9.60
10 minutes:			
1 to 12 weeks....	9.00	26 to 51 weeks.....	8.10
13 to 25 weeks....	8.55	52 weeks.....	7.20
5 minutes:			
1 to 12 weeks....	6.00	26 to 51 weeks.....	5.40
13 to 25 weeks....	5.70	52 weeks.....	4.80

**DISCOUNTS**

Consecutive Weeks Discount	
Less than 13 weeks.....	None
13 to 25 weeks.....	5%
26 to 51 weeks.....	10%
52 weeks.....	20%

**ANNOUNCEMENTS**

One minute transcribed, 125 words live:  
1-25 times..... 3.00  
100-149 times..... 2.70  
25-49 times..... 2.90  
150-199 times..... 2.60  
50-99 times..... 2.80  
200 or more times..... 2.50  
Announcement rates are not subject to any further discounts. Advertisers are restricted to a maximum of six spot announcements within any 24 hour period, for any one of their products or services. Sponsorship of time signals and weather reports is excepted.  
For general information see AM listing.

**HERKIMER-ILION**

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

**WALY**

(Established 1956)

Rates effective August 1, 1958.  
Rates received August 1, 1958.  
Owned and operated by WALY, Inc.

**Personnel**

President—Louis Adelman.  
General Manager—Howard L. Zacks.

**Representatives**

Jack Masla & Co., Inc.

**Mailing Instructions**

Business Office and Studio—Palmer House Hotel, Herkimer, N. Y. Townsend 6-4220.  
Transmitter Mohawk, N. Y.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—1420 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 6:00 a.m. to local sunset.

**Agency Commission**

15% to recognized agencies; 2% cash discount if paid within 10 days.

**General Advertising**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Maximum length of contract one year. No periods sold in bulk for resale.  
Advertising of alcoholic beverages other than beer and wine not accepted.  
No talks accepted.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	60.00	47.05	26.00	15.60	6.50	5.50
13 times....	53.90	44.25	24.70	12.35	6.20	5.20
26 times....	48.60	39.00	23.40	11.70	5.85	4.85
52 times....	44.30	27.80	20.80	10.40	5.50	4.50
156 times....	38.00	24.45	16.90	8.45	4.90	3.90
365 times....	33.10	23.25	13.00	6.50	4.30	3.30

**SPECIAL FEATURES**

News Service—UPI. Newseast five minutes before the hour every hour. No extra charge.  
Weather forecast and highway conditions (in winter) on the half hour. No extra charge.  
Community club awards or regular schedule.

**Participating Programs**  
"Farm & Country Show"—5:30 a.m. to 7:00 a.m. Monday through Saturday.

**POLITICAL**

Regular rates apply; payment in advance.

**TRANSCRIPTIONS**

Library Service—Thesaurus.

**Closing Time**

24 hours in advance of broadcast.

# HORNELL (2 AM; 1 FM)

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

**WLEA**  
(Established 1951)

**Mutual Network**



Rates effective December 1, 1956. (Card No. 4.)  
Rates received November 5, 1956.  
Owned and operated by the Hornell Broadcasting Corp

**Personnel**

Pres. & Gen'l Mgr.—Charles D. Henderson.  
Station Manager—G. W. Stidstone.  
Commercial Manager—E. M. Barnes.  
Promotion Director—Edward H. Spoo.  
Program Director—Dick Cory.

**Representatives**

Gill-Perna, Inc.

**Mailing Instructions**

Business Office and Studio—97 Main St., P. O. Box 450, Hornell, N. Y., telephone 1420.  
Transmitter—Ashbaugh Hill, Hornellville, N. Y.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—1480 kilocycles.  
Non-directional.

Licensed to operate day time only on regional channel.

Operating schedule Monday through Friday:

July... 5:30 a.m.-8:45 p.m.	Jan... 5:30 a.m.-5:00 p.m.
Aug... 5:30 a.m.-8:15 p.m.	Feb... 5:30 a.m.-5:45 p.m.
Sept... 5:30 a.m.-7:15 p.m.	Mar... 5:30 a.m.-6:15 p.m.
Oct... 5:30 a.m.-5:30 p.m.	Apr... 5:30 a.m.-6:45 p.m.
Nov... 5:30 a.m.-4:45 p.m.	May... 5:30 a.m.-8:30 p.m.
Dec... 5:30 a.m.-4:30 p.m.	June... 5:30 a.m.-8:45 p.m.

**Agency Commission**

15% to recognized agencies on net charge for station time; no cash discount. No commission on program charges. Bills rendered on first of following month, payable by 10th of month.

**General Advertising**

For combination rates, see Mutual Broadcasting System.

Accepts AAAA copyrighted contract. ASCAP, BMI and SESAC licenses. No music license fee charged to advertiser.

No time periods sold in bulk for resale. Broadcast time subject to change on 28 days' notice in event time scheduled is in periods of network option time. Final 30 seconds of all program periods of five minutes or more may be utilized for station identification.

1	1/2	1/4	10	5	1	30
hr.	hr.	hr.	min.	min.	min.	sec.
1 time.... 48.00	34.00	22.00	18.00	11.50	8.50	7.00
13 times... 47.00	33.00	21.00	17.00	11.00	8.25	6.75
26 times... 45.00	32.00	20.00	16.00	10.50	8.00	6.50
52 times... 44.00	31.00	19.00	15.00	10.00	7.75	6.25
104 times... 43.00	30.00	18.00	14.00	9.50	7.25	5.75
156 times... 42.00	29.00	17.00	13.00	9.00	6.75	5.25
260 times... 41.00	28.00	16.00	12.00	8.50	6.25	4.75
312 times... 40.00	27.00	15.00	11.00	8.00	5.75	4.25

**SATURATION ANNOUNCEMENT PLAN**

Saturation announcements are one-minute announcements, scheduled run-of-station, within time segments selected.

	12 tl.	18 tl.	24 tl.
1-12 consecutive weeks.....	66.00	94.50	120.00
13-25 consecutive weeks.....	63.00	90.00	114.00
26-39 consecutive weeks.....	57.00	81.00	102.00
40-52 consecutive weeks.....	51.00	72.00	90.00

**RADIO SHORTS**

Radio shorts are 16-word live or 10-second transcribed announcements, tied in with station identification, time signals, weather reports; designed for a slogan line treatment of sales points and scheduled run-of-station.

15 per week..... 45.00 60 per week..... 130.00  
30 per week..... 80.00

Saturation announcements and radio shorts cannot be combined with regular announcements to earn greater frequency discounts.

**SPECIAL FEATURES**

News Service—UPI and local staff.  
20 local newscasts daily.  
Newscasts at 7:40 a.m. direct from Alfred University.  
Network newscasts an hour and half-hour.  
8 network news commentators available on participation basis.  
Time signals, weather forecasts, temperature reports, except in network optional time.

**Participating Programs**

Monday through Saturday:  
"Wake Up to Music"—5:30 a.m. to 6:45 a.m., music, news, time, weather.  
"Grange News"—6:45 a.m. to 7:00 a.m., news of all area Granges, music, time, weather.  
"Local Sports"—7:25 a.m.  
"Sports Reel" with Bill Stern—7:30 a.m. and 8:30 a.m.  
"Alfred News"—7:40 a.m. Direct from Alfred University Campus.  
"Toy Parade" with Uncle Eddy—7:45 a.m. to 8:00 a.m. Children's show.  
"Sunny Side Up"—8:15 a.m. to 9:45 a.m., DJ show.  
"Woman's World" with Nan Daniels—1:45 p.m. to 2:00 p.m.  
"WLEA Musical Quiz"—10:05 a.m. to 10:15 a.m.  
"What's Doin'"—10:35 a.m. to 11:00 a.m., social news, music.  
"Kate Smith Show"—11:05 a.m. to 11:30 a.m.  
"Queen for a Day"—11:30 a.m. to noon.  
"Dick Cory Show"—12:05 p.m. to 12:30 p.m. Live, ballads, and folk songs.  
"Mutual Network and Local News"—12:30 p.m. to 12:45 p.m.  
"The Lutheran Hour"—1:30 p.m. Sunday.  
"Jazz Workshop"—2:05 p.m. to 3:00 p.m. Sunday.  
"Man and His Music"—12:45 p.m. to 2:00 p.m., hit tunes, pops, quizzes.  
"Music in Sentimental Mood"—2:05 p.m. to 2:30 p.m.  
"WLEA Birthday Party"—2:35 p.m. to 3:00 p.m. Gifts for anniversaries.

"Mort's Corner"—3:00 p.m. to 5:00 p.m. DJ musical show.

"Let's Go Some Place"—5:15 p.m. to 5:30 p.m.

Saturday:

"Hall of Hits"—9:00 a.m. to 10:00 a.m., weekly top tunes of area.

"Top 40 Tunes of the Day"—3:00 p.m. to 5:15 p.m.

Other special events and shows on request.

**POLITICAL**

Regular rates apply; cash in advance.

**TRANSCRIPTIONS**

Library Service—World.

# W W H G

(Established 1949)

Rates effective February 1, 1958. (Card No. 4.)  
Card received January 23, 1958.

Owned and operated by Ra-Tel Broadcasters, Inc.

**Personnel**

General Manager—Sy Dresner.  
Commercial Manager—Sheff Davis.

**Representatives**

Rambeau, Vance, Hopple, Inc.

**Mailing Instructions**

Business Office and Studio—Radio Center, 85 Canisteo St., Hornell, N. Y., telephone 2000.  
Transmitter—Town of Hornellville, N. Y.

**Wave—Power—Time**

Operating power—5,000 watts days.  
Frequency—1320 kilocycles.

Non-directional.

Licensed to operate daytime.

Operating schedule Monday through Friday, 5:30 a.m. to:

June ..... 8:45 p.m.	December ..... 4:30 p.m.
July ..... 8:45 p.m.	January ..... 5:00 p.m.
August ..... 8:15 p.m.	February ..... 5:45 p.m.
September ..... 7:15 p.m.	March ..... 6:15 p.m.
October ..... 5:30 p.m.	April ..... 6:45 p.m.
November ..... 4:45 p.m.	May ..... 8:30 p.m.

**Agency Commission**

15% commission to recognized agencies on net charges for station time.

**General Advertising**

Affiliated with Northeast Radio Network. ASCAP, BMI and SESAC licenses. Length of program segments is approximate; all programs may begin 30 seconds after and conclude 30 seconds before scheduled time. All contracted time must be used within one year. Commercial copy; in accordance with NAB standards. Accepts AAAA copyrighted contract.

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time.....	80.00	48.00	32.00	24.00	16.00	10.50
13 times....	76.00	45.75	30.50	22.90	15.25	10.00
26 times....	72.00	43.50	29.00	21.80	14.50	9.50
52 times....	68.00	41.25	27.50	20.70	13.75	9.00
104 times...	64.00	39.00	26.00	19.60	13.00	8.50
156 times...	60.00	36.75	24.50	18.50	12.25	8.00
260 times...	56.00	34.50	23.00	17.40	11.50	7.50
312 times...	52.00	32.25	21.50	16.30	10.75	7.00

**SATURATION ANNOUNCEMENTS**

(1-minute spots, run-of-schedule)

Per week: 12 tl. 18 tl. 24 tl.  
3-12 consecutive weeks..... 81.00 117.00 150.00  
13-25 consecutive weeks..... 78.00 112.50 144.00  
Saturation announcements cannot be combined with regular announcements to earn greater frequency discounts.

**ANNOUNCEMENTS**

Station breaks and time signals—12-15 words live, 10 seconds transcribed product identifications:  
15 per week..... 60.00 60 per week..... 180.00  
30 per week..... 105.00

**SPECIAL FEATURES**

News Service—UPI and local.  
Sports—Cornell University Football Saturday and Cleveland-Browns Football Sunday.

**Participating Programs**

"Morning Show" with Bob Woodel—6:00 a.m. to 9:00 a.m. Music, weather and time.  
"GLF Bulletin Board"—7:05 a.m. to 7:15 a.m.  
"Classified Page of the Air"—9:05 a.m. to 9:15 a.m.  
"Listen Ladies" with Cleora Carroll—9:15 a.m. to 9:30 a.m. Monday through Friday. Women's program. Rates on request.  
"1320 Record Shop" with Bob Palmer and Bob Woodel—9:45 a.m. to noon.  
"WVHG Birthday Party"—10:05 a.m. to 10:15 a.m. Monday through Friday.  
"Bath Hour"—10:30 a.m. to 11:00 a.m. daily.  
"Campus Caravan"—11:15 a.m. to noon Saturday.  
"Rural Weather Round Up"—12:15 p.m. to 12:20 p.m. daily.  
"Empire Stock Report"—12:20 p.m. to 12:25 p.m. daily.  
"Farm & Home Review"—12:45 p.m. to 1:00 p.m. Monday through Friday.  
"The Old Philosopher"—1:05 p.m. to 1:45 p.m. Monday through Friday. Broadcast from Livonia, N. Y. Talent fee.  
"Melody Matinee"—2:00 p.m. to 5:00 p.m. daily.  
"Strictly Instrumental"—5:00 p.m. to 5:45 p.m. Monday through Saturday.  
"Sports Page" with Johnny Nelson—4:15 p.m. to 4:30 p.m. Monday through Saturday. World, national and local sports.  
"Evening Serenade"—6:05 p.m. to 6:30 p.m. Monday through Saturday.  
"After-Glow"—6:45 p.m. to 8:45 p.m. daily.  
"Man-on-the-Street"—11:45 a.m. to noon. Remote pick-up.  
"Reviews of the Latest Happenings at the U. N."—5:30 p.m. to 5:45 p.m.  
"Plain Thoughts of a Plain Citizen" with Ward B. Flaxington—12:45 p.m. to 1:00 p.m. Sunday.  
"Know Your Neighbor" with Rev. Roy McCaffery—12:15 p.m. to 12:30 p.m. Sunday.  
"Mount Morris Hour"—1:00 p.m. to 1:30 p.m. Sunday.

**POLITICAL**

Regular rates apply; cash in advance.

**TRANSCRIPTIONS**

Library Service—Columbia.

# NEW YORK

## W W H G-FM

(Established 1946)

Rates effective March 1, 1958.  
Rates received March 3, 1958.  
Owned and operated by Ra-Tel Broadcasters, Inc.

**Personnel**

General Manager—Sy Dresner.  
Station Manager—Al Dresner.  
Commercial Manager—Sheff Davis.

**Representatives**

Rambeau, Vance, Hopple, Inc.

**Mailing Instructions**

Business Office and Studio—Radio Center, 85 Canisteo St., Hornell, N. Y. Phone 2000.  
Transmitter—Hornellville, N. Y.

**Wave—Power—Time**

Effective radiated power—8,300 watts.  
Frequency—105.3 megacycles.  
Antenna height—600 feet above average terrain.  
Operating schedule: 5:30 a.m. to 9:00 p.m. weekdays; 8:00 a.m. to 9:00 p.m. Sunday.

**Agency Commission**

15% on time only; no cash discount.

**General Advertising**

	5 min.	1 min.	5 min.	1 min.
AM duplicated on FM daylight hours.				
1 time.....	16.00	10.50	104 times..	13.00 8.50
13 times....	15.25	10.00	156 times..	12.25 8.00
26 times....	14.50	9.50	260 times..	11.50 7.50
52 times....	13.75	9.00	312 times..	10.75 7.00

**ANNOUNCEMENTS**

Station breaks and time signals, 12-15 words, live, 10-seconds transcribed product ID's:  
15 per week..... 60.00 60 per week..... 180.00  
30 per week..... 105.00

## HUDSON

Columbia County—Map Location H-7

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

## WHUC

(Established 1947)

Rates effective.....  
Rates received January 27, 1958.  
Owned and operated by the Colgreene Broadcasting Co., Inc.

**Personnel**

President—Orin Lehman.  
General Manager—Allan Kerr.  
Program Director—James Cranna.

**Representatives**

None.

**Mailing Instructions**

Business Office—Union Turnpike, Hudson, N. Y., telephone 8-3341.  
Studios—Union Turnpike, Hudson, N. Y.  
Transmitter—Union Turnpike, Hudson, N. Y.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1230 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Eastern Time.  
Operating schedule: 6:00 a.m. to 10:05 p.m. daily.

**Agency Commission**

15% to recognized agencies on net station time charges; no cash discount. Bills due and payable monthly after broadcasts.

**General Advertising**

For combination rates see Union Broadcasting System.

Accepts AAAA copyrighted contract.

Rates are for national advertising.

BMI, ASCAP and SESAC licenses.

	Programs	News
5 minutes.....	1:30 min.	1:20 min.
10 minutes.....	2:00 min.	1:40 min.
15 minutes.....	2:30 min.	2:00 min.
30 minutes.....	3:00 min.	
60 minutes.....	6:00 min.	

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	60.00	40.00	30.00	15.00	10.00
13 times...	55.00	35.00	27.50	13.00	8.00
26 times...	50.00	30.00	25.00	12.00	7.00
52 times...	47.50	27.50	22.50	11.00	6.00
104 times...	45.00	25.00	20.00	10.00	5.00
156 times...	42.50	22.50	17.50	9.00	4.50
260 times...	40.00	20.00	15.00	8.50	4.25
312 times...	37.50	17.50	12.50	8.00	4.00

**Saturation Announcement Plans**

Saturation announcement plans are daytime one minute announcements, scheduled run-of-station within time segments selected.

	12 tl.	18 tl.	24 tl.
1-12 consecutive weeks.....	48.00	70.00	90.00
13-25 consecutive weeks.....	45.00	66.50	85.50
26-51 consecutive weeks.....	43.20	63.00	81.00
52 consecutive weeks.....	40.80	59.50	76.50

**RADIO SHORTS**

Radio shorts are 16-word live announcements, or 8 second transcribed, tied in with station ID's, time signals, temperature or weather reports. Designed for a "slogan-like" treatment of sales points, they are scheduled run-of-station.

15 per week..... 40.50  
30 per week..... 75.00  
60 per week..... 135.00

(Call letters not received)  
(C.P. 1,000 w. days; 1350 kc.)

Kenneth Freebern  
79 Maple St.  
Hudson Falls, N. Y.



# NEW YORK

## HUNTINGTON

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

**WGSM**  
(Established 1951)



Rates effective September 1, 1958. (Card No. 8.)  
Rates received July 30, 1958.

Owned and operated by Huntington-Montauk Broadcasting Co., Inc.

### Personnel

General Manager—Edward J. Fitzgerald.  
Ass't Sta. Mgr.—William W. Naramore.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—379 New York Ave.,  
Huntington, N. Y., Hamilton 3-6740.  
Transmitter—Wilton Road, Huntington, N. Y.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—740 kilocycles.

Non-directional.

Licensed to operate daytime only.  
Operates on Eastern Standard Time.

Observes Daylight Saving Time.

Operating schedule: 6:00 a.m. to local sunset (6:45 a.m., November and February; 7:15 a.m., December and January).

### Agency Commission

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

### General Advertising

Accepts AAAA copyrighted contract.

Rates include copyright fees.

ASCAP, BMI and SESAC licenses.

Rates determined by number of combinable broadcasts one year from date of initial broadcast.

Announcements and programs may not be combined to earn greater frequency discount.

	1/4 hr.	10 min.	5 min.
1 time.....	40.00	30.00	25.00
13 times.....	39.50	29.50	24.75
39 times.....	39.00	29.00	24.50
65 times.....	37.00	28.00	24.00
156 times.....	35.00	26.50	23.00
260 times.....	33.00	25.00	22.00
312 times.....	32.00	24.25	21.50
520 times.....	31.00	23.50	21.00

Rates are based on total programs used within 52-week period.

### ANNOUNCEMENTS

	1 min.	30 sec.	1 min.	30 sec.
1 time.....	15.00	12.00	300 times	12.00 10.00
50 times.....	14.50	11.75	500 times	11.00 9.25
100 times.....	14.00	11.50	1000 times	10.00 8.50
200 times.....	13.00	10.75		

### SATURATION SCHEDULE

(to be used within a 7 day period)

50 announcements, per week, takes 1000 time rate.  
25 announcements, per week, takes 500 time rate.  
15 announcements, per week, takes 300 time rate.  
10 announcements, per week, takes 200 time rate.

### COMBINATION RATES

When WGSM and WGBB, Preepart carry equal program and/or announcement schedules of the same program and/or announcement length, the programs and/or announcements can be combined for the lowest earned rate on each station and earns an additional 15% discount for programs and 10% discount for announcements.

### SPECIAL FEATURES

News Service—UPI and local Nassau-Suffolk staff plus L. I. Daily Press ticker.  
News Charges—15-minute programs, 5.00 additional, net to station.

"The Garden Show"—12:45 p.m. to 12:55 p.m. Monday through Friday. (March-December).

### POLITICAL

Regular rates (including earned discounts) payable in advance.

### Closing Time

All program material and commercial copy must be in hands of station within a minimum of 48 hours prior to broadcast time.

## ITHACA (2 AM; 2 FM)

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

**WHCU**  
(Established 1921)



Rates effective May 1, 1956.  
Rates received August 1, 1956.

Owned and operated by Cornell University.

### Personnel

General Manager—Michael R. Hanna.  
Commercial Manager—Horace E. M. Brockway.  
Program Director—Joseph A. Short.

### Representatives

Jack Masla & Co., Inc.

### Mailing Instructions

Business Office and Studio—212 E. State St., Ithaca, N. Y., phone 4-6301, TWX 367.

Transmitter—Mt. Pleasant, Tompkins County, N. Y.

### Wave—Power—Time

Operating power—1,000 watts.  
Frequency—870 kilocycles.

Non-directional.

Licensed to operate on clear channel during daytime only. Operates on Eastern Standard Time.

Daylight Saving Time observed.

Operating schedule: Sunrise to sunset, New Orleans time. Sign-on time 6:30 a.m.

Sign-off time: January 6:15 p.m.; February 6:45 p.m.; March 7:15 p.m.; April 7:30 p.m.; May 8:45 p.m.; June 9:00 p.m.; July 9:00 p.m.; August 8:45 p.m.; September 8:00 p.m.; October 6:30 p.m.; November 6:00 p.m.; December 6:00 p.m.

### FM Facilities

Effective radiated power—40,000 watts.  
Frequency—97.3 megacycles; Class B.  
Antenna height—730 feet above average terrain.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Operating schedule: 11:45 a.m. to 11:15 p.m.

### Agency Commission

15% to recognized advertising agencies; no cash discount. Commission on time charges only.

### General Advertising

For combination rates see CBS Radio Network (Basic Supplementary Group) and Northeast Radio Network. The following rates are for national advertising and include music copyright fees.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	75.00	45.00	30.00	22.50	15.00
26 times.....	71.25	42.75	28.50	21.38	14.25
52 times.....	67.50	40.50	27.00	20.25	13.50
100 times.....	63.75	38.25	25.50	19.13	12.75
300 times.....	60.00	36.00	24.00	18.00	12.00

### ANNOUNCEMENTS

	1 tl.	26 tl.	65 tl.	(*)	(†)
1 minute.....	9.00	8.25	7.50	6.25	5.00
1/2 minute.....	6.00	5.75	5.25	4.50	3.75

(\*) 130-260 times.  
(†) 312-520 times.

### SPECIAL FEATURES

News Service—UPI.

Time signals, weather reports, temperature reports and automobile road reports—rates on request. Minimum contract, three months.

### Closing Time

Talent and transcription programs close three days in advance of program. Announcements and talks close 24 hours in advance.

**WRRR**

—FM—

(Established 1953)

Owned and operated by Northeast Radio Corp.

### Representatives

None.

### Mailing Instructions

Mailing address—Ithaca, N. Y.  
Business Office—Terrace Hill, Ithaca, N. Y., telephone 4-6337.

Transmitter—Connecticut Hill, near Newfield, N. Y.

### Wave—Power—Time

Effective radiated power—5,400 watts.

Frequency—103.7 megacycles.

Antenna height—890 feet above average terrain.

Licensed to operate unlimited time.

Operates on Eastern Time.

Operating schedule: 6:15 a.m. to 1:00 a.m. week days and noon to 1:00 a.m. Sunday.

### General Advertising

For combination rates see listing of Northeast Radio Network.

**WTKO**

(Established 1956)



Rates effective November 1, 1956.

Rates received November 23, 1956.

Revisions received July 20, 1957.

Owned and operated by Radio Ithaca, Incorporated.

### Personnel

President—T. K. Cassel.  
Vice-Pres. & General Mgr.—Ellis E. Erdman.  
Assistant Manager—Joel Fleming.  
Program Director—Ted Hackett.

### Representatives

Ferrie & Company, Inc.

### Mailing Instructions

Business Office and Studio—Tremen King Bldg., 113 S. Cayuga St., Ithaca, N. Y.

Mailing address: P. O. Box 10, Ithaca, N. Y.

Transmitter—Mecklenburg Road, Tompkins County, N. Y.

### Wave—Power—Time

Operating power—1,000 watts.

Frequency—1470 kilocycles.

Non-directional.

Licensed to operate daytime.

Operates on Eastern Standard Time.

Daylight Saving Time observed.

Operating schedule: 6:00 a.m. to local sunset week days; 8:00 a.m. to local sunset Sundays.

### Agency Commission

15% to recognized agencies; no cash discounts. Bills rendered monthly.

### General Advertising

Affiliated with Cassel-Erdman Network.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

Accepts AAAA copyrighted contract.

	5 min.	1 min.	30 sec.
1 time.....	12.50	9.00	6.00
13 times.....	12.00	8.25	5.50
26 times.....	11.50	7.50	5.00
52 times.....	11.00	6.75	4.50
104 times.....	10.50	6.00	4.00
200 times.....	10.00	5.25	3.50
300 times.....	9.50	4.50	3.00

To earn discounts, announcements must be used within 12-month period. Advertisers using spots or programs for 26 consecutive weeks earn 5% discount; 52 consecutive weeks 10% discount, on all above rates. Exception: News and sports broadcasts.

### PACKAGE PLANS

Not subject to further discounts. Run-of-schedule. Minimum order 4 weeks.

20 or more announcements per week, each.....	5.00
30 or more announcements per week, each.....	4.50
40 or more announcements per week, each.....	4.00
50 or more announcements per week, each.....	3.50

### SPECIAL FEATURES

News Service—AP. Local, state and national news reported on the hour. Headlines on the half hour.

### Participating Programs

"Morning Show"—6:00 a.m. to 9:00 a.m. Monday through Saturday.

"Big Name Show"—10:00 a.m. to noon Monday through Saturday.

"TKO's Top Tunes"—12:15 p.m. to 1:00 p.m. Monday through Saturday.

"Waxworks"—2:00 p.m. to 6:00 p.m. Monday through Saturday.

### POLITICAL

Regular rates apply; payment in advance.

## JAMESTOWN (2 AM; 1 FM)

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

**WJOC**

(Established 1947)

## Mutual Network

Rates effective December 1, 1952. (Card No. 3.)

Rates received November 6, 1952.

Owned and operated by Air Waves, Inc.

### Personnel

Pres. & Gen'l Mgr.—Harold P. Kane.

### Representatives

Burn-Smith Company, Inc.

### Mailing Instructions

Business Office and Studio—P. O. Box 587, 415 W. Fourth St., Jamestown, N. Y., telephone 5-108.

Transmitter—P. O. Box, 415 W. Fourth St., Jamestown, N. Y.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1340 kilocycles.

Non-directional.

Licensed to operate full time.

Operates on Eastern Standard Time.

Daylight Saving Time observed.

Operating schedule: 5:30 a.m. to 12:00 midnight Monday through Saturday; 7:55 a.m. to 12:00 midnight Sunday.

### Agency Commission

15% commission to recognized agencies on net time charges; no cash discount.

### General Advertising

For combination rates see Mutual Broadcasting System.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	62.50	38.00	25.00	18.00	13.50
13 times.....	58.75	35.25	23.50	17.00	12.50
26 times.....	54.00	32.50	21.00	16.25	11.75
52 times.....	50.00	30.00	20.00	15.00	11.00
104 times.....	48.00	28.00	18.50	14.00	10.00
156 times.....	45.00	26.00	17.50	13.00	9.00
260 times.....	42.00	24.00	16.50	12.00	8.00

### ANNOUNCEMENTS

	1	13	26	52	104	156	260	500
1 minute.....	7.50	7.00	6.75	6.30	6.00	5.50	5.10	4.70
35 words.....	6.00	5.75	5.50	5.25	5.00	4.50	4.00	3.50

### Package Rates

Ten one minute spots to be used within a 7 day period..... 60.00  
Ten 1/2 minute spots to be used within a 7 day period..... 50.00

### SPECIAL FEATURES

News Service—AP.

Weather forecasts, time signals, market quotations and sport features—rates on request.

### Participating Programs

For rates on participating programs, add 1.00 per announcement to earned frequency.

"WJOC's Morning Show"—5:30 a.m. to 8:50 a.m. Monday through Saturday. Time, news, temperature and tunes.

"Hurdy Gurdy Club"—2:30 p.m. to 4:55 p.m. Monday through Friday.

"Italian Hour"—9:30 a.m. to 10:00 p.m. Saturday.

"Swedish Hour"—1:00 p.m. to 3:00 p.m. Sunday.

### Closing Time

24 hours before broadcast time on week days and 48 hours before broadcast time on Sunday.

**WJTN**

(Established 1924)

## ABC Radio Network



Rates effective October 1, 1954.

Card received November 29, 1950.

Owned and operated by the James Broadcasting Co., Inc.



Jamestown—W J T N—Continued

General Advertising

For combination rates ABC Radio (Basic Supplementary) and Northeast Radio Network. Accepts AAAA copyrighted contract.

WJTN and WJTN F.M. IN COMBINATION

CLASS "A"

		(5:30 p.m. to 7:30 p.m.)					
		1	1/2	1/4	10	5	1
		hr.	hr.	hr.	min.	min.	min.
1	ti	75.00	45.00	30.00	22.50	15.00	10.00
13	ti	71.25	42.75	28.50	21.40	14.25	9.50
26	ti	67.50	40.50	27.00	20.25	13.50	9.00
52	ti	63.75	38.25	25.50	19.15	12.75	8.50
104	ti	60.00	36.00	24.00	18.00	12.00	8.00
156	ti	56.25	33.75	22.50	16.90	11.25	7.50
260	ti	52.50	31.50	21.00	15.75	10.50	7.00

CLASS "B"

(All other times)

		1	1/2	1/4	10	5	1
		hr.	hr.	hr.	min.	min.	min.
1	ti	60.00	36.00	24.00	18.00	12.00	8.00
13	ti	57.00	34.20	22.80	17.10	11.40	7.60
26	ti	54.00	32.40	21.60	16.20	10.80	7.20
52	ti	51.00	30.60	20.40	15.30	10.20	6.80
104	ti	48.00	28.80	19.20	14.40	9.60	6.40
156	ti	45.00	27.00	18.00	13.50	9.00	6.00
260	ti	42.00	25.20	16.80	12.60	8.40	5.60

(\*) Shorts, 8-seconds or 16 words.

SPECIAL FEATURES

News Service—UPI. News, sports events, weather and temperature reports, time signals—rates on request.

Participating Programs

"The Dunigans"—12:35 p.m. and 5:20 p.m. Monday through Friday.  
 "Melva Webber Show"—1:20 p.m. Monday through Friday.  
 "Doc Webster Show"—7:00 a.m. to 9:00 a.m. Monday through Saturday.

The following rates apply to the above programs:

1	time	11.00	104	times	8.80
13	times	10.45	156	times	8.25
26	times	9.90	260	times	7.70
52	times	9.35			

"WJTN Farm Show"—5:30 a.m. to 7:00 a.m. Monday through Saturday.  
 "Inge Kihlberger Show"—12:30 p.m. to 2:30 p.m. Sunday.

The following rates apply to the two programs above:

1	time	8.00	104	times	6.40
13	times	7.60	156	times	6.00
26	times	7.20	260	times	5.60
52	times	6.80			

Participations may be counted with regular spot announcements in order to earn a lower frequency rate.

TRANSCRIPTIONS

Library Service—Associated, MacGregor, RCA.

KENMORE

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

See Buffalo-Niagara Falls

KINGSTON

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

WKNY

(Established 1939)



Rates effective July 1, 1958. (Card No. 1.)  
 Rates received July 3, 1958.  
 Owned and operated by the Kingston Broadcasting Corporation.

Personnel  
 President—Joseph K. Close.  
 Vice-Pres. & Gen'l Mgr.—Robert M. Peebles.  
 Program Director—Tony Bell.

Representatives  
 The Meeker Company, Inc.  
 New England—Foster and Creed.

Mailing Instructions  
 Business Office and Studio—Broadway Theatre Bldg., 601 Broadway, Kingston, N. Y., Federal 1-1490.  
 Transmitter—Albany Ave., Kingston, N. Y.

Wave—Power—Time  
 Operating power—250 watts.  
 Frequency—1490 kilocycles.  
 Non-directional.

Licensed to operate full time on local channel. Operates on Eastern Standard Time. Daylight Saving Time observed. Operating schedule: 6:00 a.m. to 11:10 p.m. Monday through Saturday; 8:55 a.m. to 11:10 p.m. Sunday.

Agency Commission  
 15% to recognized agencies on all charges; 2% cash discount 10 days.

General Advertising  
 For combination rates see Mutual Broadcasting System. The following rates are for national advertising. ASCAP, BMI and SESAC licenses. Length of commercial time: NAB standards. Maximum contract: 1 year.

		1	1/2	1/4	10	5	(*)	(†)
		hr.	hr.	hr.	min.	min.		
1	ti	75.00	45.00	30.00	22.50	15.00	8.00	4.00
26	ti	71.25	42.75	28.50	21.40	14.25	7.60	3.80
52	ti	67.50	40.50	27.00	20.25	13.50	7.20	3.60
104	ti	63.75	38.25	25.50	19.15	12.75	6.80	3.40
156	ti	60.00	36.00	24.00	18.00	12.00	6.40	3.20
260	ti	56.25	33.75	22.50	16.90	11.25	6.00	3.00

(\*) 1 minute or station break.  
 (†) 8 seconds, run-of-schedule.

SATURATION ANNOUNCEMENT PACKAGE

		1-25 weeks		26-51 weeks		52 or more weeks	
		Each	Per wk.	Each	Per wk.	Each	Per wk.
10	times	6.40	64.00	6.00	60.00	5.60	56.00
15	times	6.00	90.00	5.60	84.00	5.20	78.00
25	times	5.60	140.00	5.20	130.00	4.80	120.00
40	times	5.20	208.00	4.80	192.00	4.40	176.00
50	times	4.80	240.00	4.40	220.00	4.00	200.00

8-second radio shorts—50% of Announcement Rates.

Combination Rates  
 15% discount for a like schedule on WKNY, Kingston, N. Y.; WKNE, Keene, N. H., and WKXL, Concord, N. H. 10% for a like schedule on any two stations.  
 Programs and announcements may be combined to earn lower rates in the purchase of announcements. But can not be combined to earn lower rates in the purchase of programs.

SPECIAL FEATURES

News Service—AP.  
 Mid Hudson Valley Local News—5 times daily Monday through Saturday. News charges are included in program rates, to figure time charge deduct 20%. Sports programs, weather reports, time signals; rates on request.  
 Mutual Network Cooperative Programs—Rates on request.

POLITICAL

Regular rates apply, payable in advance. Copy of all political talks or programs involving controversial subjects must be submitted to station at least 48 hours in advance of broadcast.

WSKN Independent

City of license, Saugerties, N. Y.  
 Kingston—Governor Clinton Hotel, Kingston, N. Y.  
 See listing under Saugerties, N. Y.

LIBERTY

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

WVOS

(Established 1947)

Rates effective October 1, 1956. (Card No. 4.)  
 Card received November 26, 1956.  
 Owned and operated by The Sullivan County Broadcasting Corp.

Personnel  
 General Manager—S. Lubin.  
 Sec'y-Treas.—H. Borwick.  
 Station & Commercial Mgr.—William B. Orr.

Representatives  
 None.

Mailing Instructions  
 Business Office and Studio—Liberty, N. Y., Liberty 1680.  
 Other Studios—Monticello, N. Y., Monticello 869.  
 Transmitter—Liberty, N. Y.

Wave—Power—Time  
 Operating power—250 watts.  
 Frequency—1240 kilocycles.  
 Non-directional.

Licensed to operate full time. Operates on Eastern Time. Daylight Saving Time observed. Operating schedule: week days 6:45 a.m. to 11:30 p.m.; Sundays 9:00 a.m. to 11:30 p.m. Sign-off 2:00 a.m. during July and August.

Agency Commission  
 Agency commission 15%; no cash discount.

General Advertising  
 Accepts AAAA copyrighted contract. The following rates are for national advertising.

CLASS "A"

(7:00 a.m. to 1:00 p.m. and 5:00 p.m. to 10:00 p.m. week days; all day Sunday)

		1	1/2	1/4	10	5	1
		hr.	hr.	hr.	min.	min.	min.
1	time	70.00	40.00	21.00	20.00	12.50	10.00
13	times	67.00	38.00	20.50	19.00	11.50	9.00
52	times	64.00	36.00	20.00	18.00	11.00	8.50
78	times	61.00	34.00	19.50	17.00	10.50	8.00
104	times	58.00	32.00	19.00	16.50	10.00	7.50
156	times	55.00	31.00	18.00	16.00	9.50	7.00
234	times	52.00	29.00	17.00	15.50	9.00	6.50
260	times	49.00	28.00	16.50	15.00	8.50	6.25
312	times	46.00	27.00	16.00	14.50	8.00	5.75

CLASS "B"

(All other times)

1	time	60.00	35.00	20.00	15.00	11.00	9.00
13	times	58.00	33.50	19.00	14.50	10.00	8.00
52	times	56.00	33.00	18.00	14.00	9.50	7.50
78	times	54.00	30.00	16.00	13.50	9.00	7.00
104	times	52.00	29.00	15.50	13.00	8.50	6.50
156	times	50.00	28.00	15.00	12.00	8.25	6.25
234	times	48.00	27.00	14.50	11.00	8.00	6.00
260	times	46.00	26.00	14.00	10.00	7.50	5.75
312	times	44.00	24.00	13.00	9.00	7.00	5.25

Rates include 25% program expense but do not include talent charges.

SPECIAL FEATURES

News Service—UPI.  
 Sullivan County local news—10 minutes, 3 times daily, Monday through Saturday; Applicable rate plus 5.00 per broadcast.  
 Jeffersonville, Livingston Manor, Roscoe, Grahamsville, Woodbourne, Callicoon newscasts: Applicable rate plus 2.00 per broadcast.  
 Ellenville news—5 minutes, 3 times weekly: Applicable rate plus 2.00 per broadcast.  
 Weather reports, jingles, time signals—rates on request.

LITTLE FALLS

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

WLFH

(Established 1952)

Rates effective January 1, 1958.  
 Rates received January 6, 1958.  
 Revisions received July 31, 1953.

Owned and operated by Walter T. Gaines.  
 Personnel  
 Owner—Walter T. Gaines.

Representatives

George T. Hopewell, Inc.  
 Mailing Instructions  
 Business Office & Studio—WLFH Radio Bldg., Little Falls, N. Y., Little Falls 654, TO 6-4460.  
 Transmitter—339 S. Second St., Little Falls, N. Y.

Wave—Power—Time

Operating power—250 watts.  
 Frequency—1230 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time. Operates on Eastern Time. Daylight saving time observed. Operating schedule: 5:55 a.m. to 2:00 a.m.

Agency Commission

15% to recognized agencies; rates are net. Bills due and payable when rendered.

General Advertising

Accepts AAAA copyrighted contract. Beer and wine advertising accepted. ASCAP, BMI and SESAC licenses. No periods sold in bulk for resale.

		1	1/2	1/4	5	1	30
		hr.	hr.	hr.	min.	min.	sec.
1	time	30.00	20.00	15.00	8.00	7.50	6.00
13	times	28.50	19.25	12.50	7.60	7.00	5.70
26	times	27.00	15.50	10.00	7.20	6.50	5.40
52	times	25.50	12.75	9.50	6.80	6.25	5.10
260	times	24.00	12.00	8.50	6.40	6.00	4.80

No all-commercial five minute programs will be accepted.

SATURATION PLAN

Forty 20-second spots used in 48 hours	75.00
Twenty 20-second spots used in 24 hours	40.00

Saturation Spots (Run-of-schedule)

50 words:	1 minute:		
6 spots per day	17.40	6 spots per day	33.90
8 spots per day	22.00	8 spots per day	44.00
10 spots per day	26.00	10 spots per day	53.50

Other rates on request.

SPECIAL FEATURES

News Service—AP.  
 Front page news on every half hour.  
 Locals news 8:00 a.m., 10:00 a.m., 12:00 noon, 2:00 p.m., 6:00 p.m.—daily weather reports, jingles, time signals—rates on request.

Participating Programs

Monday through Saturday:  
 "Morning Page"—6:00 a.m. to 8:45 a.m.  
 "Party Line"—10:00 a.m. to 12:00 noon.  
 "Po.ka Party"—12:05 p.m. to 1:00 p.m.  
 "Carmen and Music"—1:05 p.m. to 4:00 p.m.  
 "Spins & Needles"—4:05 p.m. to 6:00 p.m.  
 "Italian Hour"—7:00 p.m. to 8:00 p.m.  
 "Hit Parade"—8:00 p.m. to 10:00 p.m.  
 "Late Date"—10:00 p.m. to 2:00 a.m.

POLITICAL & RELIGIOUS

Regular rates apply; payable in advance.  
 Foreign Language  
 Italian and Polish Programs on Sunday. Regular rates plus 50%.  
 Closing Time  
 24 hours before broadcast time on week days.  
 48 hours before broadcast time on Sunday.

LOCKPORT

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

WUSJ

(Established 1949)



Rates effective February 1, 1956.  
 Card received February 6, 1956.  
 Owned and operated by Lockport Union-Sun & Journal, Inc.

Personnel  
 General Manager—Wm. J. Kemble.  
 Station Manager—Joseph A. Pinna.

Representatives  
 Gill-Perna, Inc.

Mailing Instructions  
 Business Office and Studio—320 Michigan St., Lockport, N. Y., Lockport 3-5944.  
 Transmitter—320 Michigan St., Lockport, N. Y.

Wave—Power—Time  
 Operating power—250 watts.  
 Frequency—1340 kilocycles.  
 Non-directional.  
 Licensed to operate unlimited time. Daylight Saving Time observed. Operates on Eastern Time.

Operating schedule: Sundays 8:00 a.m. to 10:00 p.m.; week days 5:45 a.m. to 10:00 p.m.

Agency Commission  
 15% to recognized agencies on net charges for station time; no cash discount. Bills rendered 30th of month; payable within 10 days.

General Advertising  
 Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Foreign language programs not accepted. Advertisers cooperating in group broadcasts are required to keep individual contracts with station subject to card rates and contract regulations. No periods are sold in bulk for resale.

Length of commercial copy:

5 minutes	1:30 minutes
10 minutes	2:00 minutes
15 minutes	3:00 minutes
30 minutes	4:00 minutes
60 minutes	5:00 minutes

(This listing continued on next page)

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# NEW YORK

## Lockport—W U S J—Continued

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	100 wds.	50 wds.
1 time.....	50.00	30.00	20.00	15.00	11.00	6.50	3.50
13 times.....	49.50	29.40	19.60	14.65	10.75	6.35	3.40
26 times.....	49.00	28.80	19.20	14.30	10.50	6.20	3.30
52 times.....	48.50	28.20	18.80	13.95	10.25	6.05	3.20
104 times.....	48.00	27.60	18.40	13.60	10.00	5.90	3.10
156 times.....	47.50	27.00	18.00	13.25	9.75	5.75	3.00

### SATURATION SPOTS (Run-of-schedule)

50 words:	1 minute:
6 spots per day.....	17.40
8 spots per day.....	22.00
10 spots per day.....	26.00

### SPECIAL FEATURES

News Service—AP and local news.  
 Regular rates apply; payable in advance.  
 POLITICAL  
 TRANSCRIPTIONS  
 Library Service—World.

### Closing Time

Program copy must be completed one week in advance of broadcast. No changes will be allowed within two days of broadcast.

# LONG ISLAND

See Freeport, Hempstead, Huntington, Mineola, Patchogue—cities listed alphabetically.

# MALONE

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

## WICY

(Established 1946)



Revisions received January 4, 1954.  
 Owned and operated by The North Country Broadcasting Co.

### Personnel

General Manager—Mitchell C. Tackley.  
 Commercial Manager—Alice Tackley Pelkey.  
 Program Director—Donald J. Payne.  
 Sports Director—John Flynn.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—WICY Bldg., Malone, N. Y., telephone 187.  
 Transmitter—Porter Rd., Malone, N. Y.

### Wave—Power—Time

Operating power—250 watts.  
 Frequency—1490 kilocycles.  
 Non-directional.  
 Licensed to operate full time.  
 Operates on Eastern Time.  
 Operating schedule: 6:30 a.m. to 11:15 p.m.

### Agency Commission

15% to recognized advertising agencies; no cash discount. Invoices mailed weekly or monthly, as agency requires. Commission applies on net charge, for station time. No commission or cash discount on talent charges, wire costs.

### General Advertising

Affiliated with Mutual Broadcasting System.  
 Affiliated with Keystone Network.  
 Accepts AAAA copyrighted contract.  
 Advertising of beer and wine accepted.

### CLASS "A"

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	1/2 min.
1 time.....	30.00	7.50	7.50	15.00	8.00	6.00
13 times.....	28.50	7.00	7.00	14.25	7.60	5.70
26 times.....	27.00	6.25	6.25	13.50	7.20	5.40
52 times.....	25.50	6.00	6.00	12.75	6.80	5.10
100 times.....	24.00	6.00	6.00	12.00	6.40	4.80

### CLASS "B"

(All other times)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	1/2 min.
1 time.....	30.00	7.50	7.50	10.00	5.00	3.00
13 times.....	28.50	7.00	7.00	9.50	4.75	2.85
26 times.....	27.00	6.25	6.25	9.00	4.50	2.70
52 times.....	25.50	6.00	6.00	8.50	4.25	2.55
100 times.....	24.50	6.00	6.00	8.00	4.00	2.40

NOTE: On 1/4 hour programs opening and closing of 1/2 minute duration; on five minute programs opening and closing not more than 20 seconds commercial time. No all-commercial five minute programs will be accepted.

### Saturation Plan

40 20-second spots used in 48 hr.....	75.00
20 20-second spots used in 24 hr.....	40.00

### SPECIAL FEATURES

News Service—UPI.  
 Popular, classical, and novelty music.  
 Participation Programs  
 "Wake-up Show"—6:30 a.m. to 9:00 a.m. Mon. through Fri.  
 "Woman's World"—10:20 a.m. to 10:35 a.m. Mon. through Fri.  
 "Anything Goes"—3:00 p.m. to 5:00 p.m. Mon. through Fri.  
 "Night Train"—10:00 p.m. to 11:00 p.m. Mon. through Fri.

### POLITICAL

Rates on request.  
 Closing Time  
 Talent programs and all talks close 24 hours in advance of broadcast. Announcements and recorded programs 24 hours in advance. Publicity and program listings close 48 hours in advance.

# MASSENA

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

## WMSA

(Established 1945)

# ABC Radio Network



Rates effective January 1, 1954. (Card No. 5.)  
 Card received January 4, 1954.  
 Owned and operated by the Watertown Daily Times (The Brockway Company).

### Personnel

General Manager—Louis Salf, Jr.  
 Station Manager—Thomas R. McHugh.

### Representatives

Weed Radio Corporation.

### Mailing Instructions

Business Offices—Central Bldg., Massena, N. Y., Rockwell 9-3591.  
 Studio and Transmitter—Outer Main St., Massena, N. Y.

### Wave—Power—Time

Operating power—250 watts.  
 Frequency—1340 kilocycles.  
 Non-directional.  
 Licensed to operate full time on local channel.  
 Operates on Eastern Standard Time.  
 Daylight Saving Time observed.  
 Operating schedule: 6:15 a.m. to 12:05 a.m.

### F M Facilities

Effective radiated power—13,000 watts.  
 Frequency—105.3 megacycles; channel 287; Class B.  
 Antenna height—335 feet above average terrain.  
 Operating schedule: 6:15 a.m. to 11:15 p.m.

### Agency Commission

15% to recognized agencies on station time only; no cash discount. Bills due when rendered.

### General Advertising

For combination rates see ABC Radio and Northeast Radio Network.  
 FM operated in conjunction with AM.  
 The following rates are for national advertising. Rates include charges by owners of music copyrights. ASCAP, BMI and SESAC licenses.

### CLASS "A"

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	1/2 min.
1 time.....	50.00	36.00	24.00	14.00	8.00	5.00
26 times.....	47.50	34.20	22.80	13.30	7.60	4.75
52 times.....	45.00	32.40	21.60	12.60	7.20	4.50
104 times.....	42.50	30.60	20.40	11.90	6.80	4.25
156 times.....	40.00	28.80	19.20	11.20	6.40	4.00
260 times.....	37.50	27.00	18.00	10.50	6.00	3.75

### CLASS "B"

(6:15 a.m. to 6:00 p.m. daily)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	1/2 min.
1 time.....	40.00	30.00	20.00	10.00	5.00	3.00
26 times.....	38.00	28.50	19.00	9.50	4.75	2.85
52 times.....	36.00	27.00	18.00	9.00	4.50	2.70
104 times.....	34.00	25.50	17.00	8.50	4.25	2.55
156 times.....	32.00	24.00	16.00	8.00	4.00	2.40
260 times.....	30.00	22.50	15.00	7.50	3.75	2.25

### SPECIAL FEATURES

News Service—UPI.  
 TRANSCRIPTIONS  
 Library Service—Thesaurus.  
 Closing Time  
 One week in advance of broadcast.  
 All commercial copy must be submitted and approved 48 hours in advance of broadcast.

# WSTS

(C. P. 1,000 w. days; 1050 kc.)

Seaway Broadcasting Co.  
 Massena, N. Y.

# MIDDLETOWN

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

## WALL

(Established 1942)



Rates effective March 1, 1958. (Card No. 3.)  
 Card received February 14, 1958.  
 Owned and operated by Community Broadcasting Corp.

### Personnel

Pres. & Gen'l Mgr.—James M. Patt.

### Representatives

McGavren-Quinn Co.

### Mailing Instructions

Business Office and Studio—62 North St., Middletown, N. Y. Diamond 3-3119.  
 Other Studios—Goshen, N. Y.; Port Jervis, N. Y.; Warwick, N. Y.; Ellenville, N. Y.  
 Transmitter—239 Monhagen Ave., Middletown, N. Y.

### Wave—Power—Time

Operating power—250 watts.  
 Frequency—1340 kilocycles.  
 Non-directional.  
 Licensed to operate full time on local channel.  
 Operates on Eastern Time.  
 Operating schedule: 9:00 a.m. to 8:00 p.m. Sundays; 8:00 a.m. to midnight, week days.

### Agency Commission

15% on time and talent; 2% cash discount if paid by 10th of month.

### General Advertising

Accepts AAAA copyrighted contract.  
 Following rates are for national advertising and include music copyright fees.  
 ASCAP, BMI and SESAC licenses.

	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
208 times.....	35.00	21.00	14.00	10.50	7.00

### ANNOUNCEMENTS

	1 min.	30 sec.	20 sec.
1 time.....	6.00	5.00	4.00
13 times.....	5.80	4.85	3.90
26 times.....	5.60	4.70	3.80
52 times.....	5.40	4.55	3.70
104 times.....	5.20	4.40	3.60
156 times.....	5.00	4.25	3.50
208 times.....	4.80	4.10	3.40
260 times.....	4.60	3.95	3.30
312 times.....	4.40	3.80	3.20

### SPECIAL FEATURES

News Service—AP.  
 "News Before the Hour"—(5 minutes)—Applicable rate plus 1.00 per newscast.  
 Middletown, Pt. Jervis, Goshen, Warwick and Ellenville newscasts (5 minutes)—Applicable rate plus 2.00 per newscast.  
 "Orange County Farmer"—6:00 a.m. to 6:30 a.m. Participation. One minute rate plus .50 per announcement.  
 "Polka Hit Parade"—(Polish dj)—5:00 p.m. to 6:00 p.m. Saturday. Participation.  
 One minute rate plus 1.00 per announcement.  
 Disc Jockey programs—participation. Regular one minute rate applies.

### POLITICAL

Regular rates apply; payable in advance.  
 Closing Time  
 Contracts close one week in advance of first broadcast; talks and announcements close 48 hours in advance; transcriptions 24 hours in advance.

# MINEOLA

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

## WKIT

(Established 1956)

Rates effective October 15, 1957. (Card No. 3.)  
 Rates received November 1, 1957.  
 Owned and operated by WKIT, Inc.

### Personnel

President—Sy Weintraub.  
 Vice-Pres. & Sta. Mgr.—Walter Ware.  
 Vice-Pres. & Sales Mgr.—Hy Finkelstein.  
 Program Director—Frank Costa.

### Representatives

None.

### Mailing Instructions

Business Office and Studios—Roosevelt Field, Garden City, New York. Pioneer 6-6700.  
 Transmitter—266 Maple Place, Mineola, N. Y.

### Wave—Power—Time

Operating power—250 watts days.  
 Frequency—1520 kilocycles.  
 Non-directional.  
 Licensed to operate daytime.  
 Operating schedule: Sunrise to sunset.

### Agency Commission

15% to recognized agencies on net charges for station time; no cash discount.

### General Advertising

Rates include ASCAP, BMI and SESAC licenses. Maximum contract length, 52 weeks. Rates to which advertiser is entitled are determined by total number of combinable broadcasts within 1 year from date of initial broadcast. Announcements and programs may not be combined to earn a greater frequency discount. Talent charges included in time cost and are 20% thereof. Programs are sold in cycles of 13, 26, 39 and 52 weeks only.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	75.00	45.00	30.00	20.00	15.00
26 times.....	65.00	40.00	27.50	17.10	12.50
52 times.....	54.00	35.00	25.00	16.20	10.80
104 times.....	51.00	30.60	22.50	15.30	10.20
156 times.....	48.00	28.80	20.00	14.40	9.60
260 times.....	45.00	27.00	17.50	13.50	9.00
312 times.....	42.00	25.00	15.00	12.50	8.50

### ANNOUNCEMENTS

	1 min.	30 sec.	10 sec.
1 time.....	15.00	10.50	6.50
50 times.....	10.50	7.50	4.50
100 times.....	8.50	5.70	4.00
200 times.....	7.50	5.00	3.50
300 times.....	7.00	4.50	3.00
500 times.....	6.00	4.00	2.50
1,000 times.....	5.00	3.50	2.00

### SATURATION PACKAGES

50 announcements in 1 week..... 1000 time rate.  
 25 announcements in 1 week..... 500 time rate.  
 15 announcements in 1 week..... 300 time rate.  
 10 announcements in 1 week..... 200 time rate.

### SPECIAL FEATURES

News Service—UPI and local coverage.  
 5-minute news programs, additional 2.50.  
 15-minute news programs, additional 5.00.  
 Participating Programs  
 "Sunrise Serenade"—sign-on to 10:00 a.m.  
 "The Music Shop"—10:05 a.m. to 2:00 p.m.  
 "Strings and Things"—2:05 p.m. to 3:00 p.m. and 4:05 p.m. to sign-off.  
 "Show Time"—3:05 p.m. to 4:00 p.m.

# MOUNT KISCO

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

**WVIP**  
(Established 1957)



Rates effective \_\_\_\_\_  
Rates received March 31, 1958.

Owned and operated by Radio Mount Kisco, Inc.

### Personnel

President—E. M. O'Flynn.  
General Manager—Nicholas A. Andrews.

### Representatives

New York—Elizabeth BeckJordan.

### Mailing Instructions

Business Office and Studios—494 Lexington Ave.,  
Mount Kisco, N. Y., phone 6-5177.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1310 kilocycles.

### Directional

Operates on Eastern Standard Time.  
Daylight Saving Time observed.

Operating schedule: 6:00 a.m. to local sunset.

### Agency Commission

15% to recognized agencies on time only; 2% cash discount. Bills payable within 10 days of invoice date.

### General Advertising

Accepts AAAA copyrighted contracts.  
Rates include music copyright fees.

### ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	80.00	50.00	35.00	25.00	16.00
26 times.....	75.00	47.00	32.00	23.50	15.00
52 times.....	70.00	44.00	30.00	22.00	14.00
104 times.....	65.00	41.00	28.00	20.50	13.00
156 times.....	60.00	38.00	26.00	19.00	12.00
260 times.....	55.00	35.00	24.00	17.50	11.00

### ANNOUNCEMENTS

	1 min.	30 sec.	10 sec.
1 time.....	9.00	6.00	3.00
26 times.....	8.35	5.65	2.75
52 times.....	7.80	5.30	2.50
104 times.....	7.25	4.95	.....
156 times.....	6.70	4.60	.....
260 times.....	6.15	4.25	.....

### WEEKLY SPOT PACKAGE RATES

	1-minute			30-seconds		
	12 ti.	18 ti.	24 ti.	12 ti.	18 ti.	24 ti.
1 week.....	72.00	90.00	118.00	54.00	72.00	84.00
13 weeks.....	66.00	84.00	102.00	48.00	66.00	78.00
26 weeks.....	60.00	78.00	96.00	42.00	60.00	72.00

**SPECIAL FEATURES**  
News Service—AP, UPI and local. 10% extra charge.  
5-minute newscasts every half-hour daily from 6:00 a.m. to 9:30 a.m. Hourly news to sign-off.  
Sunday news every hour on the hour.

### Participating Programs

Monday through Friday:  
"Operation Earlybird" with Ed Robbins—6:00 a.m. to 9:00 a.m. Music, news, time and weather.  
"Studio In The Round"—9:00 a.m. to 11:00 a.m. Recorded music.  
"Stars and Strings"—11:00 a.m. to noon. Music.  
"12 O'Clock Report"—noon to 12:15 p.m. News.  
"Keyboard"—12:15 p.m. to 1:00 p.m.  
"Encore"—1:00 p.m. to 2:00 p.m.  
"Box Office"—2:00 p.m. to 3:00 p.m.  
"Studio In The Round"—3:00 p.m. to 4:30 p.m.  
Saturday:  
"Operation Earlybird" with Ed Robbins—6:00 a.m. to 9:00 a.m.  
"Survey"—9:00 a.m. to noon.  
"12 O'Clock Report"—noon to 12:15 p.m.  
"Keyboard"—12:15 p.m. to 1:00 p.m.  
"Studio In The Round"—1:00 p.m. to 4:30 p.m.  
Sunday:  
"Studio in the Round"—8:00 a.m. to 9:00 a.m.  
"Sunday Supplement"—9:00 a.m. to noon.  
"Keyboard"—noon to 1:00 p.m.  
"Box Office"—2:00 p.m. to 3:00 p.m.  
"Excursion"—3:00 p.m. to 4:30 p.m.

### POLITICAL

Regular rates apply; cash in advance.

### Closing Time

24 hours in advance of broadcast.

# NEWARK

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

**WACK**  
(Established 1957)



Rates effective October 1, 1957. (Card No. 1.)  
Card received May 2, 1958.

Owned and operated by Radio Wayne County, Inc.

### Personnel

President—J. Kaufman.  
Gen'l & Com'l Mgr.—J. Bud Sova.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—110 E. Union St.,  
Newark, N. Y. De 1-1420, 4343.

### Other Studios—Canadagua, N. Y.

Transmitter—Lyons-Newark Rd., 2 miles east of Newark.

### Wave—Power—Time

Operating power—500 watts days.  
Frequency—1420 kilocycles.

### Non-directional

Operates on Eastern Standard Time.  
Observes Daylight Saving Time.

Operating schedule: 6:00 a.m. to local sunset weekdays; 8:00 a.m. to local sunset Sundays.

### Agency Commission

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

### General Advertising

Accepts AAAA copyrighted contract.

Rates include music copyright fees.

ASCAP and BMI licenses.

Maximum contract accepted, 1 year.

Short rate billings where frequency discount is not earned.

	1 per week	2 per week	3 per week	4 per week	5 per week	6 per week
1 hour:						
1 week.....	80.00	152.00	216.00	272.00	320.00	360.00
13 weeks.....	76.00	144.00	204.00	256.00	300.00	336.00
26 weeks.....	72.00	136.00	192.00	240.00	280.00	312.00
39 weeks.....	68.00	128.00	180.00	224.00	260.00	278.00
52 weeks.....	64.00	120.00	168.00	208.00	240.00	254.00

	1 per week	2 per week	3 per week	4 per week	5 per week	6 per week
1/2 hour:						
1 week.....	55.00	104.50	148.50	187.00	220.00	247.50
13 weeks.....	52.25	99.00	140.25	176.00	206.25	231.00
26 weeks.....	49.50	93.50	132.00	165.00	192.50	214.50
39 weeks.....	46.75	88.00	123.75	154.00	178.75	198.00
52 weeks.....	44.00	82.50	115.50	143.00	165.00	171.50

	1 per week	2 per week	3 per week	4 per week	5 per week	6 per week
1/4 hour:						
1 week.....	33.00	62.70	89.10	112.20	132.00	148.50
13 weeks.....	31.35	59.40	84.05	105.60	123.75	138.60
26 weeks.....	29.70	56.10	79.20	99.00	115.50	123.70
39 weeks.....	28.05	52.80	73.25	92.40	107.25	118.80
52 weeks.....	26.40	49.50	68.30	85.80	99.00	108.90

	1 per week	2 per week	3 per week	4 per week	5 per week	6 per week
10 minutes:						
1 week.....	26.60	50.40	71.40	89.60	105.00	117.60
13 weeks.....	25.20	47.60	67.20	84.00	98.00	109.20
26 weeks.....	23.80	44.80	63.00	78.40	91.00	100.80
39 weeks.....	22.40	42.00	58.90	72.80	84.00	92.40
52 weeks.....	21.00	39.20	54.80	67.20	77.00	84.00

	1 per week	2 per week	3 per week	4 per week	5 per week	6 per week
5 minutes:						
1 week.....	16.00	30.40	43.20	54.40	64.00	72.00
13 weeks.....	15.20	28.80	40.80	51.20	60.00	67.50
26 weeks.....	14.40	27.20	38.40	48.00	56.00	62.40
39 weeks.....	13.60	25.60	36.00	44.80	52.00	57.60
52 weeks.....	12.80	24.00	33.60	41.60	48.00	52.80

	1 per week	2 per week	3 per week	4 per week	5 per week	6 per week
1 minute:						
1 week.....	10.45	19.80	28.05	35.20	41.25	46.20
13 weeks.....	9.90	18.70	26.40	33.00	38.50	42.90
26 weeks.....	9.35	17.60	24.75	30.80	35.75	39.60
39 weeks.....	8.80	16.50	23.10	28.60	33.00	36.30
52 weeks.....	8.35	15.40	21.45	26.40	30.25	33.00

	1 per week	2 per week	3 per week	4 per week	5 per week	6 per week
30-seconds:						
1 week.....	8.00	15.75	23.25	30.50	37.25	44.00
13 weeks.....	7.50	14.50	21.00	27.90	33.00	38.00
26 weeks.....	7.00	13.50	19.00	25.00	30.00	34.50
39 weeks.....	6.50	12.50	18.00	23.00	27.50	31.50
52 weeks.....	6.00	11.50	16.50	21.00	23.50	27.00

	1 per week	2 per week	3 per week	4 per week	5 per week	6 per week
10-seconds, 25 words or less:						
1 week.....	6.00	11.50	16.25	20.50	24.25	27.20
13 weeks.....	5.75	10.75	15.50	19.50	22.75	25.50
26 weeks.....	5.50	9.75	14.50	18.00	21.25	23.70
39 weeks.....	5.00	9.25	13.50	17.00	19.75	21.70
52 weeks.....	4.75	8.75	12.50	15.75	18.25	20.00

### Combination Rates

10% additional when sold in combination with WNDR, Syracuse, N. Y.

### SPECIAL FEATURES

News Service—AP and local.  
News every hour on the hour from 7:00 a.m. to sign-off daily; weather every hour on the half-hour from 6:30 a.m. to sign-off; baseball scores on the half-hour from 1:30 p.m. to 7:30 p.m. during baseball season.  
Time signals and ID's—10-second rates apply; weather reports—30-second rates apply; news and sports—5, 10 and 15-minute rates apply.

### Participating Programs

"The Canadagua Show"—1:30 p.m. to 3:00 p.m. Monday through Saturday. Live.  
"Musical Sunday"—8:00 a.m. to 1:00 p.m. Sunday. 15 minute blocks of uninterrupted album music.

### Closing Time

24 hours in advance of broadcast.

# NEWBURGH

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

**WGNY**  
(Established 1933)



Rates effective January 1, 1959.

Rates received December 1, 1958.

Owned and operated by Orange Co. Broadcasting Corp.

### Personnel

President—George W. Bingham.  
Vice-Pres. & General Mgr.—Joseph W. Rake.

Program Director—Richard H. Raskin.

Sales Manager—Campbell K. Thompson.

### Representatives

None.

### Mailing Instructions

Business Office and Studio—161 Broadway, Newburgh,  
N. Y., Newburgh 4600.

Other Studios—Middletown and Walden, N. J.

Transmitter—Cochection Turnpike, Newburgh, N. Y.

### Wave—Power—Time

Operating power—1,000 watts days.  
Frequency—1220 kilocycles.

### Non-directional

Licensed to operate full daytime.  
Operates on Eastern Standard Time.

Daylight Saving Time observed.

Operating schedule: Sunrise to local sunset.

Jan.....	7:15 a.m.-4:45 p.m.	July.....	4:30 a.m.-7:30 p.m.
Feb.....	7:00 a.m.-5:30 p.m.	Aug.....	5:00 a.m.-7:00 p.m.
Mar.....	6:15 a.m.-6:00 p.m.	Sept.....	5:30 a.m.-6:15 p.m.
Apr.....	5:15 a.m.-6:30 p.m.	Oct.....	6:00 a.m.-5:15 p.m.
May.....	4:45 a.m.-7:15 p.m.	Nov.....	6:45 a.m.-4:45 p.m.
June.....	4:15 a.m.-7:30 p.m.	Dec.....	7:15 a.m.-4:30 p.m.

### Agency Commission

15% to recognized agencies. 2% cash discount on station time only.

### General Advertising

Affiliated with Northeast Radio Network.

Accepts AAAA copyrighted contract.

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

All contracts are for one year maximum.

	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	25.00	20.00	15.00	9.00

# NEW YORK

	—1/4 hour—	—10 min.—	—5 min.—
Per week:	Each	Total	Each Total
3 times.....	23.00	69.00	18.00 54.00
5 times.....	21.00	105.00	16.00 80.00
6 times.....	20.00	120.00	15.00 90.00
7 times.....	19.00	133.00	14.00 98.00

### ANNOUNCEMENT PACKAGE

	Each	Total	Per week:	Each	Total
5 times.....	8				

**NEW YORK**

**NEW YORK CITY**

(18 AM; 12 FM)  
New York, Bronx, Richmond, Kings and Queens  
Counties—Map Location G-10  
See SDDS consumer market map and data at begin-  
ning of the State.

**WABC**

(Established 1921)

**THE JOHN BLAIR STATION**

**ABC Radio Network**

An ABC Owned Station



Rates effective August 1, 1958. (Card No. 19.)  
Card received July 30, 1958.  
Rev. rec'd September 29, 1958.  
Owned and operated by the American Broadcasting  
Company, Div. of American Broadcasting, Para-  
mount Theatres, Inc.

**Personnel**

General Manager—Ben Hoberman.  
Merchandising Mgr.—Tom Mayer.  
Promotion Manager—Paul Kasander.

**Representatives**

John Blair & Company.

**Mailing Instructions**

Business Office and Studio—39 W. 66th St., New  
York 23, N. Y., Susquehanna 7-5000. Or in New  
York: John Blair & Company, 415 Madison Ave.,  
New York 17, N. Y., Plaza 3-4250

Transmitter—Lodi, Bergen County, N. J.

**Wave—Power—Time**

Operating power—50,000 watts.  
Frequency—770 kilocycles.  
Non-directional.  
Licensed to operate full time on cleared channel.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: 24 hours daily except Sunday—  
midnight to 7:45 a.m.

**F M Facilities**

Effective radiated power—6,500 watts.  
Frequency—95.5 megacycles on channel 238.  
Antenna height—780 feet above average terrain.

**Agency Commission**

15% to recognized agencies on rates shown below  
except as otherwise noted; no cash discount.  
Bills due and payable when rendered.

**General Advertising**

For combination rates see ABC Radio.  
Rates quoted herein are guaranteed for a period of  
6 months from the effective date of any increase in  
these rates, providing that advertising is actually  
running at time of effective date of increase and pro-  
viding that broadcasts continue without interruption.  
Rates include charges by owners of music copyright  
from whom station has blanket licenses. All accounts  
are subject to the same rates. No periods are sold  
in bulk for resale.

Contracts accepted 30 days in advance of initial  
broadcast. Maximum length of contract one year.

**ANNOUNCEMENTS**

(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to  
7:00 p.m. Monday through Saturday)

	Flat	Weekly
1-minute:	Each	Weekly
Specified position	80.00	.....
Less than 6 weekly	65.00	.....
6 weekly, staggered, 1 per day	60.00	360.00
12 announcements weekly	58.00	696.00
24 announcements weekly	56.00	1,344.00
48 announcements weekly	54.00	2,592.00
96 announcements weekly	50.00	4,800.00
(9:00 a.m. to 4:00 p.m. and 7:00 p.m. to 11:00 p.m. Monday through Saturday)		
Specified position	70.00	.....
Less than 6 weekly	55.00	.....
6 weekly, 1 per day	50.00	300.00
12 announcements weekly	42.00	504.00
24 announcements weekly	40.00	960.00
48 announcements weekly	38.00	1,794.00
96 announcements weekly	34.00	3,264.00
(After 11:00 p.m. Monday through Saturday)		
Less than 6 weekly	27.00	.....
6 weekly, 1 per day	25.00	150.00
12 announcements weekly	21.00	252.00
24 announcements weekly	20.00	480.00
48 announcements weekly	19.00	912.00
96 announcements weekly	17.00	1,632.00

**SATURDAY PLANS**

(Scheduled throughout broadcast day)

Per week:  
18 minutes..... 710.00 72 minutes..... 1,971.00  
36 minutes..... 1,285.20  
Station breaks—75% applicable minute rate.  
ID's—1/3 applicable minute rate.  
Minutes, station breaks and ID's may be combined  
for maximum frequency.

**NEWSCASTS**

(6:00 a.m. to 9:00 a.m. and 4:00 p.m. to  
7:00 p.m. Monday through Friday)

	Flat	Weekly
5 minutes:	Each	Weekly
Less than 6 weekly	100.00	.....
6 weekly, 1 per day	90.00	540.00
(9:00 a.m. to 4:00 p.m. and 7:00 p.m. to 11:00 p.m. Monday through Saturday)		
Less than 6 weekly	80.00	.....
6 weekly, 1 per day	75.00	450.00

**NEWSCAST DISCOUNTS**

13 weeks..... 10% 52 weeks..... 20%  
26 weeks..... 15%

**PROGRAMS**

**CLASS "A"**

(6:00 a.m. to 8:00 p.m. Monday through Sun-  
day)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	720.00	432.00	288.00	240.00	144.00
26 times	684.00	410.40	273.60	228.00	136.80
52 times	648.00	388.80	259.20	216.00	129.60
104 times	612.00	367.20	244.80	204.00	122.40
156 times	576.00	345.60	230.40	192.00	115.20
260 times	540.00	324.00	216.00	180.00	108.00

**CLASS "B"**  
(8:00 p.m. to midnight Monday through Sun-  
day)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	400.00	240.00	160.00	133.35	80.00
26 times	380.00	228.00	152.00	126.55	76.00
52 times	360.00	216.00	144.00	120.00	72.00
104 times	340.00	204.00	136.00	113.35	68.00
156 times	320.00	192.00	128.00	106.65	64.00
260 times	300.00	180.00	120.00	100.00	60.00

**CLASS "C"**  
(Midnight to 6:00 a.m. Monday through Sun-  
day)

Rates on request.  
Rates for periods longer than 1 hour are in exact  
proportion to the corresponding 1 hour rate.  
Net frequency rates are based on the total number of  
programs in all rate brackets used within 1 year for  
the same advertiser. If a contract is renewed for the  
same uninterrupted schedule beyond a 52-week peri-  
od, the same earned time rate will be allowed. If  
a contract is continued without interruption beyond  
a 52-week period, but the schedule is reduced in fre-  
quency, the time rate will be that which would have  
been earned during the preceding 52-week period had  
the reduced schedule prevailed throughout.  
2 or more program units of 15-minutes or more  
broadcast on the same day for the same advertiser,  
within the same rate classifications, may be combined  
to earn the 1/2 hour, 3/4 hour or 1 hour rate, which  
ever applies.

**SPECIAL FEATURES**

**Participating Programs**

"The Ross Mulholland Show"—6:00 a.m. to 9:00  
a.m. Monday through Friday; 6:00 a.m. to 10:00 a.m.  
Saturday.  
"Martin Block's Make Believe Ballroom"—10:00  
a.m. to 2:00 p.m. Monday through Saturday.  
"The Tony Marvin Show"—2:00 p.m. to 4:00 p.m.  
Monday through Saturday.  
"The Del Sharbutt Show"—4:00 p.m. to 6:30 p.m.  
Monday through Friday; 4:00 p.m. to 7:00 p.m. Sat-  
urday.  
"The Alan Freed Show"—7:15 p.m. to 11:00 p.m.  
Monday through Friday; 7:00 p.m. to 11:00 p.m.  
Saturday.  
"Big Joe Rosenfield's Happiness Exchange"—mid-  
night to 6:00 a.m. Monday through Saturday.

**Closing Time**

Program material and commercial announcements must  
be delivered to company for approval at least one  
week in advance of broadcast date. No changes with-  
in 48 hours prior to starting date.  
Independent announcements and participation features  
may be moved to other periods, if available and as  
arranged by station manager upon 24 hours notice.

**WBAI**

—FM—

(Established 1955)

Rates effective November 1, 1957. (Card No. 4.)  
Card received October 30, 1957.  
Owned and operated by The WBAI-FM, Inc.

**Personnel**

General Manager—Bertram S. Cowlan.

**Representatives**

None.

**Mailing Instructions**

Business Office, Studio and Transmitter—2 E. 61st  
St., New York 21, N. Y. Te 8-3355.

**Wave—Power—Time**

Effective radiated power—18,000 watts.  
Frequency—99.5 megacycles; channel 258; Class A.  
Antenna height—520 feet above average terrain.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Operating schedule 8:00 a.m. to 1:00 a.m.

**Agency Commission**

15% on time only; no cash discount. Bills rendered  
monthly; due within 10 days of date of bill.

**General Advertising**

Rates include music copyright fees.  
ASCAP and BMI licenses.

**CLASS "A"**

(5:00 p.m. to midnight Monday through Sat-  
urday; 2:00 p.m. to midnight Sunday)

	1-2 ti.	3-4 ti.	5-6-7 ti.
1 hour:	60.00	56.00	53.00
1-12 weeks	57.50	54.00	51.00
13-25 weeks	55.00	52.00	49.00
26-38 weeks	53.00	50.00	47.50
39-51 weeks	50.75	48.00	46.00

**CLASS "B"**

(All other times)

1-12 weeks	50.00	48.00	46.00
13-25 weeks	48.00	46.50	45.00
26-38 weeks	46.00	45.00	44.00
39-51 weeks	44.50	43.50	42.50
52 weeks	43.00	42.00	41.00

Programs are 1 hour or 55 minutes at station option.  
To obtain 1/4, 1/2 or 3/4 hour rate, divide 1 hour  
rate by fraction and add 20%.

**SPOT ANNOUNCEMENTS**

	Class "A"	Class "B"
1-minute or less (preferably less):	12.00	10.00
1 time	11.50	9.50
25 times	11.00	9.00
50 times	10.50	8.50
100 times	10.00	8.00
200 times	9.50	7.50
300 or more times	9.00	7.00

**SPECIAL FEATURES**

News Service—AP.  
5-minute bulletins broadcast at: 9:00 a.m., noon,  
3:00 p.m., 5:00 p.m., 7:00 p.m. and 11:00 p.m.  
Weather forecasts and time signals—every quarter  
hour before 11:30 a.m., after 11:30 a.m., whenever  
programming permits.  
30 seconds before newscasts and 20 seconds after  
each newscast, 15.00.

**Frequency Discounts**

News Weather and Time Signals, per year:  
1-24 times..... none 100-199 times..... 15%  
25-49 times..... 5% 200-299 times..... 20%  
50-99 times..... 10% 300 or more times..... 25%

**POLITICAL**

One time rates apply. Cash in advance.  
**Closing Time**  
48 hours in advance of broadcast and Friday 12:00  
noon.

**W B F M**

—FM—

(Established 1941)



Rates received June 1, 1950.  
Owned and operated by Muzak Corporation.

**Personnel**

President—Charles C. Cowley.  
Vice-Pres. & Gen'l Manager—John R. Andrus.

**Representatives**

None.

**Mailing Instructions**

Business Office and Studio—10 E. 40th St., New York  
16, N. Y., Lexington 2-4927.  
Transmitter—10 E. 40th St., New York 16, N. Y.

**Wave—Power—Time**

Effective radiated power—20,000 watts.  
Frequency—101.9 megacycles; Class B.  
Antenna height—716 feet above sea level.  
Licensed to operate full time on Channel 270.  
Operates on Eastern Time.  
Operating schedule: 6:00 a.m. to 2:30 a.m. week days;  
9:15 a.m. to 2:00 a.m. Sundays.

**Agency Commission**

15% to recognized advertising agencies on net time  
charges only; no cash discount. Bills due and pay-  
able weekly following broadcast if direct business.

**General Advertising**

Rates include music copyright fees, exclude talent  
costs.

**CLASS "A"**

(8:00 a.m. to 9:00 a.m., 11:45 a.m. to 1:30  
p.m., 5:30 p.m. to 11:00 p.m. week days; and  
all day Sundays)

1 hour.....	80.00	5 minutes.....	18.75
3/4 hour.....	60.00	1 minute.....	10.00
1/2 hour.....	45.00	1/2 minute.....	7.50
1/4 hour.....	33.75	20 seconds or 35	
10 minutes.....	25.00	words.....	5.00

**CLASS "B"**

(9:00 a.m. to 11:45 a.m., 1:30 p.m. to 5:30  
p.m., 11:00 p.m. to 3:00 a.m. week days)

1 hour.....	60.00	5 minutes.....	14.00
3/4 hour.....	45.00	1 minute.....	7.50
1/2 hour.....	33.75	1/2 minute.....	5.00
1/4 hour.....	25.00	20 seconds or 35	
10 minutes.....	18.75	words.....	3.50

**DISCOUNTS**

26 times..... 5% 260 times..... 15%  
52 times..... 7-1/2% 312 times..... 20%  
104 times..... 10%

**SPECIAL FEATURES**

News Service—UPI.  
Weather Reports—Guaranteed next to news service  
with privilege of 1/2 minute announcement immedi-  
ately following, at rates and discounts applicable to  
one minute announcements.

**Closing Time**

Advertising copy must be submitted and approved 48  
hours in advance of each broadcast.

(New York City continued on next page)

**SPANISH-PUERTO RICAN  
PROGRAMS on  
WWRL, N. Y. Lead**

**all competitive Spanish programming**

● 332 out of 332 quarter hours weekly

**all other independent stations**

● 332 out of 332 quarter hours weekly

**one or more network stations**

● 332 out of 332 quarter hours weekly

**two or more network stations**

● 332 out of 332 quarter hours weekly

**all four network stations**

● 332 out of 332 quarter hours weekly

**PULSE RATINGS ARE NOW AVAILABLE  
COMPLETE IN-STORE MERCHANDISING  
FOR ALL PRODUCTS AND SERVICES:**

**WWRL  
NEW YORK**



New York City—Continued

**WBNX**

(Established 1927)

Rates effective September 1, 1946. (Card No. 9.)  
Owned and operated by WBNX Broadcasting Co., Inc.  
Personnel  
General Manager—Wm. I. Moore.  
Representatives  
New York—Lewis King.  
Mailing Instructions  
Business Office and Main Studio—260 E. 161st St.,  
New York 51, N. Y., Melrose 5-0333.  
Transmitter—Carlstadt, N. J.

Wave—Power—Time  
Operating power—5,000 watts.  
Frequency—1380 kilocycles.  
Directional—same pattern, all hours.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Divides time with station WAWZ.  
Operating schedule: Sundays 9:00 a.m. to 11:00 a.m.,  
12:30 p.m. to 3:00 p.m., 4:30 p.m. to 7:00 p.m. and  
8:30 p.m. to 12:00 midnight. Monday to Saturday,  
inclusive 9:00 a.m. to 6:00 p.m. and from 7:30 p.m.  
to 12:00 midnight.

Agency Commission  
15% on net charges for station time to recognized  
agencies; no cash discount. No commission on talent.  
General Advertising  
The following rates are for national advertising and  
include music copyright fees. Retroactive discounts  
allowed on contracts renewed without interruption;  
limited to one renewal within one year.

CLASS "A"				
(7:00 p.m. to 10:00 p.m. week days and sign-on to 10:00 p.m. Sundays)				
	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time..	237.25	141.75	80.00	45.00
13 times	244.50	134.75	75.75	42.75
26 times	231.50	127.50	72.00	40.50
52 times	206.00	118.25	63.75	36.00
104 times	192.75	106.50	60.00	33.75
260 times	180.00	99.50	56.00	31.50
312 times	167.25	92.25	51.75	29.25

CLASS "B"				
(9:00 a.m. to 7:00 p.m. week days and after 10:00 p.m. daily)				
	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time..	141.75	80.00	45.00	32.00
13 times	134.75	75.75	42.75	30.50
26 times	127.50	72.00	40.50	29.00
52 times	113.25	63.75	36.00	26.00
104 times	106.50	60.00	33.75	24.00
260 times	99.50	56.00	31.50	22.00
312 times	92.25	51.75	29.25	21.00

SPECIAL FEATURES  
News: Leased wire service available.  
POLITICAL  
Rates on request.  
Closing Time  
Closing date four weeks in advance of services if  
program is to be included in publicity releases.

**WCBS**  
(Established 1924)  
**CBS Owned**



Rates effective December 1, 1957. (Card No. 24.)  
Card received October 22, 1957.  
Owned and operated by CBS Radio, a division of  
Columbia Broadcasting System, Inc.  
Personnel  
General Manager—Sam Slate.  
Sales Manager—Tom Swafford.  
Adv. & Sales Prom. Mgr.—Richard Stahlberger.  
Sales Service Mgr.—Lyman Clardy.  
Representatives CBS Radio Spot Sales.

Mailing Instructions  
Business Office and Studio—485 Madison Ave., New  
York 22, N. Y., Plaza 1-2345.  
Address all program and advertising copy to:  
Lyman Clardy, Sales Service Manager, WCBS Radio,  
9th floor, 485 Madison Ave., New York 22, N. Y.  
Transmitter—Columbia Island, New Rochelle, N. Y.  
Wave—Power—Time  
Operating power—50,000 watts.  
Frequency—880 kilocycles.  
Non-directional.  
Licensed to operate full time on cleared national  
channel. Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: 24 hours daily, except Monday  
1:05 a.m. to 5:30 a.m.

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. Pay-  
ments not made within that time may have the net  
amount due (before deduction of agency commission,  
if any) increased 2%.  
General Advertising  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Facilities will be furnished only for programs, prod-  
ucts, services and continuities acceptable to the  
station.  
All program content and advertising copy are subject  
to station approval. No commercially sponsored pro-  
grams in foreign languages will be broadcast. Com-  
plete program production services are available in-  
cluding 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 can-  
cels 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 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 im-  
mediately preceding.  
This rate card is published for the convenient refer-  
ence 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	1:15 min.	2:10 min.	3:00 min.	4:15 min.	7:00 min.
5 minutes.....					
10 minutes.....					
15 minutes.....					
30 minutes.....					
60 minutes.....					

Announcements:  
1 minute..... 60 seconds  
Station Breaks..... 20 seconds  
ID's ..... 10 seconds  
ID's ..... 8 seconds or less

**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 11:00 p.m. Sunday through  
Saturday.  
Class "C"—11:00 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 9:59 a.m. Monday through  
Saturday; 9:59 a.m. to 7:00 p.m. Sunday.  
Class "B"—7:00 p.m. to 11:00 p.m. Sunday through  
Saturday.  
Class "C"—11:00 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 par-  
ticipations 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.

1-25 Consecutive Weeks							
Days per week							
hour:	1 day	2 days	3 days	4 days	5 days	6 days	7 days
A.....	1,000.	965.	930.	895.	860.	825.	790.
B.....	900.	869.	837.	806.	774.	743.	711.
C.....	800.	772.	744.	716.	688.	660.	632.

1/2 hour:							
A.....	600.	579.	558.	537.	516.	495.	474.
B.....	540.	521.	502.	483.	464.	446.	427.
C.....	475.	458.	442.	425.	409.	392.	375.

1/4 hour:							
A.....	370.	357.	344.	331.	318.	305.	292.
B.....	340.	328.	316.	304.	292.	281.	269.
C.....	300.	290.	279.	269.	258.	248.	237.

10 minutes:							
A.....	300.	290.	279.	269.	258.	248.	237.
B.....	275.	265.	256.	246.	237.	227.	217.
C.....	240.	232.	223.	215.	206.	198.	190.

5 minutes:							
A.....	185.	179.	172.	166.	159.	153.	146.
B.....	170.	164.	158.	152.	146.	140.	134.
C.....	150.	145.	140.	134.	129.	124.	119.

26-51 Consecutive Weeks							
A.....	950.	915.	880.	845.	810.	765.	740.
B.....	855.	824.	792.	761.	729.	689.	666.
C.....	760.	732.	704.	676.	648.	612.	592.

1/2 hour:							
A.....	570.	549.	528.	507.	486.	459.	444.
B.....	513.	494.	475.	456.	437.	413.	400.
C.....	451.	435.	418.	401.	385.	363.	352.

1/4 hour:							
A.....	352.	339.	326.	313.	300.	283.	274.
B.....	323.	311.	299.	287.	275.	260.	252.
C.....	285.	275.	264.	254.	243.	230.	222.

10 minutes:							
A.....	285.	275.	264.	254.	243.	230.	222.
B.....	261.	252.	242.	232.	223.	210.	204.
C.....	228.	220.	211.	203.	194.	184.	178.

5 minutes:							
A.....	176.	169.	163.	156.	150.	142.	137.
B.....	162.	156.	150.	144.	138.	130.	126.
C.....	143.	137.	132.	127.	122.	115.	111.

52 or more consecutive weeks							
A.....	900.	865.	830.	795.	760.	725.	690.
B.....	810.	779.	747.	716.	684.	653.	621.
C.....	720.	692.	664.	636.	608.	580.	552.

1/2 hour:							
A.....	540.	519.	498.	477.	456.	435.	414.
B.....	486.	467.	448.	429.	410.	392.	373.
C.....	428.	411.	394.	378.	361.	344.	328.

1/4 hour:							
A.....	333.	320.	307.	294.	281.	268.	255.
B.....	306.	294.	282.	270.	258.	247.	235.
C.....	270.	260.	249.	239.	228.	218.	207.

10 minutes:							
A.....	270.	260.	249.	239.	228.	218.	207.
B.....	248.	238.	228.	219.	209.	199.	190.
C.....	216.	208.	199.	191.	182.	174.	166.

5 minutes:							
A.....	167.	160.	154.	147.	141.	134.	128.
B.....	153.	147.	141.	135.	129.	123.	117.
C.....	135.	130.	125.	119.	114.	109.	104.

**SECTION II**

(All rates quoted are net dollar cost per unit)

**ANNOUNCEMENTS AND PARTICIPATIONS**  
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's may  
combine to earn lower rates. ID's do not combine  
with any other announcements or participations.  
1-minute and station break announcement rates do  
not apply 6:00 a.m. to 9:00 a.m. Monday through  
Saturday. See Section III, Special Features, for ap-  
plicable rates. Multiple Jim Lowe's Hideaway—Sat-  
urday Participations: Days-Per-Week rates listed are  
Times-Per-Day rates.

**NEW YORK**

**A. — ANNOUNCEMENTS**

(Not in packages)

1-25 Consecutive Weeks							
Days per week							
	1 day	2 days	3 days	4 days	5 days	6 days	7 days
1 minute:							
A.....	180.	174.	167.	161.	155.	149.	142.
B.....	125.	121.	116.	112.	108.	103.	99.
C.....	100.	97.	93.	90.	86.	83.	79.
Station breaks, 20 seconds:							
A.....	140.	135.	130.	125.	120.	116.	111.
B.....	100.	97.	93.	90.	86.	83.	79.
C.....	80.	77.	74.	72.	69.	66.	63.
ID's, 10 seconds:							
A.....	100.	97.	93.	90.	86.	83.	79.
B.....	75.	72.	70.	67.	65.	62.	59.
C.....	60.	58.	56.	54.	52.	50.	47.
8 seconds:							
A.....	85.	82.	79.	76.	73.	70.	67.
B.....	65.	63.	60.	58.	56.	54.	51.
C.....	50.	48.	47.	45.	43.	41.	40.

26-51 Consecutive Weeks							
Days per week							
	1 day	2 days	3 days	4 days	5 days	6 days	7 days
1 minute:							
A.....	171.	165.	158.	152.	146.	138.	133.
B.....	119.	114.	110.	106.	101.	96.	93.
C.....	95.	92.	88.	85.	81.	77.	74.
Station breaks, 20 seconds:							
A.....	133.	128.	123.	118.	113.	109.	104.
B.....	95.	92.	88.	85.	81.	77.	74.
C.....	76.	73.	70.	68.	65.	61.	59.
ID's, 10 seconds:							
A.....	95.	92.	88.	85.	81.	77.	74.
B.....	71.	69.	66.	63.	61.	57.	56.
C.....	57.	55.	53.	51.	49.	46.	44.
8 seconds:							
A.....	81.	78.	75.	72.	69.	65.	63.
B.....	62.	59.	57.	55.	53.	50.	48.
C.....	48.	46.	44.	42.	41.	38.	37.

52 or more Consecutive Weeks							
Days per week							
	1 day	2 days	3 days	4 days	5 days	6 days	7 days
1 minute:							
A.....	162.	156.	149.	143.	137.	131.	124.
B.....	113.	108.	104.	99.	95.	91.	86.
C.....	90.	87.	83.	80.	76.	73.	69.
Station breaks, 20 seconds:							
A.....	126.	121.	116.	111.	106.	102.	97.
B.....	90.	87.	83.	80.	76.	73.	69.
C.....	72.	69.	66.	64.	61.	58.	55.
ID's, 10 seconds:							
A.....	90.	87.	83.	80.	76.	73.	69.
B.....	68.	65.	62.	60.	57.	54.	52.
C.....	54.	52.					

# NEW YORK

## New York City—W C B S—Continued

(All rates quoted are net dollar cost per unit)

### SECTION III SPECIAL FEATURES

A.—Feature Announcements and Participations  
NOTE: Features listed in this Section "A" may count numerically toward Fixed Position Packages of minutes and station breaks but do not themselves received any lower package rates. Weeks in this Section "A" are on a consecutive week basis. Feature Minutes—6:00 a.m. to 9:00 a.m. Monday through Saturday:

	Days per Week						
	1 day	2 days	3 days	4 days	5 days	6 days	7 days
1-25	200.	193.	186.	179.	172.	165.	158.
26-51	190.	183.	176.	169.	162.	153.	148.
52+	180.	173.	166.	159.	152.	145.	138.
Feature Breaks:							
1-25	150.	145.	140.	134.	129.	124.	119.
26-51	143.	137.	132.	127.	122.	115.	111.
52+	135.	130.	125.	119.	114.	109.	104.
The Jack Sterling Show:							
1-25	180.	174.	167.	161.	155.	149.	142.
26-51	171.	165.	158.	152.	146.	139.	133.
52+	162.	156.	149.	143.	137.	131.	124.

### B.—Housewives Protective League—HPL

	13 cons. Less than wks. firm 13 weeks				
	1 day	2 days	3 days	4 days	5 days
1. The HPL Combination:					
6 times per week	105.	116.			
3 times per week	120.	132.			
2. The HPL Program only. Sold on schedules of:					
6 times per week	140.	154.			
3 times per week	155.	171.			

NOTE: The HPL features listed count numerically toward Minute and Break packages in Section 11, but do not themselves receive any lower rates.

	Days per week				
	1 day	2 days	3 days	4 days	5 days
13 cons wks firm	115.	111.	107.	103.	99.
Less than 13 wks.	125.	121.	117.	113.	109.

	Announcements per week			
	12-20	21-34	35+	times times times
13 consecutive weeks firm	91.	86.	80.	
Less than 13 weeks	96.	90.	85.	

The Starlight Salute Program combines with minutes, breaks, participations or other features for lower Days-per-week or package rates.

### SERVICE FACILITIES

News Service—AP and UPI.  
Instantaneous Reference Recordings: Available at charge of 20.00 each, net, per 15 minute unit or less, plus shipping charges.

### POLITICAL

Accepted according to provisions for broadcasts established by the station. Details on request; regular rates apply.

### Closing Time

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

## WEVD

(Established 1927)

Rates effective October 1, 1958. (Card No. 18.)  
Card received October 16, 1958.

Owned and operated by Debs Memorial Radio Fund, Inc.

### Personnel

Managing Director—Henry Greenfield.

### Representatives

None

### Mailing Instructions

Business Office and Studio—117-119 W. 46th St., New York 36, N. Y., Plaza 7-0880.

Transmitter—Maspeth, Long Island, N. Y.

### Wave—Power—Time

Operating power—5,000 watts.  
Frequency—1330 kilocycles.

Directional—separate patterns, day and night.

Operates on Eastern Standard Time.

Operating schedule: Monday 8:00 a.m. to 6:00 p.m.;

Tuesday through Friday 8:00 a.m. to 5:00 p.m. and

8:00 p.m. to 1:00 a.m.; Saturday 8:00 a.m. to 1:00

a.m.; Sunday 11:00 a.m. to 4:00 p.m. and 8:00 p.m.

to 1:00 a.m.

### F M Facilities

Effective radiated power—20,000 watts.

Frequency—97.9 megacycles; channel 250.

### Agency Commission

15% to recognized advertising agencies; no cash discount.

### General Advertising

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

All programs broadcast simultaneously on AM and FM

at no additional cost.

No periods sold in bulk for resale.

Advertising of alcoholic beverages, except beer and

wine, not accepted.

One hour programs constitute 58 minutes; one half

hour programs 29 minutes; one-quarter hour programs

14 minutes.

Class "A"—11:00 a.m. to 4:00 p.m. Sundays.

Class "B"—6:00 p.m. to 11:00 p.m. Saturday and

Sunday.

Class "C"—8:00 a.m. to 11:00 p.m. daily.

Class "D"—11:00 p.m. to 12:00 midnight daily.

### FREQUENCY DISCOUNTS

Programs:	13 wks.	26 wks.	52 wks.
1 per week	5%	5%	5%
2 or 3 per week	5%	10%	10%
4 or 5 per week	5%	10%	15%
6 or more weekly	10%	15%	20%

Announcements:	13 wks.	26 wks.	52 wks.
1 daily	5%	5%	5%
2 or 3 daily	5%	10%	10%
4 or 5 daily	5%	10%	15%
6 or more daily	10%	15%	20%

Closing Time  
Program copy must be submitted three days prior to broadcast; commercial continuity 24 hours in advance.

## WFUV

—FM—

(Established 1947)

Owned and operated by Fordham University.

Frequency—90.7 megacycles; channel 214.

Does not sell time.

## WHOM

(Established 1930)

Rates effective December 1, 1956. (Card No. 14.)

Rates received October 31, 1956.

Revisions received December 31, 1956.

Owned and operated by Progress Broadcasting Corporation.

### Personnel

President—Fortune Pope.

Vice-Pres. In Charge of Sales—Charles Baltin.

### Representatives

None

### Mailing Instructions

Business Office and Studio—136 W. 52nd St., New

York 19, N. Y., Circle 6-3900.

Transmitter—Ridgefield Park, N. J.

### Wave—Power—Time

Operating power—5,000 watts.

Frequency—1480 kilocycles.

Directional—separate patterns, day and night

Licensed to operate full time.

Operates on Eastern Standard Time.

Operating schedule: 20 hours.

### F M Facilities

Effective radiated power—11,000 watts.

Frequency—92.3 megacycles; channel 222.

### Agency Commission

15% to recognized advertising agencies on net time

charges only; no cash discount. Bills due and pay-

able 10th of following month.

### General Advertising

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

Announcements and programs cannot be combined to

earn larger discounts.

Advertisers cannot combine station time rates of 15

minutes or more if programs are broadcast separately

on same day. Discounts retroactive as earned.

Maximum length of contract 52 weeks; rates subject

to change without notice. Short bills rendered if

frequency rate is not earned. All programs subject

to change of time on 28 days notice.

### WEEKDAY BROADCASTING

CLASS "A"

(6:00 a.m. to 8:00 a.m. and 4:00 p.m. to

10:00 p.m.)

1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.

1 tl. 350.00 192.50 105.00 80.00 63.00

13 tl. 250.00 137.50 75.00 57.50 45.00

26 tl. 175.00 116.75 67.50 50.00 37.50

52 tl. 150.00 110.00 65.00 45.00 30.00

104 tl. 137.50 100.00 60.00 40.00 28.00

156 tl. 130.00 92.50 55.00 36.00 26.00

260 tl. 125.00 87.50 45.00 34.00 24.00

312 tl. 117.50 80.00 40.00 32.00 22.00

364 tl. 115.00 77.50 37.50 30.00 20.00

CLASS "B"

(8:00 a.m. to 4:00 p.m. and 10:00 p.m. to

2:00 a.m.)

1 tl. 250.00 137.50 75.00 57.50 45.00

13 tl. 175.00 96.50 57.50 45.00 35.00

26 tl. 150.00 90.00 55.00 40.00 30.00

52 tl. 137.50 82.50 50.00 35.00 28.00

104 tl. 130.00 77.50 47.50 32.50 26.00

156 tl. 125.00 72.50 45.00 30.00 24.00

260 tl. 107.50 62.50 37.50 27.50 22.00

312 tl. 100.00 60.00 35.00 25.00 20.00

364 tl. 95.00 57.50 32.50 22.50 18.50

### ANNOUNCEMENTS

CLASS "A"

1 min. 1/2 min. Sta Brk

1 time 25.00 17.50 15.00

13 times 22.50 16.00 12.50

26 times 21.00 15.00 11.50

52 times 18.00 13.50 10.50

104 times 17.00 12.50 9.50

156 times 16.00 11.50 8.50

260 times 15.00 10.50 8.00

312 times 14.00 9.50 7.50

364 times 13.00 8.50 7.00

CLASS "B"

1 time 17.50 14.00 10.00

13 times 16.00 12.00 9.00

26 times 15.00 11.00 8.00

52 times 13.50 10.00 7.50

104 times 13.00 9.00 7.00

156 times 12.50 8.50 6.50

260 times 12.00 8.00 6.00

312 times 11.50 7.50 5.50

364 times 11.00 7.00 5.00

### SUNDAY BROADCASTING

1 tl. 13 tl. 26 tl. 52 tl.

1 hour 350.00 250.00 225.00 200.00

1/2 hour 192.50 137.50 123.75 110.00

1/4 hour 105.00 75.00 67.50 60.00

10 minutes 80.00 57.50 51.75 46.00

5 minutes 63.00 45.00 40.50 36.00

1 minute 25.00 20.00 18.50 17.50

1/2 minute 20.00 17.50 15.00 12.50

Station break 15.00 12.00 11.50 10.00

### SPECIAL FEATURES

News, theatricals, sports, special events and other

special features—rates and details on request.

### STORECAST ADVERTISING

WHOM-FM ONLY

Storecast Advertising—merchandising in 120 Acme

Markets of American Stores Company throughout

the Metropolitan New York and Northern New Jersey

area.

6 tl. per wk. 12 tl. per wk.

Per week: Per wk. Total Per wk. Total

13 weeks 60.00 780.00 92.00 1,196.00

26 weeks 56.00 1,456.00 86.00 2,236.00

52 weeks 52.00 2,704.00 72.00 3,744.00

Per week:	13 tl. per wk.		24 tl. per wk.	
	Per wk.	Total	Per wk.	Total
13 weeks	130.00	1,690.00	160.00	2,080.00
26 weeks	118.00	3,016.00	132.00	3,432.00
52 weeks	98.00	5,096.00	126.00	6,552.00

Special shelf signs with your name optional at 75.00 per product per area for a 26-week period. Not commissionable.

### POLITICAL

Rates on request.

## WINS

(Established 1924)



Rates effective March 1, 1958. (Card No. K-1.)

Card received February 6, 1958.

**POLITICAL**  
Time is sold in accordance with station policies and all rules and regulations of federal and state governments. Regular rates apply. Payment in advance. Script copy required in all cases.  
**Closing Time**  
Programs close one week in advance of broadcast. Talks, programs, continuities, etc., must be submitted 72 hours in advance for review by program director. Releases for general publicity inclusion must be submitted 10 days prior to broadcast.

**WLIB**  
(Established 1942)

Rates effective April 1, 1957. (Card No. 21.)  
Rates received March 27, 1957.  
Owned and operated by New Broadcasting Co., Inc.

**Personnel**  
General Manager—Harry Novik.  
Sales Manager—Arthur Harrison.

**Representatives**  
Forjoe & Company, Inc.

**Mailing Instructions**  
Business Office and Studio—Hotel Theresa, 125th St. at Seventh Ave., New York, N. Y. Monument 6-1800.  
Other Offices, Studios and Transmitter—Vernon Blvd. and 30th Road, Astoria, Long Island, Mo. 6-1800.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1190 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: Sunrise to one hour after local sunset.

**Agency Commission**  
15% to recognized advertising agencies on net time charges; no cash discount. All invoices rendered weekly, payable at face when rendered. Bills payable monthly on 10th of each month.

**General Advertising**  
Production and talent charges are in addition to station time charges.  
Contracts not accepted for more than one year's duration. Renewal contracts subject to rates in effect at time of renewal.  
Broadcast time on all programs is fractionally reduced to allow for station identification, etc.  
All copy subject to station approval or revision. Published rates are not considered an offer of facilities. Frequency rates based on number used during established 12 month period. Programs and announcements cannot be combined for frequency.  
In the event of rate increase continuous broadcast will be protected for a 26 week period from effective date of increase.  
Continuing discounts apply to consecutive advertisers. If a contract is renewed for the same schedule without interruption beyond 52 week period, the same earned frequency will be allowed without penalty of short rate in the event of cancellation.  
Short rate billing if frequency rate is not earned.

(Monday through Saturday)

	1	1/2	1/4	10	5	1	30	10
	hr.	hr.	hr.	min.	min.	min.	sec.	sec.
1 tl	180.00	108.00	64.00	50.00	35.00	19.00	12.00	7.20
26 tl	170.00	103.00	62.00	48.00	33.00	17.75	11.25	6.75
52 tl	160.00	98.00	60.00	46.00	31.00	16.50	10.50	6.30
156 tl	150.00	93.00	57.00	44.00	29.00	15.25	9.75	5.85
260 tl	140.00	88.00	55.00	40.00	27.00	14.00	9.00	5.40
312 tl	130.00	83.00	52.00	38.00	25.00	13.00	8.25	4.95
500 tl	120.00	78.00	47.00	36.00	23.00	12.00	7.50	4.50

(Sundays only)

	1	1/2	1/4	10	5	1	30
	hr.	hr.	hr.	min.	min.	min.	sec.
1 time....	275.00	165.00	100.00	75.00	50.00	25.00	15.00
26 times..	260.00	155.00	95.00	70.00	49.00	23.00	14.00
52 times..	245.00	150.00	85.00	65.00	45.00	22.00	13.00
104 times..	231.00	140.00	84.00	60.00	42.00	20.00	12.50

**WEEKLY SPOT PACKAGES**  
(Fixed position—not guaranteed)  
1-minute or less: Discount off 1-time rate  
12 spots per week..... 25%  
24 spots per week..... 30%  
36 spots per week..... 35%  
Not subject to further discount.

**SPECIAL FEATURES**  
News Service—AP. Rates on request. Talent and news service subject to agency commission.  
News—5 minute news every hour on the half hour; news capsules every hour on the hour.  
"Community News"—5 minutes every hour on the half-hour. Capsule "Community News" every hour on the hour.  
Special news service including announcer's fee, net ..... 5.00  
Emphasis on local news.  
Merchandising department.  
Remote broadcast arrangements.

**Participating Programs**  
Monday through Friday  
"Harlem Serenade" with Hal Jackson—6:00 a.m. to 9:00 a.m., rotating all announcements, plus 10%.  
"Gospel Train" with Larry Fuller—9:00 a.m. to noon.  
"Harlem Frolics" with Bill Dupree—Noon to 1:30 p.m.  
"At Home With Betty Granger"—1:30 p.m. to 2:00 p.m.  
"House that Jack Built" with Hal Jackson—4:00 p.m. to 7:00 p.m.  
"Gospel Train, 2nd Section" with Bill Dupree—7:00 p.m. to sign-off.  
Saturday  
"Harlem Serenade" with Hal Jackson—6:00 a.m. to 9:00 a.m., rotating all announcements, plus 10%.  
"Gospel Train" with Bill Dupree—9:00 a.m. to 11:30 a.m.  
"Editor Speaks" with George W. Goodman—11:30 a.m. to noon.  
"House that Jack Built" with Hal Jackson—4:00 p.m. to 7:00 p.m.  
"Gospel Train, 2nd Section" with Bill Dupree—7:00 p.m. to sign-off.  
Sunday  
"The Negro Slings" with Larry Fuller—7:00 a.m. to 10:00 a.m.  
"Gospel Train" with Larry Fuller—10:00 a.m. to 11:30 a.m.  
"Concert Showsace" with Nora Holt—5:30 p.m. to 6:00 p.m.  
"Accent on Jazz" with Murray Jordan—6:00 p.m. to 8:00 p.m.  
"Gospel Train, 2nd Section" with Bill Dupree—8:00 p.m. to sign-off.

**Closing Time**  
Program copy must be received 48 hours before broadcast. Copy for Sunday commercial programs and announcements must be received before 10:00 a.m. Friday.

**WMCA**  
(Established 1925)

Rates effective May 1, 1957. (Card No. 30.)  
Card received April 1, 1957.  
Owned and operated by WMCA, Inc.

**Personnel**  
President—Nathan Straus.  
Exec. Vice Pres & Prog. Dir.—R. Peter Straus.  
General Manager—Stephen Labunski.  
Sales Manager—John J. McSweeney.

**Representatives**  
AM Radio Sales Co.

**Mailing Instructions**  
Studios and Executive Offices—415 Madison Ave., New York 17, N. Y., Murray Hill 8-1500.  
Transmitter—Kearney, N. J.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—570 kilocycles.  
Directional --- same pattern, all hours.

Licensed to operate full time.  
Operates on Eastern Standard Time.  
Operating schedule: 24 hours daily.  
**Agency Commission**  
15% to recognized advertising agencies on time charges and announcers' fees; no cash discount. All bills payable weekly following broadcast.

**General Advertising**  
Commitments made under this rate card will be protected for a period of not more than six months from the effective date of any rate increase, provided there is no lapse of schedule. Contracts must be completed within 12 months. Programs and announcements cannot be combined to earn frequency rate.  
Accepts copyrighted AAAA contract with certain exceptions; modified contract forms available.  
All programs and advertising copy subject to approval of station.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

**PROGRAMS CLASS "A"**  
(6:00 a.m. to 7:00 p.m.)

	Per week					
	1 tl.	2 tl.	3 tl.	4 tl.	5 tl.	6 tl.
1 hour:						
1 week..	325.00	585.00	780.00	975.00	1,137.50	1,300.00
13 weeks	292.50	526.50	702.00	877.50	1,023.75	1,170.00
26 weeks	276.25	497.25	663.00	828.75	966.88	1,105.00
52 or more weeks	260.00	468.00	624.00	780.00	910.00	1,040.00
1/2 hour:						
1 week..	195.00	351.00	468.00	585.00	682.50	780.00
13 weeks	175.50	315.90	421.20	526.50	614.25	702.00
26 weeks	165.75	298.35	397.80	497.25	580.13	663.00
52 or more weeks	156.00	280.80	374.40	468.00	546.00	624.00
1/4 hour:						
1 week..	117.00	210.60	280.80	351.00	409.50	468.00
13 weeks	105.25	189.45	252.60	315.75	368.38	421.00
26 weeks	99.50	179.10	238.80	298.50	348.25	398.00
52 or more weeks	93.50	168.30	224.40	280.50	327.25	374.00
10 minutes:						
1 week..	93.50	168.30	224.40	280.50	327.25	374.00
13 weeks	84.25	151.65	202.20	252.75	294.88	337.00
26 weeks	79.50	143.10	190.80	238.50	278.25	318.00
52 or more weeks	75.00	135.00	180.00	225.00	262.50	300.00

**CLASS "B"**  
(7:00 p.m. to midnight)

	Per week					
	1 tl.	2 tl.	3 tl.	4 tl.	5 tl.	6 tl.
1 hour:						
1 week..	275.00	495.00	660.00	825.00	962.50	1,100.00
13 weeks	247.00	444.60	592.80	741.00	864.50	988.00
26 weeks	233.75	420.75	561.00	701.25	818.13	935.00
52 or more weeks	220.00	396.00	528.00	660.00	770.00	880.00
1/2 hour:						
1 week..	165.00	297.00	396.00	495.00	577.50	660.00
13 weeks	148.50	267.30	356.40	445.50	519.75	594.00
26 weeks	140.25	252.45	336.60	420.75	490.88	561.00
52 or more weeks	132.00	237.60	316.80	396.00	462.00	528.00
1/4 hour:						
1 week..	100.00	180.00	240.00	300.00	350.00	400.00
13 weeks	90.60	162.00	216.00	270.00	315.00	360.00
26 weeks	85.00	153.00	204.00	255.00	297.50	340.00
52 or more weeks	80.00	144.00	192.00	240.00	280.00	320.00
10 minutes:						
1 week..	80.00	144.00	192.00	240.00	280.00	320.00
13 weeks	72.00	129.60	172.80	216.00	252.00	288.00
26 weeks	68.00	122.40	163.20	204.00	238.00	272.00
52 or more weeks	64.00	115.20	153.60	192.00	224.00	256.00

**ANNOUNCEMENTS**  
Excluding Special Feature participations shown below. All prices include talent and production charges.

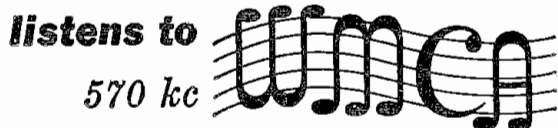
**CLASS "A"**  
(6:00 a.m. to 7:00 p.m.)

	(*)	(†)	(*)	(†)
1 time....	45.00	32.00	260 times..	39.00
52 times..	43.00	31.00	312 times..	36.00
104 times..	41.00	30.00	500 times..	32.00

(This listing continued on next page)



**bumper to bumper...**

Metropolitan New York



570 kc

The Voice of New York

 35¢ per thousand (Daytime minutes)  
 26¢ per thousand (Daytime half minutes)



**wmca** 570—First on 14,028,147 radio dials

When you want us call collect MUrray Hill 8-1500 or contact AM Radio Sales

# NEW YORK

## New York City—W M C A—Continued

CLASS "B"			
(7:00 p.m. to midnight)			
	(*)	(†)	(‡)
1 time....	32.00	24.00	260 times.. 28.00
52 times..	31.00	23.00	312 times.. 26.00
104 times..	30.00	22.00	500 times.. 24.00

(\*) 1 minute transcribed or 125 words.  
(†) 30 seconds transcribed or 60 words.

SPECIAL VOLUME RATES			
Programs			
Three hours or more weekly in 10-minute segments at contiguous rates.			
Minutes:	Announcements		
15 Class "A" spots and 10 Class "B" spots.....	865.00	800.00	720.00
30 seconds:			
15 Class "A" spots and 10 Class "B" spots.....	620.00	570.00	520.00

(\*) 4 consecutive weeks.  
(†) 8 consecutive weeks.  
Combination of minutes and 30-seconds within above plans at following rate: 1 week plan at 260 time rate; 4 week plan at 312 time rate; 8 weeks plan at 500 time rate.  
No further discounts; all announcements may be combined for frequency. Fixed position not guaranteed. Announcements adjacent to sports or special features subject to special rates.  
Maximum word count for all commercial copy:  
1/2 minute transcription or 60 words.  
1 minute transcription or 125 words.  
10 minutes, 300 words.  
15 minutes, 450 words.

News On The Half-Hour			
(Excluding Special Features Participation news.)			
	Per broadcast	"A"	"B"
1 week.....	55.00	45.00	
13 weeks.....	50.00	40.00	
26 weeks.....	47.00	37.00	
52 or more weeks.....	45.00	35.00	

Minimum of 6 broadcasts per week. Additional news broadcasts available on pro-rata basis. All prices include talent and news service fees.

**SPECIAL FEATURES**  
Participating Programs  
(All prices include talent and production charges.)  
News  
6:30 a.m. to 9:30 a.m. Monday through Saturday—1-minute transcribed or 125 words live, 50.00; 30-seconds transcribed or 60 words live, 35.00; news on the 1/2 hour, 70.00. No further discounts.  
4:30 p.m. to 6:30 p.m. Monday through Saturday—1-minute transcribed or 125 words live, 45.00; 30-seconds transcribed or 60 words live, 32.00; 10-minute segment, 100.00; news on the 1/2 hour, 65.00. No further discounts.  
"Barry Gray Show"—midnight to 2:00 a.m. Monday through Sunday. Three, four or five participations weekly, each, 50.00; six participations weekly, each, 45.00; seven participations weekly, each, 40.00. Minimum 4 weeks.  
"Night Owl" Package—Announcement an hour for 30 hours weekly, as follows:  
Between 11:00 p.m. and midnight and hourly between 2:00 a.m. and 6:00 a.m. 6 nights per week. 30-1 minutes, 225.00 weekly; 30- 1/2 minutes, 150.00 weekly. Minimum 4 weeks.  
"10-Second ID's"—20.00 to 10.80 each, depending on plan.

**Announcers' Fees**  
The following announcers' fees must be added to time charges: 10-minute program, 7.00; 1/4 hour program, 8.00; 1/2 hour program, 15.00; 1-hour program, 23.50.  
**POLITICAL**  
Political advertising accepted during election campaigns only. Rates on request.

## WMGM

(Established 1922)

Rates effective January 1, 1958, (Card No. 18A.)  
Card received October 30, 1957.  
Rev. (Ann. rates) rec'd January 28, 1958.  
Owned and operated by WMGM Broadcasting Corp., 400 Park Ave., New York 22, N. Y.

**Personnel**  
Vice President and Director—Arthur M. Tolchin.  
Assoc. Dir. & Prog. Mgr.—Raymond Katz.  
Director of Sales—Samuel L. Faust.  
**Representatives**  
George P. Hollingbery Company.  
**Mailing Instructions**  
Business Office and Main Studios—400 Park Ave., New York 22, N. Y., Murray Hill 8-1000.  
Transmitter—East Rutherford, N. J.  
**Wave—Power—Time**  
Operating power—50,000 watts.  
Frequency—1050 kilocycles.  
Directional—same pattern, all hours.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Operating schedule: 5:00 a.m. to 3:00 a.m.

**Agency Commission**  
15% to recognized agencies; no cash discount.  
**General Advertising**  
Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available.  
ASCAP, BMI and SESAC licenses.  
No contracts accepted on cost per inquiry basis. No blanket contracts accepted unless accompanied by insertion order.  
Maximum of 6 months rate protection to advertisers using station without interruption.

BASIC TIME RATES			
(5:00 a.m. to 3:00 a.m. Monday through Saturday; 6:00 a.m. to 3:00 a.m. Sundays.)			
	Per week	1 hr.	3 hr.
1 hour.....	500.00	1,350.00	2,400.00
3/4 hour.....	400.00	1,050.00	1,920.00
1/2 hour.....	300.00	810.00	1,440.00
1/4 hour.....	200.00	540.00	960.00
10 minutes.....	150.00	405.00	720.00
5 minutes.....	100.00	270.00	480.00

## PACKAGE RATES

Rates on request.  
Time between 12:00 midnight and 6:00 a.m.: 50% of above rates.

## SPECIAL FEATURES

News Service—AP, UPI. Sports news service available.  
"Warm-up Time" preceding and "Sports Extra" following New York Yankee Baseball Broadcasts—1-minute, 150.00; 1-minute adjacent to games, 175.00. Exhibition season prices—50% of regular season prices. All prices are net and subject to agency commission. Sold only on non-cancellable basis.

## ANNOUNCEMENT RATES

Spot announcements:	1 min.	30 sec.	20 sec.	10 sec.
Each .....	40.00	24.00	18.00	.....
"Newsreel Theatre"—5:00 a.m. to 6:00 a.m. Monday through Saturday 7:00 a.m. to 8:00 a.m. Sunday. Rates on request.				
"Ted Brown Show"—6:00 a.m. to 10:00 a.m. Monday through Saturday.	Each .....	60.00	40.00	.....
"Jerry Marshall's Record Room"—10:00 a.m. to 1:00 p.m. Monday through Saturday.	Each .....	60.00	40.00	30.00
"Norm Stevens' Record Bandwagon"—1:00 p.m. to 5:00 p.m. Monday through Friday.	Each .....	40.00	24.00	18.00
"Peter Tripp's, 'Your Hits of the Week'"—5:00 p.m. to 8:00 p.m. daily.	Each .....	60.00	40.00	.....
"Dean Hunter's Best Sellers"—8:00 p.m. to 11:00 p.m. Monday through Friday.	Each .....	40.00	24.00	18.00
"Newsreel Theatre"—11:00 p.m. to midnight:	Each .....	40.00	.....	.....
"Record Bandwagon"—1:00 p.m. to 5:00 p.m. Saturday.	Each .....	40.00	24.00	18.00
"Best Sellers"—8:00 p.m. to 11:00 p.m. Saturday and Sunday.	Each .....	40.00	24.00	18.00
"Record Rack"—8:00 a.m. to noon Sunday.	Each .....	40.00	24.00	18.00
"Record Revue and Preview"—1:00 p.m. to 4:00 p.m. Sunday.	Each .....	40.00	24.00	18.00
Spot Adjacent "American-Jewish Caravan of Stars":	Each .....	100.00	.....	.....
"The Johnny Johnston Show"—midnight to 2:30 a.m. Monday through Saturday. 6 1-minute announcements 125.00.				

Five minute newscasts preceding every hour (one and 1/2 minute commercial, no volume discount):  
Each .....

10-second time signal announcement rates and package rates on request.  
Maximum word count for all commercial copy:  
20 seconds, 60 words.  
1/2 minute transcribed or 80 words.  
1 minute transcribed or 160 words.

## ANNOUNCEMENT DISCOUNTS

(consecutive weeks)  
Frequency and dollar discounts applicable against gross rates as listed, are as follows:  
Frequency .....

## DOLLAR VOLUME ANNOUNCEMENTS

400.00 .....	2%	2400.00 .....	11%
800.00 .....	4%	2800.00 .....	12%
1200.00 .....	6%	3200.00 .....	13%
1600.00 .....	8%	3600.00 .....	14%
2000.00 .....	10%	4000.00 .....	15%

NOTE: Dollar volume discount based upon weekly spot announcement expenditure. Frequency discounts based on minimum expenditure throughout discount period.  
Package rates on request.  
**Closing Time**  
Advertising copy must be submitted at least 72 hours in advance. Closing date for inclusion in general publicity is 10 days before broadcast.

## WNCN

— FM —

(Established 1955)

Rates effective February 1, 1958.  
Rates received March 27, 1958.  
Owned and operated by Concert Network, Inc.  
**Personnel**  
President—T. Mitchell Hastings, Jr.  
General Manager—Lawrence L. Wynn.  
**Representatives**  
None.  
**Mailing Instructions**  
Business Office and Studios—28 W. 44th St., New York, N. Y., Bryant 9-7530.  
Transmitter—Hotel Pierre, 5th Ave. at 61st St., New York, N. Y., Templeton 2-8693.

**Wave—Power—Time**  
Effective radiated power—15,000 watts.  
Frequency—104.3 megacycles; Channel 282.  
Antenna height—626 feet above average terrain.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Operating schedule: 24 hours daily.  
**Agency Commission**  
15% on time only; no cash discount. Bills due and payable when rendered.

**General Advertising**  
Affiliated with Concert Network, Inc.  
ASCAP, 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 contract Retroactive Discounts

Above rates subject to following discounts retroactively:  
13 weeks..... 2-1/2% 39 weeks..... 7-1/2%  
26 weeks..... 5% 52 weeks..... 10%  
tracts 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.

## CLASS "A"

(5:00 p.m. to midnight)					
	1 hr.	1/2 hr.	Part.	News	min.
1 time.....	60.00	36.00	21.00	15.00	10.00
13 times....	57.00	34.00	20.00	14.00	9.50
26 times....	54.00	32.00	19.00	13.00	9.25
52 times....	51.00	30.00	18.00	12.00	9.00
104 times....	48.00	28.00	17.00	11.00	8.75
156 times....	46.00	27.00	16.00	10.50	8.50
260 times....	43.00	25.00	15.00	9.50	8.25
312 times....	41.00	24.00	14.00	9.00	8.00

## CLASS "B"

(7:00 a.m. to 5:00 p.m.)					
	1 time.....	13 times....	26 times....	52 times....	104 times....
1 time.....	40.00	24.00	13.00	10.00	7.00
13 times....	38.00	23.00	12.50	9.50	6.50
26 times....	36.00	22.00	12.00	9.00	6.25
52 times....	34.00	21.00	11.50	8.50	6.00
104 times....	32.00	20.00	11.00	8.00	5.75
156 times....	31.00	19.00	10.50	7.50	5.50
260 times....	29.00	18.00	10.00	7.00	5.25
312 times....	28.00	17.00	9.50	6.50	5.00

## CLASS "C"

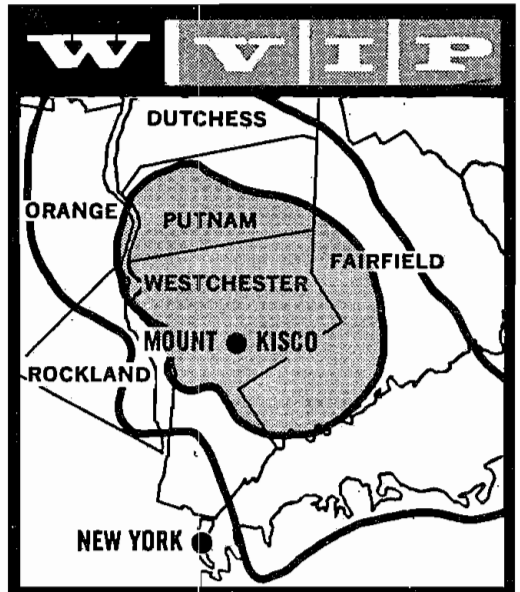
(Midnight to 7:00 a.m.)  
20% off Class "B" rates.

## 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.  
**SPECIAL FEATURES**  
Remote control facilities available—rates on request.  
**POLITICAL**  
Regular rates apply; payment in advance.  
**Closing Time**  
1 week in advance of broadcast.

(New York City continued on next page)



money doesn't talk  
... IT LISTENS  
to WVIP in the world's  
wealthiest area

WVIP listeners demand quality... get  
radio's newest concepts in programming

- Continuous music, 15-minute segments
- UP, AP, and local news services
- Mobile unit for spot news
- Editorials twice daily

For the complete VIP Story call or write  
ELISABETH BECKJORDAN  
235 E. 46th St., New York 17 • Plaza 5-4262  
WVIP Mount Kisco, New York



New York City—Continued

**WNEW**  
(Established 1934)

**RAB**

Rates effective January 1, 1958. (Card No. "D".)  
Card received December 12, 1957.  
Owned and operated by Metropolitan Broadcasting Corp.

**Personnel**

President & General Manager—R. D. Buckley.

**Representatives**

Robert E. Eastman & Co., Inc.

**Mailing Instructions**

Business Office and Main Studio—565 Fifth Ave., New York 17, N. Y., Yukon 6-7000.  
Transmitter—Kearny, N. J.

**Wave—Power—Time**

Operating power—50,000 watts.  
Frequency—1130 kilocycles.  
Directional—nighttime only.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: 24 hours daily.

**Agency Commission**

15% to recognized advertising agencies on net time cost only; no cash discount.

**General Advertising**

Rate and discount protection extended for a period of not longer than 26 weeks of continuous broadcasting.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

**ONE MINUTE PARTICIPATIONS**  
(Live or transcribed)

Klavan & Finch—6:00 a.m. to 10:00 a.m. Monday through Saturday.  
Days weekly, each: 1 tl. 156 tl. 312 tl. 624 tl.  
1 or 2 days..... 165.00 160.88 152.63 140.25  
3, 4 or 5 days..... 156.75 152.83 144.99 133.24  
6 days..... 148.50 144.79 137.36 126.23

**MAKE BELIEVE BALLROOM**

(10:00 a.m. to 11:30 a.m. Monday through Friday; 10:00 a.m. to noon Saturday)  
Product exclusively guaranteed to advertisers purchasing a minimum of 12 1-minute participations weekly (6 may be scheduled in "Evening Make Believe Ballroom"—6:00 p.m. to 8:00 p.m. Monday through Saturday, shown under Group II participations, if desired).  
1-minute participations:  
Days weekly, each: 1 tl. 156 tl. 312 tl. 624 tl.  
1 or 2 days..... 165.00 160.88 152.63 140.25  
3, 4 or 5 days..... 156.75 152.83 144.99 133.24  
6 days..... 148.50 144.79 137.36 126.23

**GROUP II—4:00 p.m. to 8:00 p.m. Monday through Saturday:**

Days weekly, each: 1 tl. 156 tl. 312 tl. 624 tl.  
1 or 2 days..... 140.00 136.50 129.50 119.00  
3, 4 or 5 days..... 133.00 129.68 123.03 113.05  
6 days..... 126.00 122.85 116.55 107.10

**GROUP III—11:30 a.m. to 4:00 p.m. Monday through Friday; noon to 4:00 p.m. Saturday; 8:00 a.m. to 8:00 p.m. Sunday:**

1 or 2 days..... 125.00 121.88 115.63 106.25  
3, 4 or 5 days..... 118.75 115.78 109.84 100.94  
6 days..... 112.50 109.69 104.06 95.63

**GROUP IV—8:00 p.m. to midnight Monday through Friday; 8:00 p.m. to 12:00 a.m. Saturday; 8:00 a.m. to 12:00 p.m. Sunday:**

1 or 2 days..... 62.50 60.94 57.81 53.13  
3, 4 or 5 days..... 59.38 57.90 54.93 50.47  
6 days..... 56.25 54.84 52.03 47.81

**GROUP V—midnight to 6:00 a.m. Monday through Sunday:**

1 or 2 days..... 31.25 30.47 28.91 26.56  
3, 4 or 5 days..... 29.69 28.95 27.46 25.24  
6 days..... 28.13 27.43 26.02 23.91

Discounts, one-minute participations: All one-minute participations may be combined to earn maximum frequency and days per week discounts, but a minimum of three must be scheduled in Klavan & Finch and/or Morning Make Believe Ballroom if participations in either of these shows are involved.

**WEEKLY PLANS—One Minute Participations**  
Plans provide selectivity of programs with scheduling over seven days weekly.

**PLAN "A"—18 participations weekly (3 in Group I, 3 in Group II, 6 in Group III, 3 in Group IV and 3 in Group V):**

	Number of weeks				
	1-12	13-25	26-38	39-51	52
Per week	1,450.00	1,413.75	1,377.50	1,341.25	1,305.00

**PLAN "B"—33 participations weekly (6 in Group I, 6 in Group II, 9 in Group III, 6 in Group IV and 6 in Group V):**

Per week	2,395.00	2,335.13	2,275.25	2,215.38	2,155.50
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**DISCOUNTS—WEEKLY PLANS**

Only individual product schedules may earn announcement package prices and number-of-weeks discount, except that where a multi-product advertiser runs for 52 consecutive weeks, number-of-weeks discount will apply. Plans "A" and "B" may be combined to earn number-of-weeks discount, whether consecutive or not, in accordance with weekly plan dollar volume. (For example, an advertiser running Plan "A" for 26 weeks and Plan "B" for another succeeding 26 weeks within a contract year, earns 10% on 1,450.00 weekly for 52 weeks, plus 5% on 945.00 weekly, the weekly dollar difference between Plans "A" and "B", for 26 weeks).

**TIME & WEATHER SERVICE ANNOUNCEMENTS**

Scheduled on the hour (Weather) and on the half-hour (Time following News). Commercial time allowance—20 seconds transcribed or 50 words live. Sold in units of 24 weekly, rotating schedule, to one product only. Multi-product advertisers who run 52 consecutive weeks within contract year can combine product schedules for maximum consecutive weeks discount:

	Number of consecutive weeks				
	1-12	13-25	26-38	39-51	52
Per week	1,350.00	1,316.25	1,282.50	1,248.75	1,215.00

**FIVE MINUTE NEWSCASTS**

Broadcast every hour on the half-hour, 24 hours daily. Schedules and rates on request.

**WNJR**

City of license, Newark, N. J.  
New York 36—Rollins Broadcasting Co., 565 Fifth Ave., Ox 7-7040.  
Newark direct (New York exchange)—Worth 4-3445.  
See listing under Newark, N. J.

**WNTA**

NEWARK, N. J.  
(Established 1926)  
(This is a duplicate of the listing appearing under Newark, N. J.)  
Rates effective May 7, 1958. (Card No. 1.)  
Rates received June 10, 1958.  
Owned and operated by Bremer Broadcasting Corporation, a subsidiary of National Telefilm Associates, Inc.

**Personnel**

Vice-Pres. & Gen'l Mgr.—Malcolm C. Klein.  
Station & Sales Mgr.—Sydney Kavaleer.  
Business Manager—Joseph Morris.  
Publicity Director—Barbara Wilkens.  
Program Director—Art Ford.

**Representatives**

McGavren-Quinn Corp.  
New York Sales Office—10 Columbus Circle, New York City, N. Y., Judson 2-7300.

**Mailing Instructions**

Executive offices and Studios—Television Center, 1020 Broad St., Newark 1, N. J. Mitchell 2-6400; Barclay 7-3260.  
New York Studios—10 Columbus Circle, New York 16, N. Y.  
Transmitter—Kearny, N. J.

**Wave—Power—Time**

Operating power—5,000 watts days, 1,000 watts nights.  
Frequency—970 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 6:00 a.m. to 1:30 a.m.

**F M Facilities**

Effective radiated power—20,000 watts.  
Frequency—94.7 megacycles on channel 234.  
Antenna height—590 feet above average terrain.  
Transmitter—West Orange, N.J.

**Agency Commission**

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

**General Advertising**

Accepts AAAA copyrighted contract.  
ASCAP, BMI and SESAC licenses.  
Rates include music copyright fees.  
Maximum length of contract 52 weeks. Commitments made under this rate card will be protected for a period of not more than 6 months from the effective date of any rate increase, provided there is no lapse in schedule. Renewal contracts subject to rates in effect at time of renewal. Programs and announcements cannot be combined to earn frequency rates. All announcements and participations may be combined for frequency discounts.  
FM operated in conjunction with AM.

**CLASS "A"**  
(6:00 a.m. to 8:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	320.00	200.00	120.00	95.00	70.00
3 times.....	290.00	175.00	105.00	85.00	65.00
5 times.....	260.00	160.00	95.00	75.00	55.00

**CLASS "B"**  
(8:00 p.m. to sign-off.)

1 time.....	215.00	135.00	80.00	65.00	50.00
3 times.....	195.00	120.00	70.00	60.00	45.00
5 times.....	175.00	105.00	65.00	50.00	40.00

**SPECIAL FEATURES**

News Service—AP—rates on request.

**Participating Programs**

Per week:	1 tl.	5 tl.	10 tl.	15 tl.	20 tl.
"NBN", Nothing But News"—7:00 a.m. to 9:00 a.m. Monday through Friday.	Each..... 38.00	34.00	32.00	28.00	25.00
"Paul Rrenner's Best of All"—9:30 a.m. to 11:30 a.m. Monday through Friday.	Each..... 38.00	34.00	32.00	28.00	25.00
"Art Ford's Morning Show"—11:30 a.m. to 1:00 p.m. Monday through Friday.	Each..... 45.00	40.00	38.00	34.00	30.00
"Mary Margaret McBride"—1:00 p.m. to 2:00 p.m. Monday through Friday.	Each..... 75.00	65.00	60.00	55.00	50.00
"Jocko Henderson Show"—3:00 p.m. to 4:30 p.m. Monday through Friday.	Each..... 30.00	27.00	25.00	23.00	20.00

(This listing continued on next page)

1130 AM  
102.7 FM

**WNEW**  
has  
**PLANS** for you  
to saturate  
the New York  
Market!

MINUTE PLANS  
20-SECOND PLANS  
NEWSCAST PLANS

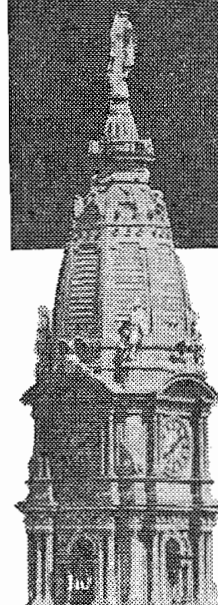
For details call Jack Sullivan, V.P.  
YUKON 6-7000, or your  
Robert E. Eastman contact.

METROPOLITAN  
BROADCASTING  
CORPORATION

IN PHILADELPHIA  
YOUR FIRST CHOICE  
MUST BE WPEN  
THE STATION THAT'S

**FIRST**

in audience  
in advertisers  
in local appeal



**WPEN**

Represented Nationally by  
**GILL-PERNA, INC.**

New York • Chicago  
Boston • Los Angeles  
San Francisco • Detroit

# NEW YORK

## New York City—WNTA—Continued

Per week	1 tl.	5 tl.	10 tl.	15 tl.	20 tl.
"Art Ford Show"—4:30 p.m. to 6:00 p.m. Monday through Friday:					
Each.....	45.00	40.00	38.00	34.00	30.00
"Paul Brenner's Road Show"—6:00 p.m. to 7:00 p.m. Monday through Friday:					
Each.....	38.00	34.00	32.00	28.00	25.00
"Paul Brenner Saturday Show"—9:00 a.m. to 8:00 p.m. Saturday:					
Each.....	38.00	34.00	32.00	28.00	25.00
"Sunday with Art Ford"—noon to midnight Sunday (Noon to 8:00 p.m.):					
Each.....	45.00	40.00	38.00	34.00	30.00
(8:00 p.m. to midnight)					
Each.....	30.00	27.00	25.00	23.00	20.00
<b>ANNOUNCEMENTS</b>					
(1-minute—run-of-schedule)					
Per week:	1 tl.	5 tl.	10 tl.	15 tl.	20 tl.
Sign-on to sign-off.....	30.00	25.00	23.00	20.00	15.00
<b>CLASS "A"</b>					
(30-second—fixed position)					
6:00 a.m. to 8:00 a.m.	30.00	25.00	23.00	20.00	18.00
<b>CLASS "B"</b>					
(30-second—fixed position)					
8:00 p.m. to midnight	25.00	20.00	18.00	16.00	14.00
<b>DISCOUNTS</b>					
Consecutive week discount on time, participation and announcements:					
13 weeks.....	10%	52 weeks.....	20%		
26 weeks.....	15%				
<b>POLITICAL</b>					
Regular rates apply; payable in advance.					
<b>Closing Time</b>					
One week in advance of broadcast. All commercial copy must be approved 48 hours in advance of broadcast.					

## WNYC

(Established 1924)



Owned and operated by the City of New York, The Municipal Broadcasting System. Frequency—830 kilocycles.

Does not sell time.

## WNYE

—FM—

(Established 1939)

Owned and operated by the Board of Education of the City of New York. Frequency—91.5 megacycles.

Does not sell time

## WOR

(Established 1922)

A General Teleradio Owned Station



Rates effective April 1, 1957. (Card No. 25.) Card received April 1, 1957.

Owned and operated by RKO Teleradio Pictures, Inc.

### Personnel

General Manager—Robert Leder.  
Sales Manager—William McCormick.  
Merchandising Manager—Herbert Saltzman.  
Continuity Acceptance Editor—Robert Maley.

### Mailing Instructions

Business Office and Studios—1440 Broadway, New York 18, N. Y., Longacre 4-8000.  
Transmitter—Carteret, N. J.

### Branch Offices

Chicago—Tribune Tower, Superior 7-5110.

### Representatives

Los Angeles, San Francisco & Atlanta—H-R Representatives, Inc.  
Dallas, Houston—Clarke Brown Company.

### Wave—Power—Time

Operating power—50,000 watts.  
Frequency—710 kilocycles.  
Directional—same pattern, all hours.  
Licensed to operate full time on clear channel.  
Operates on Eastern Time.  
Daylight Saving Time observed.

### FM Facilities

Effective radiated power—1,700 watts.  
Frequency—98.7 megacycles; Class B.  
Antenna height—1,260 feet above average terrain.

### Agency Commission

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

### General Advertising

Affiliated with Mutual Broadcasting System. Rates include music copyright fees. BMI, ASCAP and SESAC licenses. FM operated in conjunction with AM. —Programs—  
Length of commercial copy: Day and Night  
5 minutes.....1:15 minutes  
15 minutes.....3:00 minutes  
(9:00 a.m. to midnight Monday through Saturday and 6:00 a.m. to midnight Sunday)  
1/4 hour.....360.00  
Other time rates on request.

### DISCOUNTS

Frequency Discounts  
All participations and minute announcements within programs are combinable for frequency discounts, including participations in news programs, except where noted under special programs.  
Discount  
1 or 2 participations or announcements per week, none  
3 or 4 participations or announcements per week, 10%  
5 or more participations or announcements per week..... 15%

### Weekly Dollar-Volume Discounts

Gross Billings per week:	None	2,000.00.....	10%
Less than 750.00	2-1/2%	2,500.00.....	15%
750.00.....	5%	3,000.00.....	20%
1,000.00.....	7-1/2%	4,000.00 (over).....	25%

### Consecutive Weeks Discount

26 weeks.....	5%
52 weeks.....	10%

Discounts on firm portion of schedule only.  
Rebate calculated on reduced expenditure if weekly volume decreases.

### ANNOUNCEMENTS

(Fixed position)

(Dollar-volume and consecutive weeks discount but no frequency discount.)

Monday through Saturday at 7:00 a.m., 7:15 a.m., 8:00 a.m., 8:15 a.m.:	
20-seconds, each.....	150.00
10-seconds, each.....	75.00
Monday through Saturday at 6:00 p.m., 6:15 p.m., 6:30 p.m., 6:45 p.m.:	
20-seconds, each.....	130.00
10-seconds, each.....	65.00

Monday through Friday from 8:59 a.m. to noon:	
20-seconds, each.....	100.00
10-seconds, each.....	50.00

All other times:	
20-seconds, each.....	60.00
10-seconds, each.....	40.00

(Run-of-schedule)

No discounts. 20-second and 10-second station breaks may be combined into 1 package on a pro-rated basis.  
Monday through Saturday 8:59 a.m. to midnight and Sunday 6:00 a.m. to midnight:

Station breaks per week:		Per week
10 sec.	20 sec.	
10 spots.....	12 spots.....	300.00
20 spots.....	20 spots.....	500.00
32 spots.....	20 spots.....	750.00
50 spots.....	30 spots.....	1,000.00
84 spots.....	50 spots.....	1,500.00

### One-minute announcements

20-second fixed position rate, plus.....	25%
6:00 a.m. to midnight (except where noted under Special Features):	
Each.....	80.00

### SPECIAL FEATURES

News Service—UPI, and Reuters—Rates on request, quest.

### News Programs

9:00 a.m.-9:15 a.m.....	150.00
10:00 a.m.-10:15 a.m.....	150.00
11:00 a.m.-11:15 a.m.....	150.00
Noon-12:15 p.m.....	120.00
1:00 p.m.-1:15 p.m.....	120.00
2:00 p.m.-2:15 p.m.....	120.00
3:00 p.m.-3:15 p.m.....	100.00
4:00 p.m.-4:15 p.m.....	100.00
5:00 p.m.-5:15 p.m.....	100.00
6:00 p.m.-6:15 p.m.....	180.00
6:15 p.m.-6:30 p.m.....	180.00
6:30 p.m.-6:45 p.m.....	180.00
7:00 p.m.-7:15 p.m.....	150.00
7:20 p.m.-7:30 p.m.....	100.00
10:00 p.m.-10:15 p.m.....	100.00
11:00 p.m.-11:15 p.m.....	100.00

Time, weather, traffic conditions, etc., schedules and rates on request.

### Participations and Carrier Programs

(Live participations or 1-minute announcements except where otherwise specified)

"Rambling with Gambling"—6:00 a.m. to 8:00 a.m. Monday through Saturday and 8:15 a.m. to 9:00 a.m. Saturday:	
1-minute announcements or participation.....	180.00
20-second announcement.....	120.00
*10-second announcement.....	60.00

(\* No frequency discount and no combination with other announcements for further discount.  
All times between 6:00 a.m. and 8:15 a.m. must be purchased 3 or 6 times per week and are subject to rotation or alternating weekly.

"Breakfast with Dorothy (Kilgallen) and Dick (Kollmar)—8:15 a.m. to 9:00 a.m. Monday through Friday, (no transcriptions):

Per spot.....	180.00
"John Gambling's Second Breakfast"—9:15 a.m. to 9:30 a.m. Monday through Friday:	
Per spot.....	150.00

"Rambling With Gambling"—9:15 a.m. to 10:00 a.m. Saturday:

Per spot.....	150.00
"Martha Deane"—10:15 a.m. to 11:00 a.m. Monday through Friday. (No transcriptions):	
Per spot.....	150.00

"McCann's at Home"—11:15 a.m. to noon Monday through Friday. (No transcriptions):

Per spot.....	150.00
"Fitzgeralds at the Astor"—12:15 p.m. to 1:00 p.m. Monday through Friday.	
Per spot.....	120.00

"Living Should Be Fun" with Dr. Carlton Fredericks—1:15 p.m. to 2:00 p.m. Monday through Friday:

Per spot.....	150.00
"Tex & Jinx"—2:15 p.m. to 3:00 p.m. Monday through Friday:	
Per spot.....	120.00

"Stan Lomax"—6:45 p.m. to 7:00 p.m. Monday through Saturday:

Per spot.....	150.00
"Living Should Be Fun" with Dr. Carlton Fredericks—7:45 p.m. to 8:00 p.m. Monday through Friday:	
Per spot.....	120.00

"Music from Studio X"—12:35 p.m. to 5:30 p.m. Saturday and Sunday.

Per spot.....	80.00
"Music From Studio X"—8:35 p.m. to midnight Monday through Friday; 9:05 p.m. to midnight Saturday:	
Per spot.....	100.00

"The Jean Shepherd Show"—10:15 a.m. to noon Saturday.

Per spot.....	80.00
"John A. Gambling"—3:15 p.m. to 4:00 p.m. Monday through Friday.	
Per spot.....	80.00

"Radio New York"—4:15 p.m. to 6:00 p.m. Monday through Friday:

One minute, each.....	80.00
Features, one minute, each.....	120.00
"Jean Shepherd"—9:05 p.m. to 1:00 a.m. Sunday:	
Per spot.....	80.00

"Tex & Jinx"—11:15 p.m. to midnight Monday through Friday:

Per spot.....	120.00
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### Special Programs

(Dollar-volume and consecutive weeks discount but no frequency discount.)

"Music from Studio X"—8:35 p.m. to midnight Monday through Friday and 9:05 p.m. to midnight Saturday. Uninterrupted music in these segments: 8:35 p.m. to 9:00 p.m., 9:05 p.m. to 9:30 p.m., 9:30 p.m. to 10:00 p.m., 10:00 p.m. to 10:30 p.m., 10:30 p.m. to 11:00 p.m., 11:15 p.m. to 11:30 p.m. and 11:30 p.m. to midnight. Sponsorship rotated throughout week.

Segment contains two 1-minute commercials—one at opening, one at close:

3 segments per week.....	500.00
6 segments per week.....	900.00

2 segments per week plus 1-minute spot in both Saturday and Sunday "Studio X" programs (1:30 p.m. to 5:00 p.m.)..... 500.00

"Long John's Party Line"—midnight to 5:30 a.m. Tuesday through Sunday and 1:00 a.m. to 5:30 a.m. Monday:

1 1-minute spot, per week.....	40.00
7 1-minute spots, per week.....	210.00
14 1-minute spots, per week.....	280.00
21 1-minute spots, per week.....	315.00

"Sunrise Serenade":  
5:30 a.m. to 6:00 a.m. Monday through Saturday, per 1-minute spot..... 35.00  
5:30 a.m. to 8:00 a.m. Sunday, per 1-minute spot..... 50.00

"WOR's Flying Traffic Reporter"—40 traffic reports between 4:00 p.m. Friday and 9:30 a.m. Monday, April through October. Rates on request, no additional discounts.

### POLITICAL

Regular rates apply. Payment in advance.

### TRANSCRIPTIONS

One air check during each 13-week period at no charge to advertiser.

### Closing Time

48 hours in advance.

## WOV

(Established 1926)

Rate card dated October 1, 1958.  
Card received October 1, 1958.  
Owned and operated by WOV Broadcasting Corp.

### Personnel

Executive Vice President—Ralph N. Weil.  
Vice-Pres., Prog. Dir.—Arnold B. Hartley.

### Representatives

John E. Pearson Company.

### Mailing Instructions

Business Office and Studio—730 Fifth Ave., New York 19, N. Y., Circle 5-7979.  
Transmitter—Carlstadt, N. J.

### Wave—Power—Time

Operating power—5,000 watts.  
Frequency—1280 kilocycles.  
Directional—same pattern, all hours.

Licensed to operate full time.  
Operates on Eastern Standard Time.  
Operating schedule: 24 hours daily, except from 6:00 a.m. Sundays to 6:00 a.m. Mondays.

### Agency Commission

15% on net time charges to recognized agencies; no cash discount. Invoices rendered weekly, payable at face when rendered. Short rate billing rendered if frequency rate is not earned.

### General Advertising

In order to earn net rates quoted contracts must be completed within one year. Discounts allowed retroactively on the number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts. Renewal contracts subject to rates in effect at time of renewal. All contracts subject to cancellation unless program starts within 30 days.

	—Per week					
1 hour:	1 a wk	2 a wk	3 a wk	4 a wk	5 a wk	6 a wk
1 week.....	250.00	500.00	637.50	800.00	875.00	975.00
26 weeks.....	237.50	475.00	605.62	760.00	831.25	926.25
39 weeks.....	225.00	450.00	573.75	720.00	787.50	877.50
52 weeks.....	212.50	425.00	541.88	680.00	743.75	828.75
30 minutes:						
1 week.....	150.00	300.00	382.50	480.00	525.00	575.00
26 weeks.....	142.50	285.00	363.37	456.00	498.75	546.25
39 weeks.....	135.00	270.00	344.25	432.00	472.50	517.50
52 weeks.....	127.50	255.00	325.12	408.00	446.25	488.75
15 minutes:						
1 week.....	90.00	180.00	229.50	288.00	315.00	351.00
26 weeks.....	85.50	171.00	218.00	273.60	299.25	333.45
39 weeks.....	81.00	162.00	206.55	259.20	283.50	315.90
52 weeks.....	76.50	153.00	195.10	244.80	267.75	298.35
10 minutes:						
1 week.....	60.00	120.00	162.00	216.00	255.00	288.00
26 weeks.....	57.00	114.00	153.90	205.20	242.25	273.60
39 weeks.....	55.00	110.00	145.80	194.40	229.50	259.20
52 weeks.....	51.00	102.00	137.70	183.60	210.90	244.80
5 minutes:						
1 week.....	45.00	90.00	121.50	162.00	191.25	216.00
26 weeks.....	42.75	85.50	115.45	153.90	181.70	205.20
39 weeks.....	40.50	81.00	109.35	145.80		

**New York City—W O V—Continued**

**CLASS "C"**  
 (5:30 a.m. to 6:00 a.m. and 1:00 a.m. to sign-off)  
 "Gospel Rocket"—5:30 a.m. to 6:00 a.m.  
 "Gone at Dawn"—1:00 a.m. to sign-off.  
 Per week: 20.00  
 6 spots.....  
**Combination Packages**  
 Per wk.  
 6 Class "A" announcements plus 6 Class "B" announcements, total..... 125.00  
 12 Class "B" announcements plus 6 Class "A" announcements, total..... 162.00  
 6 Class "C" announcements plus 6 Class "B" announcements, total..... 72.00

**ANNOUNCEMENTS ITALIAN**  
 (9:30 a.m. to 8:00 p.m.)  
 Per week:  
 1 spot..... 22.50 9 spots..... 144.00  
 3 spots..... 60.00 12 spots..... 184.00  
 6 spots..... 110.00 18 spots..... 225.00

**COMBINATION RATES NEGRO & ITALIAN**  
 Per wk.  
 6 Class "A" Negro plus 6 Italian, total..... 164.00  
 12 Class "A" Negro plus 6 Italian, total..... 205.00  
 6 Class "A" Negro plus 12 Italian, total..... 215.00

**SPECIAL FEATURES**  
 News Service—AP and ANSA. Rates on request.  
**Closing Time**  
 Program copy must be in one week before broadcast. Copy for local commercial programs or announcements must be in 24 hours before broadcast. Copy for Monday programs and announcements must be received before 10:00 a.m. Friday.

**WPAT**  
**PATERSON, N. J.**  
 (Established 1941)

(This is a duplicate of the listing appearing under Paterson, N. J.)  
 Rates effective November 1, 1957. (Card No. 13.)  
 Rates received October 2, 1957.  
 Owned and operated by WPAT, Inc.

**Personnel**  
 Pres. & Gen'l Mgr.—D. J. Wright.  
 Vice-President—Charles W. Parker.  
**Representatives**  
 None

**Mailing Instructions**  
 Business Office—66 Hamilton St., Paterson, N. J. Armory 4-3400; New York City direct wire, Pennsylvania 6-2945.  
 Transmitter and Studio—Hepburn Rd. and Broad St., Clifton, N. J.

**Wave—Power—Time**  
 Operating power—5,000 watts  
 Frequency—930 kilocycles.  
 Directional—separate patterns, day and night. Licensed to operate full time.  
 Operates on Eastern Time.  
 Daylight Saving Time observed.  
 Operating schedule: 6:00 a.m. to 2:00 a.m.

**FM Facilities**  
 Effective radiated power—20,000 watts.  
 Frequency—93.1 megacycles; channel 226.

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

**General Advertising**  
 Program time does not include talent. Programs and announcements may not be combined for any discount purposes. All discounts apply to time charges only. Contracts not accepted more than 60 days in advance of initial program. Maximum length of program one year. Rates subject to change without notice. AFTRA charges apply to live and transcribed programs.

	PROGRAMS			
	Per week	1 day	3 days	5 days
1 hour.....	400.00	1,080.00	1,600.00	1,680.00
1/2 hour.....	225.00	600.00	900.00	945.00
1/4 hour.....	175.00	450.00	700.00	735.00

**SPOT ANNOUNCEMENTS**

	1 min.	1/2 min.	News briefs
1-49 times.....	60.00	45.00	75.00

Participation rates on request.

**DISCOUNTS**

Programs:	Per week	Programs:	Per week
13-25 weeks.....	5%	39-51 weeks.....	20%
26-38 weeks.....	15%	52 weeks.....	30%

Spot announcements and newsbriefs:  
 50-149 times..... 10% 250-499 times..... 25%  
 150-249 times..... 20% 500 or more times..... 30%

**SPECIAL FEATURES**  
**Participating Programs**  
 Following programs scheduled 7 days weekly:  
 "The Morning Show"—6:00 a.m. to 9:00 a.m.  
 "Carousel"—9:00 a.m. to noon.  
 "Gaslight Previews"—noon to 4:00 p.m.  
 "Gaslight Previews"—Noon to 4:00 p.m.  
 "Limelight"—4:00 p.m. to 7:00 p.m.  
 "Gaslight Revue"—7:00 p.m. to 11:00 p.m.  
 "Encore"—11:00 p.m. to 2:00 a.m.  
 Newsbriefs—Throughout the broadcast day.

**POLITICAL**  
 Regular rates apply.  
**Closing Time**  
 All copy must be submitted at least 72 hours in advance of broadcast time. (D)

**W P O W**  
 (Established 1957)  
**A Tele-Broadcasters Station**

Rates effective November 1, 1958. (Card No. 2.)  
 Rates received October 6, 1958.  
 Owned and operated by Tele-Broadcasters of New York, Inc.  
**Personnel**  
 President—H. Scott Killgore.  
 General Manager—Sl Lewis.

**Representatives**  
 Contact station direct.  
**Mailing Instructions**  
 Business Office and Studio—41 East 42nd St., New York, N. Y. Murray Hill 7-8437.  
 Other office and studio—1111 Woodrow Road, Staten Island, N. Y. Yukon 4-4600.  
**Wave—Power—Time**  
 Operating power—5,000 watts.  
 Frequency—1330 kilocycles.  
 Operating schedule: 5:00 a.m. to 8:00 a.m. and 5:00 p.m. to 8:00 p.m. Tuesday through Friday; 5:00 a.m. to 8:00 a.m. Monday and Saturday; 6:00 a.m. to 11:00 a.m. and 4:00 p.m. to 8:00 p.m. Sunday.

**Agency Commission**  
 15% to recognized agencies on station time. Talent not commissionable unless specified in contract. Bills due and payable when rendered.

**General Advertising**  
 Rates include music copyright fees. ASCAP, BMI, and SESAC licenses. All copy subject to approval by station management. Beer and wine—only liquor advertising accepted. If contract is cancelled, times-used will be short rated. Contract renewals subject to rates in effect at time of renewal. Rates subject to change without notice.

	(*)	(†)
1 hour.....	9:00 min.	59:00 min.
1/2 hour.....	4:30 min.	29:00 min.
1/4 hour.....	3:15 min.	14:00 min.
10 minutes.....	1:25 min.	9:30 min.
5 minutes.....	1:25 min.	4:30 min.

(\*) Length of commercial copy.  
 (†) Actual broadcasting length.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	200.00	120.00	80.00	60.00	40.00
13 times.....	185.00	110.00	76.00	55.00	38.00
26 times.....	170.00	105.00	72.00	50.00	36.00
52 times.....	155.00	100.00	68.00	48.00	34.00
104 times.....	145.00	95.00	64.00	45.00	32.00
156 times.....	140.00	90.00	60.00	42.00	30.00
260 times.....	135.00	85.00	60.00	40.00	29.00
312 times.....	130.00	80.00	52.00	38.00	27.00

**ANNOUNCEMENTS**

	1 min.	20/30 sec.	10 sec.
1 time.....	16.00	12.00	8.00
5 times.....	60.00	45.00	30.00
10 times.....	100.00	75.00	50.00
20 times.....	180.00	135.00	90.00
25 times.....	212.50	160.00	110.00
30 times.....	240.00	180.00	120.00

**SPECIAL FEATURES**  
 Remote control—additional charge for programs originating outside studios to cover costs of lines and engineers.

**Participating Programs**  
 "The Erwin Frankel Show"—6:00 a.m. to 7:00 a.m. Sunday.  
 "Shamrock Time" with Harry McGurk—4:15 p.m. to 5:00 p.m. Sunday.  
 "The Vince Garl Show" with Vince Garl & Erwin Frankel—5:00 p.m. to 5:30 p.m. Sunday.  
**Foreign Language Programs**

**Spanish:**  
 "Amanecer Borincano" with Sal Guzman—6:00 a.m. to 7:00 a.m. Monday through Saturday.  
 "Radio Hispana" with Carlos Perez—6:00 p.m. to 6:30 p.m. Tuesday through Friday.  
 "Musica sin Interpeion" with Jose Luis Colon & Ray Garcia—6:30 p.m. to 8:00 p.m. Tuesday through Friday.  
 "Solo Para Mujeres" with Ana Rosas—7:15 p.m. to 7:30 p.m. Wednesday and Friday.  
 "Las Noticias" with Michael Erice—7:30 p.m. to 7:35 p.m. Tuesday through Friday.  
 "El Hit Parade Hispana" with Carlo Perez—7:00 p.m. to 8:00 p.m. Friday.  
 "Fiesta Time"—6:00 p.m. to 7:00 p.m. Sunday.  
 "Fiesta Knickerbocker"—7:00 p.m. to 8:00 p.m. Sunday.  
**German:**  
 "Continental-Star Parade" with Leo Rice—10:15 a.m. to 11:00 a.m. Sunday.  
**Byelorussian:**  
 "Byelorussian Radio Program" with Michael Kozlowski—8:30 a.m. to 9:00 a.m. Sunday.  
**Armenian:**  
 "AGBU Program" with Bob Sarian—9:15 a.m. to 10:00 a.m. Sunday.

**Negro Programs**  
 "The Rhythm Express" with Lou Garry—5:30 a.m. to 6:00 a.m. Monday through Saturday; 5:00 p.m. to 5:30 p.m. Sunday, Tuesday through Friday.  
 "The Gospel Plane"—7:00 a.m. to 7:30 a.m. Sunday; 7:00 a.m. to 7:15 a.m. Monday through Saturday.

**POLITICAL**  
 Regular rates apply.  
**Closing Time**  
 24 hours before broadcast.

**W Q X R**  
 (Established 1934)



Rates effective October 15, 1957. (Card No. 16.)  
 Card received October 4, 1957.  
 Owned and operated by Interstate Broadcasting Company, Inc., a subsidiary of The New York Times.

**Personnel**  
 President—Orvil E. Dryfoos.  
 Executive Vice-President—Elliott M. Sanger.  
 Vice-Pres., Sales—Norman S. McGee.

**Representatives**  
 Paul H. Raymer Company, Inc.

**Mailing Instructions**  
 Business Office and Studio—229 W. 43rd St., New York 36, N. Y., Lackawanna 4-1100.  
 Transmitter—Maspeth, Long Island, N. Y.

**Wave—Power—Time**  
 Operating power—50,000 watts.  
 Frequency—1560 kilocycles.  
 Directional—same pattern all hours. Licensed to operate full time. Operates on Eastern Standard Time. Daylight Saving Time observed. Operating schedule: 6:00 a.m. to 1:00 a.m. week days; 7:00 a.m. to 1:00 a.m. Sundays.  
**FM Facilities**  
 Effective radiated power—11,000 watts.

**NEW YORK**

Antenna height—675 feet.  
 Frequency 96.3 megacycles, channel 242.  
**Agency Commission**  
 15% to recognized advertising agencies; no cash discount.  
**General Advertising**  
 Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available. Station breaks may not be combined with spot announcements to earn frequency discounts. In event of rate change, advertisers are protected for a maximum of 6 months. At discretion of station, programs are duplicated on WQXR-FM at no additional cost.

**GENERAL BROADCASTING RATES**  
**CLASS "A"**  
 (7:00 p.m. to 10:00 p.m. daily)

	1 time	2 times	3 or 4 times	5, 6 or 7 times
1 hour.....	400.00	360.00	340.00	320.00
55 minutes.....	360.00	324.00	306.00	288.00
1/2 hour.....	240.00	216.00	204.00	192.00
25 minutes.....	200.00	180.00	170.00	160.00
1/4 hour.....	160.00	144.00	136.00	128.00
10 minutes.....	140.00	126.00	119.00	112.00
5 minutes.....	120.00	108.00	102.00	96.00

**CLASS "B"**  
 (6:00 p.m. to 7:00 p.m. and 10:00 p.m. to 11:00 p.m. daily)

	1 time	2 times	3 or 4 times	5, 6 or 7 times
1 hour.....	300.00	255.00	240.00	210.00
55 minutes.....	270.00	229.50	216.00	189.00
1/2 hour.....	180.00	153.00	144.00	126.00
25 minutes.....	150.00	127.50	120.00	105.00
1/4 hour.....	120.00	102.00	96.00	84.00
10 minutes.....	105.00	89.25	84.00	73.50
5 minutes.....	90.00	76.50	72.00	63.00

**CLASS "C"**  
 (6:00 a.m. to 6:00 p.m. and after 11:00 p.m. weekdays; 7:00 a.m. to 6:00 p.m. and after 11:00 p.m. Sundays)

	1 time	2 times	3 or 4 times	5, 6 or 7 times
1 hour.....	250.00	175.00	150.00	110.00
55 minutes.....	225.00	157.50	135.00	100.00
1/2 hour.....	150.00	105.00	90.00	67.50
25 minutes.....	125.00	87.50	75.00	57.50
1/4 hour.....	100.00	70.00	60.00	45.00
10 minutes.....	87.50	61.25	52.50	40.00
5 minutes.....	75.00	52.50	45.00	35.00

**Discounts for Consecutive Weeks**  
 Applicable only to periods of five minutes or more.  
 13 consecutive weeks..... 5%  
 26 consecutive weeks..... 10%  
 39 consecutive weeks..... 15%  
 52 consecutive weeks..... 25%

**SPOT ANNOUNCEMENTS**  
 Fixed positions following The New York Times News Bulletins broadcast every hour on the hour.  
 (6:04 p.m. through 11:06 p.m. weekdays; 12:04 p.m. through 11:06 p.m. Sundays. "Symphony Hall"—8:05 p.m. to 9:00 p.m. weekdays and Sunday)

**One minute (120 words):**

	1 time	55 times	300 times	420 times
1 time.....	55.00	300 times.....	42.00	
50 times.....	50.00	400 times.....	38.50	
100 times.....	47.00	600 times.....	36.00	
200 times.....	44.50	1000 or more times	35.00	

(6:00 a.m. through 5:04 p.m. and after 11:06 p.m. weekdays; 7:04 a.m. through 11:04 a.m. and after 11:06 p.m. Sundays)

	1 time	300 times	420 times
1 time.....	40.00	300 times.....	26.50
50 times.....	35.00	400 times.....	25.00
100 times.....	30.00	600 times.....	23.50
200 times.....	28.00	1000 or more times	22.00

**SPOT ANNOUNCEMENTS AT OTHER POSITIONS**  
 (Between 6:00 p.m. and 11:00 p.m. weekdays; between 12:00 noon and 11:00 p.m. Sundays)

	1 min.	20 sec.	1 min.	20 sec.
1 time.....	45.00	28.00	300 times	33.50
50 times.....	40.00	26.00	400 times	32.00
100 times.....	35.00	24.00	600 times	30.00
200 times.....	36.00	22.00	1000 times	28.00

(Between 6:00 a.m. and 6:00 p.m. and after 11:07 p.m. weekdays; between 7:00 a.m. and noon and after 11:07 p.m. Sundays)

	1 time	300 times	420 times
1 time.....	35.00	300 times.....	22.50
50 times.....	30.00	400 times.....	21.25
100 times.....	25.00	600 times.....	20.00
200 times.....	24.00	1000 times.....	18.50

Frequency rates are based on the number of spots used during an established 12-month period. Minute spots in participating programs may be combined with 1-minute announcements to earn frequency discounts. 20-second announcements may not be combined with 1-minute announcements to earn frequency discounts.  
**MINUTE SPOT PACKAGES**  
 20 1-minute daytime spots following The New York Times News Bulletins, from 7:04 a.m. through 5:04 p.m. Monday through Saturday, minimum 13-week contract, per week..... 475.00  
 20 1-minute daytime spots run-of-station, from 6:00 a.m. to 6:00 p.m. Monday through Saturday, minimum 13-week contract, per week..... 400.00  
 25 1-minute spots, 20 daytime, 5 evening, minimum 1-week contract, per week..... 690.00

**SPECIAL FEATURES**  
 Time signals and weather reports: schedules and rates on request.  
 Special Departments — Personalized merchandising service, and commercial copy writers available to all clients.

**Participating Programs**  
 "Bright and Early" with George Edwards—6:00 a.m. to 7:30 a.m. Monday through Saturday. Rate card.  
 "Other People's Business" with Alma Dettlinger—2:30 p.m. to 3:00 p.m. Monday through Friday, and/or "Listening with Jacques Fray"—4:05 p.m. to 5:00 p.m. Monday through Saturday.  
 Per week:  
 1 time..... 50.00 5 times..... 175.00  
 2 times..... 90.00 6 times..... 195.00  
 3 times..... 125.00  
 (Combination rates may be earned.)  
 "Town & Country Dining"—12:05 p.m. to 12:30 p.m. Monday through Saturday. Rates on request.  
 "Cocktail Time"—5:05 p.m. to 6:00 p.m. Monday through Thursday and Saturday; 5:05 p.m. to 5:30 p.m. Friday. Rates on request.  
 "Gourmet Corner"—11:45 a.m. to noon Monday through Friday. Restricted to products selected by station. Rates on request.  
 (New York City continued on next page)



# NEW YORK

New York City—Continued

**WRCA**

(Established 1922)



Rates effective May 1, 1957. (Card No. 16).  
Card received May 3, 1957.  
Owned and operated by National Broadcasting Company, Inc.

**Personnel**

General Manager—William N. Davidson.  
Station Manager—Arthur Hamilton.  
Sales Director—Herman Maxwell.  
Program Director—Steve White.  
Sales Traffic Manager—Earl Harder.

**Representatives**

NBC Spot Sales.

**Mailing Instructions**

Business Office and Studio—RCA Bldg., 30 Rockefeller Plaza, New York 20, N. Y., Circle 7-8300.  
Transmitter—Port Washington, Long Island, N. Y.

**Wave—Power—Time**

Operating power—50,000 watts.  
Frequency—660 kilocycles.  
Directional—same pattern, all hours.  
Licensed to operate full time on clear channel.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 24 hours daily, except Monday 1:00 a.m. to 5:50 a.m.

**F M Facilities**

Effective radiated power—16,000 watts.  
Frequency—97.1 megacycles on channel 246.  
Antenna height—1,300 feet above average terrain.

**Agency Commission**

15% to recognized agencies on net charges for station time. No commission on program charges. The following rates apply only if payments are made on or before the due date specified in the contract. Otherwise the net amount due (before deduction of agency commission, if any) shall be increased by 2%.

**General Advertising**

For combination rates see NBC Radio Network. FM operated in conjunction with AM. Contracts for announcements, participations, and service breaks accepted 30 days in advance of initial broadcast. Firm contracts for program periods of 13 weeks or more accepted 60 days in advance of initial broadcast; otherwise 30 days. Maximum length of contract—one year. Commitments made under this rate card will be protected for a period of not more than three months from the effective date of any rate increase, provided there is no lapse in schedule. Time rates include music copyright fees. ASCAP, BMI and SESAC licenses.

Length of commercial copy:	—Programs—		
	— News —	Before	After
5 minutes.....	Day & Eve. 1:00 min.	6:00 p.m. 1:15 min.	6:00 p.m. 1:00 min.
10 minutes.....	1:45 min.	2:10 min.	2:00 min.
15 minutes.....	2:15 min.	3:00 min.	2:30 min.
25 minutes.....	4:00 min.	4:00 min.	2:50 min.
30 minutes.....	4:15 min.	4:15 min.	3:00 min.
60 minutes.....	7:00 min.	7:00 min.	6:00 min.

**Program Time**

**CLASS I**

(6:30 a.m. to 9:30 a.m.; 5:00 p.m. to 10:30 p.m. Monday through Friday; 6:00 p.m. to 10:30 p.m. Saturday and Sunday)

One hour (12 units).....	1,200.00
Half-hour (6 units).....	720.00
Quarter-hour (3 units).....	480.00
10 minutes (2 units).....	400.00
5 minutes (1 unit).....	240.00

**CLASS II**

(All other times)

One hour (12 units).....	900.00
Half hour (6 units).....	540.00
Quarter-hour (3 units).....	360.00
10 minutes (2 units).....	300.00
5 minutes (1 unit).....	180.00

**ANNOUNCEMENTS**

**CLASS I**

(6:00 a.m. to 10:00 a.m. Monday through Friday)

One minute (1 unit).....	175.00
20 seconds (1 unit).....	140.00
10 seconds (1 unit).....	80.00
5 seconds (1 unit).....	60.00

**CLASS II**

(4:00 p.m. to 7:30 p.m. Monday through Friday)

One minute (1 unit).....	150.00
20 seconds (1 unit).....	120.00
10 seconds (1 unit).....	70.00
6 seconds (1 unit).....	50.00

**CLASS III**

(10:00 a.m. to 1:00 p.m. Monday through Friday)

One minute (1 unit).....	125.00
20 seconds (1 unit).....	100.00
10 seconds (1 unit).....	60.00

**CLASS IV**

(All other times)

One minute (1 unit).....	100.00
20 seconds (1 unit).....	80.00
10 seconds (1 unit).....	50.00
6 seconds (1 unit).....	30.00

**FIXED POSITION STATION BREAKS**

(7:00 a.m. to 8:30 a.m. Monday through Friday)

20 seconds.....	160.00
60 seconds (where available).....	200.00

**DISCOUNTS**

All programs regardless of length or rate classification may be combined for discounts, according to their unit value, under the discount table shown below. All announcements, regardless of length or rate classification, may be combined for discounts under the discount table shown below. Program time and announcements may not be combined for discounts.

Discount rates are based on the number of units during an established 52-week period and become effective from the beginning of service only on firm portions of contracts, or as contracts become firm. Announcement service which has been maintained for 52 consecutive weeks and continues weekly, with-

out lapse, will receive the same frequency rate or the frequency rate applicable to that portion of the service which continues.

No. 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%
1,000 or more.....	50%

**ANNOUNCEMENT SATURATION PLANS**

**14-40 Plan**  
Any combination of station breaks or one-minute announcements totaling 14 or more within a 7 day period may be combined for an immediate 40% discount. 14-40 Plan announcements and station breaks are subject to pre-emption.

**25-50 Plan**  
Any combination of station breaks or one-minute announcements total 25 or more within a 7 day period may be combined for an immediate 50% discount. 25-50 Plan announcements and station breaks are subject to pre-emption.

NOTE: 14-40 and 25-50 Plan announcements may not be combined with any other schedule for earned frequency discounts.

**SPECIAL FEATURES**

News Service—AP, UPI. Rates on request.  
Participating Programs  
"N. Y. Pulse" with Bill Cullen—6:00 a.m. to 10:00 a.m. Monday through Friday, per announcement, gross, 175.00. 6:00 a.m. to 8:00 a.m. Saturday, per announcement, gross 125.00.  
"Guest of Honor"—12:05 p.m. to 2:00 p.m. Monday through Friday, per announcement, gross, 125.00.  
"News" with Bob Wilson—11:05 p.m. to 11:15 p.m. Monday through Saturday, per announcement 150.00.  
"Kenneth Banghart News"—6:05 p.m. to 6:15 p.m. Monday through Friday. Per announcement, gross, 225.00.  
"Jimmy Powers"—6:15 p.m. to 6:25 p.m. Monday through Saturday, per announcement, gross, 150.00.  
Certain local news, and network co-op and other network programs with local announcements, are subject to an additional program charge.

**POLITICAL**  
Time is sold for political broadcasts on the basis of conformity with station policies, the Federal Communications Act and rules and regulations of federal and state governments.

**TRANSCRIPTIONS**

Library Service—Thesaurus, Associated.  
Accepted at regular card rates.

**Closing Time**

Closing date is two weeks in advance of initial program, and program material must be received one week in advance of broadcast date. No changes within two days preceding broadcast.

**WRFM**

— FM —

(Established 1953)

Rates effective February 1, 1957. (Card No. 1.)  
Card received October 31, 1957.  
Owned and operated by Long Island Broadcasting Corp.

**Personnel**

Station Manager—Edith Diek.  
Program Manager—Fred Barr.  
Sales Manager—Selvin Donneson.

**Representatives None.**

**Mailing Instructions**

Business Office, Studio and Transmitter—41-30 58th St., Woodside 77, N. Y., Defender 5-1600.

**Wave—Power—Time**

Effective radiated power—20,000 watts.  
Frequency—105.1 megacycles.  
Antenna height—234 feet above average terrain.  
Licensed to operate unlimited time.  
Operates on Eastern Standard Time.  
Operating schedule: 9:00 a.m. to 12:00 midnight daily including Sunday.

**Agency Commission**

15% to recognized agencies on time only; no cash discount. Bills rendered first of month; payable 10 days.

**General Advertising**

Rates include ASCAP, BMI and SESAC licenses. Broadcasts independent of WWRL-AM.

	1 Minute		
	1-3 wky.	4-6 wky.	7-12 wky.
1-12 weeks.....	6.50	6.00	5.50
13-25 weeks.....	6.00	5.50	5.00
26-51 weeks.....	5.50	5.00	4.75
52 weeks.....	5.00	4.75	4.50
<b>1/4 hour</b>			
1-12 weeks.....	16.00	15.00	14.00
13-25 weeks.....	15.00	14.00	13.00
26-51 weeks.....	14.00	13.00	12.00
52 weeks.....	13.00	12.00	11.00
<b>1/2 hour</b>			
1-12 weeks.....	30.00	29.00	27.00
13-25 weeks.....	29.00	27.00	25.00
26-51 weeks.....	27.00	25.00	23.00
52 weeks.....	25.00	23.00	21.00
<b>1 hour</b>			
1-12 weeks.....	58.00	56.00	50.00
13-25 weeks.....	56.00	50.00	47.00
26-51 weeks.....	50.00	47.00	43.00
52 weeks.....	47.00	43.00	39.00

**SPECIAL FEATURES**

News Service—AP. No extra charge.  
News Highlights and Weather—1-time spot rate.  
5-minute news and weather, 10.00.  
Closing Time 48 hours in advance of broadcast.

**WVNJ**

NEWARK, N. J.

(Established 1947)



(This is a duplicate of the listing appearing under Newark, N. J.)  
Rates effective May 1, 1958.  
Rates received April 17, 1958.  
Owned and operated by Newark Broadcasting Corp.

**Personnel**

General Manager—Ivon B. Newman.

**Representatives**

Broadcast Time Sales.

**Mailing Instructions**

Business Office and Studio—1225 Raymond Blvd., Newark 2, N. J. Mitchell 3-7600.  
Transmitter—Livingston, N. J.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—620 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Operating schedule: 6:00 a.m. to midnight.

**Agency Commission**

15% on time only; no cash discount. Bills due and payable when rendered. Without prior credit approval, cash in advance.

**General Advertising**

Affiliated with New Jersey Network.  
Accepts AAAA copyrighted contracts with certain exceptions; modified contract forms available.  
Rates guaranteed for 6 months from date of 1st broadcast, or for 6 months from effective date of any increase in rate, providing advertising is actually running at time of effective date of increase and broadcasts continue without interruption.  
Discounts are retroactive within the broadcast year as earned, provided that programs and announcements may not be combined for frequency discounts. Contracts are not subject to cancellation on less than 2 weeks written notice.  
No periods sold in bulk for resale.  
No contract to exceed 1 year's duration.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.

**5-MINUTE NEWSCASTS**

Every hour on the hour, per week:	Each	Per wk.
Less than 6.....	45.00	.....
6 times.....	37.50	225.00
12 times.....	32.50	390.00
18 times.....	30.00	540.00
24 times.....	27.50	660.00
36 times.....	25.00	900.00

**ANNOUNCEMENTS**

**1-MINUTE**

Fixed position announcements, each.....	30.00
(Run-of-schedule)	
Less than 6 times per week.....	25.00
6 times per week.....	22.50
12 times per week.....	20.00
18 times per week.....	17.50
24 times per week.....	15.00
36 times per week.....	14.00

**30-SECONDS**

Fixed position announcements, each.....	22.50
(Run-of-schedule)	
Less than 6 times per week.....	18.75
6 times per week.....	17.00
12 times per week.....	15.00
18 times per week.....	13.00
24 times per week.....	12.00
36 times per week.....	10.50

(This listing continued on next page)

**GOING UP—WITH MUSIC**

"Great Albums of Music"  
18 HOURS A DAY

Makes WVNJ the hottest spot radio buy in Metropolitan N. Y. and New Jersey

**WVNJ**

Newark, New Jersey

RADIO STATION — Newark News



New York City—WV N J—Continued

20-SECONDS

Fixed position announcements, each (Run-of-schedule)	18.00
Each Per wk.	
Less than 6 times per week	15.00
6 times per week	13.50
12 times per week	12.00
18 times per week	10.50
24 times per week	9.50
36 times per week	8.50

10-SECONDS

Fixed position announcements, each (Run-of-schedule)	12.00
*Less than 6 times per week	10.00
6 times per week	9.00
12 times per week	8.00
18 times per week	7.00
24 times per week	6.50
36 times per week	5.50

(\* Does not include traffic hours. On run-of-schedule packages, a maximum of 33-1/3% will be scheduled between 6:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m., when available.

**SPECIAL FEATURES**  
"Great Albums of Music"—LP albums exclusively. Programs approximately 10 minutes of uninterrupted music between commercial breaks. Details on request.

**POLITICAL**  
Regular rates apply; cash in advance.  
Closing Time  
24 hours in advance of broadcast. (D)

**WWRL**

(Established 1926)

Rates effective September 1, 1957. (Card No. 14.)  
Rates received August 9, 1957.  
Owned and operated by the Long Island Broadcasting Corporation.

**Personnel**  
President—W. H. Reuman.  
Station Manager—Edith Dick.  
Sales Manager—Selvin Donneson.  
Program Manager—Fred Barr.

**Representatives**  
None.

**Mailing Instructions**  
Studio—41-30 58th St., Woodside 77, N. Y., Defender 5-1600.  
Transmitter—Secaucus, N. J.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—1600 kilocycles.  
Directional—same pattern, all hours.  
Operates on Eastern Standard Time.  
Operating schedule: 24 hours daily.

**Agency Commission**  
15% to all recognized advertising agencies on net time charges only; no cash discount. All invoices rendered monthly unless otherwise requested. Short rate billing rendered if discounts are unearned.

**General Advertising**  
Accepts AAAA copyrighted contract. Approximately 40% of schedule broadcast in Spanish, 15% in German, 40% Negro programmed. ASCAP, BMI and SESAC licenses. Contracts not accepted for more than one year's duration. No per inquiry orders accepted. Broadcast time on all programs is fractionally reduced to allow for station identification, etc. Programs, announcements and special packages not combinable to earn lower rates. The following rates apply only to continuous broadcasting:

**ANNOUNCEMENTS**

One minute:			
1-52 times	15.50	624-935 times	10.75
53-77 times	13.00	936-1,403 times	10.50
78-155 times	12.00	1,404-1,827 times	10.25
156-311 times	11.50	1,828-2,499 times	10.00
312-467 times	11.25	2,500-2,800 times	9.00
468-623 times	11.00		

Above rates are based on the number used in one year.

**SPECIAL PACKAGES**

"Gospel Caravan" with "Doc" Wheeler—10:30 a.m. to 1:00 p.m. Monday through Friday; 10 1-minute announcements. "Sunday Gospel Caravan"—8:30 p.m. to 10:00 p.m. Sunday; 2 1-minute announcements—total 12 1-minute announcements, 100.00.  
"Dr. Jive Nite Show" with Tommy Smalls—10:30 p.m. to midnight, Monday through Sunday. Seven 1 minute announcements weekly, 55.00.  
"Noche De Ronda" ("Spanish Nite Patrol") with Los Chicos—midnight to 5:00 a.m. Monday through Saturday. 12 one-minute announcements weekly, 50.00.

**PROGRAMS**

	Per week			
	1 or 2 times	3 times	4 or 5 times	6 or more times
5 minutes:				
1-12 weeks	28.22	25.98	24.50	22.28
13-25 weeks	26.81	24.68	23.28	21.17
26-51 weeks	25.40	23.38	22.05	20.05
52 weeks	23.99	22.08	20.83	18.94
10 minutes:				
1-12 weeks	44.55	40.83	39.35	37.13
13-25 weeks	42.32	38.79	37.38	35.23
26-51 weeks	40.10	36.75	35.42	33.42
52 weeks	37.87	34.71	33.45	31.56
15 minutes:				
1-12 weeks	59.40	55.68	51.98	48.26
13-25 weeks	56.43	52.90	49.38	45.85
26-51 weeks	53.46	50.11	46.78	43.43
52 weeks	50.49	47.33	44.18	41.02
30 minutes:				
1-12 weeks	103.95	96.53	89.10	81.68
13-25 weeks	98.75	91.70	84.65	77.60
26-51 weeks	93.55	86.88	80.19	73.51
52 weeks	88.36	82.05	75.74	69.43
1 hour:				
1-12 weeks	170.78	163.35	155.93	148.50
13-25 weeks	162.24	154.68	148.13	141.08
26-51 weeks	153.70	147.01	140.34	133.65
52 weeks	145.16	138.35	132.54	126.22

**SPECIAL FEATURES**

News Service—AP.

**NEGRO MARKET**

"Gospel Caravan" with "Doc" Wheeler—10:30 a.m. to 1:00 p.m. Monday through Friday.  
"Gospel Time" and Fred Barr—1:00 p.m. to 2:30 p.m. Monday through Friday.  
"Homemakers Club" with Alma John—2:30 p.m. to 3:00 p.m. Monday through Friday.  
"Dr. Jive"—3:05 p.m. to 5:30 p.m. Monday through Saturday.  
"Dr. Jive Night Show"—10:30 p.m. to midnight Monday through Sunday.  
"Sports Round-up" with Art Rust—10:15 p.m. to 10:30 p.m. Monday and Wednesday and Saturday.  
"Community News" with Leon Lewis—5 minute news at 11:30 a.m., 12:30 p.m., 1:30 p.m., 2:30 p.m. and 3:00 p.m.  
"Sunday Gospel Caravan" with "Doc" Wheeler and Fred Barr—8:30 p.m. to 10:00 p.m. Sunday.

**FOREIGN LANGUAGE PROGRAMS**

**Spanish:**  
"Breakfast Club"—5:00 a.m. to 10:30 a.m. Monday through Friday; 5:00 a.m. to 9:00 a.m. Saturday; 5:00 a.m. to 8:30 a.m. Sunday.  
"La Voz Hispana"—5:30 p.m. to 9:30 p.m. Monday through Saturday; 5:00 p.m. to 7:00 p.m. Sunday.  
"Noche De Ronda"—12:00 midnight to 5:00 a.m. Tuesday through Sunday.

**German:**  
10:00 a.m. to 2:00 p.m. Saturday; 10:00 a.m. to 5:00 p.m. Sunday.

**Czech:**  
9:00 a.m. to 10:00 a.m. Saturday and Sunday.

**Polish:**  
9:30 p.m. to 10:30 p.m. Thursday.

**Ukrainian:**  
2:00 p.m. to 3:00 p.m. Saturday.

**Greek:**  
9:30 p.m. to 10:00 p.m. Monday, Wednesday, Friday; 8:30 p.m. to 9:00 p.m. Sunday.

**Syrian:**  
9:30 p.m. to 10:00 p.m. Tuesday.

**POLITICAL**

The one time rate applies. No discounts. Cash in advance. Orders will be accepted only between primary day and election day as well as during special elections.

**Closing Time**  
Program copy must be received three days before broadcast time; commercial copy 24 hours in advance. Copy for Monday programs and announcements must be received before 12:00 noon Friday.

**NIAGARA FALLS (2 AM; 1 FM)**

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

**See Buffalo-Niagara Falls**

**NORWICH**

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

**WCHN**

(Established 1953)



Rates effective February 1, 1954. (Card No. 2.)

Rates received January 27, 1954.  
Revisions received February 7, 1955.

Owned and operated by Radio Norwich, Inc.

**Personnel**  
Pres. & Gen'l Mgr.—William J. Hall.  
Commercial Manager—Phillip G. Penfold.

**Representatives**  
Devney, Incorporated.

**Mailing Instructions**  
Business Office and Studio—14 S. Broad St., Norwich, N. Y., telephone 4-2218.  
Transmitter—Gulford Road, Norwich, N. Y.

**Wave—Power—Time**  
Operating power—500 watts days.  
Frequency—970 kilocycles.  
Licensed to operate daytime.  
Non-directional.  
Operates on Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 5:30 a.m. to local sunset.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills rendered first of month; payable when rendered.

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

	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	42.00	23.00	15.75	10.50	8.00
26 times	40.00	22.00	15.00	10.00	7.50
52 times	38.00	21.00	14.25	9.50	7.00
104 times	36.00	20.00	13.50	9.00	6.75
156 times	34.00	19.00	12.75	8.50	6.50
260 times	32.00	18.00	12.00	8.00	6.00

**ANNOUNCEMENTS**

	1 tl.	13 tl.	52 tl.	156 tl.	260 tl.	312 tl.
1 minute	5.90	5.60	5.00	4.40	4.10	3.50
30 seconds	4.70	4.10	3.50	3.25	2.95	2.35

Above rates are for station time only.

**SPECIAL FEATURES**

News Service—UPI. No extra charge for news service.

**TRANSCRIPTIONS**

Library Service—Thesaurus and World.

**Closing Time**  
24 hours in advance of broadcast.

**NEW YORK**

**OGDENSBURG**

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

**WSLB**

(Established 1940)

Rates effective January 1, 1958. (Card No. 5.)  
Card received December 5, 1957.

Owned and operated by Seaway Radio, Inc.

**Personnel**  
President—George W. Bingham.  
Gen'l and Com'l Mgr.—Thomas E. Leighton.  
Program Director—Flo Beach Rowe.

**Representatives**  
None.

**Mailing Instructions**  
Business Office and Studio—2315 Knox St., Ogdensburg, N. Y.  
Transmitter—2315 Knox St., Ogdensburg, N. Y.

**Wave—Power—Time**  
Operating power—250 watts.  
(C. P. 1,000 watts.)  
Frequency—1400 kilocycles.  
Non-directional.  
Licensed to operate full time on local channel.  
Operates on Eastern Time.  
Operating schedule: 6:00 a.m. to 11:00 p.m. Monday through Thursday; 6:00 a.m. to 2:00 a.m. Friday and Saturday.

**Agency Commission**  
15%: no cash discount.

**General Advertising**  
No period sold in bulk for resale. All contracts subject to cancellation unless program starts within 90 days.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time	60.00	45.00	35.00	25.00	15.00	8.00
13 times	55.00	41.00	31.00	21.00	13.00	6.50
26 times	51.00	37.00	27.00	19.00	11.50	5.50
52 times	47.00	34.00	24.00	17.00	10.50	5.00
104 times	43.00	31.00	21.00	15.50	9.50	4.75
156 times	39.00	28.00	18.00	14.00	8.50	4.50
260 times	35.00	25.00	16.00	13.00	7.50	4.25
312 times	30.00	20.00	14.00	12.00	7.00	4.00

**SATURATION PLANS**

1-minute announcements, run-of-station, within specified time segments:

	12 wkly.	18 wkly.	24 wkly.
1-12 consecutive weeks	42.00	58.50	72.00
13-25 consecutive weeks	40.20	55.80	67.20
26-51 consecutive weeks	38.40	53.10	62.40
52 consecutive weeks	36.00	49.50	60.00

**RADIO SHORTS**

16 words live or 8-seconds transcribed announcements tied in with weather, time or temperature, scheduled run-of-station, on the 1/4 hour, 1/2 hour, hour or between programs:  
15 per week..... 34.50 60 per week..... 108.00  
30 per week..... 61.50

**SPECIAL FEATURES**

News Service—UPI.  
5 minute Sports segment at 7:55 a.m.

**POLITICAL**

Regular rates apply; cash in advance.  
**Closing Time**  
Contracts close two days in advance of first broadcast; announcement copy and talks close 24 hours in advance; transcriptions 48 hours in advance.

**OLEAN (2 AM; 1 FM)**

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

**WHDL**

(Established 1929)

**ABC Radio Network**



Rates effective November 1, 1958. (Card No. 15.)  
Card received September 25, 1958.  
Rev. (1 hour rates) rec'd November 29, 1958.  
Owned and operated by WHDL, Inc. (Affiliated with the Olean Times-Herald.)

**Personnel**  
Pres. & Gen'l Mgr.—John R. Henzel.  
Vice Pres. & Sta. Manager—James F. Hastings.  
Program Director—Donald McLean.  
Sales Manager—Joseph K. Eade.

**Representatives**  
Everett-McKinney, Inc.

**Mailing Instructions**  
Business Office and Studio—3219 W. State Road, P. O. Box 576, Olean, N. Y., Olean 2-0161. TWX Olean 22.  
Transmitter—3219 W. State Road, Olean, N. Y.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate full time on local channel.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 6:00 a.m. to 11:15 p.m.

**Agency Commission**  
15% to recognized agencies on time charges; no cash discount.

**General Advertising**  
For combination rates see ABC Radio and Northeast Radio Network.  
Accepts AAAA copyrighted contract. Rates include music copyright fees. BMI, SESAC and ASCAP licenses.  
Advertising of alcoholic beverages not accepted, excepting beer and wine.  
Length of commercial copy in accordance with NAB standards.  
Firm contracts may be signed 60 days in advance of starting date. Maximum contract term one year.  
(This listing continued on next page)

# NEW YORK

## Olean—W H D L—Continued

Contracts renewed for identical service without interruption beyond the 52 week term will earn the same rate for such extended, continuous, service as the rate earned for the original 52 week term. This provision shall not apply, however, for more than 52 weeks from the effective date of any revision of rates. All contracts accepted subject to station's right to cancel or offer another time for broadcast on 28 days notice. No periods sold in bulk for resale. No contests in spot announcements.

1/4 hr.	10 min.	5 min.	1 min.	30 sec.
Flat	25.00	20.00	15.00	7.00 6.00

PROGRAM PACKAGES				
Per week:	1/4 hr.	10 min.	5 min.	
3 times	66.00	54.00	39.00	
5 times	100.00	80.00	60.00	
6 times	118.00	90.00	66.00	
7 times	134.00	98.00	70.00	

ANNOUNCEMENT PACKAGES				
	1 min.	30 seconds		
	Each	Per wk.	Each	Per wk.
3 times	6.50	32.50	5.50	27.50
10 times	6.00	60.00	5.00	50.00
15 times	5.50	82.50	4.75	71.25
20 times	5.25	105.00	4.50	90.00
25 times	5.00	125.00	4.25	106.25
30 times	4.75	142.50	4.00	120.00
40 times	4.50	180.00	3.75	150.00
50 times	4.25	212.50	3.50	175.00

**Radio Shorts**  
10-seconds, each..... 3.00  
1-minute and 30-second announcements may be combined in packages but 10-second announcements may not.

**SPECIAL FEATURES**  
News Service—UPI. Mobile news unit available. News service charge equals 20% of time charge, not subject to agency discount.

**POLITICAL**  
Regular rates apply; cash in advance. Must be legally qualified candidate for public office.

**TRANSCRIPTIONS**  
Library Service—World, Columbia.



## W H D L-FM

(Established 1949)

Rates effective.....  
Rates received September 25, 1958.  
**Wave—Power—Time**  
Effective radiated power—43,000 watts.  
Frequency—95.7 megacycles; channel 239; Class B.  
Antenna height—830 feet above average terrain.  
Operating schedule: 6:30 a.m. to 11:15 p.m.  
**General Advertising**  
For combination rates see Northeast Radio Network. WHDL-FM rates, use 50% of applicable AM rates. For data on Special Features, Personnel, etc. see AM listing.

## WMNS

(Established 1957)

   
Rates effective May 20, 1957.  
Rates received July 5, 1957.  
Owned and operated by Olean Broadcasting Corp.  
**Personnel**  
Pres. and Gen'l. Mgr.—Donald W. Merriman.  
Program Manager—James Colston.  
Sales Manager—James Gleason.  
**Representatives**  
Grant Webb & Company.  
**Mailing Instructions**  
Business Office and Studio—168-1/2 N. Union St., Olean, N.Y.  
Transmitter—Windfall Road, Olean, N.Y.  
**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1360 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Operating schedule:.....

**Agency Commission**  
15% on time only; no cash discounts. Bills due and payable in 10 days.  
**General Advertising**  
Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Maximum contract term 1 year. All contracts accepted subject to station's right to cancel or offer another time for broadcast on 28 days notice. No alcoholic beverage advertising except beer and wine. Commercial copy in accordance with NAB standards. Firm contracts may be signed 60 days before starting date. Same schedule extended without interruption beyond 52-week term earns same rate as original contract. No periods sold in bulk for resale. No contests in spot announcements.

	1	13	26	52	104	260	312
	ti.	ti.	ti.	ti.	ti.	ti.	ti.
1 hour	60.00	57.00	55.00	51.00	48.00	45.00	42.00
1/2 hour	36.00	34.20	32.40	30.60	28.80	27.00	25.20
1/4 hour	24.00	22.80	21.60	20.40	19.20	18.00	16.80
10 minutes	18.00	17.10	16.20	15.30	14.40	13.50	12.60
5 minutes	13.00	12.50	12.00	11.40	10.80	10.00	9.40
1 minute	8.00	7.52	6.75	6.50	6.15	5.75	5.25
25 words	6.50	6.20	5.85	5.55	5.20	4.90	4.50
16 words	3.25	3.10	2.93	2.80	2.72	2.60	2.30

SATURATION RATES	
Per week:	
15 times, each	5.00
25 times, each	4.75
35 times, each	4.50
45 times, each	4.25
55 times, each	4.00
65 times, each	3.75
75 or more times, each	3.50

**RADIO SHORTS**  
8 or 10 words, minimum of 20 per week, each... 3.50

## SPECIAL FEATURES

News Service—AP. 1.00 per 5 minutes. Not subject to agency discount.  
News headlines on the hour, 5 min. on the half hour, 10 min. 8:20 a.m.; 15 min. 12:15 p.m.; 10 min. 5:30 p.m. Jimmie Fidler (Hollywood News) on the hour.  
**Participating Programs**  
"Breakfast in Bedlam"—6:00 a.m. to 9:25 a.m.  
"The Jim Colston Show"—2:00 p.m. to 4:00 p.m.  
"Professor Jack"—4:30 p.m. to 5:30 p.m.

**POLITICAL**  
Regular rates apply; cash in advance.  
**TRANSCRIPTIONS**  
Library Service—Thesaurus.  
Closing Time  
24 hours in advance of broadcast.

## ONEIDA

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

## WONG

(Established 1956)  
Rates effective September 27, 1956.  
Rates received January 17, 1957.  
Owned and operated by Madison County Broadcasting Co., Inc.

**Personnel**  
President—John J. Geiger.  
Station Manager—W. A. Bradley.  
Commercial Manager—Joseph Treia.  
Program Director—Thomas E. Kirwan.  
**Representatives**  
Joseph Hershey McGilvra, Inc.  
**Mailing Instructions**  
Business Office and Studio—238 Main St., Oneida, N. Y. Phone 2640.  
Transmitter—Oneida, N. Y.  
**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1600 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: Monday through Saturday 6:00 a.m. to local sunset. Sunday 8:00 a.m. to local sunset.  
**Agency Commission**  
15% to recognized agencies; no cash discount.

**General Advertising**  
Rates include music copyright fees. ASCAP, BMI and SESAC licenses. All time contracts must be used within 52 weeks from starting date.

	1	1/2	1/4	5	1	20
	hr.	hr.	hr.	min.	min.	sec.
1 time	40.00	24.00	16.00	8.00	4.00	2.70
13 times	38.00	22.80	15.20	7.60	3.80	2.55
52 times	36.00	21.60	14.40	7.20	3.60	2.40
104 times	34.00	20.40	13.60	6.80	3.40	2.20
260 times	32.00	19.20	12.80	6.40	3.20	2.00
312 times	30.00	18.00	12.00	6.00	3.00	1.85
500 times	28.00	16.80	11.20	5.60	2.80	1.70
750 times	26.00	15.60	10.40	5.20	2.60	1.55

20 one-minute announcements or 30 twenty-second announcements within 6 days, 62.50.  
**SPECIAL FEATURES**  
News Service—UPI and local news.



**FOREIGN**  
"Stary and Stare"—11:00 a.m. to 12:30 p.m. Polish program. Rates on request.

**POLITICAL**  
Card rates apply. Cash in advance.  
**TRANSCRIPTIONS**  
Library Service—World.  
Closing Time  
24 hours in advance.

## ONEONTA

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

## WDOS

(Established 1947)  
   
Rates effective September 1, 1956.  
Revisions received August 30, 1956.  
Owned and operated by Ottaway Stations, Inc.  
**Personnel**  
President—James H. Ottaway.  
Managing Director—Francis H. Brinkley.  
General Manager—Harold E. Graves.  
**Representatives**  
Radio-TV Representatives, Inc.  
**Mailing Instructions**  
Business Office and Studio—104 Chestnut Street, Oneonta, N. Y. Phone 2470.  
Transmitter—Emmons, N. Y.  
**Wave—Power—Time**  
Operating power—500 watts days.  
Frequency—730 kilocycles.  
Non-directional.  
Licensed to operate to local sunset.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule:

Jan.	7:00 a.m.-4:45 p.m.	July	6:00 a.m.-8:45 p.m.
Feb.	7:00 a.m.-5:30 p.m.	Aug.	6:00 a.m.-8:00 p.m.
Mar.	6:15 a.m.-6:00 p.m.	Sept.	6:45 a.m.-7:15 p.m.
Apr.	6:00 a.m.-6:45 p.m.	Oct.	7:15 a.m.-6:15 p.m.
May	6:00 a.m.-8:15 p.m.	Nov.	6:45 a.m.-4:30 p.m.
June	6:00 a.m.-8:45 p.m.	Dec.	7:30 a.m.-4:30 p.m.

**Agency Commission**  
15%; no cash discount.  
**General Advertising**  
Accepts AAAA copyrighted contract. BMI, ASCAP and SESAC licenses. Rates are for station time only. Announcements can be combined with programs for greater frequency discounts.  
Length of commercial copy:  
5 minutes.....1:30 minutes  
10 minutes.....2:00 minutes  
15 minutes.....2:30 minutes  
30 minutes.....3:00 minutes  
60 minutes.....5:00 minutes

	5 min.	1 min.	5 min.	1 min.
1 time	12.00	6.00	260 times	9.00 4.50
13 times	11.40	5.70	312 times	8.40 4.20
26 times	10.80	5.40	416 times	7.20 3.60
52 times	10.20	5.10	520 times	6.00 3.00
156 times	9.60	4.80		


Spots less than 60 seconds subject to 1-minute rates. Other program rates on request.

**SPECIAL FEATURES**  
News Service—UPI.  
**Participating Programs**  
"Four County Almanac"—Sign-on to 9:00 a.m. Monday through Saturday.  
"Women Today"—9:05 a.m. to 10:00 a.m. Monday through Friday. (Talent fee.)  
"Open House"—11:00 a.m. to noon Monday through Friday.  
"730 Matinee"—1:30 p.m. to 4:00 p.m. Monday through Friday.  
"Dick Mills Show"—4:05 p.m. to half-hour before sign-off Monday through Friday.

## OWEGO

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

## WEBO

(Established 1957)  
  
Rates effective November 1, 1957.  
Rates received October 11, 1957.  
Owned and operated by Erdman Broadcasting Company, Inc.

**Personnel**  
President—E. E. "Woody" Erdman.  
General Manager—Fred Haggerty.  
**Representatives**  
Forjoe & Company, Inc.  
**Mailing Instructions**  
Business Office and Studio—P. O. Box 51, Benner Bldg., 60 North Ave., Owego, N. Y.  
Transmitter—Foundry Rd., Owego, N. Y.  
**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1330 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 6:00 a.m. to local sunset weekdays; 8:00 a.m. to local sunset Sunday.

**Agency Commission**  
15%; no cash discount. Bills rendered monthly.

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

	5 min.	1 min.	30 sec.
1 time	9.00	5.25	4.25
13 times	8.00	5.00	4.00
26 times	7.50	4.75	3.75
52 times	7.00	4.50	3.50
104 times	6.75	4.25	3.25
156 times	6.50	4.00	3.00
260 times	6.00	3.75	2.75
365 times	5.75	3.50	2.50

**PACKAGE PLANS**  
EBO Radio Shorts  
10-second (20 words) announcements, 3 per day minimum, Monday through Saturday, 5 week minimum, per week, 36.00.

EBO Weekender  
15 1-minute announcements to be used on 1 weekend, Saturday and/or Sunday, 37.50.  
EBO Radio Saturation  
1-minute announcements, each:  
5 spots per day (3 day minimum)..... 4.00  
10 spots per day (3 day minimum)..... 3.50  
15 spots per day (3 day minimum)..... 3.00

**SPECIAL FEATURES**  
News Service—AP.  
Local, state and national news on the hour, headlines on the half-hour.


**Participating Programs**  
"Breakfast with Bob"—6:00 a.m. to 9:00 a.m. Monday through Saturday.  
"On Record"—10:00 a.m. to noon Monday through Saturday.  
"EBO Top Tunes"—12:15 p.m. to 1:00 p.m. Monday through Saturday.  
"Pick Your Platters"—3:00 p.m. to 6:00 p.m. Monday through Saturday.

**POLITICAL**  
Regular rates apply; payment in advance.

## PATCHOGUE (2 AM; 2 FM)

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

## WALK

(Established 1952)  
  
Rates effective October 1, 1957. (Card No. 8.)  
Card received September 3, 1957.  
Owned and operated by Suffolk Broadcasting Corp.

**Personnel**  
Pres. & Gen'l. Mgr.—W. K. Macy, Jr.  
Commercial Manager—John Regan.  
**Representatives**  
Grant Webb & Company.  
**Mailing Instructions**  
Business Office and Studio—P. O. Box 230, Patchogue, Long Island, N. Y., Grover 5-5200.  
Transmitter—Colonial Drive, East Patchogue, Long Island, N. Y.

**Wave—Power—Time**  
Operating power—500 watts days.  
Frequency—1370 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Eastern Time.  
Operating schedule: Local sunrise to local sunset.  
(This listing continued on next page)

**Patchogue—W A L K—Continued**

**Agency Commission**  
15% to recognized agencies; no cash discount. Bills payable 10th of month.

**General Advertising**  
Accepts AAAA copyrighted contract. Rates include music copyright fees. ASCAP, BMI and SESAC licenses. Beer and wine advertising accepted. Per week rates apply within any seven consecutive days. Weekly rates based on consecutive weeks of uninterrupted broadcasting. The following rates apply to simultaneous AM-FM operation:

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	88.00	52.00	32.50	17.00
26 times.....	83.00	48.00	30.00	16.00
52 times.....	78.00	44.00	27.50	15.00
104 times.....	73.00	40.00	25.00	14.00
156 times.....	68.00	36.00	22.50	13.00
260 times.....	63.00	32.00	20.00	12.00

**ANNOUNCEMENTS**

One minute:	1 time.....	11.00	200 times.....	8.75
	50 times.....	9.75	300 times.....	8.00
	100 times.....	9.25	500 times.....	7.50

**SATURATION SPOT ANNOUNCEMENTS**  
28 announcements in one week—500 time rate.  
21 announcements in one week—300 time rate.  
14 announcements in one week—200 time rate.

**COMBINATION RATES**  
Advertisers using both WALK and WRIV in combination pay rate earned by total number of announcements or programs used on both stations. Thus, 50 announcements on WALK and 50 announcements on WRIV earns the 100 time rate on each. Program totals may be combined in the same way for lowest frequency rate.

**Saturation Spot Announcements**  
If advertiser uses Saturation Campaigns on both stations during same period, total frequency rate applies; i.e.: 14 announcements on each station would earn 500 time, instead of 200 time rate.  
28 announcements in one week—500 time rate.  
21 announcements in one week—300 time rate.  
14 announcements in one week—200 time rate.

**SPECIAL FEATURES**  
News Service—AP. No extra charge. Time signals and weather reports on request when available.

**FOREIGN LANGUAGES**  
Commercial foreign language broadcasts are not accepted.

**POLITICAL**  
Regular rates apply. Cash in advance.

**TRANSCRIPTIONS**  
Library Service—Associated, Capitol. Closing Time 48 hours in advance of broadcast.

**W A L K-FM**

(Established 1952)

Rates effective March 1, 1955. (Card No. 6.)  
Transmitter—Coram, N. Y.

**Wave—Power—Time**  
Effective radiated power—15,000 watts. Frequency—97.5 megacycles; Class "B." Antenna height—650 feet above average terrain. Licensed to operate full time. Operated on Eastern Time. Operating schedule: 6:00 a.m. to 11:00 p.m.

**Agency Commission**  
15% to recognized advertising agencies; no cash discount. Bills payable monthly on the 10th.

**General Advertising**  
Accepts standard AAAA contract. For simultaneous AM-FM rates see AM listing. Individual FM rates preceding and following AM sign-on and sign-off are same as when both stations are signed-on. For general information see AM listing.

**W P A C**

(Established 1951)

Rates effective January 1, 1958.  
Rates received March 3, 1958.  
Owned and operated by Patchogue Broadcasting Co., Inc.

**Personnel**  
General Manager—Lee Morrison.  
Station Manager—Stan Allan.  
Operations Manager—Herbert Morrison.

**Representatives**  
Thomas F. Clark, Inc.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 651, Pennsylvania and Woodside Ave., Patchogue, N. Y., Grove 5-4600.  
Transmitter—Pennsylvania Woodside Ave., Patchogue, N. Y.

**Wave—Power—Time**  
Operating power—5,000 watts. (C. P. 10,000 watts.)  
Frequency—1530 kilocycles.  
Directional.  
Licensed to operate daytime.  
Operating schedule: Local sunrise to local sunset.

**Agency Commission**  
15% to recognized agencies on time and talent; no cash discount. Bills rendered 1st of month; payable within 10 days.

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

	1/4 hr.	5 min.
1 time.....	26.00	21.00
26 times.....	24.00	19.25
52 times.....	22.00	17.50
156 times.....	20.00	15.75
260 times.....	18.00	14.00

**ANNOUNCEMENTS**

	Class "AA"	Class "A"
1 time.....	17.00	12.00
26 times.....	15.50	11.00
52 times.....	14.00	9.80
104 times.....	13.25	9.30
156 times.....	12.50	8.75
260 times.....	11.00	7.70
312 times.....	10.00	7.00

Class "AA"—all announcements will be guaranteed by 30 minute adjacent protection from any competing sponsors. Fixed position at any time during day. Class "A"—run-of-schedule announcements placed at best available time, but subject to change if in conflict with Class "AA" announcements.

**PACKAGE RATES**  
(To be run within 4 weeks)

50 per week.....	7.00	20 per week.....	9.00
40 per week.....	7.25	15 per week.....	9.50
25 per week.....	8.50	10 per week.....	10.00

Individual FM rates preceding and following AM sign-on and sign-off on request. AM and FM rates duplicated all other times.

**SPECIAL FEATURES**  
News Service—UPI and local news staff. Newscasts every hour on the half-hour with headlines on the hour, bulletins when received.

**POLITICAL**  
Regular rates apply.

**W P A C-FM**

(Established 1951)

Rates effective September 1, 1958.  
Transmitter—Brookhaven Town, New York.

**Wave—Power—Time**  
Effective radiated power—10,000 watts. Frequency—106.1 megacycles Class B. Licensed to operate full time. Operating schedule: 6:00 a.m. to 11:00 p.m.

**Agency Commission**  
15%; no cash discount. Bills payable monthly on the 10th.

**General Advertising**  
Rates include music copyright fees. ASCAP, BMI and SESAC licenses. AM-FM rates same as AM listing. Individual FM rates are 50% of AM earned rate. For general information see AM listing.

**PEEKSKILL**

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

**W L N A**

(Established 1948)

Rates effective March 1, 1958.  
Rates received January 29, 1958.  
Owned and operated by Highland Broadcasting Corp.

**Personnel**  
Pres. & Gen'l Mgr.—Irving E. Cottrell.  
Commercial Manager—Francis V. Lough.

**Representatives**  
Rambeau, Vance, Hopple, Inc.

**Mailing Instructions**  
Business Office, Studio and Transmitter—Radio Terrace, Peekskill, N. Y., telephone 7-1124.  
Other Studio—37 South Broadway, Nyack, N. Y., Telephone Ny 7-3930.

**Wave—Power—Time**  
Operating power—1,000 watts days. Frequency—1420 kilocycles. Non-directional. Licensed to operate to local sunset. Operates on Eastern Time. Daylight Saving Time observed. Operating schedule: 6:00 a.m. to local sunset weekdays; 7:30 a.m. to local sunset Sunday.

**FM Facilities**  
(C. P. Class "B", 100.7 mc.)

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

**General Advertising**  
Rates include music copyright fees. ASCAP, SESAC and BMI licenses. Advertisers protected from rate increases for the duration of their contracts. Programs and announcements may not be combined for any discount purposes. All discounts apply to time charges only. Discounts will be allowed currently on non-cancellable contracts. On other contracts discounts will be due and payable as earned. Contracts not accepted more than 60 days in advance of initial program. Maximum length of contract one year.

	1/2 hr.	1/4 hr.	10 min.	5 min.	1 hr.	30 min.	15 min.	10 min.	5 min.
1 time.....	78.00	46.00	34.00	28.00	18.00	10.00	7.50	7.00	6.50
26 times.....	74.00	44.00	32.00	26.00	17.00	9.50	7.00	6.50	6.00
52 times.....	70.00	42.00	30.00	24.00	16.00	9.00	6.50	6.00	5.50
104 times.....	66.00	40.00	28.00	21.00	15.00	8.50	6.00	5.50	5.00
156 times.....	62.00	38.00	26.00	20.00	14.00	8.00	5.75	5.50	5.25
208 times.....	58.00	36.00	24.00	18.00	13.00	7.50	5.50	5.25	5.00
312 times.....	54.00	34.00	23.00	17.00	12.00	7.00	5.25	5.00	4.75
624 times.....	50.00	32.00	22.00	16.00	10.00	6.50	5.00	4.75	4.50

Premium fee of 1.00 added to all announcements between 6:59 a.m. and 9:00 a.m. and 11:59 a.m. and 1:00 p.m.

**SPECIAL FEATURES**  
News Service—UPI and local. News every half-hour on the hour 6:00 a.m. to 9:00 a.m., every hour on the hour 10:00 a.m. to sign-off. Regular rates plus 2.00 for 5 minutes, 3.00 for 10 minutes and 4.00 for 15 minutes, commissionable. Rockland County News—9:30 a.m. to 9:40 a.m. and 1:30 p.m. to 1:40 p.m. Regular rates plus 3.00, commissionable.

**Participating Programs**  
"Top of the Morning"—6:00 a.m. to 9:30 a.m. daily.  
"Record Varieties"—3:30 p.m. to 6:00 p.m. daily.

**POLITICAL**  
Commercial political announcements and programs accepted for legally qualified candidates at regular rates. Fully commissionable to recognized agencies.

**TRANSCRIPTIONS**  
Library Service—World. Closing Time 48 hours in advance of broadcast.

**NEW YORK**

**PLATTSBURGH (2 AM)**

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

**W E A V**

(Established 1934)



Rates effective November 1, 1956.  
Rates received October 15, 1956.  
Owned and operated by Plattsburgh Broadcasting Corp.

**Personnel**  
President—George F. Bissell.  
Vice-Pres. & Gen'l Mgr.—A. E. Spokes.

**Representatives**  
Jack Masla & Co., Inc.

**Mailing Instructions**  
Business Office and Studio—38 Court St., Plattsburgh, N. Y., phone 1600.  
Transmitter—Lake Shore Road, Plattsburgh, N. Y.

**Wave—Power—Time**  
Operating power—5,000 watts. Frequency—960 kilocycles. Directional—separate patterns, day and night. Licensed to operate full time on regional channel. Operates on Eastern Time. Daylight Saving Time observed. Operating schedule—Sunday 7:55 a.m. to 11:30 p.m.; weekdays 6:55 a.m. to midnight.

**Agency Commission**  
15% to recognized agencies on net charges for station time. No cash discount. No commission on program charges. Bills due and payable 10th of each month.

**General Advertising**  
For combination rates see ABC Radio and Northeast Radio Network. Accepts AAAA copyrighted contract. The following rates are for national advertising. Music copyright fees are not included in rates. BMI and ASCAP licenses. Program of 5 minutes or more may not be combined with announcements to earn frequency discounts. Length of commercial copy:

5 minutes.....	1:15 min.	25 minutes.....	4:00 min.
10 minutes.....	2:10 min.	30 minutes.....	5:15 min.
15 minutes.....	3:00 min.	60 minutes.....	7:00 min.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	75.00	45.00	30.00	22.50	15.00
26 times.....	71.25	42.75	28.50	21.35	14.25
52 times.....	67.50	40.50	27.00	20.20	13.50
104 times.....	63.75	38.25	25.50	19.05	12.75
156 times.....	60.00	36.00	24.00	17.90	12.00
260 times.....	56.25	33.75	22.50	16.75	11.25
312 times.....	52.50	31.50	21.00	15.60	10.50

**ANNOUNCEMENTS**

	1 min.	30 sec. (*)	1 min.	30 sec. (*)			
1 time.....	9.00	8.00	4.00	156 times.....	7.20	6.40	3.20
26 times.....	8.55	7.60	3.80	260 times.....	6.75	6.00	3.00
52 times.....	8.10	7.20	3.60	312 times.....	6.30	5.60	2.80
104 times.....	7.65	6.80	3.40				

(\*) 10-second radio shorts.

**SATURATION ANNOUNCEMENT PLAN**  
One-minute announcements scheduled run-of-station within specified time segments.  
Per week:

12-17 times.....	6.30	36-47 times.....	4.50
18-24 times.....	5.50	48 times.....	4.00
25-35 times.....	5.00		

**SPECIAL FEATURES**  
News Service—UPI. News charges: 5 minutes 1.50; over 5 minutes 2.00. Sports events, weather and temperature reports, time signals—rates on request.

**Participating Programs**  
"North Country Timekeeper"—6:00 a.m. to 9:00 a.m. Monday through Saturday.  
"Carnival of Music"—10:05 a.m. to 10:55 a.m. Monday through Saturday.  
"Musically Yours"—11:15 a.m. to 12:25 p.m. Monday through Friday.  
"North Country Music Hall"—2:00 p.m. to 2:55 p.m. Monday through Friday.  
"Melody Matinee"—3:00 p.m. to 3:55 p.m. Monday through Friday.  
"Homeward Bound"—4:00 p.m. to 5:55 p.m. Monday through Friday.  
"Record Rack"—7:00 p.m. to 8:00 p.m. Monday through Friday.  
"Hits on Parade"—8:15 p.m. to 9:55 p.m. Monday through Saturday.  
"Adventures in Hi Fi"—10:00 p.m. to 11:55 p.m. Monday through Saturday.  
"Thirty Top Tunes"—9:00 a.m. to 11:30 a.m. Saturday.  
"Club 960"—4:00 p.m. to 5:55 p.m. Saturday.  
"The Sunday Show"—8:00 a.m. to 9:30 a.m. Sunday.

**TRANSCRIPTIONS**  
Instantaneous reference recordings: 5 minute programs or longer—one recording for 13 week series or one recording of program change during series, no charge. Additional recordings, 5, 10 or 15 minute programs, each 5.00; 30 minute programs, each 10.00.

**Closing Time**  
Talent programs, 48 hours in advance of initial broadcast. Announcements, talks or recorded programs close 24 hours in advance.

(Plattsburgh continued on next page)



**NEW YORK**

**Plattsburgh—Continued**

**WIRY**

(Established 1950)



Rates effective January 27, 1950. (Card No. 2.)  
Rev. rec'd March 4, 1957.

Owned and operated by Clinton County Broadcasting Corporation.

**Personnel**

Pres. & Gen'l Mgr.—Joel H. Scheler,  
Assistant Manager—Donald L. Pelkey,  
Program Director—Betty Kraus.

**Representatives**

McGavren-Quinn Co.

**Mailing Instructions**

Business Office and Studio—301-03 Cornelia St.,  
Plattsburgh, N. Y., telephone 2800.  
Transmitter—301-03 Cornelia St., Plattsburgh, N. Y.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1340 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: 22 hours daily 5:00 a.m. to 3:00 a.m.

**Agency Commission**

15% to recognized agencies on time only; no cash discount. Bills rendered monthly; payable as rendered.

**General Advertising**

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

**CLASS "A"**

(7:00 a.m. to 9:00 a.m., noon to 2:00 p.m. and 4:00 p.m. to 7:00 p.m. daily)	
1 hr.	13 tl. 26 tl. 52 tl. 104 tl. 312 tl.
1 hour.....	50.00 47.50 45.00 42.50 40.00 37.50
1/2 hour.....	30.00 28.50 27.00 25.50 24.00 22.50
1/4 hour.....	18.00 17.10 16.20 15.30 14.40 13.50
5 minutes.....	15.00 14.25 13.50 12.75 12.00 11.25
100 words....	8.00 7.60 7.20 6.80 6.40 6.00

**CLASS "B"**

(All other times)	
1 hour.....	40.00 38.00 36.00 34.00 32.00 30.00
1/2 hour.....	24.00 23.80 21.60 20.40 19.20 18.00
1/4 hour.....	16.00 15.20 14.40 13.60 12.80 12.00
5 minutes.....	12.00 11.40 10.80 10.20 9.60 9.00
100 words....	5.00 4.75 4.50 4.25 4.00 3.75

**SPOT SATURATION PLANS**

(Run-of-schedule)

1-4 weeks.....	10 wkly	15 wkly	20 wkly
5-12 weeks.....	52.50	75.00	90.00
13-52 weeks.....	47.50	67.50	80.00
Percentage breakdown of spots in time periods:			
6:00 a.m. to 6:00 p.m., 50%	6:00 p.m. to midnight,		
30% and midnight to 3:00 a.m. and 5:00 a.m. to 6:00 a.m., each, 10%.			

**SPECIAL FEATURES**

News Service—AP.

**TRANSCRIPTIONS**

Library Service—Lang-Worth.

**Closing Time**

24 hours in advance of broadcast.

**PORT JERVIS**

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

**WDLC**

(Established 1953)



Rates effective June 1, 1953. (Card No. 1.)  
Card received July 2, 1953.

Owned and operated by Port Jervis Broadcasting Co., Inc.

**Personnel**

President—Sidney Sakofsky.  
Vice-Pres. & Gen. Mgr.—Oscar Wein.

**Representatives**

George T. Hopewell, Inc.

**Mailing Instructions**

Business Office and Studio—Neversink Drive, P. O. Box 920, Port Jervis, N. Y., telephone 3-2293.

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Licensed to operate full time.  
Operates on Eastern Standard Time.  
Operating schedule: 6:30 a.m. to 11:00 p.m. week days; 7:45 a.m. to 10:00 p.m. Sundays.

**Agency Commission**

15% to recognized advertising agencies; no cash discount.

**General Advertising**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, SESAC and BMI licensees.  
All program material and commercial copy subject to approval of station management.

	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	28.00	19.00	14.25	9.50	5.70
26 times..	45.00	26.00	18.00	13.50	9.00	5.40
52 times..	40.00	23.00	16.00	12.00	8.00	4.80
156 times..	37.50	20.00	15.00	11.00	7.50	4.55
260 times..	35.00	18.00	14.00	10.00	7.00	4.25
312 times..	32.50	17.00	13.00	9.00	6.00	4.00

**SPECIAL FEATURES**

News Service—AP. Local news coverage.

**POLITICAL**

Rates on request. Payable in advance.

**Closing Time**

Commercial copy and program material must be received by station at least 48 hours before time of broadcast.

**POTSDAM**

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

**WPDM**

(Established 1955)

Rates effective May 1, 1955.

Rates received July 28, 1955.

Owned and operated by St. Lawrence Radio, Inc.

**Personnel**

Vice-President—David A. Kyle.  
General Manager—Fredrick G. Hartman.

**Representatives**

Forjoe & Company, Inc.

**Mailing Instructions**

Business Office and Studio—Potsdam, N. Y.  
Transmitter—4 miles west of Potsdam on Route 11.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—1470 kilocycles.  
Non-directional.  
Operates on Eastern Standard Time.  
Licensed to operate daytime only.  
Daylight Saving Time observed.  
Operating schedule: 6:00 a.m. to local sundown.

**Agency Commission**

15% to recognized agencies on time only; no cash discount. Bills rendered last of month; payable 10 days.

**General Advertising**

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

One hour: 1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
1-a-week 45.00	41.00	37.00	34.00	31.00
3-a-week 40.00	36.00	33.00	30.00	28.00
6-a-week 35.00	32.00	30.00	27.00	24.00
30 minutes:				
1-a-week 28.00	26.00	23.00	21.00	19.00
3-a-week 25.00	23.00	20.00	18.00	16.00
6-a-week 20.00	18.00	16.00	16.00	13.00
15 minutes:				
1-a-week 17.00	15.00	14.00	13.00	12.00
3-a-week 15.00	14.00	13.00	12.00	11.00
6-a-week 14.00	13.00	12.00	11.00	10.00
10 minutes:				
1-a-week 15.00	14.00	11.00	10.00	9.00
3-a-week 13.00	12.00	10.00	9.00	8.00
6-a-week 12.00	11.00	9.00	8.00	5.00
5 minutes:				
1-a-week 10.00	9.00	8.00	7.50	7.00
3-a-week 9.00	8.00	7.00	6.50	6.50
6-a-week 8.00	7.00	6.00	6.00	6.00
Spots:				
1-a-week 8.00	7.00	6.00	5.00	4.00
3-a-week 7.00	6.00	5.00	4.50	3.50
6-a-week 6.00	5.00	4.00	4.00	3.00

**PACKAGE RATES**

16 words live or 8 seconds transcribed announcements filed in with time signals, temperature or weather reports. These announcements are run-of-schedule.  
15 per week..... 30.00  
30 per week..... 55.00  
60 per week..... 100.00

**SPECIAL FEATURES**

News Service—AP and local.

**POUGHKEEPSIE (2 AM; 1 PM)**

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

**WEOK**

(Established 1949)



Rates effective July 1, 1958. (Card No. 4.)

Card received May 29, 1958.

Owned and operated by Mid-Hudson Broadcasters, Inc.

**Personnel**

President—Arthur J. Barry, Jr.  
Vice-Pres. & Gen'l Mgr.—Frank Breslin.  
Chief Engineer—John Burke.

**Representatives**

Everett-McKinney, Inc.

**Mailing Instructions**

Business Office and Studio—P. O. Box 416, Pendell Rd., Poughkeepsie, N. Y., Grover 1-1500.  
Additional Studios—Beacon, N. Y. and Rhinebeck, N. Y.  
Transmitter—Pendell Road, Poughkeepsie, N. Y.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—1390 kilocycles.  
Non-directional.  
Licensed to operate daytime.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: Local sunrise to local sunset.

**Agency Commission**

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

**General Advertising**

Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licensees.  
Beer and light wine advertising accepted.  
No time sold in bulk for resale. 6 months rate protection.  
Continuous frequency discounts allowed beyond 52 weeks provided no lapse in schedule.  
Programs and announcements may not be combined for purpose of frequency discounts. All contracts subject to station's right to cancel on 28 days notice.

**Length of commercial copy:**

1 minute.....	120 wds.	15 minutes.....	3:00 min.
5 minutes.....	1:15 min.	30 minutes.....	4:15 min.
10 minutes.....	2:10 min.	60 minutes.....	7:00 min.

**CLASS "A"**

(6:45 a.m. to 9:00 a.m.)

	1	1/2	1/4	10	5	1 min.
	hr.	hr.	hr.	min.	min.	or less
1 time.....	90.00	54.00	36.00	27.00	18.00	11.00
26 times.....	85.50	51.30	34.20	25.65	17.10	10.45
52 times.....	81.00	48.60	32.40	24.30	16.20	9.90
156 times.....	76.50	45.90	30.60	22.95	15.30	9.35
260 times.....	72.00	43.20	28.80	21.60	14.40	8.80

**CLASS "B"**

(All other times)

1 time.....	80.00	48.00	32.00	24.00	16.70	10.00
26 times.....	76.80	46.10	30.70	23.05	16.00	9.50
52 times.....	73.60	44.15	29.45	22.10	15.30	9.00
156 times.....	70.30	42.25	28.15	21.10	14.45	8.50
260 times.....	67.20	40.30	26.90	20.15	12.80	8.00

**SATURATION PLANS**

(One minute or less)

Per week:	10 tl.	20 tl.	30 tl.
Class "A".....	9.00	8.00	7.00
Class "B".....	8.00	7.00	6.00

**Radio Shorts**

10 seconds or less, each, 4.00. Package rates on floating basis as follows:  
10 per week..... 36.00 40 per week..... 120.00  
20 per week..... 70.00

**SPECIAL FEATURES**

News Service—UPI. Five, 10 or 15 minutes; card rate plus 2.00 production charge for five minutes; 10 minutes 3.00; 15 minutes 4.00; commissionable. Sports same as news. Time and weather—10 seconds, each, 4.00. Available on package basis, floating schedule. (See Radio Shorts.)

**Participating Programs**

"Farm Hour"—6:00 a.m. to 7:00 a.m. Monday through Saturday. One minute participations daily at card rate.  
"Italian Hour"—5:00 p.m. to 6:00 p.m. Sundays. Participations when available at card rate.

**POLITICAL**

Commercial political announcements and programs accepted for legally qualified candidates at regular rates. Fully commissionable to recognized agencies. Copy must be submitted 24 hours before broadcast.

**TRANSCRIPTIONS**

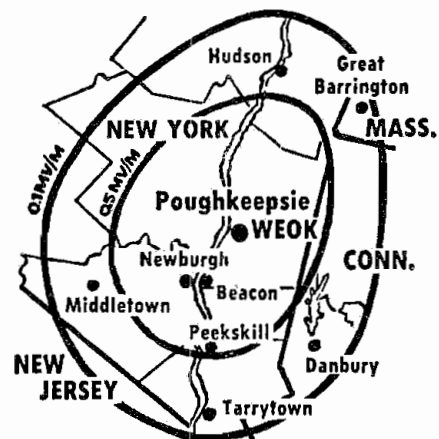
Library Service—World.  
Air checks: Station will make one reference recording without charge for each 26 programs broadcast. One reference recording for each 52 announcements broadcast. Additional air checks will be made upon request at the following rates: Announcements or 5 minute programs, 5.00; 10 or 15 minute programs, 7.50; 1/2 hour programs, 10.00. Longer programs, 5.00 per each additional 1/4 hour.

**Closing Time**

48 hours in advance of broadcast.

(Poughkeepsie continued on next page)

**Serving the NEW Poughkeepsie Metro Area WEEK**



Poughkeepsie's most powerful station, covers Dutchess County (newly designated by SRDS as a metro area) and Putnam and Ulster Counties with its 0.5 mv/m contour . . . a total primary market comprised of 264,300 people—with \$465,478,000 to spend.

**FIRST with**

**PULSE  
NIELSEN  
HOOPER  
CONLON**

- C.S.I. per Household—\$7,256—(19th among metros) 21% above U. S. average
  - Retail Sales per Household—\$4,878—(20th among metros) 23% above U. S. average
- (Source: SRDS Consumer Market Data, Nov. 1958)

**1000 WATTS WEOK 1390 KC.**  
Poughkeepsie, New York  
Represented by Everett-McKinney, Inc.



Poughkeepsie—Continued

**WKIP**  
(Established 1940)  
**WKIP-FM**  
(Established 1940)  
**ABC Northeast**



Rates effective January 1, 1959. (Card No. 7.)  
Rates received December 3, 1958.  
Owned and operated by Dutchess County Broadcasting Corp.

**Personnel** President—George W. Bingham.  
Vice-Pres. & Gen'l Mgr.—Richard A. Dwelley.  
Commercial Manager—Stanley D. Mitchell.  
Program Director—John J. Kuhn.  
Sales Manager—Stanley D. Mitchell.  
Chief Engineer—Marvin Seimes.

**Representatives** Contact station direct.  
**Mailing Instructions**  
Business Office, Studio and Transmitter—The Nelson House, P. O. Box 889, Poughkeepsie, N. Y. Grover 1-2300.

**Wave—Power—Time** Operating power—250 watts.  
Frequency—1450 kilocycles. Non-directional.  
Licensed to operate full time on local channel.  
Operating schedule: Sunday 9:00 a.m. to 11:00 p.m.; week days 6:00 a.m. to 11:00 p.m.

**FM Facilities WKIP-FM**  
Transmitter at Mt. Beacon, N. Y.  
Duplicate WKIP-AM programs.  
Effected Radiated Power—2300 watts.

**Agency Commission**  
15% on time only; no cash discount. Bills rendered and payable 1st of month.

**General Advertising**  
Affiliated with ABC and Northeast Radio Network.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
Wine and beer advertising acceptable.  
Advertisers are protected as to rate increases for the duration of their contracts.

**PROGRAMS**

1/4 hour.....	25.00	5 minutes.....	15.00
10 minutes.....	20.00	1 minute or less.....	9.00

**PACKAGE RATES**

	-1/4 hour-	-10 minutes-	-5 minutes-
Per week: Each Total	Each Total	Each Total	Each Total
3 times	23.00 69.00	18.00 54.00	13.00 39.00
5 times	21.00 105.00	16.00 80.00	11.00 55.00
6 times	20.00 120.00	15.00 90.00	10.00 60.00
7 times	19.00 133.00	14.00 98.00	9.00 63.00

**ANNOUNCEMENT PACKAGES**  
(1-minute announcement)

Per week: Each Total	Each Total
5 times.. 8.00 40.00	20 times..... 5.50 110.00
10 times.. 7.00 70.00	30 times..... 5.00 150.00
15 times.. 6.00 90.00	50 times..... 4.00 200.00

20-second station breaks—75% of applicable 1-minute rates.  
8-second ID's—50% of applicable 1-minute rates.

**SPECIAL FEATURES**  
News Service—AP, and local news.  
Newscasts fees—5 minutes, 1.50; 10 minutes, 3.00;  
1/4 hour 4.50. Weathercasts, rates on request.  
Sports—Local football and basketball. Details and rates on request.

**Participating Programs**  
"Mal Halt Show"—6:00 a.m. to 9:00 a.m. Monday through Friday. Music and weather.  
"Society News" with Barbara Davitt—9:05 a.m. to 10:00 a.m. Monday through Friday.  
"The Music Room" with Mal Hall—10:10 a.m. to noon. Monday through Friday. Music, news, time and weather.  
"Under the Counter" with Jerry Carter—12:20 p.m. to 12:30 p.m. Monday through Friday.  
"Music Unlimited"—2:00 p.m. to 4:00 p.m. Monday through Friday.  
"Slow Drive"—4:00 p.m. to 6:00 p.m.  
"Candlelight and Silver"—6:20 p.m. to 7:30 p.m. Monday through Friday.  
"Command Performance"—7:30 p.m. to 9:00 p.m. Monday through Friday.  
"Music Out of the Night"—9:00 p.m. to 10:30 p.m. Monday through Friday.  
"Listen to the Music"—2:00 p.m. to 6:00 p.m. Saturday.  
"Modern Concert Hall"—7:00 p.m. to 10:00 p.m. Saturday.

**POLITICAL**  
Regular card rates apply.  
**Closing Time**  
One week in advance of broadcast.

**Advertisement**

Latest Poughkeepsie Pulse	
June 9 through 27, 1958	
Share-of-Audience	
6 AM-12 N	12 N-6 PM
WKIP AM-FM	35% 33%
Station B	26% 27%

Tops Every hour of Every day!

**REMSEN**

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

**WREM**  
(Established 1958)

Rates effective  
Rates received September 17, 1958.  
Owned and operated by Town and Country Broadcasting Co., Inc.  
**Personnel** President—Edwin L. Slusarczyk.  
Vice-President—Jerry Prouty.  
**Representatives** Charles Bernard Company.  
**Mailing Instructions**  
Business Office and Studio—1 Pine St., Remsen, N. Y. Remsen 3333.  
Transmitter—Prospect Rd., Remsen, N. Y.

**Wave—Power—Time**

Operating power—1,000 watts days.  
Frequency—1480 kilocycles.  
Nondirectional.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 4:55 a.m. to local sunset.  
**Agency Commission**  
15% on time only; 2% cash discount. Bills payable when rendered.

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

Per week:	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	40.00	26.50	19.50	17.00	13.00
2 times	68.00	48.00	33.00	28.50	25.50
3 times	94.00	68.00	46.00	40.00	34.50
4 times	118.00	88.00	58.00	51.00	41.00
5 times	140.00	106.50	69.00	61.50	44.00
6 times	160.00	124.00	79.00	71.50	56.50
7 times	178.00	140.00	88.00	81.00	43.00

**ANNOUNCEMENTS**  
(1 minute)

	Each	Per wk.	Each	Per wk.
1 time.....	8.00	5 times.....	6.20	31.00
2 times.....	7.25	14.50 6 times.....	5.92	35.52
3 times.....	6.85	20.55 7 times.....	5.65	39.55
4 times.....	6.50	26.00		
30 seconds, flat, no discounts.....				5.00
15 words, flat, no discounts.....				2.50

**DISCOUNTS**  
13 weeks..... 5% 26 weeks..... 10%

**SPECIAL FEATURES**  
News Service—AP.

**RIVERHEAD**

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

**WRIV**  
(Established 1955)

Rates effective October 1, 1957. (Card No. 3.)  
Card received September 3, 1957.  
Owned and operated by the Suffolk Broadcasting Corp.

**Personnel** Pres. & Gen'l Mgr.—W. K. Macy, Jr.  
Prog. Dir.—John Riggs.  
Commercial Manager—Larry Nicoll.

**Representatives**  
Grant Webb & Company.  
**Mailing Instructions**  
Mailing Address—c/o Radio Station WALK, P. O. Box 230, Patchogue, Long Island, N. Y.  
Business Office and Studio—1 East Main Street (29), Riverhead, L. I., New York, Park 7-1200.  
Transmitter—Riverhead, N. Y.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1390 kilocycles.  
Non-Directional.  
Licensed to operate daytime only.  
Operates on Eastern Time.  
Operating schedule: local sunrise to sunset.

**Agency Commission**  
15% to recognized agencies; no cash discounts. Bills payable 10th of month rendered.

**General Advertising**  
Rates are for station time only.  
No time sold in bulk for resale.  
Frequency discounts based on fulfillment of contract within one year from starting date of first broadcast.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	58.00	42.00	28.00	15.00
26 times.....	53.00	37.00	26.00	14.00
52 times.....	48.00	31.00	24.00	13.00
104 times.....	43.00	28.00	22.00	11.00
156 times.....	40.00	26.00	20.00	10.00
260 times.....	37.00	24.00	18.00	9.00

**ANNOUNCEMENTS**

One minute:	1 time.....	9.00	200 times.....	7.00
	50 times.....	8.00	300 times.....	6.50
	100 times.....	7.50	500 times.....	5.50

**SATURATION SPOT ANNOUNCEMENTS**  
28 announcements in one week—500 time rate.  
21 announcements in one week—300 time rate.  
14 announcements in one week—200 time rate.

**COMBINATION RATES**  
Advertiser using both WALK and WRIV in combination pays rate earned by total number of announcements or programs used on both stations. Thus, 50 announcements on WALK and 50 announcements on WRIV earn 100 time rate on each. Program totals may be combined in same way for lowest frequency rate.

**Saturation Spot Announcements**  
If advertiser uses Saturation Campaigns on both stations during same period total frequency rate applies; i.e.: 14 announcements on each station would earn 500 time, instead of 200 time rate.  
28 announcements in one week—500 time rate.  
21 announcements in one week—300 time rate.  
14 announcements in one week—200 time rate.

**SPECIAL FEATURES**  
News service available. No extra charge.  
Rates for time signals and weather reports on request.  
**POLITICAL**  
Regular rates apply, cash in advance.

**ROCHESTER (6 AM; 1 FM)**

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

**WBBF**  
(Established 1947)

**Independent**

Rates effective September 1, 1958.  
Rates received May 1, 1958.  
Rev. (effective date) received Nov. 28, 1958.  
Owned and operated by WBBF, Inc.

**Personnel**

President—Thomas L. Brown.  
Vice Pres. & Gen. Mgr.—Robert S. Kieve.  
**Representatives**  
Venard, Rintoul & McConnell, Inc.  
**Mailing Instructions**  
Business Office and Studios—339 East Ave., Rochester 2, N. Y., Ha 6-8920.  
Transmitter and Studio—Brighton, N. Y.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—950 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: 24 hours daily.

**Agency Commission**  
15% to recognized agencies on net charges for station time and service charges; no cash discount. Bills rendered monthly. Station will deduct any excess commissions previously paid from retroactive discounts.

**General Advertising**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Beer and light wine advertising acceptable.  
No periods sold in bulk for resale.  
Firm contracts may be signed 60 days in advance of starting date. Maximum contract term, 52 weeks. Contracts renewed for identical service, without interruption, beyond the 52 week term will earn the same rate for such extended continuous service as the rate earned for the original 52 week term. This provision does not apply, however, for more than 52 weeks from the effective date of any revision of rates. All contracts accepted subject to station's right to cancel or offer another time for broadcast on 28 days' notice. Advertisers cooperating in group broadcasts must make individual contracts. No contests in spot announcements. Announcement and program schedules may not be combined to earn lower rates.

**SATURATION PLANS**  
(1-minute or less, best available times)  
Daytime Plan  
(10:00 a.m. to 3:00 p.m. Monday through Saturday; all day Sunday)

	Each	Per wk.	Each	Per wk.
1 time.....	11.00	11.00	24 times.....	8.50 204.00
6 times.....	10.00	60.00	30 times.....	8.00 240.00
12 times.....	9.50	114.00	36 times.....	7.50 270.00
18 times.....	9.00	167.00		

Rotating announcements between 6:00 a.m. to 10:00 a.m. and 3:00 p.m. to 7:00 p.m. Monday through Saturday. Flat, each, 14.00.

**Evening Plan**  
(7:00 p.m. to midnight Sunday through Saturday)

1 time.....	7.00	7.00	24 times.....	4.50 108.00
6 times.....	6.00	36.00	30 times.....	4.00 120.00
12 times.....	5.50	66.00	36 times.....	3.50 126.00
18 times.....	5.00	90.00		

Announcements from 6:00 a.m. to 10:00 a.m. and 3:00 p.m. to 7:00 p.m. may be combined to earn frequency on other announcements.

(This listing continued on next page)

**Eight Consecutive Surveys\***

show **WBBF**  
**FIRST**  
in Rochester!

**AVERAGE QUARTER**  
**HOOR RATING**  
**7 AM-7 PM**  
**6.95**  
**OCT.-NOV. PULSE**  
**1958**

**Morning**  
**Afternoon**  
**Evening**

**FIRST OR TIED FOR FIRST**  
**43 OUT OF 48 QUARTER HOURS.**

**HOOPER—SEPT-OCT. 1958**

7 A.M.-6 P.M., Mon.-Fri.

WBBF Sta. B	Sta. C	Sta. D	Sta. E	Sta. F
36.8	19.6	16.8	12.9	8.4 4.6

\*Six by Hooper, Two by Pulse

CALL

**Venard, Rintoul & McConnell**

Rochester—W B B F—Continued

SPECIAL FEATURES

News Service—AP and local; 25% of time charge, commissionable.  
 "Early Bird"—6:00 a.m. to 7:00 a.m., Monday through Saturday.  
 "Mort Nusbaum Show"—7:00 a.m. to 10:00 a.m., Monday through Saturday.  
 "Joe Deane Show"—10:00 a.m. to 3:00 p.m. Monday through Friday; noon to 5:00 p.m. Sunday.  
 "Nick Nickson's Ballroom"—3:00 p.m. to 7:00 p.m. Monday through Saturday; 5:00 p.m. to 7:30 p.m. Sunday.

POLITICAL

Regular rates apply. Payment required in advance.

TRANSCRIPTIONS

Reference recordings: Station will make one reference recording without charge for each 26 programs broadcast. One reference recording for each 52 announcements and/or station breaks broadcast. Additional reference recordings will be made upon request at the following rates: Announcements, station breaks or five minute programs, 5.00; 10 or 15 minute programs, 7.50; 1/2 hour programs, 10.00. Programs longer than 1/2 hour, 5.00 per 1/4 hour or fraction thereof.

Closing Time

Program copy closes one week in advance of broadcast; announcement copy and transcriptions 48 hours in advance; political not less than 24 hours in advance.

WHAM

(Established 1922)



Rates effective March 1, 1957. (Card No. 18.)  
 Rates received March 4, 1957.

Owned and operated by Riggs and Greene Broadcasting Corporation.

Personnel

President—John S. Riggs.  
 Vice-Pres. & Gen'l Mgr.—F. Robert Greene.  
 Asst Gen'l & Sales Mgr.—Arthur W. Kelly.

Representatives

Henry I. Christal Company, Inc.  
 Canada—Andy McDermott.

Mailing Instructions

Business Office and Studio—201 Humboldt St., Rochester 3, N. Y. Hubbard 2-1160.

Transmitter—Chili, N. Y.

Wave—Power—Time

Operating power—50,000 watts.  
 Frequency—1130 kilocycles.

Non-directional.  
 Licensed to operate full time.  
 Operates on Eastern Time.  
 Operating schedule: 24 hours daily.

Agency Commission

15% on net charges for station time to recognized agencies; no cash discount. Payment due 10th of month following service rendered.

General Advertising

For combination rates see NBC Radio Network and Northeast Radio Network.  
 The following rates are for general advertising and include music copyright fees.

All contracts subject to approval of station management and government regulations.  
 Rates quoted herein are subject to change without notice.

CLASS "A"

	1 tl.	52 tl.	156 tl.	260 tl.	312 tl.
1 hour.....	220.00	209.00	198.00	187.00	176.00
1/2 hour.....	132.00	125.40	118.80	112.20	105.60
1/4 hour.....	88.00	83.60	79.20	74.80	70.40
10 minutes....	77.00	73.15	69.30	65.45	61.60
5 minutes....	55.00	52.25	49.50	46.75	44.00
1 minute.....	40.00	38.00	36.00	34.00	32.00
20 seconds....	30.00	28.50	27.00	25.50	24.00
10 seconds....	15.00	14.25	13.50	12.75	12.00

CLASS "B"

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 hour.....	165.00	156.75	148.50	140.25	132.00
1/2 hour.....	99.00	94.05	89.10	84.15	79.20
1/4 hour.....	66.00	62.70	59.40	56.10	52.80
10 minutes....	58.00	55.10	52.20	49.30	46.40
5 minutes....	41.00	38.95	36.90	34.85	32.80
1 minute.....	30.00	28.50	27.00	25.50	24.00
20 seconds....	22.50	21.37	20.25	19.13	18.00
10 seconds....	11.25	10.69	10.13	9.56	9.00

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 12 or more announcements (1 minute or 20 seconds) on the following basis:

12-14 times.....	5%	25-29 times.....	20%
15-19 times.....	10%	30 or more times.....	25%
20-24 times.....	15%		

I.D.'s cannot be combined with other services to earn any discounts.

SPECIAL FEATURES

News Service—UPI.

Participating Programs

"Breakfast with Brooks"—6:30 a.m. to 10:00 a.m. Monday through Saturday. Participation Class "A" rates apply.

"Musical Matinee"—12:30 p.m. to 2:00 p.m. Monday through Friday. Class "A" rates apply.

"Town and Countryside"—12:10 p.m. to 12:30 p.m. Monday through Friday. One-minute participations, Class "A" rates apply.

"It's A Woman's World"—10:00 a.m. to 11:00 a.m. Monday through Friday. Participations, Class "A" rates apply.

"Mostly Music"—3:00 p.m. to 6:00 p.m. and 6:30 p.m. to 6:45 p.m. Monday through Friday. One-minute participations, Class "A" rates apply.

"Country Fare"—5:30 a.m. to 6:30 a.m. Monday through Saturday. Class B rates apply.

"Night Trick"—10:00 p.m. to 1:00 a.m., 1-minute participations. Class "B" rates apply.

Closing Time

Copy of all talks must be submitted to studios at least two days before time of presentation.

Because We've Got A

**PAST**

Of 33 YEARS Of  
 Service To The  
 Rochester, N. Y., Area

... And A

**PRESENT**

Of Truly Great Local  
 Shows And Top  
 Personalities

Such as Ed Meath's tremendously popular "Musical Clock," mornings, 6-9:30; and Bob E. Lloyd's "Lloyd's, Unlimited," afternoons, 3:30-6:00.

We're Sure Of A

**FUTURE**

That Will Attract  
 More And More  
 Sponsors And Spot  
 Buyers To The Station  
 Listeners Built!

**WHEC**



BASIC  
 CBS  
 ROCHESTER

REPRESENTATIVES:  
 EVERETT MCKINNEY, INC.  
 NEW YORK • CHICAGO  
 LOS ANGELES • SAN FRANCISCO

(Established 1922)



Rates effective July 1, 1958. (Card No. 18.)  
 Card received July 2, 1958.

Owned and operated by WHEC, Inc.

Personnel

Vice-Pres. & Gen'l Mgr.—Lowell H. MacMillan.

Representatives

Everett-McKinney, Inc.

Mailing Instructions

Business Office and Studio—191 East Ave., Rochester 4, N. Y. Baker 5-3050.

Transmitter—1850 Winton Road South 3-3/4 miles from center of city, Rochester, N. Y.

Wave—Power—Time

Operating power—5,000 watts.

Frequency—1460 kilocycles.

Directional—nighttime only.

Licensed to operate full time on regional channel.

Operates on Eastern Time.

Daylight Saving Time observed.

Operating schedule: 8:00 a.m. to 12:15 a.m. Sunday; 6:00 a.m. to 12:15 a.m. Monday through Saturday.

Agency Commission

15% to recognized advertising agencies on time charges only; no cash discount. Bills rendered monthly. Payment date 10th of the month following service rendered.

General Advertising

For combination rates see CBS Radio Network (Basic Network). The following rates are for national advertising and include music copyright fees.

Rates guaranteed for six months.

Advertising of alcoholic beverages not accepted.

CLASS "A"

	6:30 a.m. to 7:00 p.m.)	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	150.00	90.00	60.00	52.50	37.50	
13 times	142.50	85.50	57.00	49.38	35.63	
26 times	135.00	81.00	54.00	47.25	33.75	
52 times	127.50	76.50	51.00	44.63	31.88	
100 times	120.00	70.00	48.00	42.00	30.00	

CLASS "B"

	7:00 p.m. to 11:00 p.m. and sign-on to 6:30 a.m.)	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	120.00	75.00	50.00	40.00	30.00	
13 times	112.50	70.00	47.50	37.00	28.00	
26 times	105.00	65.00	45.00	34.00	27.00	
52 times	97.50	60.00	42.50	32.00	26.00	
100 times	90.00	55.00	40.00	30.00	25.00	

CLASS "C"

	11:00 p.m. to sign-off	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	95.00	55.00	35.00	30.00	20.00	
13 times	90.00	52.00	33.00	27.00	18.00	
26 times	85.00	49.00	31.00	25.00	17.00	
52 times	80.00	46.00	29.00	24.00	16.00	
100 times	75.00	43.00	27.00	23.00	15.00	

ANNOUNCEMENTS

CLASS "A"

6:31 a.m. to 9:30 a.m. Monday through Saturday)	
1-minute .....	28.00
Station break.....	22.00

CLASS "B"

9:30 a.m. to 7:01 p.m. Monday through Sunday)	
1-minute .....	24.00
Station break.....	18.00

CLASS "C"

(Sign-on to 6:31 a.m. Monday through Saturday; sign-on to 0:30 a.m. Sunday)	
1-minute .....	18.00
Station break.....	14.00

CLASS "D"

7:01 p.m. to sign-off Monday through Sunday)	
1-minute .....	15.00
Station break.....	10.00

No frequency discounts on announcements. Station break 20-seconds, or 30-seconds where program schedule allows.

"QUICKIES"

(10 seconds or less)	
Class "A".....	12.00
Class "B" and "C".....	8.00
Class "D".....	5.00

WEEKLY SATURATION SCHEDULES

Limit of 1 announcement per day in Class "A" time. Additional announcements in Class "A": Minutes 28.00 each; Station breaks 22.00 each. These may be included to gain a more advantageous saturation rate. Different time classifications may be combined in Saturation Plans. Only minutes and station breaks may be combined in Saturation Plan.

Class "A" and "B"	Minutes	Station breaks
12 to 17 spots.....	21.00	16.00
18 to 23 spots.....	19.00	15.00
24 or more spots.....	17.50	14.00

Class "C" and "D"	Minutes	Station breaks
12 to 17 spots.....	12.00	9.00
18 to 23 spots.....	10.00	7.75
24 or more spots.....	8.00	6.50

Service charge for cut-ins, commissionable, each 9.00.

SPECIAL FEATURES

News Service—AP and Gannett News Bureaus.

Participating Programs

"Musical Clock" with Eddie Meath—6:00 a.m. to 9:30 a.m. daily except Sunday. Announcements sold on a rotate or fixed basis from 6:30 a.m. to 8:00 a.m. and 8:15 a.m. to 9:30 a.m.; live, 125 words; transcribed, one minute, per announcement 28.00, no quantity discount.

"To The Ladies" with Dorothy Cotton—9:30 a.m. to 9:55 a.m. Monday through Friday. Participation announcements, live, 125 words; transcribed, one minute, card rates apply.

"Lloyd's Unlimited" with Bob E. Lloyd—3:30 p.m. to 6:00 p.m. Monday through Friday. Five 14-minute periods per week, 180.00 per week. Participating announcements, live, 125 words; transcribed, 1 minute; card rates apply.

"Sports Review"—6:15 p.m. to 6:30 p.m. Monday through Saturday. Participating announcements live, 125 words transcribed, 1 minute; card rates apply.

TRANSCRIPTIONS

Air checks, on schedules consisting of one or more programs or three or more announcements per week for thirteen consecutive weeks, one each thirteen weeks without charge. For smaller or shorter schedules or more frequent air checks, 5.00.

(Rochester continued on next page)

**WRVM**  
(Established 1946)



Rates effective June 1, 1958. (Card No. 4.)  
Card received April 11, 1958.  
Owned and operated by Rochester Broadcasting Co., Inc.

**Personnel**  
President—Harry Trenner.  
Manager—Thomas H. O'Neill.  
Sales Manager—Charles R. Milne.  
Prog. & Prod. Mgr.—J. Arnold Schorr.

**Representatives**  
Forloe & Company, Inc.

**Mailing Instructions**

Business Office and Studio—Loew's Theater Bldg., 130 Clinton Ave., S., Rochester 4, N. Y. Baker 5-2520.

**Wave—Power—Time**

Operating power—250 watts days.  
Frequency—680 kilocycles.  
Non-directional.  
Licensed to operate to local sunset.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: Local sunrise to local sunset.

**Agency Commission**

15% to recognized agencies; no cash discount net 30 days.

**General Advertising**

Maximum length of contract one year.  
Rates include music copyright fees.  
ASCAP, BMI, and SESAC licenses.  
One year rate protection on schedule with no lapse.  
Light wine and beer advertising accepted.

	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time....	90.00	60.00	45.00	30.00	20.00
13 times..	85.50	57.00	42.75	28.50	19.00
26 times..	81.00	54.00	40.50	27.00	18.00
52 times..	76.50	51.00	38.25	25.50	17.00
104 times..	72.00	48.00	36.00	24.00	16.00
156 times..	67.50	45.00	33.75	22.50	15.00

**WEEKLY SATURATION PLAN**

1-minute announcements:	1 wk.	7 wks.	14 wks.	30 wks.
10 times.....	15.00	14.25	13.50	12.75
20 times.....	13.50	12.85	12.15	11.50
30 times.....	12.00	11.40	10.80	10.20
40 times.....	10.50	10.00	9.45	8.95
50 times.....	9.00	8.55	8.10	7.65

30 seconds—80% of above rates.  
10 seconds—60% of above rates.

**SPECIAL FEATURES**

News Service—AP.  
News headlines—5 minutes before the hour.

**WRVM**  
**680 RADIO**  
**ROCHESTER, N. Y.**  
**HAS AS MANY FIRST PLACES AS ALL OTHER STATIONS COMBINED!**

• In the only area study made in 1958 by Pulse, Inc., of the **WHOLE ROCHESTER MARKET** (six counties, nearly one million people) WRVM had as many first place quarter hours as **ALL OTHER STATIONS COMBINED** from 9 a.m. to 6 p.m. Low frequency, never directional,

WRVM has the coverage and the audience in the **Whole 6-County Rochester Market.**

**RATES ARE STILL LOW!**  
**CALL FOR JOE QUICK!**

**Participating Programs**

Monday through Saturday:  
"Tune in Anytime News"—6:00 a.m. to 6:30 a.m.  
"Johnnie Holiday"—6:30 a.m. to 10:00 a.m.  
"Bill Edward"—10:00 a.m. to 11:30 a.m.  
"Bob Bohrer"—11:30 a.m. to 1:30 p.m.  
"Tom Adams"—1:30 p.m. to 4:00 p.m.  
"Rocky G."—4:00 p.m. to sign-off.

**Sunday:**  
"The Sunday Musicthon"—Uninterrupted music in 15-minute segments. Announcements on quarter-hours only.

**POLITICAL**

Regular rates apply. Speeches and interviews must be submitted 48 hours in advance of broadcast. Payment in advance.

**TRANSCRIPTIONS**

Library Service—World.

**Closing Time**

Material for broadcast must be received 48 hours in advance of broadcast.

**WSAY**

(Established 1930)

**Independent**

Rates effective October 15, 1956. (Card No. 7.)  
Revisions received August 4, 1953.

Owned and operated by The Federal Broadcasting System, Inc.

**Personnel**

Pres. & Gen'l Mgr.—Gordon P. Brown.  
Station Director—John Hill.

**Representatives**

Walker Rawalt Company, Inc.  
Grant Webb & Company.

**Mailing Instructions**

Business Office and Studio—250 E. Ave., Rochester 4, N. Y., Baker 5-4870.  
Transmitter—French Road, Brighton, N. Y.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—1370 kilocycles.  
Directional—nighttime only.  
Operates on Eastern Time.  
Operating schedule: Sundays 8:00 a.m. to 12:35 a.m., Monday through Friday 6:00 a.m. to 12:35 a.m.; Saturday 6:00 a.m. to 1:00 a.m.

**Agency Commission**

15% to recognized advertising agencies. No cash discount. No commission on talent or facilities.

**General Advertising**

General spot advertising and network rebroadcasting—the following rates are for national spot advertising, as well as rebroadcasts of sponsor's network programs. No charge will be made by the radio station for the taping of the sponsor's program off the air for rebroadcasting purposes.  
No contracts accepted for periods longer than one year. All advertisers with active schedules will be protected against rate increase for one year providing there is no lapse in schedule. Rates subject to change without notice.  
Advertising of light wine and beer accepted.

**CLASS "A"**

(7:00 a.m. to 11:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time....	120.00	72.00	48.00	24.00	15.00	12.00
13 times..	114.00	68.40	45.60	22.80	14.25	11.40
26 times..	108.00	64.80	43.20	21.60	13.50	10.80
52 times..	102.00	61.20	40.80	20.40	12.75	10.20
156 times..	96.00	57.60	38.40	19.20	12.00	9.60
260 times..	90.00	54.00	36.00	18.00	11.25	9.00

**CLASS "B"**

(All other times)

1 time....	72.00	43.20	28.80	14.40	10.00	8.00
13 times..	68.40	41.05	27.35	13.70	9.50	7.60
26 times..	64.80	38.90	25.90	13.00	9.00	7.20
52 times..	61.20	36.75	24.45	12.30	8.50	6.80
156 times..	57.60	34.60	23.00	11.60	8.00	6.40
260 times..	54.00	32.45	21.55	10.90	7.50	6.00

(\*) 20 seconds or less.

**SATURATION PACKAGE PURCHASES**

Multiple announcement groups—minute or station breaks:

10 per week.....	100.00	30 per week.....	210.00
15 per week.....	135.00	40 per week.....	240.00
20 per week.....	160.00	60 per week.....	300.00

Brand name ID's (15 words maximum) minimum—10 per week, 50% of above Saturation Package Purchase rates.

**SPECIAL FEATURES**

News Service—UPI, no extra charge.  
Time signals and special programs—rates on request.

**Participating Programs**

"Hillbilly Jamboree"—6:00 a.m. to 7:00 a.m. Monday through Friday.  
"Timekeeper Show"—7:00 a.m. to 10:00 a.m. Monday through Saturday; pop music, time, and weather reports, 5-minute news every half hour.  
"1370 Club"—1:35 p.m. to 4:00 p.m. Monday through Friday.  
"Cocktail Hour"—4:00 p.m. to 6:30 p.m. Monday through Friday.  
"Melody Corner"—7:35 p.m. to 10:00 p.m. Monday through Saturday; all request program.  
"Sandman"—10:35 p.m. to 12:30 a.m. Monday through Friday.  
"Saturday Matinee"—12:35 p.m. to 4:30 p.m. Saturday only.  
"Ride 'n Rhythm"—1:35 p.m. to 4:30 p.m. Sunday only.

**Foreign Language Programs**

Foreign language rates: spots and programs, add 25% to applicable rate.  
"Jewish Hour"—10:00 a.m. to 11:30 a.m. Sunday.  
"Italian Hour"—11:30 a.m. to 1:30 p.m. Sunday.  
"German Melodies"—9:00 p.m. to 10:00 p.m. Thursday.  
**POLITICAL**  
Regular rates apply. Copy of political speeches or interviews must be submitted 48 hours in advance and left as permanent record.

**WVET**

(Established 1947)

**ABC Radio Network**



Rates effective June 1, 1957. (Card No. 5.)  
Card received May 29, 1957.  
Rev. (Annex Pkgs.) rec'd March 24, 1958.  
Owned and operated by Veterans' Broadcasting Co., Inc.

**Personnel**

Pres. & Gen'l. Mgr.—Ervin F. Lyke.  
Station Manager—Paul C. Louthier.  
Sales Manager—Arthur Murrellwright.  
Program Director—John P. Decker.

**Representatives**

The Bolling Company, Inc.

**Mailing Instructions**

Business Office and Studio—17 South Clinton Ave., Rochester 4, N. Y., Hamilton 6-4820. TWX RO 291.  
Transmitter—2051 Winton Rd. So., Brighton, N. Y.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—1230 kilocycles.  
Directional—nighttime only.  
Licensed to operate full time.  
Operates on Eastern Time.  
Operating schedule: Monday through Friday, 5:45 a.m. to 1:00 a.m.; Saturday, 5:45 a.m. to 1:00 a.m.; Sunday, 7:45 a.m. to 1:00 a.m.

**Agency Commission**

15% to recognized agencies; no cash discount. No commission on talent or facilities. Bills rendered monthly and are due 10 days from invoice date.

**General Advertising**

Affiliated with ABC Radio and WVET-TV. The following rates apply to national and regional advertising and include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
No contracts accepted for periods longer than one year. All advertisers with active schedules will be protected against rate increase for one year providing there is no lapse in schedule. Rates subject to change without notice.  
Advertising of light wine and beer accepted.

**CLASS "A"**

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

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	(*)
1 time....	120.00	72.00	48.00	36.00	24.00	20.00	17.00
26 times..	114.00	68.00	46.00	34.50	23.00	19.00	16.25
52 times..	108.00	65.00	44.00	33.00	22.00	18.00	15.25
104 times..	102.00	61.00	41.00	31.00	21.00	17.00	14.50
156 times..	96.00	58.00	38.00	28.50	19.00	16.00	13.50
260 times..	90.00	55.00	36.00	27.00	18.00	15.00	12.75
520 times..	84.00	52.00	34.00	25.50	17.00	14.00	12.00

**CLASS "B"**

1 time....	70.00	42.00	28.00	22.75	17.50	15.00	12.00
26 times..	67.00	40.00	27.00	21.75	16.50	14.25	11.40
52 times..	63.00	38.00	25.00	20.50	15.75	13.50	10.80
104 times..	60.00	36.00	24.00	19.50	15.00	12.75	10.20
156 times..	56.00	34.00	22.00	18.00	13.75	12.00	9.60
260 times..	52.00	32.00	20.00	17.00	12.75	11.25	9.00
520 times..	48.00	30.00	18.00	16.00	11.50	10.50	8.40

(\*) 20 seconds or less.

**SPECIAL FEATURES**

News Service—UPI, at no extra cost.  
Time signals, weather reports, temperature readings, per announcement, 3.00. Copy limit 10 words.  
Radio Shorts—8 seconds:  
1 time..... 3.00  
520 times..... 2.24  
260 times..... 2.60

**ANNOUNCEMENT PACKAGES**

(Run-of-schedule)

One minute or station breaks:  
10 per week..... 85.00  
30 per week..... 170.00  
15 per week..... 110.00  
40 per week..... 200.00  
20 per week..... 130.00

**Participating Programs**

"George LiButti Show"—5:45 a.m. to 10:00 a.m. Monday through Saturday. Class "B" rates.  
"Ken Powell Show"—10:00 a.m. to 1:00 p.m. Monday through Friday. Class "B" rates.  
"Bob Mills Show"—1:00 p.m. to 5:00 p.m. Monday through Friday. Class "B" rates.  
"Let's Go Home" with Ken Powell—5:00 p.m. to 7:00 p.m. Monday through Friday. Class "B" rates.  
"Gary Smith Show"—7:00 p.m. to 1:00 a.m. Monday through Friday. Class "B" rates.

**POLITICAL**

Card rates apply; copy must be delivered to station 24 hours in advance of scheduled broadcast.

**TRANSCRIPTIONS**

Library Service—Associated.

**Closing Time**

Continuity, advertising copy and recordings must be received at least 48 hours in advance unless other arrangements are made.

**ROME**

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

**See Utica-Rome**

## NEW YORK

### SALAMANCA

Cattaraugus County—Map Location B-7  
See SRDS consumer market map and data at beginning of the state.

#### WGGO

(Established 1957)

Rates effective March 1, 1958.  
Rates received April 1, 1958.  
Owned and operated by \_\_\_\_\_.

**Personnel**  
General Manager—Loren F. Bridges.

**Representatives**  
Continental Radio Sales.

**Mailing Instructions**  
Business Office and Studio—91 Main St., Salamanca, N. Y. phone 1515.  
Transmitter—Killbuck Road, Great Valley Township.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
Frequency—1590 kilocycles.  
Nondirectional.

Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating Schedule: 5:30 a.m. to local sunset weekdays; 7:00 a.m. to local sunset Sunday.

**Agency Commission**  
15% to recognized agencies on time only; no cash discount. Bills rendered monthly.

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

	1	1/2	1/4	10	5	1	30
	hr.	hr.	hr.	min.	min.	min.	sec.
1 time.....	56.00	34.00	20.00	15.00	10.00	6.00	4.50
13 times.....	53.20	32.30	19.00	14.25	9.50	5.70	4.35
26 times.....	50.40	30.60	18.00	13.50	9.00	5.40	4.20
52 times.....	47.60	28.90	17.00	12.75	8.50	5.10	4.05
104 times.....	44.80	27.50	16.00	12.00	8.00	4.80	3.90
156 times.....	42.00	25.50	15.00	11.25	7.50	4.50	3.70
312 times.....	39.20	23.80	14.00	10.50	7.00	4.20	3.50
365 times.....	36.40	22.10	13.00	9.75	6.50	3.60	2.90

#### SPECIAL FEATURES

News Service—UPI.

#### POLITICAL

1-time rates apply; cash in advance.

#### Closing Time

24 hours before broadcast.

### SARANAC LAKE

Essex County—Map Location G-4  
Franklin County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

#### WNBZ

(Established 1927)



Rates effective October 1, 1952.  
Rates received October 3, 1952.

Owned and operated by Up-State Broadcasting Corp.

**Personnel**  
Pres. & Gen'l Mgr.—Jacques De Mattos.

**Representatives**  
Rambeau, Vance, Hopple, Inc.

**Mailing Instructions**  
Business Office and Studio—88 Main St., Saranac Lake, N. Y., telephone 1320 and 36.  
Transmitter—Merrill St. and Santanoni Ave., Saranac Lake, N. Y.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1240 kilocycles.  
Non-directional.

Licensed to operate full time.  
Operates on Eastern Time.  
Daylight Saving Time observed.

**Agency Commission**  
15% to recognized agencies. Involves mailed weekly or monthly, as agency requests. Commission applies on net charges for station time. No commission on talent charges, wire costs.

**General Advertising**  
For combination rates see NBC.  
Advertising of beer and wine accepted.  
The following rates are for national advertising.

	1	1/2	1/4	10	5	
	hr.	hr.	hr.	min.	min.	(*)
1 time.....	60.00	36.00	24.00	20.00	12.00	6.00
13 times.....	57.00	34.20	22.80	19.00	11.40	5.70
26 times.....	54.00	32.40	21.60	18.00	10.80	5.40
52 times.....	51.00	30.60	20.40	17.00	10.20	5.10
104 times.....	48.00	28.80	19.20	16.00	9.60	4.80
156 times.....	45.00	27.00	18.00	15.00	9.00	4.50
260 times.....	42.00	25.20	16.80	14.00	8.40	4.20
312 times.....	39.00	23.40	15.60	13.00	7.80	3.90

(\*) 125 words live or 60 seconds transcribed; station breaks 40 words live or 20 seconds transcribed.

#### SPECIAL FEATURES

News Service—AP.

#### TRANSCRIPTIONS

Library Service—Lang-Worth.

#### Closing Time

Talent programs, talks, announcements and recorded programs close 24 hours in advance of broadcast. Publicity and program listings close three days in advance.

## SARATOGA SPRINGS

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

#### WRSA

(Established 1957)



Rates effective November 1, 1958. (Card No. 3.)  
Card received November 6, 1958.  
Owned and operated by WRSA, Inc.

**Personnel**  
General Manager—Jack Oranch.

**Representatives**  
Robert S. Keller, Inc.

**Mailing Instructions**  
Business Office, Studio and Transmitter—P. O. Box 248, Saratoga Springs, N. Y. Phone 4300.

**Wave—Power—Time**  
Operating power—1,000 watts.  
Frequency—1280 kilocycles.  
Operating schedule: 6:00 a.m. to local sunset.

**Agency Commission**  
15% on time only; no cash discount. Bills due and payable when rendered.

**General Advertising**  
Affiliated with Keystone Network.  
Beer and wine advertising accepted.

	1	1/2	1/4	5	1	30	15
	hr.	hr.	hr.	min.	min.	sec.	sec.
1 time.....	45.00	27.00	18.00	9.00	6.00	4.00	3.00
65 times.....	36.00	21.60	14.40	7.20	4.80	3.20	2.40
130 times.....	27.00	16.20	10.80	5.40	3.60	2.40	1.80
260 times.....	18.00	10.80	7.20	3.60	2.40	1.60	1.20

#### ANNOUNCEMENT RATES

Per week: 1 min. 30 sec. 15 sec.  
30 announcements..... 3.00 2.00 1.50  
13-week contract..... 2.25 1.50 1.12

#### SATURATION DAY RATES

Includes sponsorship of every available program for 1 day including; opening and closing identification on every program plus, 3 full-length commercials per 1/2-hour program, 2 per 1/4-hour program, and 1 per 5-minute program, plus 1 full-length commercial per 1/2-hour participating program, except where competitor protection must be considered:  
October through February, per day..... 75.00  
March through September, per day..... 100.00

#### SPECIAL FEATURES

News Service—UPI.  
Remote broadcasts and special services—rates on request.

#### Closing Time

24 hours before broadcast.

#### WSPN

(Established 1954)



Rates received December 28, 1956.  
Owned and operated by SPA Broadcasters, Inc.

**Personnel**  
Station Manager—Robert W. Dingman.  
Commercial Manager—Joseph Snyder.  
Program Director—Sheldon Bullock.

**Representatives**  
Richard O'Connell, Inc.  
Chicago-Detroit—William J. Reilly.  
Boston—Harry Wheeler & Co.

**Mailing Instructions**  
Business Office, Studio and Transmitter—71 West Ave., Saratoga Springs, N. Y., telephone 2180.

**Wave—Power—Time**  
Operating power—250 watts days.  
Frequency—900 kilocycles.  
Non-directional.  
Licensed to operate daytime only.  
Daylight Saving Time observed.  
Operates on Eastern Standard Time.  
Operating schedule: Local sunrise to local sunset.

**Agency Commission**  
15% to recognized agencies; no cash discount. Bills rendered 1st of each month unless weekly billing is requested by advertiser or station management.

**General Advertising**  
Rates include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
1/2 hour..... 30.00 5 minutes..... 8.00  
1/4 hour..... 18.00 1 minute or less..... 5.00  
10 minutes..... 12.00

#### WEEKLY PACKAGES

One-minute spots:  
10 to 19 spots, each..... 4.50  
20 or more spots, each..... 4.00

#### DISCOUNTS

Program advertisers may apply their frequency discount in the purchase of announcements, however, spot schedules have no bearing on program frequency discounts. Rates shown on this card show rates after the deduction of all applicable discounts.

#### SPECIAL FEATURES

News Service—AP.

#### POLITICAL

Regular rates apply; payable in advance.

#### TRANSCRIPTIONS

Library Service—World.

#### Closing Time

All program material and commercial copy must be submitted at least 24 hours in advance.

## SAUGERTIES

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

#### WSKN

(Established 1956)

Rates effective March 4, 1956.  
Rates received April 13, 1956.  
Rev. (20 sec. rates) rec'd Oct. 18, 1956.  
Owned and operated by The Skylark Corporation, Inc.

**Personnel**  
President—John Lynker.  
Vice-Pres & Com'l Mgr.—W. Irving Rose.  
Program Director—Elliot Nevins.  
Continuity Director—Vivian Marabella.

**Representatives**  
Thomas F. Clark Company, Inc.

**Mailing Instructions**  
c/o Skylark Corporation, P. O. Box 920, Mount Marion, N. Y. also, Governor Clinton Hotel, Kingston, N. Y.

**Wave—Power—Time**  
Operating power—1000 watts days.  
Frequency—920 kilocycles.  
Directional.

Operates on Eastern Standard Time.  
Daylight Saving Time observed.

**Agency Commission**  
15% to recognized agencies on net time costs only.

**General Advertising**  
Accepts AAAA copyrighted contract.  
Rates include Music copyright fees.  
ASCAP, BMI, and SESAC licenses.

	1	1/2	1/4	10	5	1	20
	hr.	hr.	hr.	min.	min.	min.	sec.
1 time.....	68.00	40.00	26.00	20.00	13.00	9.00	6.00
26 times.....	64.60	38.00	24.70	19.00	12.35	8.55	5.40
52 times.....	61.20	36.00	23.40	18.00	11.70	8.10	5.10
104 times.....	57.80	34.00	22.10	17.00	11.05	7.65	4.80
156 times.....	54.40	32.00	20.80	16.00	10.40	7.20	4.20
260 times.....	51.00	30.00	19.50	15.00	9.75	6.75	3.90
312 times.....	47.60	28.00	18.20	14.00	9.10	6.30	3.60
468 times.....	44.20	26.00	16.90	13.00	8.45	5.85	3.30
624 times.....	40.80	24.00	15.60	12.00	7.80	5.40	3.00

#### SPECIAL FEATURES

News Service—UPI.  
Foreign Language—German program Saturday—information on request.

#### POLITICAL

15 minute commentary Saturday. Details on request.

#### TRANSCRIPTIONS

Library Service—Sesac, World.

#### Closing Time

Program copy must be in one week before broadcast. Copy for local commercial programs or announcements must be in 24 hours before broadcast. Copy for Sunday and Monday programs and announcements must be received before 10:00 a.m. Saturday.

### SCHENECTADY (2 AM)

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

### See Albany-Schenectady-Troy

### SYRACUSE (5 AM; 1 FM)

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

#### WAER

—FM—

(Established 1945)

Owned and operated by Syracuse University.  
Frequency—88.1 megacycles; Class A.  
Does not sell time.

#### WFBL

(Established 1922)

### ABC Radio Network



Rates effective April 1, 1958.  
Rates received April 2, 1958.  
Owned and operated by First Broadcasting Corp.

**Personnel**  
General Manager—Henry T. Wilcox.  
Asst. Mgr. & Dir. of Sales—Richard F. Polgreen.  
Merch. & Prom. Dir.—J. Edward Hill.  
News Director—James Lamanna.

**Representatives**  
George P. Hollingbery Company.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 1390, East Syracuse, N. Y. Phone HO 3-8631.  
Transmitter—Collamer Rd., E. Syracuse, N. Y.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—1390 kilocycles.  
Directional—nighttime only.

Licensed to operate full time on clear regional channel.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: 4:30 a.m. to 1:00 a.m.

**Agency Commission**  
15% to recognized agencies on time charges only; no cash discount. Bills rendered monthly, payable in 10 days.

**General Advertising**  
For combination rates see ABC Radio.  
Accepts AAAA copyrighted contract.  
Rates include music copyright fees.  
BMI and ASCAP licenses.

(This listing continued on next page)



**Syracuse—W F B L—Continued**

The following rates are for national advertising. Active accounts are protected for 6 months from the effective date of any rate increase.

**CLASS "A"**  
(6:00 a.m. to 8:00 p.m. Sunday through Saturday)

	5 min.	1 min.	10 sec.
1 time.....	35.00	20.00	8.55
26 times.....	33.25	19.00	8.10
52 times.....	31.50	18.00	7.65
156 times.....	29.75	17.00	7.20
260 times.....	28.00	16.00	6.75
312 times.....	26.25	15.00	6.30
365 times.....	24.50	14.00	5.85

**CLASS "B"**  
(8:01 p.m. to 5:59 a.m. Sunday through Saturday)

1 time.....	17.50	10.00	4.30
26 times.....	16.65	9.50	4.05
52 times.....	15.75	9.00	3.85
156 times.....	14.90	8.50	3.60
260 times.....	14.00	8.00	3.40
312 times.....	13.15	7.50	3.15
365 times.....	12.30	7.00	2.95

**FREQUENCY IMPACT PLAN**  
(Excludes 6:00 a.m. to 9:00 a.m. and 3:00 p.m. to 7:00 p.m. Monday through Saturday)

	1	10	1	10
	min.	sec.	min.	sec.
10 times.....	13.50	5.40	30 times.....	11.50
15 times.....	13.00	5.20	35 or more	4.60
20 times.....	12.50	5.00	times.....	11.00
25 times.....	12.00	4.80		4.40

Announcements may be combined with Class "A" and/or Class "B" fixed position announcements of same length for frequency in the Impact Plan only. Announcements are placed in best available times.

**WEEKEND PACKAGE**  
(9:00 a.m. Saturday to midnight Sunday)

1-minute announcements, minimum of 10:	
10-14 times.....	9.00
15-19 times.....	8.50
20 or more times.....	8.00

**SPECIAL FEATURES**  
Participating Programs  
"Musical Clock"—6:00 a.m. to 9:00 a.m. Monday through Saturday. Class "A" rates apply.  
"Best of the Top Forty"—3:00 p.m. to 7:00 p.m. Monday through Saturday. Class "A" rates apply.  
"WFBF Farm Show" with "Just Al"—4:30 a.m. to 6:00 a.m. Monday through Friday; 4:30 a.m. to 7:00 a.m. Saturday; 5:00 a.m. to 7:00 a.m. Sunday. Class "B" rates apply.

**POLITICAL**  
Regular rates apply.  
**Closing Time**  
All program material must be in the station 24 hours in advance of broadcast time.

**WHEN**  
(Established 1941)  
**CBS Network**  
A Meredith Owned Station



Rates effective June 1, 1958. (Card No. 15.)  
Card received May 7, 1958.

Owned and operated by Meredith Syracuse Radio Corp.

**Personnel**  
Vice-Pres. & Gen'l Mgr.—Paul Adanti.  
Assistant to General Manager—W. H. Bell.  
Local Sales Manager—Lou Parmentier.  
Program Director—John Scott.  
Promotion Manager—Bob Peel.  
News & Sports Dir.—Joe Cumiskey.  
Women's Director—Kay Larson.

**Representatives** The Katz Agency, Inc.  
**Mailing Instructions**  
Business Office and Studio—Loew Bldg., Syracuse 2, N. Y., Harrison 2-0277, TWX SS 475.  
Transmitter—Three miles northwest of business district, 1/2 mile from city limits, Syracuse, N. Y.

**Wave—Power—Time**  
Operating power—5,000 watts days; 1,000 watts nights.  
Frequency—620 kilocycles.  
Directional—nighttime only.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

**Agency Commission**  
15% to recognized agencies; no cash discount. Bills rendered monthly and are due when rendered.

**General Advertising**  
Accepts AAAA copyrighted contract.  
For combination rates see CBS Radio Network (Basic Group) and Northeast Radio Network.  
Station reserves the right to change its rates effective on such date as it may announce. Changes which increase rates will not apply to advertisers on the air at the time the increase is announced until six months after the effective date of any new rates. One year contracts, however, will be accepted only for the purpose of determining frequency.  
The following rates are for national advertising and include music copyright fees.

**CLASS "A"**  
(6:00 a.m. to 9:30 a.m.)

	1 tl.	52 tl.	104 tl.	156 tl.	260 tl.
1 hour..	175.00	166.25	157.50	148.75	140.00
1/2 hour..	110.00	104.50	99.00	93.50	88.00
1/4 hour..	70.00	66.50	63.00	59.50	56.00
10 min...	55.00	52.25	49.50	46.75	44.00
5 min...	40.00	38.00	36.00	34.00	32.00
1 min...	20.00	18.75	17.50	16.25	15.00
20 sec....	14.00	13.30	12.60	11.90	11.20
10 sec....	7.00	6.65	6.30	5.95	5.60

**CLASS "B"**  
(9:30 a.m. to 8:00 p.m.)

1 hour..	160.00	152.00	144.00	136.00	128.00
1/2 hour..	100.00	95.00	90.00	85.00	80.00
1/4 hour..	65.00	61.75	58.50	55.25	52.00
10 min...	50.00	47.50	45.00	42.50	40.00
5 min...	37.00	35.15	33.30	31.45	29.60
1 min...	17.00	16.15	15.30	14.45	13.60
20 sec....	12.00	11.40	10.80	10.20	9.60
10 sec....	6.00	5.70	5.40	5.10	4.80

**CLASS "C"**  
(After 8:00 p.m. and before 6:00 a.m.)

	1 tl.	52 tl.	104 tl.	156 tl.	260 tl.
1 hour..	100.00	95.00	90.00	85.00	80.00
1/2 hour..	60.00	57.00	54.00	51.00	48.00
1/4 hour..	37.00	35.15	33.30	31.45	29.60
10 min...	30.00	28.50	27.00	25.50	24.00
5 min...	25.00	23.75	22.50	21.25	20.00
1 min...	10.00	9.50	9.00	8.50	8.00
20 sec....	6.00	5.70	5.40	5.10	4.80
10 sec....	4.50	4.25	4.00	3.75	3.50

Announcements between two rate classifications take the rate of the higher classification. Programs and announcements may not be combined for frequency discounts.

Minute and 20-second announcements may be counted for frequency on 10-second announcements but 10-second announcements may not be counted for frequency on minute and 20-second announcements.

**MULTI-SPOT PLAN**  
(Daytime: 9:30 a.m. to 8:00 p.m.)  
1-minute announcements, fixed but pre-emptible, per week:

	1-12 wks.	13-25 wks.	26-52 wks.
Each Per wk.	Each Per wk.	Each Per wk.	Each Per wk.
10 times	15.00	150.00	14.00
15 times	14.00	210.00	13.00
30 times	13.00	390.00	12.00

**Weekend and Evening**  
(After noon Saturday; all day Sunday; after 8:00 p.m. Monday through Friday)

10 times	8.50	85.00	7.75	77.50	7.25	72.50
15 times	7.75	116.25	7.25	108.75	6.75	101.25
30 times	7.00	210.00	6.50	195.00	6.25	187.50

20-second announcements: 75% of minute rates.  
Announcements bought at package rates may be combined with other announcements for frequency discounts. Non-package announcements may be counted to make up the minimum requirement to qualify for package rates. 10-second announcements may not be combined with longer announcements for package rates.

**DISCOUNTS**  
All broadcasts placed with station for the advertiser for consecutive broadcasting within one year from date of first broadcast shall be combined for the purpose of calculating the total amount of frequency discounts earned, provided, however, that announcements cannot be combined with five minute or longer programs. In the event of revision of station rates or discounts, any continuous broadcasts under an existing contract may be extended at the rates and discounts shown herein without penalty of short rate or loss of discounts on previous broadcasts thereunder for a period of not more than 26 weeks from the effective date of such revision. All 52 week contracts are for frequency purposes only.

**RELIGIOUS**  
Class "A" rates apply.

**Closing Time**  
Contracts close two weeks in advance of first broadcast. Announcement, copy, transcriptions and talks close 24 hours in advance.



**PRODUCTS OF SYRACUSE**  
... important in the home

Fine silver from Oneida... fine entertainment from WHEN RADIO. Make your product the pride of Syracuse and all of Central New York... call the Katz Agency and see what WHEN can do for you.

**WHEN** when you want to sell Syracuse  
CBS in Central New York

KCMO KCMO-TV | KPHO KPHO-TV | KRMG | WOW WOW-TV | WHEN-TV  
Kansas City | Phoenix | Tulsa | Omaha | Syracuse

A Meredith Radio Station affiliated with Better Homes & Gardens and Successful Farming Magazines

**NEW YORK**

**W N D R**

(Established 1946)

**THE JOHN BLAIR STATION**

Rates effective February 1, 1958.  
Rates received January 31, 1958.  
Owned and operated by Syracuse Broadcasting Corp.

**Personnel**  
General Manager—Arthur C. Kyle, Jr.  
Commercial Manager—James A. McKechnie.

**Representatives**  
Forjoe and Company, Inc.

**Mailing Instructions**  
Business Office and Studio—P. O. Box 1212, Syracuse 1, N. Y. GI 6-1515.  
Transmitter—Dewitt, N. Y.

**Wave—Power—Time**  
Operating power—5,000 watts.  
Frequency—1260 kilocycles.  
Directional—nighttime only.  
Licensed to operate on regional channel.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: 24 hours daily.

**Agency Commission**  
15% to recognized agencies on net time; 2% cash discount if paid by 10th of month. Bills due and payable when rendered.

**General Advertising**  
10% discount when used in combination with WARY. Albany, N. Y.  
Rates are for national advertising and include music copyright fees.  
ASCAP, BMI and SESAC licenses.  
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. Announcements broadcast at time adjacent to higher rate classification will take higher rate. Length of commercial copy: Current full time NAB code.

**CLASS "A"**  
(6:00 a.m. to midnight)

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time....	180.00	96.00	66.00	38.00	18.00	12.00
13 times..	168.00	91.00	60.00	34.00	17.00	11.50
26 times..	156.00	86.00	54.00	29.00	15.50	11.00
52 times..	144.00	81.00	49.00	27.00	14.50	10.25
150 times..	132.00	78.00	44.00	24.00	13.75	9.50
260 times..	120.00	75.00	42.00	22.00	13.00	9.00

**CLASS "B"**  
(Midnight to 6:00 a.m.)  
50% discount from Class "A" rates.

**WEEKLY PACKAGE RATES**

	1 wk.	7 wks.	13 wks.	26 wks.	52 wks.
5 times..	75.00	71.25	67.50	63.50	60.00
10 times..	135.00	128.25	122.00	115.00	108.00
15 times..	180.00	170.50	161.00	153.00	144.00
20 times..	209.50	199.00	189.00	178.50	168.00

**CLASS "B"**  
(Midnight to 6:00 a.m.)  
50% discount from Class "A" rates.

**SPECIAL FEATURES**  
News Service—AP. Special sports wire.  
Flashes and time signals—rates on request.  
The following participating programs are available on a non-competitive basis at regular announcement rates:  
Local News—Five minute newscast every hour on the hour.  
Weather Bureau Reports—12:30 p.m.  
"Personality Shows," with Bill Quinn and Rollie Fowler.

**POLITICAL**  
Regular one time rates apply. No frequency discounts; cash in advance.

**TRANSCRIPTIONS**  
Library Service—Associated, Sesac.

**WOLF**

(Established 1940)

**AIMS - - Independent**

An Associated Independent Metropolitan Station  
Rates effective June 1, 1956. (Card No. 8.)  
Card received May 31, 1956.

Owned and operated by The Civic Broadcasting Corp.

**Personnel**  
Pres. & Gen'l Mgr.—T. S. Marshall.  
Commercial Manager—Al Webb.  
Program Director—Hamilton Woodle.  
Sports Director—"Red" Parton.  
Chief Engineer—Donald A. Muir.

**Representatives**  
Walker-Rawalt Company, Inc.

**Mailing Instructions**  
Business Office, Studio and Transmitter—P. O. Box 1292, Van Busselaer and Kirkpatrick Sts., Syracuse 1, N. Y., Harrison 2-7211.

**Wave—Power—Time**  
Operating power—250 watts.  
Frequency—1490 kilocycles.  
Non-directional.  
Operates on Eastern Time.  
Operating schedule: 5:30 a.m. to 2:00 a.m.

**Agency Commission**  
15% commission on time only to recognized agencies. Terms net cash 10 days from invoice date.

**General Advertising**  
ASCAP, SESAC and BMI licenses.  
Discounts allowed on all contracts completed within one year provided they include minimum cancellation notice of two weeks. Maximum length of contract one year. Wednesday, Thursday and Friday announcement times available only as portions of 5 day, 6 day or 7 day strips.  
Fixed position guaranteed only on 5, 6 or 7 day strips.

(This listing continued on next page)

# NEW YORK

## Syracuse—WOLF—Continued

CLASS "A"					
(6:29 a.m. to 7:30 p.m.)					
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time..	150.00	90.00	60.00	30.00	12.00
13 times	120.00	70.00	46.00	23.00	12.00
26 times	105.00	65.00	44.00	22.00	11.50
52 times	100.00	63.00	40.00	20.00	11.00
150 times	95.00	60.00	38.00	18.00	10.50
250 times	90.00	54.00	36.00	16.00	10.00

CLASS "B"					
(7:30 p.m. to 6:29 a.m.)					
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time..	75.00	45.00	30.00	16.00	8.00
13 times	70.00	42.00	28.00	15.00	8.00
26 times	67.00	40.00	27.00	15.00	7.50
52 times	65.00	39.00	26.00	14.00	7.00
150 times	62.00	38.00	25.00	13.00	6.50
250 times	60.00	36.00	24.00	12.00	6.00

10-second time signals—1/2 applicable minute rate.

### STRIP DISCOUNTS

Minimum 13 week firm contracts, (6 or 7 days weekly).  
 2 minute announcements or 4 time signals daily 5%  
 3 minute announcements or 6 time signals daily 10%  
 4 minute announcements or 8 time signals daily 15%  
 5 minute announcements or 10 time signals daily 20%  
 6 minute announcements or 12 time signals daily 25%

### SPECIAL FEATURES

News Service—AP and Western Union Ticker available.

### Participating Programs

"Sunrise Serenade"—with Charlie Shaw, 5:30 a.m. to 9:30 a.m. Monday through Saturday. Music, news, weather, temperature and time checks.  
 "Wolf Buckaroos"—12:05 p.m. to 1:00 p.m., and 7:05 p.m. to 7:30 p.m. Monday through Sunday. Western music.  
 "Jukebox Serenade"—3:05 p.m. to 7:00 p.m. Monday through Sunday. Music, newscasts and baseball scores.  
 "Musical Scoreboards"—Baseball scores (opening jingle, one-minute announcement and closing jingle), 1-1/2 times applicable 1-minute rate. Available in baseball season only from 3:30 p.m. to 5:00 p.m. and 8:30 p.m. to 2:00 a.m.

### TRANSCRIPTIONS

Library Service—Standard.

## WSYR

(Established 1922)

### Basic NBC Affiliate



Rates effective March 1, 1958. (Card No. 19.)  
 Card received March 7, 1958.

Owned and operated by the Central New York Broadcasting Corporation.

### Personnel

Pres. & Gen'l Mgr.—E. R. Vadeboncoeur.

Sales Director—William R. Alford, Jr.

### Representatives

Henry I. Christal Company, Inc.

### Mailing Instructions

Business Office and Studio—1030 James St., Syracuse, N. Y. Granite 4-3911.

Transmitter—Valley Drive in City of Syracuse.

### Wave—Power—Time

Operating power—5,000 watts.

Frequency—570 kilocycles.

Directional—separate patterns, day and night.

Licensed to operate on cleared regional channel, unlimited time.

Operates on Eastern Time.

Operating schedule: Sundays 7:00 a.m. to 12:00 mid-night; week days 5:00 a.m. to 12:00 midnight.

### FM Facilities

Effective radiated power—9,000 watts

Frequency—94.5 megacycles; Class B.

Antenna height—870 feet above average terrain.

Operating schedule: 1:30 p.m. to midnight (temporary).

### Agency Commission

Agency commission 15% on net station time only to recognized advertising agencies; no cash discount. Payment due 10 days after invoice date. No commission or discounts on lines, but allowed on talent, when so quoted. Bills due and payable when rendered.

### General Advertising

For combination rates see NBC Radio Network.

FM operated in conjunction with AM.

Rates include music copyright fees.

BMI, ASCAP and SESAC licenses.

Discount allowed retroactively on number of broadcasts used within a year. Length of commercial copy to conform with NAB code. Program contracts and announcement contracts may not be combined to earn higher discounts. Contiguous rates granted on non-contiguous programs—details on request.

All proposals subject to prior booking of time offered.

All contracts accepted subject to station's right to cancel or offer another satisfactory time on 28 days' notice. No contests in spot announcements.

No hard liquor advertising accepted.

Announcements at breaks adjacent to higher time classification are charged at rate of higher classification.

### PROGRAMS

(Without talent—gross)

### CLASS "A"

(7:00 a.m. to 11:15 p.m.)

1 hr. 13 hr. 26 hr. 52 hr. 104 hr. 260 hr.

1 hour.... 150.00 142.50 135.00 127.50 120.00 112.50

1/2 hour.... 90.00 85.50 81.00 76.50 72.00 67.50

1/4 hour.... 60.00 57.00 54.00 51.00 48.00 45.00

5 minutes 30.00 28.50 27.00 25.50 24.00 22.50

### CLASS "B"

(11:15 p.m. to 5:00 a.m.)

50% of Class "A" program rates.

### ANNOUNCEMENTS

#### CLASS "A"

(7:00 a.m. to 11:00 p.m.)

	(*)	(†)	(‡)
1 time.....	25.00	16.00	8.50
52 times.....	22.50	14.50	7.75
104 times.....	21.25	13.50	7.25
260 times.....	20.00	12.75	6.75
312 times.....	18.75	12.00	6.50

#### CLASS "B"

(All other times)

1 time.....	20.00	12.00	7.00
52 times.....	18.00	10.75	6.25
104 times.....	17.00	10.25	6.00
260 times.....	16.00	9.50	5.50
312 times.....	15.00	9.00	5.25

(\*) 1-minute transcribed or 125 words live.

(†) Station break, 20 seconds transcribed or 35 words live.  
 (‡) Time signal, 10 seconds transcribed or 15 words live.

### Weekly Quantity Discounts

In addition to frequency discounts earned within a contractual year an advertiser may also earn quantity discounts for any week (period of seven consecutive days) or weeks during which he broadcasts ten or more announcements, (1 minute or 20 seconds) on the 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%

Time signals not subject to, nor included in computing weekly quantity discounts.

Service charge for cut-ins:

6:00 p.m. to 10:30 p.m.....	20.00
After 10:30 p.m. and before 6:00 p.m.....	10.00

### SPECIAL FEATURES

News Service—UPI.

### Participating Programs

(Includes Talent)

"RFD" with Deacon Doubleday—5:00 a.m. to 7:00 a.m. Monday through Saturday, flat rate, no discounts.

Announcements and programs less than 6 times per week. Class "B" rates apply.

Daily	Per week	Daily	Per week
15 minutes.....	175.00	5 minutes.....	100.00
10 minutes.....	140.00	1 minute.....	84.00

"Timekeeper" with Elliott Gove—7:10 a.m. to 9:15 a.m. Monday through Saturday. Regular 1-minute Class "A" earned rate.

"Jim Deline Gang" with M.C. Jim Deline—9:15 a.m. to 10:15 a.m. Monday through Saturday; 1:15 p.m. to 2:00 p.m. Monday through Friday, 8-piece studio orchestra with vocalists. Regular 1-minute Class "A" earned rate.

"Women's World" with Carol Johnson—10:30 a.m. to 11:00 a.m. Monday through Friday. Service program for women. Regular 1-minute Class "A" earned rate.

"Ed Murphy Shows"—10:15 a.m. to 10:30 a.m.; 12:45 p.m. to 1:15 p.m.; 4:05 p.m. to 6:00 p.m. and 10:00 p.m. to 10:30 p.m. Monday through Friday, regular 1-minute Class "A" earned rate.

### TRANSCRIPTIONS

Library Service—Lang-Worth.

Instantaneous reference recordings: Five minute programs or longer, one recording for each 13 week series or one recording of program change during series, no charge. Additional recordings, 5, 10 or 15 minute programs, each 5.00; 30 minute programs, each 10.00.

### Closing Time

Closing date of general publicity two weeks in advance.

### (Call letters not received)

(C.P.—Class A-FM 100.9 mc.; ERP 260 w.)  
 Sentinel Heights, FM Broadcasters  
 Syracuse, New York.

## TICONDEROGA

Essex County—Map Location G-4

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

## WIPS

(Established 1955)

Rates received December 26, 1956.

Owned and operated by Olcan Broadcasting Corp.

### Personnel

President—Donald W. Merriman.

Station Manager—Bob Roddy.

Program Director—Barry Stilgers.

### Representatives

Grant Webb & Company.

### Mailing Instructions

Business Office, Studio and Transmitter—Fort Ticonderoga, Ticonderoga, N. Y., Juno 5-2868.

### Wave—Power—Time

Operating power: 1,000 watts days.

Frequency—1250 kilocycles.

Non-directional.

Licensed to operate daytime only.

Daylight Saving Time observed.

Operates on Eastern Standard Time.

Operating schedule: 6:00 a.m. to local sunset.

### Agency Commission

15% to recognized agencies; no cash discount. Bills rendered first of each month unless weekly billing is requested by advertiser or station management.

### General Advertising

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

1/2 hour..... 30.00 5 minutes..... 8.00

1/4 hour..... 18.00 1 minute or less..... 5.00

10 minutes..... 12.00

### ONE-MINUTE PACKAGES

10-19 spots weekly, each..... 4.50

20 or more spots weekly, each..... 4.00

Program advertisers may apply their frequency discount in the purchase of announcements, however, spot schedules have no bearing on program frequency discounts. Rates shown above show rates after the deduction of all applicable discounts.

### SPECIAL FEATURES

News Service—UPI. A news charge of .10 per minute is added to all wire news and .50 per minute on local news.

### POLITICAL

Regular rates apply; payable in advance.

### Closing Time

All program material and commercial copy must be submitted at least 24 hours in advance.

## TROY (1AM; 1FM)

Rensselaer County—Map Location H-7

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

## See Albany-Schenectady-Troy

## Media Director

## Says SRDS

## Publications Are

## 'Timely and Accurate'

An agency media director writes:

"The tremendous scope and changing nature of the information required for media selection places severe limitations on the usefulness of personal media files.

"Every day my desk is swamped with new literature. I can't possibly read all of it or file it away. And in some cases within a month the literature may be old and not usable.

"That is why I'm a regular subscriber to SRDS publications. I constantly use the SRDS publications and keep them here on my desk at all times. They are timely and accurate, well organized and concise. The hundreds of Service-Ads in the SRDS books are factual and current, they give me the information I need, when I need it most.

"Just imagine the confusion that would result if all the information in the SRDS publications was sent individually to the media buyers—the time consumed in looking for what I had to know would start me wondering whether it DID pay to advertise.

3G458

# UTICA-ROME

(4 AM; 1 FM)

Oneida County—Map Location E-5

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.

**WIBX**  
UTICA

(Established 1925)

**CBS Radio Network**

**RAB**

Rates effective December 1, 1958.  
Rates received November 28, 1958.  
Owned and operated by WIBX, Inc.

**Personnel**

President—Mrs. Margaret Bowen Shepard.  
Asst. Pres. & Gen'l Mgr.—Frederic C. Bowen.  
Executive Vice-Pres. & Sta. Mgr.—Elliott Stewart.

**Representatives**

The Meeker Company.  
Canada—Horace N. Stovin & Company.

**Mailing Instructions**

Business Office and Studio—First National Bank Bldg., Utica, N. Y., Swift 7-0220.  
Transmitter—Clark Mills Road, Town of Whitestown, N. Y.

**Wave—Power—Time**

Operating power—5,000 watts.  
Frequency—950 kilocycles.  
Directional—same pattern, all hours.  
Licensed to operate full time on regional channel.  
Operates on Eastern Standard Time.  
Daylight Saving Time observed.  
Operating schedule: 5:30 a.m. to 12:05 a.m. weekdays; 7:30 a.m. to 12:05 a.m. Sundays.

**Agency Commission**

15% to recognized agencies. Commission applies to station time only. No cash discount.

**General Advertising**

For combination rates see CBS Radio Network (Basic Supplementary Group).  
Contract renewals subject to rates in effect at time of renewal.  
Rate changes not retroactive.  
Advertising of alcoholic beverages other than beer and light wines not accepted. Light wine and beer accepted anytime weekdays and after 1:00 p.m. Sundays.  
BMI, ASCAP, SESAC licenses.

Each....	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
	64.00	45.00	32.00	28.00	20.00	13.00

**ANNOUNCEMENT PACKAGES**

1 minute:	1-6	7-12	13-25
5 times per week.....	10.00	9.75	9.50
10 times per week.....	9.25	9.00	8.75
15 times per week.....	8.50	8.25	8.00
20 times per week.....	7.75	7.50	7.25
25 times per week.....	7.00	6.75	6.50

Quickie news announcements—50% of 1-minute rates.  
20/30-second news announcements—80% of 1-minute rates.

**SPECIAL FEATURES**

News Service—UPI, local and CBS; complete mobile remote studio available.  
Per week: 1 ti. 2 ti. 3 ti. 5 ti. 6 ti. 7 ti.  
5-minute news.... 20.00 19.00 18.00 16.00 15.00 14.00

**Foreign Language Programs**

"Polish Program" with Louis Bienkowski—7:35 a.m. to noon Sundays; 5:00 p.m. to 6:00 p.m. Saturdays.  
"Italianaires"—12:05 p.m. to 12:45 p.m. Sundays.

**POLITICAL**

Regular rates apply; cash in advance.

**Closing Time**

Talent programs, two weeks in advance of broadcast.  
Announcements, talks, and recorded programs, one week in advance of broadcast.

**WKAL**

ROME

(Established 1946)

**NAB**

Rates effective January 1, 1957. (Card No. 4.)

Owned and operated by the Copper City Broadcasting Corporation.

**Personnel**

President—Myron Kallet.  
General Manager—James F. Mullen.  
Ass't Manager—Alberta Rossi.

**Representatives**

Donald Cooke, Inc.

**Mailing Instructions**

Business Offices and Studios—Capitol Theater, Rome, N. Y., phone 3616 or 3617.  
Transmitter:.....

**Wave—Power—Time**

Operating power—250 watts.  
Frequency—1450 kilocycles.  
Non-directional.  
Licensed to operate unlimited time.  
Operates on Eastern Time.  
Operating schedule: Sunday 8:30 a.m. to 11:30 p.m.; week days 5:00 a.m. to 1:00 a.m.

**Agency Commission**

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

**General Advertising**

For combination rates see Mutual Broadcasting System, Inc. The following rates are for national advertising and include music copyright fees.  
Rates gross; do not include talent.  
ASCAP, BMI and SESAC licenses.  
All rates guaranteed for one year.  
Programs and announcements may be combined for frequency discounts.

1 time....	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
13 times..	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
	42.00	25.20	16.80	12.60	8.40

**ANNOUNCEMENTS**

1 minute:	1 time.....	8.00	104 times.....	6.40
	13 times.....	7.60	156 times.....	6.00
	26 times.....	7.20	260 times.....	5.60
	52 times.....	6.80		
30 seconds:	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		

**SPECIAL FEATURES**

News Service—UPI.  
Local news every hour on the hour.  
"The Farm and Home Program"—6:00 a.m. to 7:00 a.m. Monday through Saturday. Farm service program featuring a farm program director.  
The following rates apply:

**Participating Programs**

Rates on request.  
Foreign Language Programs  
"Polish Hour"—10:30 a.m. to 12:30 p.m. Sunday.  
Italian program—12:30 p.m. to 1:30 p.m. Sundays.  
Following rates apply to above programs, per announcement:  
1 time..... 7.25  
26 times..... 7.00

**POLITICAL**

Regular rates apply; payable in advance.

**WRUN**

UTICA

(Established 1947)

**NAB**

**RAB**

Rates effective January 1, 1958.  
Rates received December 2, 1957.  
Rev. (addition of spot packages) rec'd 11-26-56.  
Owned and operated by The Rome Sentinel Co.

**Personnel**

Station Manager—Richard A. Clark.  
President—Bradley C. Barnard.  
General Manager—Fritz S. Uptke.

# NEW YORK

**Representatives**

Avery-Knodel, Inc.

**Mailing Instructions**

Business Office and Studio—258 Genesee St., Utica, N. Y., Swift 7-1500, Rome 5100.  
Transmitter—Oriskany Flats, midway between Utica and Rome, N. Y.

**Wave—Power—Time**

Operating power—5,000 watts days, 1,000 watts nights.  
Frequency—1150 kilocycles.  
Directional—separate patterns, day and night.  
Licensed to operate full time on regional channel.  
Operates on Eastern Time.  
Daylight Saving Time observed.  
Operating schedule: Week days 5:30 a.m. to 12:05 a.m.; Sundays 7:30 a.m. to 12:05 a.m.

**Agency Commission**

15% to recognized agencies on net time charges only; no cash discount. Bills due and payable when rendered.

**General Advertising**

Accepts AAAA copyrighted contract with certain exceptions; modified contract forms available.  
Rates include music copyright fees.  
BMI, ASCAP and SESAC licenses.  
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor within the same bracket may be combined to earn the 1/2 hour, or one hour rate whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station's option on 28 days' notice. Discounts allowed retroactively on number of broadcasts given within a year. Continuing discounts apply. Announcements and programs cannot be combined to earn larger discounts. Announcements in different time classifications can be combined. No rates guaranteed beyond six months from effective date of rate increase. Length of commercial copy in accordance with NAB Standards of Practice. (7:00 a.m. to 10:00 p.m.)

**One hour:**

Each, (no frequency discounts).....	50.00
1/2 hr. 1/4 hr. 10 min. 5 min. 1 min. Sta. bk.	
1 time.....	48.00 32.00 24.00 16.00 10.00 7.00
13 times.....	45.75 30.50 22.90 15.25
26 times.....	43.50 29.00 21.80 14.50
52 times.....	41.25 27.50 20.70 13.75 9.50 6.65
104 times.....	39.00 26.00 19.60 13.00 9.00 6.30
156 times.....	36.75 24.50 18.50 12.25 8.50 5.95
260 times.....	34.50 23.00 17.40 11.50 8.00 5.60
312 times.....	32.25 21.50 16.30 10.75
520 times.....	7.50 5.25

(All other times)

50% of above rates.

**SPOT SATURATION PACKAGES**

Per week:	1 wk.	7 wks.	13 wks.
10 times.....	7.00	6.75	6.50
15 times.....	6.50	6.25	6.00
20 times.....	6.00	5.75	5.50
25 times.....	5.50	5.25	5.00

**SPECIAL FEATURES**

News Service—AP.  
Weather forecasts, time signals, temperature reports, market quotations—rates on request.

**TRANSCRIPTIONS**

Instantaneous reference recordings. Five minute programs or longer, one recording for each 13 week series or one recording of program change during series, no charge. Additional recordings, 5, 10 or 15 minute programs, each 5.00; 30 minute programs, each 10.00.

**WRUN-FM**

UTICA

(Established 1947)

Rates effective October 10, 1947. (Card No. 1.)  
Transmitter—College Hill, Clinton, N. Y.

**Wave—Power—Time**

Operating power—4,300 watts.  
Frequency—105.7 megacycles.  
Antenna height—490 feet above average terrain.  
Operates on Eastern Time.  
Operating schedule: 7:00 a.m. to 11:05 p.m.

**Agency Commission**

15% to recognized agencies on net time charges only; no cash discount. Bills due and payable when rendered.

**General Advertising**

Affiliated with Northeast Radio Network.  
ASCAP, BMI and SESAC licenses.  
(7:00 a.m. to 11:05 p.m.)  
1 hr. 1/2 hr. 1/3 hr. 1/4 hr. 5 min.  
1 time.... 40.00 24.00 20.00 16.00 9.50  
26 times.. 38.00 22.80 19.00 15.20 9.00  
52 times.. 36.00 21.60 18.00 14.40 9.00  
260 times.. 34.00 20.40 17.00 13.60 8.50  
For general information see AM listing.

**WTLB**

UTICA

(Established 1946)

**Independent**

**RAB**

Rates effective August 1, 1958.  
Rates received July 30, 1958.  
Owned and operated by Star Broadcasting Company, Inc.

**Personnel**

President—M. R. Forman.  
Vice-President—Thomas L. Brown.  
General Manager—Harry V. Barker.

**Representatives**

Venard, Rintoul & McConnell, Inc.

**Mailing Instructions**

Business Office and Studio—100 Paul Bldg., 209 Elizabeth St., Utica, N. Y.  
Transmitter—Kellegg Road, New Hartford, N. Y.  
(This listing continued on next page)

In UTICA, N. Y. it's

**WIBX**



"THE  
RUSS BALDWIN  
SHOW"

OVER "95"  
RADIO

A welcome approach to the morning  
—programmed to adults with spending power!—including news, weather, music, and a bit of Russ' own piano artistry!

CBS in UTICA • 5,000 WATTS • DAY & NIGHT

**NEW YORK**

**Utica-Rome—W T L B—Continued**

**Wave—Power—Time**  
 Operating power—1,000 watts days; 500 watts nights.  
 Frequency—1310 kilocycles.  
 Directional—nighttime only.  
 Licensed to operate full time.  
 Operates on Eastern Standard Time.  
 Daylight Saving Time observed.  
 Operating schedule: 24 hours daily.

**Agency Commission**  
 15% to recognized advertising agencies on station time only; no cash discount. Bills payable when rendered.

**General Advertising**  
 ASCAP, BMI and SESAC licenses.  
 The following rates are for national advertising.  
 (6:00 a.m. to 8:00 p.m.)

	1 min.	30 sec.	(*)
1 time.....	11.00	8.25	17.00
26 times.....	10.50	7.85	16.50
52 times.....	10.00	7.50	15.00
104 times.....	9.50	7.00	14.00
156 times.....	9.00	6.50	13.00
260 times.....	8.75	6.00	12.00
312 times.....	8.50	5.50	11.00

(\*) 5 minute news.  
 10-second ID's—50% of applicable 1 minute rate.  
**SATURATION PACKAGE**  
 Per week: 1 min. 1 min.  
 6 times..... 48.00 24 times..... 144.00  
 12 times..... 84.00 30 times..... 165.00  
 18 times..... 117.00 50 times..... 225.00  
 10-second ID's—50% of applicable 1 minute rate.

**Additional Discounts**  
 26 weeks..... 5% 52 weeks..... 10%

**SPECIAL FEATURES**  
 News Service—AP and local. Mobile Unit available.

**Participating Programs**  
 "The Dave Sennett Show"—6:00 a.m. to 9:00 a.m. and 3:30 p.m. to 6:00 p.m.  
 "The Homemaker's Hit Parade" with Charlie Featherstone and Joe Motto—9:00 a.m. to 3:30 p.m.

**POLITICAL**  
 Time is sold for political broadcasts in conformity with station policies, FCC, and all statutes, rules and regulations, both Federal and State.

**Closing Time**  
 Closing date for inclusion in general publicity and printed program announcement two weeks in advance of broadcast.

**WRNY**

(C. P. 500 w. days, 1220 kc.)  
 Rome Community Broadcasting Co.  
 c/o Joseph A. Marturano  
 314 W. Dominick St.  
 Rome, N. Y.  
 (C. P. is for Rome, N. Y.)

**WALTON**

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

**WDLA**  
 (Established 1951)



Rates effective November 1, 1953.  
 Rates received September 28, 1953.  
 Owned and operated by Delaware County Broadcasting Corp.

**Personnel**  
 Vice-Pres. & Gen'l Mgr.—Michael J. Cuneen.

**Representatives**  
 Rambeau, Vance, Hopple, Inc.

**Mailing Instructions**  
 Business Office and Studio—Walton, N. Y., Underhill 5-4321.  
 Transmitter—Top of Bear Spring Mountain, Walton N. Y.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 Frequency—1270 kilocycles.  
 Non-directional.  
 Licensed to operate daytime only.  
 Operates on Eastern Standard Time.  
 Daylight Saving Time observed.  
 Operating schedule: 6:00 a.m. to local sunset.

**Agency Commission**  
 15% to recognized agencies on time only; no cash discount. Bills rendered 1st of month; payable within 10 days.

**General Advertising**  
 Affiliated with Northeast Radio Network.  
 Accepts AAAA copyrighted contract.  
 Rates include music copyright fees.  
 ASCAP, BMI and SESAC licenses.  
 Alcoholic beverage advertising: beer and wine accepted, excluding Sunday.

	1 tl.	13 tl.	26 tl.	52 tl.	156 tl.	260 tl.
1 hour.....	55.00	52.25	49.50	46.75	44.00	41.25
1/2 hour.....	33.00	31.35	29.70	28.05	26.40	24.75
1/4 hour.....	22.00	20.90	19.80	18.70	17.60	16.50
10 minutes.....	16.50	15.70	14.85	14.00	13.20	12.40
5 minutes.....	11.00	10.45	9.90	9.35	8.80	8.25
1 minute.....	8.00	7.60	7.20	6.80	6.40	6.00
30-seconds.....	6.00	5.70	5.40	5.10	4.80	4.50

**SPECIAL FEATURES**  
 News Service—UPI and local.  
 Weather roundup service, rates on request.

**Participating Programs**  
 "Western Caravan" with Dick "Sagalong" Hoyt—9:15 a.m. to 10:00 a.m. Monday through Saturday.

**POLITICAL**  
 Regular rates apply.

**Closing Time**  
 Talks close 48 hours in advance of broadcast.

# 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.

3-5G-958



# WATERTOWN (2 AM)

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

## WATN

(Established 1941)

Rates effective June 15, 1945. (Card No. 3.)

Rev. rec'd May 26, 1958.

Owned and operated by the Watertown Broadcasting Corporation.

### Personnel

President—G. Harry Righter.

### Representatives

Dervney, Incorporated.

### Mailing Instructions

Business Office and Studio—Trust Company Bldg., Watertown, N. Y., telephone 2424.

Transmitter—Trust Company Bldg., Watertown, N. Y.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1240 kilocycles.

Non-directional.

Licensed to operate full time on local channel.

Operates on Eastern Time.

Operating schedule: Sundays 8:00 a.m. to 12:15 a.m.; week days 7:00 a.m. to 12:15 a.m.

### Agency Commission

Agency commission 15% to recognized agencies on net station time only. No cash discount.

### General Advertising

Accepts AAAA copyrighted contract.

Station breaks take one minute rate.

Beer and wine advertising accepted.

The following rates are for national advertising.

CLASS "A"		CLASS "B"	
(6:00 p.m. to 11:00 p.m.)		(All other times)	
1	30	1	30
hr.	min.	hr.	min.
1 time.....	100.00	60.00	36.00
13 times.....	95.00	57.00	33.00
26 times.....	90.00	54.00	30.00
52 times.....	85.00	51.00	27.00
104 times.....	80.00	48.00	24.00
156 times.....	75.00	45.00	21.00
260 times.....	70.00	42.00	18.00
312 times.....	65.00	39.00	15.00

1	1/2	1/4	10	5	1	30
hr.	hr.	hr.	min.	min.	min.	sec.
1 time.....	60.00	36.00	24.00	18.00	12.00	8.00
13 times.....	57.00	34.20	22.80	17.10	11.40	7.60
26 times.....	54.00	32.40	21.60	16.20	10.80	7.20
52 times.....	51.00	30.60	20.40	15.30	10.20	6.80
104 times.....	48.00	28.80	19.20	14.40	9.60	6.40
156 times.....	45.00	27.00	18.00	13.50	9.00	6.00
260 times.....	42.00	25.20	16.80	12.60	8.40	5.60
312 times.....	39.00	23.40	15.60	11.70	7.80	5.20

Time signals, service flashes, station breaks, packages, participations—rates on request.

### TRANSCRIPTIONS

Library Service—Standard, Sesac.

## WWNY

(Established 1941)

# CBS Radio Network



Rates effective July 1, 1957.

Rates received May 31, 1957.

Owned and operated by the Brockway Company.

### Personnel

General Manager—Louis Saiff, Jr.

Station Manager—Earl R. Kelly.

Sales Manager—Harold Gore, Jr.

### Representatives

Weed Radio Corporation.

### Mailing Instructions

Business Office and Studio—Hotel Woodruff, Watertown, N. Y.

Transmitter—Outer Ives St., four miles from business district, Watertown, N. Y.

### Wave—Power—Time

Operating power—1,000 watts.

Frequency—790 kilocycles.

Directional—nighttime only.

Licensed to operate full time on regional channel.

Operates on Eastern Time.

Operating schedule: Sundays 8:00 a.m. to 12:05 a.m.; week days 6:00 a.m. to 12:05 a.m.

### Agency Commission

15% to recognized agencies on station time only.

No cash discount. Bills due when rendered.

### General Advertising

For combination rates see CBS Radio Network (Basic Supplementary Group) and Northeast Radio Network.

The following rates are for national advertising. Rates include charges by owners of music copyrights.

ASCAP, BMI and SESAC licenses.

1	1/2	1/4	5	1	30
hr.	hr.	hr.	min.	min.	sec.
1 time.....	100.00	60.00	35.00	18.00	10.00
13 times.....	95.00	57.00	33.25	17.05	9.50
26 times.....	90.00	54.00	31.50	16.10	9.00
52 times.....	85.00	51.00	29.75	15.15	8.50
104 times.....	80.00	48.00	28.00	14.20	8.00
260 times.....	75.00	45.00	26.25	13.25	7.50
312 times.....	70.00	42.00	24.50	12.30	7.00

10-second announcements, flat, 3.00 each. No discounts. Combinable with minute/30-second announcements for earning frequency discounts on the minute/30-second announcements.

### SPECIAL FEATURES

News Service—UPI.

Participating Programs

(Rates on request)

"Ward's Korner"—6:00 a.m. to 6:25 a.m.

"Coffee Club"—Monday through Friday 9:05 a.m. to 9:30 a.m.

"Harriette Meets the Ladies": Monday through Friday, 9:30 a.m. to 9:55 a.m.

"Jack Case Morning Sports Round-up"—7:05 a.m. to 7:15 a.m.

"Jack Case and His Nightly Sports Round-up"—6:05 p.m. to 6:15 p.m.

### Closing Time

Contracts close one week in advance of broadcast. All commercial copy must be submitted and approved 48 hours in advance. Transcriptions close 24 hours in advance; talks close 48 hours in advance.

## WELLSVILLE

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

## WLSV

(Established 1955)



Rates effective September 1, 1955. (Card No. 1.)  
Card received September 12, 1955.  
Owned and operated by Radio Services of Wellsville.

### Personnel

General Manager—J. S. Mumma.

Commercial Manager—Craig Cummings.

Station Manager—Robert H. Elliott.

Program Directors—P. R. Tucker, Jay Mullen.

### Representatives

Call station collect.

### Mailing Instructions

Business Office and Studio—Hotel Fassett, Wellsville, N. Y., telephone 727.

Transmitter—Murphy Road, Allegany County, Wellsville, N. Y.

### Wave—Power—Time

Operating power—500 watts days.

Frequency—790 kilocycles.

Non-directional.

Licensed to operate daytime only.

Operates on Eastern Standard Time.

Daylight Saving Time observed.

Operating schedule: sunrise to local sunset.

### Agency Commission

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

### General Advertising

Rates include music copyright fees.

ASCAP, BMI and SESAC licenses.

Rates based upon total number of broadcasts used within a 52 week period. Programs and announcements cannot be combined to earn frequency discounts.

Contracts cannot be resold or rebilled.

All contracts subject to cancellation or change of time upon 28 days' notice.

1	1/2	1/4	10	5	1	30
hr.	hr.	hr.	min.	min.	min.	sec.
1 time.....	36.00	24.00	18.00	12.00	6.00	5.00
13 times.....	34.20	22.80	17.10	11.40	5.70	4.75
26 times.....	32.40	21.60	16.20	10.80	5.40	4.50
52 times.....	30.60	20.40	15.30	10.20	5.10	4.25
104 times.....	28.80	19.20	14.40	9.60	4.80	4.00
260 times.....	27.00	18.00	13.50	9.00	4.50	3.75
312 times.....	25.20	16.80	12.60	8.40	4.20	3.50

(\* 60 seconds transcribed or 120 words live.

(†) 30 seconds transcribed or 60 words live.

### SPECIAL FEATURES

News Service—AP and local news. News Service charge—10% of applicable rate. Sports events, women's participation programs, time signals, weather and temperature reports and other feature programming—rates on request.

### POLITICAL

Regular rates apply, payable in advance.

### Closing Time

Program content must be received 24 hours prior to broadcast time.

## WETHERSFIELD

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

## WRRL

—FM—

(Established 1948)

Owned and operated by Northeast Radio Corp.

### Representatives

None.

### Mailing Instructions

Mailing address—Bliss, N. Y.

Business Office—Terrace Hill, Ithaca, N. Y., telephone 4-6357.

Transmitter—RFD No. 1, Bliss, N. Y., telephone 7538.

### Wave—Power—Time

Effective radiated power—5,400 watts.

Frequency—107.7 megacycles.

Antenna height—460 feet above terrain.

Licensed to operate unlimited time.

Operates on Eastern Time.

Operating schedule: 6:15 a.m. to 1:00 a.m. weekdays, and noon to 1:00 a.m. Sunday.

### General Advertising

For combination rates see listing of Northeast Radio Network.

## WHITE PLAINS (1 AM; 1 FM)

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

## WFAS

(Established 1932)



Rate Card No. 17B dated March 15, 1956.

Card received March 9, 1956.

Owned and operated by the Westchester Broadcasting Corporation.

### Personnel

Vice-Pres. & Man. Dir.—Frank A. Seltz.

# NEW YORK

### Representatives

Headley-Reed Company.

### Mailing Instructions

Business Office, Studio and Transmitter—Secor Road Hartsdale, N. Y., P. O. Box 711, White Plains, N. Y., White Plains 9-6400.

### Wave—Power—Time

Operating power—250 watts.

Frequency—1230 kilocycles.

Non-directional.

Licensed to operate unlimited time.

Operates on Eastern Time.

### F M Facilities

Effective radiated power—1,000 watts.

Frequency—103.9 megacycles on channel 280.

### Agency Commission

Agency commission 15% on facilities charge allowed to recognized agencies. Cash discount 2%—15th of month following. All charges for facilities payable on receipt of invoice.

### General Advertising

Accepts AAAA copyrighted contract.

FM operated in conjunction with AM.

If broadcasts are continued without interruption beyond the original schedule, the additional broadcasts shall be considered part of the original order and the same rate shall apply until any lower rate shall have been earned; then this lower rate shall apply to the whole order. It is agreed, however, that this provision shall not cover service rendered later than one year from the date of the first broadcast.

1	1/2	1/4	10	5	1	30
hr.	hr.	hr.	min.	min.	min.	sec.
1 time.....	123.00	84.00	62.00	44.00	27.00	23.00
13 times.....	84.00	57.00	50.00	37.00	23.00	20.00
26 times.....	78.00	55.00	39.00	27.00	19.00	11.00
52 times.....	71.00	50.00	37.00	26.00	16.00	10.50
104 times.....	57.00	49.00	33.00	22.00	15.00	9.25
260 times.....	.....	.....	.....	.....	.....	8.00
500 times.....	.....	.....	.....	.....	.....	7.50
1000 times.....	.....	.....	.....	.....	.....	5.25

### WEEKLY FREQUENCY CONTRACT RATES

Weekly program or announcement schedules under yearly contract, continued without interruption or reduction of schedule after completion of first contract year, will continue to earn the contract rate established within such contract year for an additional period of not more than 52 weeks, but any interruption or reduction of contract schedule will automatically cancel this clause.

1	30
min.	sec.
10 spots weekly for 13 weeks, per spot.....	8.00
10 spots weekly for 26 weeks, per spot.....	7.00
10 spots weekly for one year, per spot.....	5.25
40 or more spots weekly for 13 weeks, per spot.....	5.25

### Night Time Strip Rates

Strips sold only on a five times weekly basis Monday through Friday inclusive and are available only from the hours of 7:00 p.m. through to 12:00 midnight. Each strip is sold only on an across-the-board basis.

13-week contract:	Per week
5 minutes daily.....	39.00
10 minutes daily.....	52.00
15 minutes daily.....	65.00
30 minutes daily.....	97.50
1 hour (55 minutes) daily.....	152.00

26-week contract:	Per week
5 minutes daily.....	